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Endnotes

Introduction: The growing narcissism in American culture

On a reality TV show: "My Super Sweet 16," MTV

My Beautiful Mommy: Salzhauer, Michael. (2008). *My Beautiful Mommy*. New York: Big Tent Books; Friedman, Emily. "Kids' Book About Tummy Tucks, Nose Jobs," ABC news, April, 2008;

<http://abcnews.go.com/Health/BeautySecrets/story?id=4675368&page=1> (viewed online 5/24/2008). See also the book's official webpage: <http://www.mybeautifulmommy.com/>

... *the trendy "Mommy Makeover."*: e.g., Lelchuk, Ilene. "The 'mommy makeover' – growing trend. *San Francisco Chronicle*, March 23, 2007. <http://www.sfgate.com/cgi-bin/article.cgi?file=/c/a/2007/03/23/MNGOEOQHTV1.DTL> (viewed online 9/18/08)

It is now possible to hire fake paparazzi to follow you around snapping your photograph: Lee-St. Jon, Jeninne. "Your own personal paparazzi." *Time*, January 17, 2008.

<http://www.time.com/time/magazine/article/0,9171,1704698,00.html> (viewed online 9/18/08); Peter Alexander, "Live like a star: Hiring your own paparazzi," Today show, NBC, March 20, 2008; See also: www.celeb4aday.com

"I believe that the world should revolve around me!": Little Jackie, *The Stoop*, 2008.

"Bling" pacifiers: <http://www.munchkin.com/products/detail.html?pID=880> (viewed online 9/18/08)

This Little Piggy Went to Prada: see <http://www.thislittlepiggywenttoprada.com/> (viewed online 5/24/2008) or Allen, Amy. (2006). *This Little Piggy Went to Prada: Nursery Rhymes for the Blahnik Brigade*. New York: William Morrow.

In data from 45,000 college students across several generations: Twenge, J. M., Konrath, S., Foster, J. D., Campbell, W. K., & Bushman, B. J. (2008). Egos inflating over time: A cross-temporal meta-analysis of the Narcissistic Personality Inventory. *Journal of Personality*, 76, 875-901; Twenge, J. M., & Foster, J. D. (2008). Mapping the scale of the narcissism epidemic: Increases in narcissism 2002-2007 within ethnic groups. *Journal of Research in Personality*, 42, 1619-1622.

Narcissistic Personality Disorder: A full description can be found in: American Psychiatric Association. (2000). *Diagnostic and statistical manual of mental disorders*.

4th ed., text revision. Washington: American Psychiatric Association. See also: Miller, J. D. & Campbell, W. K. (2008). Comparing clinical and social-personality conceptualizations of narcissism. *Journal of Personality*, 76, 449-476.

Nearly 1 out of 10 of Americans in their twenties, and 1 out of 16 of those of all ages, has experienced the symptoms of NPD: Stinson, F. S., Dawson, D. A., Goldstein, R. B., Chou, S. P., Huang, B., Smith, S. M., Ruan, W. J., Pulay, A. J., Saha, T. D., Pickering, R. P., & Grant, B. F. (2008). Prevalence, correlates, disability, and comorbidity of DSM-IV Narcissistic Personality Disorder: Results from the Wave 2 National Epidemiologic Survey on Alcohol and Related Conditions. *Journal of Clinical Psychiatry*, 69, 1033-1045.

former presidential candidate John Edwards explained his extramarital affair:
<http://www.politico.com/news/stories/0808/12405.html> (viewed online 9/18/08)

narcissism “has become the go-to diagnosis ...”: Hoffman, Jan. “Here’s looking at me, kid,” *New York Times*, July 20, 2008. Archived as “Everyone’s Narcissistic, It Seems.”

...the number of teens getting breast augmentations jumped 55%: Numbers, *Time*, March 24, 2008, p. 19. Source: American Society for Aesthetic Plastic Surgery

Roger Kimball in The New Criterion: cited in West, Diana. (2008). *The Death of the Grown-Up*. New York: St. Martin’s Press. p. xii.

Chapter 1: The Many Wonders of Admiring Yourself (and notes for Appendix A)

Self-esteem is at an all-time high, with more than 80% of recent college students scoring higher in general self-esteem than the average late 1960s Baby Boomer college student: Twenge, J. M., & Campbell, W. K. (2001). Age and birth cohort differences in self-esteem: A cross-temporal meta-analysis. *Personality and Social Psychology Review*, 5, 321-344; Gentile, B., & Twenge, J. M. Birth cohort changes in self-esteem, 1988-2007. Unpublished manuscript. Based on: Gentile, B. (2008). Master’s thesis, San Diego State University.

Middle school students, often the focus of self-esteem boosting efforts, have skyrocketed in self-esteem: Twenge, J. M., & Campbell, W. K. (2001). Age and birth cohort differences in self-esteem: A cross-temporal meta-analysis. *Personality and Social Psychology Review*, 5, 321-344; Gentile, B., & Twenge, J. M. Birth cohort changes in self-esteem, 1988-2007. Unpublished manuscript. Based on: Gentile, B. (2008). Master’s thesis, San Diego State University.

More high school seniors now report that they are satisfied with themselves (3 out of 4, compared to 2 out of 3 in 1975): Twenge, J. M. & Campbell, W. K. (in press). Increases in positive self-views among high school students: Birth cohort changes in anticipated performance, self-satisfaction, self-liking, and self-competence. *Psychological Science*.

Younger generations are also markedly higher in other traits related to self-admiration, including individualism, assertiveness, and extraversion: Twenge, J. M. (1997). Changes in masculine and feminine traits over time: A meta-analysis. *Sex Roles*, 36, 305-325; Twenge, J. M. (2001a). Birth cohort changes in extraversion: A cross-temporal meta-analysis, 1966-1993. *Personality and Individual Differences*, 30, 735-748; Twenge, J. M. (2001b). Changes in women's assertiveness in response to status and roles: A cross-temporal meta-analysis, 1931-1993. *Journal of Personality and Social Psychology*, 81, 133-145.

