COLLECTIVE NARCISSSISM, INDIVIDUAL NARCISSSISM AND INTER-GROUP AGGRESSIVENESS

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Agenda

1. The concept of collective narcissism
   • Definition of collective narcissism
   • Collective narcissism vs individual narcissism
   • Consequences of collective narcissism

2. Empirical data
   • Study 1: British Sample
   • Study 2: Polish Sample

3. Discussion
THE CONCEPT OF COLLECTIVE NARCISSISM

1. Definition of collective narcissism
The Concept of Collective Narcissism

Collective narcissism (CN): an in-group identification tied to an emotional investment in an unrealistic belief about the unparalleled greatness of an in-group (Golec de Zavala, Cichocka, Eidelson, Jayawickreme, Swierszcz, 2008)

- **CN** is a specific type of in-group identification:
  - strong
  - linked to insecure and ambivalent belief in one’s in-group greatness
  - linked to sensitivity to doubts or external criticism
The Concept of Collective Narcissism

CN extends into the social domain the concept of individual narcissism (IN):

- an excessive self love or inflated, grandiose view of oneself that is constantly doubted and requires continual external validation (Baumeister, Bushman & Campbell, 2000; Horney, 1937; Raskin & Terry, 1988).
The Concept of Collective Narcissism

- Studies demonstrate that Collective Narcissism is related to:
  - high private collective self esteem
  - low public collective self esteem
  - negative implicit group esteem

(Golec de Zavala, et al., 2008)
THE CONCEPT OF COLLECTIVE NARCISSISM

1. Collective narcissism vs individual narcissism
Collective and Individual Narcissism

Predictions:

• independent variables

• positively but weakly or moderately related

• collective narcissism, rather than individual narcissism will be responsible for inter-group negativity
EMPIRICAL DATA
EMPIRICAL DATA

STUDY 1:
- A sample of 92 British students.
- Examines the relation of collective and individual narcissisms and interpersonal and inter-group aggressiveness.
STUDY 1: METHOD

PARTICIPANTS

• 92 undergraduate students of a British, London based university (52 women and 40 men)

• Age: from 18 to 49 ($M = 28.8; SD = 7.1$)

• 48 identified their ethnicity as Black, 44 as White

• only British citizens

• similar age and gender distribution in both groups

➢ Participants asked to complete a questionnaire in return for research participation credit.
STUDY 1

CN in the context of ethnic in-groups

• Predictions:
  ▫ CN and IN, although positively correlated, are independent variables
  ▫ IN rather than CN predicts interpersonal aggressiveness
  ▫ CN rather than IN predicts out-group negativity
STUDY 1: METHOD

MEASURES

• **Collective Narcissism** \( (\alpha = .82; M = 3.30; SD = .99, 46.57\% \text{ of variance explained, eigenvalue} = 2.79; \text{no other eigenvalues greater than 1}) \)

• **Individual Narcissism** \( (\alpha = 91; M = 2.97; SD = .78) \): Narcissistic Personality Inventory (Emmons, 1987)

• **Interpersonal Aggressiveness** \( (\alpha = .90; M = 2.15; SD = .88) \). Aggression Questionnaire (Buss & Perry, 1992)

• **Inter-group Antagonism** \( (\alpha = .83; M = 3.23; SD = .70) \): Blacks’ perceived relative deprivation in comparison to Whites and anti-Whites sentiment.
# Collective Narcissism Scale

1. I wish other groups would more quickly recognize authority of my group.
3. I will never be satisfied until my group gets the recognition it deserves.
4. I insist upon my group getting the respect that is due to it.
5. It really makes me angry when others criticize my group.
6. If my group had a major say in the world, the world would be a much better place.
7. I do not get upset when people do not notice achievements of my group. (*reversed*)
8. Not many people seem to fully understand the importance of my group.
9. The true worth of my group is often misunderstood.
Inter-group Antagonism: Blacks’ perceived relative deprivation

1. Over the past few years, Blacks have gotten less economically than they deserve.

2. Over the part few years, Whites have gotten more economically than they deserve.

3. How much discrimination against Blacks do you feel there is in the UK today, limiting their chances to get ahead?

4. How much of the racial tension that exists in the UK today do you think Whites are responsible for creating?


STUDY 1: CORRELATIONS

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**p < .001; ***p < .000
Hypothesis 1: IN rather than CN predicts interpersonal aggressiveness

MULTIPLE REGRESSION ANALYSIS:
• Predictors: CN and IN (controlling for age, gender and ethnic group)
• DV: interpersonal aggressiveness

RESULTS:
• only IN significantly predicts interpersonal aggressiveness
  \( b = .52; \ SE = .11; \ p < .001; \ F(5,86) = 5.92; \ p < .001; \ R^2 = .26 \)

• CN is unrelated to aggressiveness on interpersonal level
  \( b = .02; \ SE = .10; \ p = .85 \)
STUDY 1: RESULTS

Relationship between CN and inter-group antagonism among Black and White participants

\[ b = .33^{***}; \ SE = .08 \]
\[ b = -.18^{*}; \ SE = .10 \]

*p < .05. ***p < .001

Simple slopes computed according to a procedure proposed by Cohen et al (2003).
Hypothesis 2: CN rather than IN predicts inter-group animosity

**MODEL 1:**
- the effects of the ethnic group and both narcissisms (controlling for age and gender)

**RESULTS:**
- an effect of the ethnic group.
- an effect of CN positive but non significant
- \((b = .11; SE = .07; p = .12; F (5,86) = 11.39; p < .001; R^2 = .398)\).

