



Dr Agnieszka Golec

Small Research Grants - SG round 1 2009

Final Report

Financial

Directly Incurred (DI) Costs: 7450.53

Travel: 0.00

Accommodation/daily maintenance/catering: 0.00

Consumables: 600.20

Other: 6850.33

Reasons for over/underspend:

Outreach

Communication to public (text):

Media interest:

Personal Details

Name: Dr Agnieszka Golec

UK Institution: Middlesex University

Research

Lay Summary: Results of three experiments indicate that negative evaluation of the group increases group members' collective narcissism which is an insecure assertion of the exaggerated greatness of the group (Golec de Zavala, et al., 2009). People become more collectively narcissistic when their groups are criticized by others or less acknowledged by others in comparison to other groups. These effects are observed regardless of how strongly people say they identify with their groups. Collective narcissism increases because the negative feedback to the group is seen as an offense. Situations that increase collective narcissism foster negative attitudes towards other groups, especially those seen as threatening one's own group. Non-exaggerated and non-narcissistic positive regard for the group does not change in response to negative feedback. Moreover, when the overlap between narcissistic and non-narcissistic 'group love' is taken into account, non-narcissistic positive group regard is linked to positive attitudes towards other groups. Collective narcissism, on the other hand, is related to negative attitudes towards other groups. The same findings concern a national group as well as a mundane social group such as students of the same university. Present studies show also that collective narcissism does not increase when negative feedback is accompanied by positive evaluation of the group in a different domain. Thus, negative feedback to groups can be provided in a way that does not increase defensive group narcissism and intergroup tensions.

Title of research project:	Exploration of situations increasing narcissistic beliefs about groups
Project web site:	
Dates of research - start date:	04/03/2010
Dates of research - end date (actual or anticipated):	04/08/2010
Account of research carried out:	<p>March 2010</p> <ul style="list-style-type: none"> • Hiring the Research Assistant • Finalizing preparation of the research materials <p>Final adjustments were made to research design and questionnaires. Additional research condition was included to form a 2x2 factorial design to test the question whether evaluative feedback affects levels of collective narcissism. A larger than initially planned number of participants was required.</p> <ul style="list-style-type: none"> • Study 1 <p>HYPOTHESIS: Study 1 tested the hypothesis that collective narcissism will increase after group members are presented with negative evaluation of their group.</p> <p>METHOD: The negative evaluation pertained to lack of appreciation of the standing of one's university in comparison to other universities in the area. The effect of negative evaluation was compared to the effect of positive evaluation. The positive evaluation pointed to the high opinion of the students about their university. Of particular interest was also the condition in which participants faced both the positive (the National Student Survey results) and negative (the league tables results) evaluation of their group. Initial level of identification with the in-group (the university students) was controlled. The study followed a 2x2 design and manipulated positive (vs neutral) and negative (vs neutral) evaluation of the in-group. Collective narcissism and collective self-esteem were dependent variables. Individual levels of in-group identification was measured prior to experimental manipulation and entered to the analyses as the controlled variable. In the end of the study participants responded also to a short measure of out-group attitudes.</p> <ul style="list-style-type: none"> • Photocopying the questionnaires for Study 1. • Obtaining ethical approval from the Psychological research Ethics Committee at the Department of Psychology, Middlesex University. • Advertising the study. • Collecting data for Study 1. • Inputting the data from Study 1 to PASW datafile. <p>April 2010</p> <ul style="list-style-type: none"> • Finalizing the data collection for Study 1. <p>The final sample consisted of 241 participants (see working paper in the Middlesex University repository for details about the sample composition).</p> <ul style="list-style-type: none"> • Data analysis for Study 1. <p>RESULTS: Collective narcissism scale and Collective self-esteem scale used with reference to a group defined as university students proved to be reliable and allowed to differentiated participants high in narcissistic vs non-narcissistic forms of positive group regard. Results show that across the research conditions the forms of positive group regard are positively but weakly correlated. Both are moderately and positively correlated with identification with the in-group. They are differently related to out-group negativity. Collective narcissism predicts out-group negativity. Collective self-esteem is unrelated to out-group attitudes.</p> <p>HYPOTHESIS TESTING: Collective narcissism, but not collective self-esteem increased after the negative evaluation of the in-group. When positive evaluation was provided together with the negative evaluation, collective narcissism did not increase. In other words, when student participants learned that their university</p>

did poorly in the league tables their narcissistic identification with the university increased, unless at the same time they learned that their university was very positively evaluated in the National Student Survey. Thus, positive information about an in-group on a different dimension of the in-group's performance and coming from other members of the in-group prevented the rise of collective narcissism after negative feedback. Results of Study 1 indicated that collective narcissism increased because the negative evaluation of the in-group was perceived as offence to the group. The perception of negative feedback as offensive mediated its effect on collective narcissism.