... college-educated women born in the 1930s grew increasingly focused on their individual selves as they lived through the indulgent decades of the 1960s, 1970s, and 1980s: Roberts, B. W., & Helson, R. (1997). Changes in culture, changes in personality: The influence of individualism in a longitudinal study of women. *Journal of Personality and Social Psychology*, 72, 641-651.

As an NBC public service announcement puts it, "You may not realize it, but everyone is born with their one true love – themselves. If you like you, everyone else will too.": http://www.themoreyouknow.com/Self_Esteem/ (viewed online 6/3/2008)

"God wants us to have healthy, positive self-images, to see ourselves as priceless treasures,": Osteen, Joel. (2004). *Your Best Life Now: 7 Steps to Living at Your Full Potential*. New York: Warner Faith. p. 57.

Self-esteem is considered, as one author put it, our "national wonder drug.": Kaplan, L. S. (1995). Self-esteem is not our national wonder drug. *School Counselor*, 42, 341-345.

Chidi Ogbuta of Allen, Texas, certainly admires herself: When she got married, her wedding cake was in the shape of herself: The image can be found at <http://www.cnn.com/2008/LIVING/01/07/cake.irpt/index.html> (viewed online 6/3/2008).

At the 2003 ESPY Awards, Denver Nuggets basketball player Carmelo Anthony thanked himself for all the hard work he'd put in.: <http://espn.go.com/espy2003/s/2003/0716/1581738.html>

In 2004, football player Freddie Mitchell, who caught a touchdown pass in a playoff game, was also grateful to himself, saying, "I'm a special player and I just want to thank my hands for being so great.": <http://nbcsports.msnbc.com/id/6832921/site/21683474/>

Ashley Tisdale, who drew fire for a different-looking nose after what she said was surgery for a deviated septum, "I don't believe in plastic surgery ..." O'Leary, Kevin. "Ashley's nose drama." *Us Weekly*, December 31, 2007.

Ashlee Simpson, who also had a nose job, said that plastic surgery “should be for yourself.”

Ibid.

Hilary Duff echoed this sentiment: “Facing off over plastic surgery,” *People*, October 18, 2004.

Lohan declared herself “a role model to younger generations as well as generations older than me”:

“Lindsay’s words of wisdom,” *Us Weekly*, December 25, 2006.

“If I wanted to get in better shape, there might be a backlash of, ‘Why isn’t she comfortable with herself anymore?’”: “Cover stars: America Ferrera,” *Us Weekly*, September 17, 2007.

“one of your most important gifts as a parent is to help your child develop self-esteem.”: Shelov, Steven. [Editor-in-Chief.] (1998). *Caring for your baby and young child: Birth to age 5*. New York: Bantam Books.

In a recent study of the mothers and grandmothers of 3-year-old American children: Cho, G. E., Sandel, T. L., Miller, P. J., & Wnag, S. (2005). What do grandmothers think about self-esteem? American and Taiwanese folk theories revisited. *Social Development*, 14, 701-721.

Chapter 2: Diagnosing Narcissism: The Disease of Excessive Self-Admiration (and notes for Appendix B)

People with high levels of narcissism – whom we refer to as “narcissists” – think they are better than others in many areas, including social status, good looks, intelligence, and creativity: Campbell, W. K., Rudich, E., & Sedikides, C. (2002). Narcissism, self-esteem, and the positivity of self-views: Two portraits of self-love. *Personality and Social Psychology Bulletin*, 28, 358-368; Gabriel, M. T., Critelli, J. W., & Ee, J. S. (1994). Narcissistic illusions in self-evaluations of intelligence and attractiveness. *Journal of Personality*, 62, 143-155.

... they are special, entitled, and unique: Campbell, W. K., Bonacci, A. M., Shelton, J., Exline, J. J., & Bushman, B. J. (2004). Psychological entitlement: Interpersonal consequences and validation of a new self-report measure. *Journal of Personality Assessment*, 83, 29-45; Emmons, R. A. (1984). Factor analysis and construct validity of the Narcissistic Personality Inventory. *Journal of Personality Assessment*, 48, 291-300.

Narcissists also lack emotionally warm, caring and loving relationships with other people. The emotional connection to others isn’t there or is very muted: Foster, J.D., Shrira, I., & Campbell, W. K. (2006). Theoretical models of narcissism, sexuality, and relationship commitment. *Journal of Social and Personal Relationships*, 23, 367-386;

Campbell, W. K., Foster, C. A., & Finkel, E. J. (2002). Does self-love lead to love for others? A story of narcissistic game playing. *Journal of Personality and Social Psychology*, 83, 340-354; Carroll, L. (1987). A study of narcissism, affiliation, intimacy, and power motives among students in business administration. *Psychological Reports*, 61, 355-358.

One approach is to simply use other people as pawns in a grand game of deception:

Campbell, W. K. & Foster, J. D. (2007). The Narcissistic Self: Background, an Extended Agency Model, and Ongoing Controversies. In C. Sedikides & S. Spencer (Eds.), *Frontiers in social psychology: The self* (pp. 115-138). Philadelphia, PA: Psychology Press; Campbell, W. K., Brunell, A. B., & Finkel, E. J. (2006). Narcissism, interpersonal self-regulation, and romantic relationships: An Agency Model approach. In E. J. Finkel & K. D. Vohs (Eds.) *Self and Relationships: Connecting Intrapersonal and Interpersonal Processes*. (pp. 57-83). New York: Guilford; Campbell, W. K., & Green, J. D. (2007). Narcissism and interpersonal self-regulation. In J. V. Wood, A. Tesser, & J. G. Holmes (Eds.). *Self and Relationships* (pp. 73-94). New York: Psychology Press.

They brag about their achievements (while blaming others for their shortcomings):

Campbell, W. K., Reeder, G. D., Sedikides, C., & Elliot, A. J. (2000). Narcissism and comparative self-enhancement strategies. *Journal of Research in Personality*, 34, 329-347; Buss, D. M., & Chiodo, L. M. (1991). Narcissistic acts in everyday life. *Journal of Personality*, 59, 179-215; Rhodewalt, F., & Morf, C. C. (1996). On self-aggrandizement and anger: A temporal analysis of narcissism and affective reactions. *Journal of Personality and Social Psychology*, 74, 672-685.