**MODEL 2:**
- **interaction effects:** CN*ethnic group, IN*ethnic group
- **Hypothesis 2a:** only Blacks high on CN with express belief in Blacks’ deprivation and animosity against Whites
- **Hypothesis 2b:** only Whites high on CN will reject the belief in Blacks’ deprivation and prefer Whites over Blacks
- no such effects for expected IN

**RESULTS:**
- significant interaction between an ethnic group and CN \((b = -.23; SE = .07; p < .001)\).
- addition of the interaction terms \(\Delta R^2 (2,84) = .11; p < .001\).
STUDY 1: RESULTS

- among Black participants CN is related to belief in Blacks deprivation and anti-White sentiment

- among White participants CN is related to rejection of belief in Blacks deprivation and anti-Black sentiment
STUDY 1: DISCUSSION

- IN and CN are moderately positively related.
- IN and CN predict aggressiveness on different levels of individual functioning.
- IN (but not CN) is related to a tendency to physically or verbally aggress against other people in interpersonal relations.
- CN (rather than IN) is related to out-group animosity.
THE CONCEPT OF COLLECTIVE NARCISSISM

1. Collective narcissism vs individual narcissism
2. Consequences of collective narcissism
Threatened egotism theory
(Baumeister, Bushman & Campbell, 2000)

- Narcissists invest emotionally in their high opinion about themselves and demand that others confirm that opinion

- Individual narcissism is a ‘risk factor’ that contributes to violent and aggressive response to provocation (unfair treatment, criticism, doubts, insult)

- Interpersonal aggression is a means of defending the grandiose self-image
Consequences of Collective Narcissism

• Studies show that CN predicts inter-group aggressiveness over and above other variables associated with inter-group negativity (Golec de Zavala et al., 2008):
  ▫ SDO
  ▫ RWA
  ▫ strong group identification
  ▫ blind patriotism

• aggressiveness related to CN seems to be driven by a perception of an ambiguous social situation as an insult to the in-group
EMPIRICAL DATA
EMPIRICAL DATA

STUDY 2:

• A sample of 148 Polish students.

• Examines the relation of collective narcissism and psychological entitlement

• Examines the nature of aggressive responses related to CN
STUDY 2

Effects of CN in the context of national in-group

- the relationship between CN and an aspect of IN associated with unconstructive social behavior (Campbell et al, 2004), i.e. psychological entitlement (PE)

- Predictions:
  - CN (but not PE) will predict out-group negativity
  - CN will be related to aggressive responses to perceived threat or insult to the in-group: extension of Threatened Egotism Theory (Bushman & Baumesiter, 1998; Baumeister, et al, 2000) into the social domain
STUDY 2: METHOD

PARTICIPANTS

• 148 students of a large Polish university (135 women and 13 men)

• age: from 18 to 45 ($M = 23.12; SD = 4.90$)

➢ Participants asked to take part in an on-line questionnaire containing several psychological measures in return for the research participation credit and a possibility to participate in a prize draw.
“Fear. Anti-Semitism in Poland after Auschwitz. An essay in historical interpretation” by J.T. Gross

- Reactions to controversial socio-historical analysis presented in a book concerning:
  - the issue of Polish postwar anti-Semitism
  - the role of the Communist regime in strengthening anti-Jewish attitudes

- caused many discussions worldwide,
- provoked critical commentaries about Poland
- has risen controversies in Poland, including strong criticism of the author (out-group member)
STUDY 2: METHOD

MEASURES 1/2

- **Collective Narcissism Scale** ($\alpha = .77$ $M = 3.27$ $SD = .67$, 30.41% of variance explained, eigenvalue = 2.74; no other eigenvalues greater than 1).

- **Psychological Entitlement Scale** ($\alpha = .83$ $M=3.59$ $SD=.99$).

- **Negative Jewish Stereotype** ($\alpha = .91$ $M = 5.30$ $SD =1.32$). Conspiracy Stereotype Scale (Kofta, Sędek, 2005).

- **Anti-Semitic prejudice** ($\alpha = .71$ $M = 5.62$ $SD = 1.01$). Social Distance Scale (adopted from Struch, Schwartz, 1989).

