

Our quest for a New World Order:

The effects of conspiratorial belief on the relationship between collective narcissism and sharing conspiratorial headlines

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Introduction

Research Question:

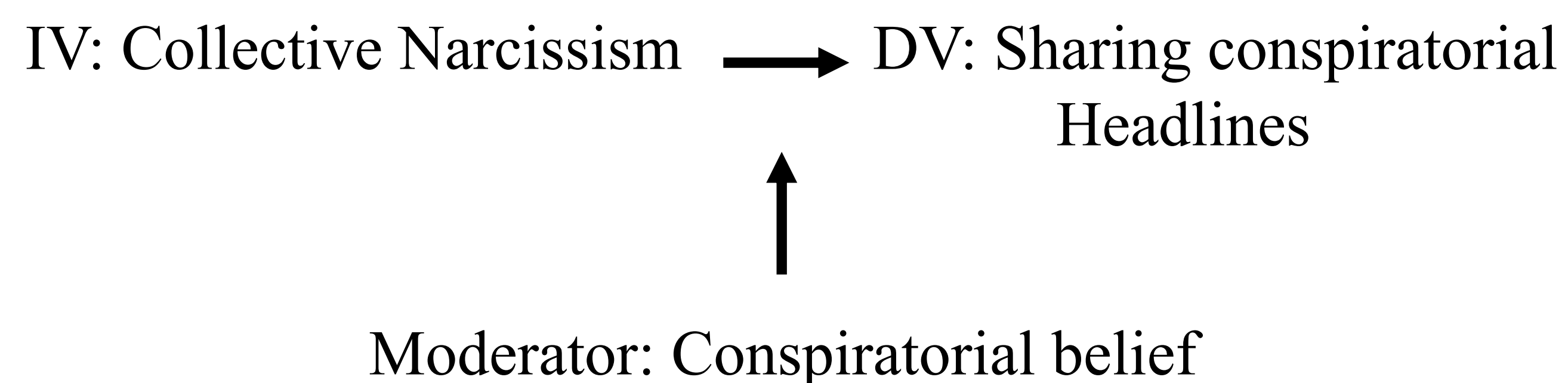
How does conspiratorial belief affect the relationship between collective narcissism and sharing conspiratorial headlines?

Theory: People who have high feelings of ingroup superiority will be more likely to attack the outgroup. The feelings of in-group superiority will cause individuals to create conspiracy and share them online. People use social media of four reasons: 1) entertainment 2) socializing 3) socializing 3) information seeking 4) self-expression and status-seeking. Narcissist who share conspiracy theories will do so for entertainment purposes. When individuals have high feelings of in-group superiority, they will be more likely to believe in conspiracy theories. The belief in conspiracy and the feelings of group superiority will cause individuals to share conspiratorial headlines for entertainment purposes.

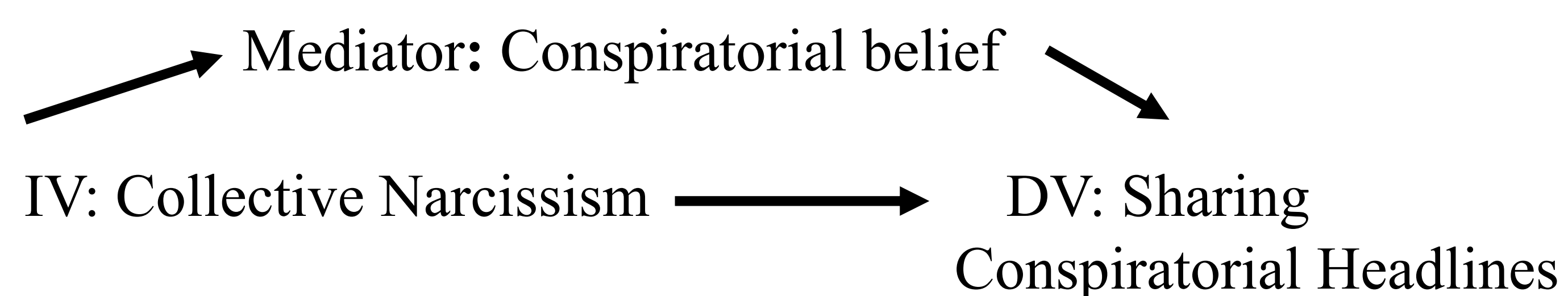
Hypothesis:

Conspiratorial Belief will act as both as a mediator and a moderator in the relationship between collective narcissism and sharing conspiratorial headlines.