... focus on their physical appearance: Robins, R. W., & John, O. P. (1997). Effects of visual perspective and narcissism on self-perception: Is seeing believing? *Psychological Science*, 8, 37-42.

... talk with a loud voice, use big gestures, constantly turn the conversation back to themselves: Buss, D. M., & Chiodo, L. M. (1991). Narcissistic acts in everyday life. *Journal of Personality*, 59, 179-215; Vangelisti, A., Knapp, M. L., & Daly, J. A. (1990). Conversational narcissism. *Communication Monographs*, 57, 251-274.

... manipulate and cheat to get ahead: Blickle, G., Schlegel, A., Fassbender, P., & Klein, U. (2006). Some personality correlates of business white-collar crime. *Applied Psychology: An International Review*, 55, 220-233; Nathanson, C., Paulhus, D. L., & Williams, K. M. (2006). Predictors of a behavioral measure of scholastic cheating: Personality and competence but not demographics. *Contemporary Educational Psychology*, 31, 97-122. The effect in the latter study is small, with a *d* of roughly .18.

... seek out "trophy partners" who make them look good: Campbell, W. K. (1999). Narcissism and romantic attraction. *Journal of Personality and Social Psychology*, 77, 1254-1270.

. . . and jump at opportunities to garner attention and fame. Wallace, H. M., & Baumeister, R. F. (2002). The performance of narcissists rises and falls with perceived opportunity for glory. *Journal of Personality and Social Psychology*, 82, 819-834.

Researchers have labeled these efforts to gain self-admiration “self-regulation strategies.”: Morf, C. C., & Rhodewalt, F. (2001). Unraveling the paradoxes of narcissism: A dynamic self-regulatory processing model. *Psychological Inquiry*, 12, 177-196. (This entire issue of *Psychological Inquiry* is a great read for those interested in self-regulatory models of narcissism.)

When it works, the narcissist feel a rush of esteem and pride: Baumeister, R. F., & Vohs, K. D. (2001). Narcissism as addiction to esteem. *Psychological Inquiry*, 12, 206-210.

. . . when it fails, the narcissist reacts with anger, blame, and sometimes rage. Bushman, B. J., & Baumeister, R. F. (1998). Threatened egotism, narcissism, self-esteem, and direct and displaced aggression: Does self-love or self-hate lead to violence? *Journal of Personality and Social Psychology*, 75, 219-229. This is the classic article on this topic. Both authors have done more in the area, as have others like Kirkpatrick, Konrath, Rhodewalt, Stucke, and Webster.

Narcissistic Personality Inventory (NPI): The most commonly used version of the NPI is reported in Raskin, R. N., & Terry, H. (1988). A principle components analysis of the Narcissistic Personality Inventory and further evidence of its construct validity. *Journal of Personality and Social Psychology*, 54, 890-902. See also Emmons, R. A. (1984). Factor analysis and construct validity of the narcissistic personality inventory. *Journal of Personality Assessment*, 48, 291-300. Raskin, R. N., & Hall, C. S. (1979). A narcissistic personality inventory. *Psychological Reports*, 45, 590. Raskin, R. N., & Hall, C. S. (1981). The narcissistic personality inventory: alternate form reliability and further evidence of construct validity. *Journal of Personality Assessment*, 45, 159–162. There are several shorter versions of the scale also available as well as various assessments of the factor structure.

. . . the personality trait of narcissism lies along a continuum: Foster, J. D. & Campbell, W. K. (2007). Are there such things as “narcissists” in social psychology? A taxometric analysis of the Narcissistic Personality Inventory. *Personality and Individual Differences*, 43, 1321-1332.

For example, author Michael Maccoby praises business leaders he calls “productive narcissists.”: Maccoby, M. (2007). *Narcissistic leaders: Who Succeeds and Who Fails*. Cambridge: Harvard Business School Press; Maccoby, M. (2000). Narcissistic leaders: The incredible pros, the inevitable cons. *Harvard Business Review*, 68-77.

In fact, many researchers have argued just the opposite, that narcissists lack self-control and perseverance: This is a complex issue, but the evidence does support a link between narcissism and approach orientation and sensation-seeking, as well as certain impulsive behaviors that go with it. Foster, J. D., & Trimm IV, R. F. (2008). On being eager and

uninhibited: Narcissism and approach-avoidance motivation. *Personality and Social Psychology Bulletin*, 34, 1004-1017; Miller, J. D., Campbell, W. K., Young, D. L., Lakey, C. E., & Reidy, D. E., Zeichner, A., & Goodie, A. S. (in press). Examining the relations among narcissism, impulsivity, and self-defeating behaviors. *Journal of Personality*; Vazire, S., & Funder, D. C. (2006). Impulsivity and the self-defeating behavior of narcissists. *Personality and Social Psychology Review*, 10, 154-165.

This interplay of short-term payoffs and long-term costs makes narcissism seductive to many people: Campbell, W. K. & Buffardi, L. E. (2008). The lure of the noisy ego: Narcissism as a social trap. In J. Bauer & H. Wayment (Eds.), *Quieting the ego: Psychological benefits of transcending egotism*. Washington, DC: American Psychological Association.

Several researchers have argued that the clinical definition of narcissism captures two different types of people: Cain N. M., Pincus, A. L., Ansell, E. B. (2008). Narcissism at the crossroads: Phenotypic description of pathological narcissism across clinical theory, social/personality psychology, and psychiatric diagnosis. *Clinical Psychology Review*, 28, 638-656; Miller, J. D. & Campbell, W. K. (2008). Comparing clinical and social-personality conceptualizations of narcissism. *Journal of Personality*, 76, 449-476. These are the two most recent articles, but there is a long debate surrounding this issue. There has also been a case made for three “types” of narcissism by researchers such as Paul Wink and Drew Weston.

A diagnostic manual used by some therapists breaks narcissism into these two types: Alliance of Psychoanalytic Organizations (2006). Psychodynamic diagnostic manual (PDM; 1st edition).