- **Anti-Semitism**: constructed out of the measure of the conspiracy stereotype and social distance scale (positively correlated, $r (135) = 15$; $p < .08$).
STUDY 2: METHOD

MEASURES 2/2

• Perception of accusation of anti-Semitism as an insult ($\alpha = .75$ $M = 3.22$ $SD = 1.27$). Reactions to ‘Fear’ by J.T. Gross.

• Negative emotions and intentions towards the author of ‘Fear’ ($\alpha = .91$; $M = 2.08$; $SD = 1.33$).

• Negative emotions towards Jews ($M = 2.04$; $SD = 1.27$) ‘This book makes me feel negativity towards Jewish people’.
## STUDY 2: CORRELATIONS

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<td><strong>4. ‘Fear’ as insult to Poland</strong></td>
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<td><strong>5. Negativity towards the author</strong></td>
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<td><strong>6. Negativity towards Jews</strong></td>
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**p < .001; ***p < .000**
STUDY 2: CORRELATIONS

Collective Narcissism and:
- PE $r = .18^*$
- Anti-Semitism $r = .35^{***}$
- ‘Fear’ as insult to Poland $r = .29^{***}$
- Negativity towards the author of ‘Fear’ $r = .24^{**}$
- Negativity towards Jews $r = .21^{**}$

Psychological Entitlement and:
- Anti-Semitism $r = .06$
- ‘Fear’ as insult to Poland $r = .04$
- Negativity towards the author of ‘Fear’ $r = .09$
- Negativity towards Jews $r = .15$

**p < .001; ***p < .000
STUDY 2: RESULTS

MULTIPLE REGRESSION ANALYSIS:

- **Hypothesis**: only CN, but not PE significantly explained the variance in anti-Semitism (controlling for age and gender)

- **RESULTS**: CN ($b = .59; SE = .14; p < .001; F(4,134) = 4.34; p < .002; R^2 = .117$) but not PE ($b = -.008; SE = .08; p = .92$) is positively related to anti-Semitism

- only CN, but not PE, is related to perception of the ‘Fear’ as insult to Poland and Polish people, negativity towards the author of the book and towards Jewish people
STUDY 2: RESULTS

- **Hypothesis 2**: the perception of ‘Fear’ as the insult to the in-group mediates the relationship between CN and negativity towards the author of the book and Jewish people.

- Mediational analyses following the procedure proposed by Baron and Kenny (1986), controlling for gender and age and psychological entitlement.

- Psychological entitlement did not contribute significantly to explaining the variance in the dependent variable in any of the analyses.
STUDY 2: RESULTS
Mediational analyses

COLLECTIVE NARCISSISM

‘Fear’ as insult

Negativity towards the author

.54*** (15)

.46** (.16)

.09 (.13)

.69*** (07)
STUDY 2: RESULTS
Mediatational analyses

COLLECTIVE NARCISSISM → ‘Fear’ as insult

.54***(15)

‘Fear’ as insult → Negativity towards Jews

.36*(.15)

Negativity towards Jews →

.89***(.08)

.15(.15)
STUDY 2: DISCUSSION

- replication of the results of STUDY 1 in a different cultural and social context, using the CNS with reference to a different social group:

  ▫ CN and psychological entitlement (an aspect of IN responsible for unconstructive social behavior) are positively but not strongly correlated

  ▫ CN, but not PE, accounts for variance in inter-group attitudes
STUDY 2: DISCUSSION

Contribution to understanding the nature of aggressiveness and out-group negativity related to CN - it is related to two distinct types of attitudes:

- **Prejudice** against out-groups that may be considered ‘typical’ for the in-group, with which the in-group shares a common history of difficult relations

- Responsive or retaliatory **aggressiveness** in reaction to perceived insult to the in-group
STUDY 2: DISCUSSION

Confirmation of the predictions resulting from extending the Threatened Egotism Theory (Bushman & Baumesiter, 1998; Baumeister, et al, 2000) into the social domain:

1. CN related to increased likelihood of interpreting criticism of the in-group as insulting and threatening

2. the perception of criticism as insult mediates the relationship between CN and aggressiveness against the source of criticism and against the out-group that this criticism concerns
GENERAL DISCUSSION
Collective Narcissism:

- is a strong but insecure and ambivalent belief in one’s in-group greatness

- extends the concept of IN into the social domain

- is positively but moderately related to individual narcissism and psychological entitlement
GENERAL DISCUSSION

✓ Collective Narcissism rather than IN or PE predict intergroup animosity

✓ results confirm the extension of Threatened Egotism Theory into the social domain
ONGOING AND FUTURE RESEARCH

• Collective narcissism and:
  ▫ reactions to insult to in-group (experimental studies)
  ▫ inter-group sensitivity effect studies (Hornsey & Imani, 2004)
  ▫ insult and group based emotions (Rodriguez-Mosquera, 2007)
MORE INFORMATION:

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