The finding that the positive evaluation paired with the negative evaluation prevents the increase in collective narcissism was important and interesting. It led to a question whether the effect of the positive evaluation would be the same if it also came from outside rather than inside of the in-group. In addition, we wanted to examine whether the effect of negative evaluation on collective narcissism would hold for different group identification and different social-cultural context. We used an opportunity to conduct an additional study in Poland where the Principal Investigator lectured as Visiting Scholar. This study aimed at conceptually replicating the results of Study 1 in a different intergroup context and in a different country.

- Additional Study 3

- Designing the additional Study 3 and preparation of materials

HYPOTHESES: Study 3 tested the hypothesis that collective narcissism will increase after group members are presented with negative evaluation of their group. In addition, it examined whether accompanying the external negative feedback with positive one will decrease collective narcissism.

METHOD: Study 3 followed a 2x2 design and manipulate positive (vs neutral) and negative (vs neutral) evaluation of the in-group. Both evaluations come from outside and concern the national in-group. Polish participants were informed that an alleged EU report mentioned (vs not) Poland as contributing to higher education in the EU. This information was then interpreted as lack of appreciation of Polish contribution (or not interpreted). Collective narcissism and collective self-esteem were measured as dependent variables. Strength of national identification as measured prior to experimental manipulation and entered to the analyses as the controlled variable.

- Study 2

- Finalizing the preparation of the research materials for Study 2 in UK – final adjustments of research design and questionnaires.

HYPOTHESIS: Experimentally manipulated collective narcissism will increase out-group negativity in response to intergroup threat.

METHOD: Study 2 used 2x2 factorial designed. Collective narcissism was manipulated by negative feedback (vs neutral). British participants were informed that the alleged EU report on higher education mentions the UK's contribution. The UK was named last among other European countries. The fact that it was mentioned last was interpreted as lack of sufficient appreciation in collective narcissism condition (vs not interpreted). Threat to in-group's image distinctiveness was then manipulated. Participants were then presented with alleged EU plan to replace British passports with European ones (vs not presented with these plans).

Based on the analysis of the effect sizes from Study 1 we expected a smaller than initially planned number of participants to be sufficient to obtain the expected effects.

Study 2 used the methodology of manipulating collective narcissism similar to that used in the additional study in Poland but adapted to the British context.

- Obtaining ethical approval for Study 2 and additional study in Poland from the Psychological research Ethics Committee at the Department of Psychology, Middlesex University.

- Advertising of Study 2.

- Collecting data for Study 2.

- Collecting the data for additional study (3) in Poland

May 2010

- Collecting data for Study 2.
- Collecting data for additional Study 3 in Poland.
- Inputting the data from the additional study in Poland to PASW datafile.

The study was conducted at the University of Warmia and Mazury in Olsztyn, Poland. The sample consisted of 89 Polish undergraduate students. Polish participants were encouraged by the prospect of gaining research participation credit and they were thanked for their participation with chocolates.

- Study 3
- Analyzing data for additional Study 3

RESULTS: The analyses confirm the findings of Study 1 that negative evaluation of the in-group increases collective narcissism. They extend the findings of Study 1 into the context of national in-group. The results also show that when the positive evaluation that accompanies the negative feedback comes from the outside of the in-group, it does not prevent the increase in collective narcissism.

June 2010

- Finalizing the data collection for Study 2.
- Inputting the data from Study 2 to PASW datafile.
- Additional analyses of Study 1 and Study 2.

Studies 1 and 2 offered an opportunity to analyse the role of collective narcissism, collective self-esteem and strength of in-group identification in predicting out-group negativity across research conditions. In Study 1, using the Feeling Thermometers, we measured the attitudes towards students of other 'old' and 'new' universities in the London area. The attitudes were not affected by the research conditions but they were related to collective narcissism and collective self-esteem across the research conditions. In Study 2 the Feeling Thermometers measured the attitudes towards European nationals. When data from all participants were analysed the attitudes were not affected by research conditions. They were, however related to collective narcissism (measured in the end of the study and not affected by research conditions) and strength of in-group identification.

Results of the additional analyses that looked at the relationship of collective narcissism and positive group-regard (measured as collective self-esteem or strength of in-group identification) with out-group negativity corroborated the results of 3 previous studies conducted in Poland. These studies indicated that collective narcissism and positive group esteem overlap in their positive evaluation of the in-group but they make opposite predictions for attitudes towards out-groups. The narcissistic group evaluation is related to out-group negativity. The secure, genuine component of group esteem has the capacity to predict tolerance towards out-groups. Adding the re-analysed results of Studies 1 and 2 allowed extending the previous findings beyond the context of national identity and new socio-cultural context to the Polish studies. The combined 5 studies were written up as a conference paper.