“Love God, love yourself, love others – in that order. ...you have to feel good about what God has made you – what you look like, and so on. I don’t think you can show compassion, be respectful and kind, if you can’t love yourself.”: Patrick Rogers and Vickie Bane, “Joel Osteen counts his blessings,” *People*, December 17, 2007.

After low self-esteem people learned they did poorly on a test, they were restrained and subdued when talking to a new person, and came across as likeable and friendly: Heatherton, T. F., & Vohs, K. D. (2000). Interpersonal evaluations following threats to self: Role of self-esteem. *Journal of Personality and Social Psychology*, 78, 725-736; Vohs, K. D., & Heatherton, T. F. (2001). Self-esteem and threats to self: Implications for self-construals and interpersonal perceptions. *Journal of Personality and Social Psychology*, 81, 1103-1118.

Narcissists are even worse, often lashing out with aggression when they are challenged: Bushman, B. J., & Baumeister, R. F. (1998). Threatened egotism, narcissism, self-esteem, and direct and displaced aggression: Does self-love or self-hate lead to violence? *Journal of Personality and Social Psychology*, 75, 219-229.

Think about it this way: Did the cruelest dictators of history -- men like Stalin, Hitler, and Pol Pot -- lack self-admiration?: Baumeister, R. F., Smart, L., & Boden, J. M. (1996). Relation of threatened egotism to violence and aggression: The dark side of high self-esteem. *Psychological Review*, *103*, 5-33.

Low self-esteem folks usually do just fine getting along with others: A few papers have found a correlation between low self-esteem and antisocial behaviors [Donnellan, M. B., Trzesniewski, K. H., Robins, R. W., Moffitt, T. E., & Caspi, A. (2005). Low self-esteem is related to aggression, antisocial behavior, and delinquency. *Psychological Science*, *16*, 328-335; Trzesniewski, K. H., Donnellan, M. B., Moffitt, T. E., Robins, R. W., Poulton, R., & Caspi, A. (2006). Low self-esteem during adolescence predicts poor health, criminal behavior, and limited economic prospects during adulthood. *Developmental Psychology*, *42*, 381-390.] However, more recent research found that these analyses were flawed because they did not control for important factors such as family background and child sexual abuse. When these variables are controlled, there is no correlation between self-esteem and negative outcomes such as aggression or drug abuse [Boden, J. M., Fergusson, D. M., & Horwood, L. J. (2007). Self-esteem and violence: Testing links between adolescent self-esteem and later hostility and violent behavior. *Social Psychiatry and Psychiatric Epidemiology*, *42*, 881-891; Boden, J. M., Fergusson, D. M., & Horwood, L. J. (2008). Does adolescent self-esteem predict later life outcomes? A test of the causal role of self-esteem. *Development and Psychopathology*, *20*, 319-339]. Another set of studies did several carefully controlled experiments on the relationship between self-esteem, narcissism, and aggression, and found that the most aggressive people were those who were high in both self-esteem and narcissism: Bushman, B. J., Baumeister, R. F., Thomaes, S., Ryu, E., Begeer, S., & West, S. G. (in press). Looking again, and harder, for a link between low self-esteem and aggression. *Journal of Personality*.

Especially after hearing bad news, people low in self-esteem seek connection with other people and are seen as friendly. Heatherton, T. F., & Vohs, K. D. (2000). Interpersonal evaluations following threats to self: Role of self-esteem. *Journal of Personality and Social Psychology*, *78*, 725-736; Vohs, K. D., & Heatherton, T. F. (2001). Self-esteem and threats to self: Implications for self-construals and interpersonal perceptions. *Journal of Personality and Social Psychology*, *81*, 1103-1118.

Negative people tend to drive others away: There are several lines of research that converge on this conclusion, including those on interpersonal models of depression: Joiner, T. E. & Metalsky, G. I. (1995). A prospective test of an integrative interpersonal theory of depression: A naturalistic study of college roommates. *Journal of Personality and Social Psychology*, *69*, 778-788; much of Sandra Murray and others' work on relationships and self-esteem/self-views: e.g., Murray, S. L., Holmes, J. G., & Griffin, D. W. (1996). The benefit of positive illusions: Idealization and the construction of satisfaction in close relationships. *Journal of Personality and Social Psychology*, *70*, 79-98; the literature on rejection sensitivity: Downey, G., & Feldman, S. I. (1996). Implications of rejection sensitivity for intimate relationships. *Journal of Personality and Social Psychology*, *70*, 1327-1343. For a review, see Campbell, W. K. & Baumeister, R. F. (2001). Is loving the self necessary for loving another? An examination of identity and

intimacy. In M. Clark & G. Fletcher (Eds.), *Blackwell handbook of social psychology (Vol. 2): Interpersonal Processes*. (pp. 437-456). London: Blackwell.

Narcissists think they are smarter, better looking, and more important than others, but not necessarily more moral, more caring, or more compassionate: Campbell, W. K., Rudich, E., & Sedikides, C. (2002). Narcissism, self-esteem, and the positivity of self-views: Two portraits of self-love. *Personality and Social Psychology Bulletin*, 28, 358-368.

...close relationships keep the ego in check: Campbell, W. K., Sedikides, C., Reeder, G. D., & Elliot, A. J. (2000). Among friends?: An examination of friendship and the self-serving bias. *British Journal of Social Psychology*, 39, 229-239; Sedikides, C., Campbell, W. K., Reeder, G. D., & Elliot, A. J. (1998). The self-serving bias in relational context. *Journal of Personality and Social Psychology*, 74, 378-386.

However, there is no evidence that the extraverted narcissists we focus on in this book have low self-esteem or are insecure underneath: This is a very complex topic. Several researchers recently completed a theoretical and meta-analytic review of the issues in this and the following paragraphs: Bosson, J. K., Lakey, C. E., Campbell, W. K., Zeigler-Hill, V., Jordan, C. H., & Kernis, M. H. (2008). Untangling the Links Between Narcissism and Self esteem: A Theoretical and Empirical Review. *Social and Personality Psychology Compass*.

