Journal of Business and Economics, ISSN 2155-7950, USA
June 2016, Volume 7, No. 6, pp. 935-943
DOI: 10.15341/jbe(2155-7950)/06.07.2016/005
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Differences between Low and High Narcissistic People in Selfie-sticks in Korea*

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Abstract: In South Korea, selfie sticks became so popular and heavily used everywhere that triggered debates as to why people took this selfie and how are they feeling. It is not clear as whether majority of Koreans have acts of narcissism or just representing a better side of themselves since many Koreans care too much about how they are perceived in other people's eyes. Therefore this study aims at revealing the truth about "selfie-stick" in Korea and its connection to narcissism behaviors. This study employed two-stage methodology. The first stage of research involved using the Narcissistic Personality Inventory (NPI) test to select individuals with either high or low level in narcissism. The second stage tested whether there are differences, consistent with the NPI, between narcissistic and non-narcissistic participants with respect to the views of selfie-stick obtained from a different developed questionnaire. Data were collected from 242 undergraduate students of different universities in Korea. MANOVA results shows that there is statistically significant difference between the means of self-needs and aspiration for better self representation for low and high narcissistic groups.

Key words: selfie; selfie-sticks; narcissisms
JEL code: M310

1. Introduction

In Korea recently "selfie-sticks" have been hugely popular as so sometimes back in other Asian countries and popularly known as "monopod" in Singapore. They are extendable arms that place a phone in a cradle — thus allowing someone to take selfies[1] from a greater distance. This way someone can capture more of what's in the background. For a group selfie there is an assurance for everyone to appear in a photo. In South Korea, selfie sticks became so heavily used that even the government stepped in because those sticks use Bluetooth devices and therefore considered to be a "telecommunication device" and must be tested and registered with the South Korean agency that oversees such gadgets. The Office can impose fines or jail terms on those making and selling unregistered sticks (BBC Technology, 2014).

*This study acknowledges the support of Dong-A University Sabbatical Research Work
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[1] A selfie is a self-portrait photograph, typically taken with a hand-held digital camera or camera phone. Selfies are often shared on social networking services such as Face book, Google+, Instagram, Snapchat, Tumblr and Twitter. They are usually flattering and made to appear casual.