



## IDENTITY CRISIS AND MANIFESTATIONS OF NARCISSISM IN TECHNOLOGY AGE

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**The purpose** of this article is to provide a reflection on a broad scope of cultural narcissism with special attention towards the hidden and defenceless aspects of this phenomenon uncovered via technical tools such as: facebook, twitter, advertising and mass- media in general. Furthermore by collecting data from the critical audience in regards to get the sufficient results about the mass media impact in our personal life and self- image as well as a the lost of the role of authorities and trustiness in society.

**Design/methodology/approach** – Used the method of literature overview from other field scientists such as psychologists, sociologist, social work specialists and mass media experts in sequence to provide the large scale and open view in order to present narcissistic society. Therefore, it is about the self- image curating as well as how the others proves you and responds on your image. The article discusses each of these themes in regards of problems our present society faces and problems solves created by social networks and our self- esteem level. Due to this guessable fact, in order to prove or disprove the fact that the present worldview without authorities had been stocked in narcissistic and lonely cage It was made a research by questioning university students with an average age of 19 who answered questions about the extent of their social media usage and the link to authorities. The students also took part in a personality assessment measuring exhibitionism, dominance, self- imagine, self-sufficiency and the trust of authorities in their lives.



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**Findings** – The narcissism construction was briefly reviewed along with contemporary issues in understanding the different presentations and uncover of this phenomena with the help of literature and personal data collected in university among students in the beginning of their twenties (or still in their nineteenths). Selections from the theoretical literature explored in order to offer a nuanced conceptualization of the usual and seen part of narcissism but never taken for granted.

**Research limitations/implications** – limitation of literature and data collections from researchers in the field of humanities.

**Originality/Value** – Social networks, advertising, mass- media and other technology tools they have significant effects on how we communicate and, ultimately, how we view ourselves. This kind of research have not been done in Lithuania recently (or was not presented yet).

**Keywords:** narcissism, culture, technologies, identity crisis, authority.

**Research type:** a general review and a research.