Narcissistic people found it just as easy – or even easier – than non-narcissists to hit the key for “me” when they saw words like good, wonderful, great, and right: Campbell, W. K., Bosson, J. K., Goheen, T. W., Lakey, C. E., & Kernis, M. H. (2007). Do narcissists dislike themselves “deep down inside”? *Psychological Science*, 18, 227-229.

Two studies found that narcissists didn’t score any higher on objective IQ tests: Gabriel, M. T., Critelli, J. W., & Ee, J. S. (1994). Narcissistic illusions in self-evaluations of intelligence and attractiveness. *Journal of Personality*, 62, 143-155; Paulhus, D. L., & Harms, P. D. (2004). Measuring cognitive ability with the overclaiming technique. *Intelligence*, 32, 297-314.

another found no correlation between narcissism and performance on a test of general knowledge: Campbell, W. K., Goodie, A. S., & Foster, J. D. (2004). Narcissism, confidence, and risk attitude. *Journal of Behavioral Decision Making*, 17, 297-311. See also Lakey, C. E., Rose, P., Campbell, W. K., & Goodie, A. S. (2008). Probing the link between narcissism and gambling: The mediating role of judgment and decision-making biases. *Journal of Behavioral Decision Making*, 21, 113-137.

Studies on creativity are mixed, with one finding a correlation and another finding no relationship: Raskin, R. N. (1980). Narcissism and creativity: Are they related? *Psychological Reports*, 46, 55-60; Brunell, A. B., Gentry, W., Campbell, W. K., & Kuhnert, K. (2006, January). *Narcissism and emergent leadership*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Palm Springs, CA.

Narcissists clearly aren't any better looking: Across two studies, strangers who rated their headshots found them no more attractive than others: Gabriel, M. T., Critelli, J. W., & Ee, J. S. (1994). Narcissistic illusions in self-evaluations of intelligence and attractiveness. *Journal of Personality*, 62, 143-155; Bleske-Rechek, A., Remiker, M. W., & Baker, J. P. (2008). Narcissistic men and women think they are so hot – But they are not. *Personality and Individual Differences*. 45, 420-424.

. . . the pictures narcissists chose for their personal webpages were rated as more attractive by observers: Buffardi, L. E., & Campbell, W. K. (2008). Narcissism and social networking websites. *Personality and Social Psychology Bulletin*.

...we had people take a general knowledge test and then bet on their answers: Campbell, W. K., Goodie, A. S., & Foster, J. D. (2004). Narcissism, confidence, and risk attitude. *Journal of Behavioral Decision Making*, 17, 297-311.

In another study, researchers asked questions about false pieces of knowledge: Paulhus, D. L., Harms, P. D., Bruce, M. N., & Lysy, D. C. (2003). The over-claiming technique: Measuring self-enhancement independent of ability. *Journal of Personality and Social Psychology*, 84, 890-904.

College students in the 2000s were significantly more narcissistic than GenXers and Baby Boomers in the 1970s, 1980s, and 1990s: Twenge, J. M., Konrath, S., Foster, J. D., Campbell, W. K., & Bushman, B. J. (2008a). Egos inflating over time: A cross-temporal meta-analysis of the Narcissistic Personality Inventory. *Journal of Personality*, 76, 875-901; Twenge, J. M., Konrath, S., Foster, J. D., Campbell, W. K., & Bushman, B. J. (2008b). Further evidence of an increase in narcissism among college students. *Journal of Personality*, 76, 919-927; Twenge, J. M., & Foster, J. D. (2008). Mapping the scale of the narcissism epidemic: Increases in narcissism 2002-2007 within ethnic groups. *Journal of Research in Personality*. 42, 1619-1622.

Narcissism has risen as much as obesity has over the last few decades: The change in narcissism from 1979 to 2006 was .33 standard deviations. The Center for Disease Control reports that between the 1976-1980 data collection and the 1999-2002 data collection, men's Body Mass Index (BMI) rose from 25.6 to 27.8. With a pooled standard deviation of 6.95, this is a change of .32 SDs. Women's BMI rose from 25.3 to 28.2 with a pooled SD of 9.49, a change of .30 SDs. BMI is a better measure of overweight and obesity than weight alone, as height has also risen over this same time period. Ogden, C. L., Fryar, C. D., Carroll, M. D., & Flegal, K. M. (2004). Mean Body Weight, Height, and Body Mass Index, United States 1960-2002. *Advance Data from Vital and Health Statistics*, 347, October 27. 2004.

. . . author Jake Halpern found that twice as many black as white teens said they'd rather be famous than be smarter, stronger, or more beautiful: Halpern, J. (2007). *Fame junkies The hidden truths behind America's favorite addiction*. New York: Houghton Mifflin.

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Chapter 3: Isn't Narcissism Beneficial, Especially in a Competitive World?

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Chapter 4: How Did We Get Here? Origins of the Epidemic

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Chapter 5: Parenting: Raising Royalty

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Eighteen-year-old Nikki Fatagati, from Woodbridge, Illinois, helped her father decide to take a new job, including running down the differences in salary and signing bonuses: Pickett, Debra; and Fuller, Janet Rausa. "Teens shifting balance of power." *Chicago Sun-Times*, April 27, 2003

David Zapata was surprised when his two daughters announced that the family needed a second car: Ibid.

A survey found that more than 40% of teens see their opinions as "very important" in making family decisions: Ibid.

Karen Hill-Scott, an educational consultant, knows a family in which the 5-year-old boy chose the family's new car. "This really is the era of the weak parent," says Hill-Scott. Ibid.

As Nancy Gibbs writes, "In New York City it's the Bat Mitzvah where 'N Sync was the band: Gibbs, Nancy. "Do kids have too much power?" *Time*, August 6, 2001; <http://www.time.com/time/covers/1101010806/cover.html> (viewed online 6/7/2008)

Michael Mann, who plays Santa at Christmastime for a department store in Minneapolis, says more and more 3- and 4-year-old children are asking for expensive gifts like laptop computers and Xbox 360s: Ibid.

Adjusted for inflation, kids today spend 500% more than their parents did at the same age: Ibid.

