

Got a complex?

Narcissistic, insecure people post more on Facebook

PEOPLE WHO POST Facebook status updates about their romantic partner are more likely to have low self-esteem, a new research has revealed. Users who brag about diets, exercise and accomplishments on the social networking site are typically narcissists, it added.

It might come as little surprise that Facebook status updates reflect people's personality traits.

"However, it is important to understand why people write about certain topics on Facebook because their updates may be differentially rewarded with likes and comments," said psychology lecturer Tara Marshall from Brunel University in Britain in a statement.

People who receive more likes and comments tend to experience the benefits of social inclusion whereas those who receive none feel ostracised.

For the study, the team surveyed Facebook users to examine the personality traits and motives that influence the topics they choose to write about in their status updates.



The data was collected from 555 Facebook users who completed online surveys measuring the 'Big Five' personality traits

- extroversion, neuroticism, openness, agreeableness and conscientiousness - as well as self-esteem and narcissism.

The research found that people with low self-esteem more frequently posted status updates about their current romantic partner. Narcissists more frequently updated about their achievements, which was motivated by their need for

attention and validation from the Facebook community.

"These updates also received a greater number of 'likes' and comments, indicating that narcissists' boasting may be reinforced by the attention they crave," the authors said.

Narcissists also wrote more status updates about their diet and exercise routine, suggesting that they use Facebook to broadcast the effort they put into their physical appearance.

Conscientiousness was associated with writing more

updates about one's children. "Although results suggest that narcissists' bragging pays off because they receive more likes and comments to their status updates, it could be that their Facebook friends politely offer support while secretly disliking such egotistical displays," Marshall said.

Greater awareness of how one's status updates might be perceived by friends could help people to avoid topics that annoy more than they entertain, the authors said. *IANS*

ALIGN YOUR LIFE

The truth about your skin

Mariam had been suffering from skin allergies all her life. She had tried herbal remedy, steroids, and different types of creams - but somehow her skin never got normal. The rash would return month after month with a vengeance and she had scratch marks all over her body. This surely affected her confidence and how she felt about herself. After years of struggling with it, she decided to seek help from unusual sources and that's how I met her. Our meeting went off well and I realised that the problem was not her skin but something else altogether.

Mariam had grown up in a war-torn country, where she had lived her entire childhood in fear. She saw her friends being killed, her sister losing a leg and finally her father was also gone. These events left a deep scar on her mind and that's when her skin problems started. She was living in fear and anxiety and that manifested in rashes all over her body. Years passed and she moved to Dubai. However the fear remained buried deep down and she continued to have skin problems. It was only after months of hypnotherapy and meditation that she felt better and her rash was under control for the first time in her life.

The above scenario is a common phenomena and I have come across many such clients who have suffered skin problems. In addition to past events, stress also causes havoc with the skin. Many people have acne breakouts when stress levels are high.

Before you start taking medication for the skin problem, why not ask yourself few questions? What am I afraid of? What makes me feel threatened? Am I feeling anxious and is stress dominating my life?

Look into your past. Jot down events that could have triggered the condition. Think of events that could have led to high stress levels. You will soon realise that there is a pattern. Once you have got a glimpse into what could be the cause, its time to find a good hypnotherapist and start working on resolving the old issues. You will realise that the answer to skin problems is not always in the medication. Reducing stress and dealing with past trauma can help you heal from within along with healing your skin.

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Skinny is out

Thin models may put off more women than they inspire

ADVERTISING PROS! PAUSE before you cast a thin model in your next advertisement feature. Researchers have found that thin models could alienate up to 70 per cent of your audience.

Not all women will buy products because the models in the advertisements are thin, the researchers noted. "The current 'thin sells' fixation is a gross oversimplification of how women respond to advertising," the study said. "We need to look at the target market, and we also have to look at the product category," said study co-author James Roberts, professor of marketing at the Baylor University in the US.

"For some product categories, 'thin' is probably going to do better. For others, it very well may be that an average-size

model may sell better than a thin model. It just may be a good business decision," Roberts noted.

The study involved a diverse group of 239 women. To conduct the study, the researchers had to determine which of the women surveyed internalised the "thin ideal". "It was our belief that women who ascribed to the 'thin ideal' would be more receptive to the thinner models," Roberts said.

Of those surveyed, 25 per cent disagreed with the "thin ideal" and 45 per cent did not fully ascribe to it. "For those who did not ascribe to the thin ideal, model size did not play a part in ad effectiveness," Roberts said.

The study was published in the *Atlantic Marketing Journal*. *IANS*