Moderation :



Mediation:



Measures

Collective Narcissism (Golec de Zavala et al. 2009)
Ex. My group rarely fails

Conspiratorial Belief (Brotherton, French and Pickering 2013)
Ex. The government permits or perpetrates acts of terrorism on its own soil, disguising its involvement

Sharing Conspiratorial Headline (created by me)
Ex. New document shows that the government was involved in JFK's assassination. Click here to see the truth!

Methods

Controlling for: Gender, Age, Education, Social Media Usage, Political ideology.

Analyzing: The effect of conspiratorial belief as both a moderator and mediator on the relationship between collective narcissism and sharing conspiratorial headlines

Moderation Analyze: Conspiratorial Belief will act a mediator between collective narcissism and sharing conspiratorial headlines. Mediating variables casually link the the IV to the DV acting as a pathway. Collective narcissism causes conspiratorial belief, and conspiratorial belief will influence sharing conspiratorial headlines. This will be analyzed for a multivariate linear regression.

Moderator Analyze: Conspiratorial belief will act as a positive and strong moderator in the relationship between collective narcissism and sharing conspiratorial headlines. A moderator is an intervening variable that affects the strength and director of the relationship. The interaction between collective narcissism and conspiratorial belief will strength the relationship between collective narcissism and sharing conspiratorial headlines. This will be analyzed for a multivariate linear regression.

Mediation Analyses

	b	β	Sig.
Constant	0.18		0.46
Collective Narcissism	0.13	0.24	0.02
Education	-1.26	-0.12	0.18
Age	-0.7	-0.72	0.46
Gender	1.77	0.09	0.36
Political ideology	-2.33	-0.27	0.005
Social media	3.01	0.19	0.05

	b	β	Sig.
Constant	-4.97		0.62
Collective Narcissism	0.08	0.14	0.098
Conspiratorial belief	0.32	0.47	<0.001
Education	-0.67	-0.06	0.45
Age	-0.02	-0.02	0.85
Gender	1.89	0.09	0.27
Political ideology	-1.08	-0.13	0.16
Social media	2.19	0.14	0.10

Mediation : The results of the mediation analyses show that conspiratorial belief acts as a partial mediator between collective narcissism and sharing conspiratorial headlines. These results mean that conspiratorial belief can partially explain the relationship between collective narcissism and sharing conspiratorial headlines. If conspiratorial belief was taken out of the relationship, collective narcissism and sharing conspiratorial headlines would still have a relationship. This is mediation because the effects of collective narcissism changes after controlling for conspiratorial belief.

Moderation Analyses

	b	β	Sig.
Constant	7.67		0.60
Collective Narcissism	-0.06	0.11	0.63
Conspiratorial belief	-.01	-0.02	0.97
Interaction Collective Narcissism X Conspiratorial Belief	0.004	0.62	0.23
Education	-0.76	-0.07	0.40
Age	-0.01	-0.01	.090
Gender	1.51	0.07	0.38
Political ideology	-1.01	-0.12	0.18
Social media	2.24	0.14	0.10

Moderation: Conspiratorial belief does not act a moderator in the relationship between collective narcissism and sharing conspiratorial headlines. The interaction between collective narcissism and conspiratorial belief is not statistically significant.

Brotherton, Robert, Christopher French, and Alan Pickering. 2013. "Measuring Belief in Conspiracy Theories: The Generic Conspiracist Beliefs Scale." *Frontiers in Psychology* 4. <https://www.frontiersin.org/articles/10.3389/fpsyg.2013.00279> (November 30, 2022).
Dion, Kenneth L. 1973. "Cohesiveness as a Determinant of Ingroup-Outgroup Bias." *Journal of Personality and Social Psychology* 28(2): 163–71. doi:10.1037/h0035725.
Golec de Zavala, Agnieszka, Aleksandra Cichocka, Roy Eidelson, and Nuwan Jayawickreme. 2009. "Collective Narcissism and Its Social Consequences." *Journal of Personality and Social Psychology* 97(6): 1074–96. doi:10.1037/a0016904.
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