A recent New York Magazine story on overpraising described a clever study done by social psychologist Carol Dweck of Stanford: Bronson, Po. "How not to talk to your kids: The inverse power of praise, February 12, 2007. <http://nymag.com/news/features/27840/> (viewed online 6/6/2008)

Although 20% fewer 2006 (vs. 1976) students did 15 or more hours of homework a week, twice as many reported earning an A average in high school: Twenge, J. M. (in press). Birth cohort differences in the Monitoring the Future dataset: Further evidence for Generation Me. *Perspectives on Psychological Science*; Twenge, J. M. & Campbell, W. K. (in press). Increases in positive self-views among high school students: Birth cohort

changes in anticipated performance, self-satisfaction, self-liking, and self-competence. *Psychological Science*.

in 1998, then-governor Zell Miller of Georgia put \$105,000 in the state budget to buy a classical music CD for every newborn who left the hospital:

http://www.state.ga.us/archive/governor/readspeech.cgi?text=898710346_6_24_1998
(viewed online 9/18/08)

As Dave Walsh puts it in his book, No: Walsh, David. (2007). No: Why Kids – of all ages – need to hear it and ways parents can say it. New York: Free Press.

“Several of the young women I was observing labored under [the] impression that they couldn’t love deeply and passionately: Stepp, Laura Sessions. (2007). Unhooked: How Young Women Pursue Sex, Delay Love, and Lose at Both. New York: Riverhead Books.

Anne Katherine Wales wrote, “At Duke, we’re on a fast-paced track ... getting internships with big companies: Quoted in Ibid.

Chapter 6: Superspreaders! The Celebrity and Media Transmission of Narcissism

Google news search: Google news searches can be found at the terrific Google Zeitgeist: <http://www.google.com/intl/en/press/zeitgeist.html>

*Pinsky and his coauthor Mark Young found that celebrities scored significantly higher on narcissism than the average person: Young, S. M. & Pinsky, D. (2006). Narcissism and celebrity. *Journal of Research in Personality*, 40, 463-471.*

Pinsky’s co-host, comedian Adam Carolla, deadpanned, “This is like you found out Liberace was gay.”: Abcarian, Robin. “Celeb note to self: You are fabulous.” Los Angeles Times, September 12, 2006. p. E-1 print edition; and <http://articles.latimes.com/2006/sep/12/entertainment/et-narcissism12> (viewed online 9/18/08)

*Canadian flight attendant Gaetan Dugas, known as “Patient Zero,”: Shilts, Randy. (1987). *And the Band Played On*. New York: St. Martin’s Press.*

As one commentator put it, “the people who wrote the petition aren’t saying Paris is innocent. They’re just saying they want Paris free because she’s fabulous.”: <http://transcripts.cnn.com/TRANSCRIPTS/0705/08/sbt.01.html> (viewed online 7/8/2008).

*While in jail in June 2007, Paris said, “I received so many letters from girls who look up to me: “My Time Behind Bars,” *People*, July 9, 2007.*

"I have such an impact on our younger generations, as well as generations older than me," she wrote in a letter that appeared in the New York Post. "Lindsay's words of wisdom," Us Weekly, December 25, 2006.

Joel Madden said he hoped it was a boy because "A world can use another Joel.": "Nicole and Joel: Baby Talk," People, September 10, 2007.

One woman who dated former "Late Late Show" host Craig Kilborn: "Dating Horror Stories," Us Weekly, July 30, 2007.

the circulation of celebrity magazine Us Weekly was up 10% in 2007 (to 1.9 million), and tabloid competitor OK! Weekly were up 23% (to 935,000): Perez-Pena, Richard. Us Weekly's circulation rises 10% in soft year. New York Times, February 12, 2008.

Skier Bode Miller, who failed to finish in two events and nearly fell in a third in the 2006 Winter Olympics: Pennington, Bill. "Miller's last Olympic Stumble is final blow to U.S. swagger," New York Times, February 26, 2006.

In 2006, 51% of 18- to 25-year-olds said that "becoming famous" was an important goal of their generation – nearly five times as many as named "becoming more spiritual" as an important goal.

<http://people-press.org/report/300/a-portrait-of-generation-next> (viewed online 9/18/08)
Full report titled: How young people view their lives, futures, and politics: A portrait of "Generation Next." Pew Research Center for the People & the Press. Released January 9, 2007

A 2006 poll asked children in Britain to name "the very best thing in the world." The most popular answer was "being a celebrity." ("Good looks" and "being rich" rounded out the top three, making for a perfectly narcissistic triumvirate. "God" came in last). "Being a celebrity is the 'best thing in the world' say children," Daily Mail, December 18, 2006; <http://www.dailymail.co.uk/news/article-423273/Being-celebrity-best-thing-world-say-children.html> (viewed online 9/18/08)

Kendall Myers, of Austin, Texas, hired the company Celeb4aDay: See <http://www.celeb4aday.com/Home.html> for details. (viewed online 9/18/2008).

"It's as if being famous has become a right," says Joshua Gamson: Lee-St. John, Jeninne. "Your Own Personal Paparazzi," Time, January 17, 2008.

Philip Barker, who hired a personal paparazzi to follow him and his friends around on a night out in Chicago: Ibid.

In 2005, 31% of American high school students said they expected to become famous someday: Halpern, J. (2007). Fame junkies The hidden truths behind America's favorite addiction. New York: Houghton Mifflin.

As communications researcher Danah Boyd puts it:

http://many.corante.com/archives/2007/03/17/fame_narcissism_and_myspace.php
(viewed online 9/18/08)

When asked whether they would rather become famous, smarter, stronger, or more beautiful, 42% of black teens said famous, as did 21% of white teens: Halpern, J. (2007). *Fame junkies The hidden truths behind America's favorite addiction*. New York: Houghton Mifflin.

A preschool in Atlanta encourages 3-year-olds to use their Wee TV studio, which they boast "Builds self-confidence and self-esteem.": Kindlon, Dan. (2001). *Too Much of a Good Thing: Raising Children of Character in an Indulgent Age*. New York: Miramax. p. 36

Pawparazi became an overnight hit with their line of six small stuffed dogs and cats complete with their own bling, celebrity magazine, and gossip magazine bio:
<http://www.pawparazipets.com/>

As Siva Vaidhyanathan wrote on MSNBC.com in December 2006: Vaidhyanathan, Siva. "Me, 'Person of the Year'? No thanks. For some reason I just don't feel as empowered as you think I feel" December 28, 2006;
<http://www.msnbc.msn.com/id/16371425/> (viewed online 9/18/08)

"Their blingy flings are not celebrations of accomplishment; they're celebrations of self: Cox, Ana Marie. "Sweet 16 and spoiled rotten," *Time*, April 24, 2006.

Hannah Montana draws more viewers age 6 to 14 than any other show on cable, reaching 164 million viewers around the world:
<http://www.cnn.com/2008/SHOWBIZ/Music/04/28/cyrus.photos/index.html> (viewed online 9/18/08)

as one party planner put it, "Sometimes I want to ask, 'makeover what?': Sweeney, Camille. "Never too young for that first pedicure" *New York Times*, February 28, 2008.

in a 2007 survey, 55% of 6- to 9-year-old girls said they used lip gloss or lipstick, and 65% said they used nail polish: Ibid.

"We live in a culture of insta-celebrity," said marketing executive Samantha Skey: Ibid.

In August 2007, the number one show watched by 2- to 11-year-olds was World Wrestling Entertainment's Smackdown: "Prime-time Nielsen ratings," *USA Today*, August 8, 2007.

The Clique doesn't even wait that long,— the first book in the series begins the August before 7th grade: Harrison, Lisi. (2004). *The Clique*. New York: Poppy.

(One 3-year-old said she liked Sharpay, the narcissistic character in High School Musical, because “she’s so pretty.”):
<http://www.cnn.com/2008/SHOWBIZ/TV/06/17/preschool.musical.ap/> (viewed online 9/18/08)

Take some direction from George Clooney: Stein, Joel. “The last movie star.” *Time*, March 3, 2008.

Chapter 7: Look at me on MySpace: Web 2.0 and the Quest for Attention

“Suck it slo, Ho!” reads the headline: Kelsey, Candice M. (2007). *Generation MySpace: Helping Your Teen Survive Online Adolescence*. New York: Da Capo. p. xxii

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In one fascinating study, people were asked to list all of the things they were grateful for once a week for ten weeks: Emmons, R. A., & McCullough, M. E. (2003). Counting blessings versus burdens: An experimental investigation of gratitude and subjective well-being in daily life. *Journal of Personality and Social Psychology*, 84, 377-389. See also Polak, E., & McCullough, M. E. (2006). Is gratitude an alternative to materialism? *Journal of Happiness Studies*, 7, 343-360. See also: http://www.psy.miami.edu/faculty/mmccullough/Gratitude_Page.htm.

Chapter 15: Religion and Volunteering: God Didn't Create you to be Average

The Pew Forum on Religion and Public Life surveyed a record 35,000 American adults in 2007: <http://religions.pewforum.org/> (viewed online 5/29/2008)

“The American religious economy is like a marketplace: <http://www.cbsnews.com/stories/2008/02/25/national/main3873100.shtml> (viewed online 9/21/08)

The Catholic Church has lost more members than any other faith tradition: Pew survey, <http://religions.pewforum.org/> (viewed online 5/29/2008)

In an annual survey of American college freshmen, 17.4% of 2005 students reported no religious preference: Astin, A. W., Oseguera, L., Sax, L. J., & Korn, W. S. (2002). *The American Freshman: Thirty-five Year Trends*. Los Angeles: Higher Education Research Institute, UCLA. Plus 2006 supplement.

A number of studies have found that narcissists are less likely to forgive others. They see others' transgressions against them as a debt and have little interest in not getting that repaid: Exline, J. J., Baumeister, R. F., Bushman, B. J., Campbell, W. K., & Finkel E. J. (2004). Too proud to let go: Narcissistic entitlement as a barrier to forgiveness. *Journal of Personality and Social Psychology*, 87, 894-912; Exline, J. J., & Martin, A. (2005). Anger toward God: A new frontier in forgiveness research. In E. L. Worthington, Jr. (Ed.), *Handbook of forgiveness* (pp. 73-88). New York: Routledge.

For example, the Prime Minister of the Tang Dynasty once asked a Zen master:
<http://www-usr.rider.edu/~suler/zenstory/egotism.html> (viewed online 9/24/2008)

Religious people are not necessarily less narcissistic than others: Watson, P. J., Hood, R. W., Jr., & Morris, R. J., (1984). Religious orientation, humanistic values, and narcissism. *Review of Religious Research*, 25, 257-264.

Sheila explained her Sheilaism as “It’s just — try to love yourself and be gentle with yourself.” Bellah, Robert N., Madsen, Richard, Sullivan, William M. Swidler, Ann, and Tipton, Steven M. (1985). *Habits of the Heart: Individualism and Commitment in American Life*. Berkeley, CA: University of California Press.

Human development professor Jeffrey Arnett found that “make-your-own-religion”:
Arnett, Jeffrey Jensen. (2004). *Emerging Adulthood*. New York: Oxford University Press.

Now, it is commonplace for people to have their own individual relationship with God:
Brümmer, V. (1991). *Speaking of a personal God*, Cambridge: Cambridge University Press.

“God didn’t create you to be average”: Osteen, Joel. (2007). *Become a Better You: 7 Keys to Improving Your Life Every Day*. New York: Free Press. p. 21

He continues: “You were made to excel. You were made to leave your mark on this generation: Ibid., p. 111.

One of his favorite movie lines, Osteen says, is “To win is to honor God.”: Ibid., p. 79

“God may intervene in your situation, replacing your supervisor so you can be promoted”: Osteen, Joel. (2004). *Your Best Life Now: 7 Steps to Living at Your Full Potential*. New York: Warner Faith. p. 22

“If you don’t love yourself, you’re not going to be able to love others”: Osteen, Joel. (2007). *Become a Better You: 7 Keys to Improving Your Life Every Day*. New York: Free Press. p. 100.

“They were saying, ‘We’re not going to sit back and accept this’”: Ibid., p. 355.

He suggests that we should all be bold in expressing our wants: Ibid., p. 90

“God would not have put the dream in your heart if He had not already given you everything you need to fulfill it”: Ibid., p. 12.

God Wants You to be Rich: Pilzer, Paul Zane. (2007). *God Wants You to Be Rich: How and Why Everyone Can Enjoy Material and Spiritual Wealth in Our Abundant World*. New York: Touchstone Faith.

“God has showed me that he doesn’t want me to be a run-of-the-mill person”: Van Biema, David, and Chu, Jeff. “Does God want you to be rich?” *Time*, September 10, 2006.

Of the four largest megachurches in the U.S., three teach some version of “prosperity” – the idea that a God who loves you also doesn’t want you to be poor: Ibid.

“The tragedy is that Christianity has become a yes-man for the culture,” says Stephen Prothero: Ibid.

“Don’t make the mistake of living your life self-centered, rushing through your day concerned only about yourself”: Osteen, Joel. (2007). *Become a Better You: 7 Keys to Improving Your Life Every Day*. New York: Free Press. p. 180

Buddhists have gotten in on the act, with action star Steven Seagal named as a reincarnated Tulku, or enlightened master: <http://www.sangyetashiling.dk/kt/seagal.htm>.

In 1990, 64% of high school seniors volunteered their time at least once in the past year, but in more recent years more than 76% have: www.civicyouth.org/PopUps/FactSheets/FS_Volunteering2.pdf Source: Monitoring the Future, University of Michigan; Astin, A. W, Oseguera, L., Sax, L. J., & Korn, W. S. (2002). *The American freshman: Thirty-five year trends*. Los Angeles: Higher Education Research Institute, UCLA. Plus 2003 and 2004 supplements.

In the 1970s, 46% of high school seniors had contributed to one or more charities, but by 2006 only 33% had: Monitoring the Future survey, University of Michigan.

In July 2008, Virgin Mobile launched a charity campaign called “Strip2Clothe”: Yee, Chen May. “Teenage-striptease campaign distresses charities it benefits: Companies will donate clothing for every Web hit of a young person taking off theirs,” Houston

Chronicle, July 14, 2008.

http://www.chron.com/CDA/archives/archive.mpl?id=2008_4597955

by September 2008 the company gave the program the somewhat lame new label “Blank2Clothe”: <http://www.blank2clothe.com/about> (viewed online 9/23/08)

Between 2001 and 2005, the percentage of college students who did some type of volunteer work increased from 27.1% to 30.2%: College students helping America report of the Corporation for National and Community Service.

http://www.nationalservice.gov/about/newsroom/releases_detail.asp?tbl_pr_id=489
(viewed online 5/30/2008)

The job search website monster.com advises:

<http://content.monstertrak.monster.com/resources/archive/jobhunt/volunteering/> (viewed online 5/30/2008)

The 2006 Pew survey of 18- to 25-year-olds found that only 31% said “helping people who need help” was an important goal of their generation, coming in a distant third behind “getting rich” (81%) or “becoming famous” (51%): <http://people-press.org/report/300/a-portrait-of-generation-next> (viewed online 9/18/08)

Full report titled: How young people view their lives, futures, and politics: A portrait of “Generation Next.” Pew Research Center for the People & the Press. Released January 9, 2007.

As Robert Frank notes in Richistan, the business press now covers philanthropy “like a competitive industry.”: Frank, Robert. (2007). *Richistan: A Journey Through the American Wealth Boom and the Lives of the New Rich*. New York: Crown. p. 162, 164, 166.

they raised \$180 million to fight cancer:

<http://www.livestrong.org/site/c.khLXK1PxHmF/b.2662367/> (viewed online 5/20/2008)

Karin, interviewed in Polly Young-Eisendrath’s book The Self-Esteem Trap: Young-Eisendrath. P. (2008). The self-esteem trap: Raising confident and compassionate kids in an age of self-importance. New York: Little, Brown. p. 183

Chapter 16: How Far, and for How Long, will Narcissism Spread?

“Women lusted after the Ewing ladies’ clothes and enormous kitchens, and men thrilled to the idea of having the freedom to make or break their own fortunes,” wrote Matt Welsh in Reason: “The Second Romanian Revolution Will Be Televised”

October 2005, <http://www.reason.com/news/show/32254.html> (viewed online 6/8/2008)

“Each one has a credit limit of 10,000, so suddenly I’m 60,000 yuan richer!”: Elegant, Simon, “China’s Me Generation,” *Time*, July 26, 2007;

<http://www.time.com/time/magazine/article/0,9171,1647228,00.html> (viewed online 6/8/2008)

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A 2005 Business Week roundtable of experts from China and India: “Expert Roundtable 1 Growth: China vs. India” August, 22, 2005; http://www.businessweek.com/magazine/content/05_34/b3948421.htm (viewed online 6/8/2008)

“Little Emperor Syndrome”: http://en.wikipedia.org/wiki/Little_Emperor_Syndrome (viewed online 6/8/2008)

. . . countries like Sweden and Denmark promote high levels of individual initiative and success, but also a very large social safety net: Thomsen, L., Sidanius, J., & Fiske, A. (2007). Interpersonal leveling, Independence, and Self-enhancement: A comparison between Denmark and the US, and a relational practice framework for cultural psychology. *European Journal of Social Psychology*, 37, 445-469.

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http://www.usatoday.com/news/health/2008-09-09-doctor-shortage_N.htm (viewed online 9/23/08)

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Chapter 17: Treating the Epidemic of Narcissism

The straight community ignored the problem because it was "a gay disease," paying very little attention to the epidemic until actor Rock Hudson died of it in 1984: Shilts, Randy (1987). *And the Band Played On*. New York: St. Martin's Press.

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The CEO of Whole Foods: "Whole Foods CEO's anonymous online life" MSNBC, July 12, 2007; <http://www.msnbc.msn.com/id/19718742> (viewed online 6/25/2008)

the "fair tax": www.fairtax.org

One program, called Share Save Spend, teaches children to develop healthy money habits: <http://www.sharesavespend.com> (viewed online 9/23/08); and the program's "101 Discussion-Starter Fun Cards."