- Preparing the additional analyses from Studies 1 and 2 for dissemination – conference paper.

- Study 2
- Data analysis for Study 2

RESULTS: Data of 91 participants were collected. Eighty one of the participants identified themselves as British and 52 as English. All 52 English students were White. The results obtained among those 52 participants confirmed the research hypothesis. However, they were not replicated among the remaining 29 participants who identified themselves as British rather than English and were mostly Black and Indian. The remaining sample was too small to compare the pattern of results between different ethnic groups. Results obtained among White, English participants are presented.

The results of Study 1 confirm that participants faced with in-group's image threat

showed the most negative attitudes towards threatening out-group when collective narcissism was also experimentally increased.

July 2010

- Dissemination of the additional data analyses for Studies 1 and 2

The analyses were included in a conference paper presented at the Annual Meeting of International Society of Political Psychology in San Francisco, July, 2010. The paper was entitled: "National narcissism, positive national group regard and out-group enmity: How low and high collective self esteem predict intergroup negativity."

Accessible from: http://www.allacademic.com/one/www/www/index.php?cmd=www_search&offset=0&limit=5&multi_search_search_mode=publication&multi_search_publication_fulltext_mod=fulltext&textfield_submit=true&search_module=multi_search&search=Search&search_field=title_idx&fulltext_search=National+narcissism%2C+positive+national+group+regard+and+out-group+enmity%3A+How+low+and+high+collective+self+esteem+predict+intergroup+negativity.

This conference paper was re-written after discussion and feedback and submitted to Personality and Social Psychology Bulletin. It is awaiting reviews.

The manuscript is entitled: "The Paradox of In-group Love: Narcissistic and Genuine Positive Group Regard Have Reverse Effects on Out-Group Attitudes" and it is available in Middlesex University repository and is accessible from: <http://eprints.mdx.ac.uk/6608/>

- Summarizing results of 3 experimental studies conducted during the grant. Writing up the initial report to be developed and prepared for dissemination. The working version of the manuscript presenting the final results entitled "Negative evaluation of the group increases collective narcissism and intergroup hostility under intergroup threat" can be found at: <http://eprints.mdx.ac.uk/6660/>
- The final version will be submitted to peer reviewed journal in social psychology

**Advances in
knowledge or
understanding:**

The results of the research conducted during the grant advance our knowledge and understanding of the situations that increase narcissistic beliefs pertaining to the group's unparalleled and unappreciated greatness (collective narcissism, Golec de Zavala, et al., 2009). The results of 2 experiments indicate that the negative evaluation of the in-group increases collective narcissism. This effect generalizes to different social groups (national group and university students) and different social-cultural contexts (Great Britain and Poland). It is independent of initial identification with the group. It was not found for collective self-esteem: the non-narcissistic, positive opinion about the in-group.

These findings advance our understanding of the nature of narcissistic in-group feelings. They indicate that it is unstable and defensive form of positive group regard. It changes in response to information about the external evaluation of the in-group. It rises in response to the negative, rather than positive feedback. In these respects it differs from collective self-esteem that was unaffected by research condition (except one study in which it decreased after positive evaluation vs neutral conditions).

Previous studies show that collective narcissism is a reliable predictor of retaliatory intergroup hostility, therefore the present results advances our understanding of processes of intergroup hostility. The present results extend the previous findings showing that also the experimentally manipulated collective narcissism moderates the effects of threat to the in-group's image on intergroup negativity. People faced with in-group's image threat show the most negative attitudes towards threatening out-group when collective narcissism is also experimentally increased.

In addition, the present studies provide some suggestions on how to provide groups with negative feedback without increasing collective narcissism and possibility of intergroup tensions. The results indicate that when positive evaluation of the group is accompanying the negative evaluation, collective narcissism does not increase. The positive evaluation from other group members was more effective in preventing the increase in collective narcissism than the positive feedbacks coming from out-side. These findings may be of practical importance and broader interest.

Group criticism and negative feedback is difficult to avoid in intergroup relations. In fact it can be used to improve the relations. However, group criticism can increase collective narcissism that can damage intergroup relations. In order to minimize potential tensions, negative feedback to a group should be provided together with positive evaluation of the group on different dimensions of its performance. In addition, it should be provided in a way that makes group members believe that they and other group members think about their in-group positively.

Additional analyses of the data from two studies conducted during the grant extend previous findings indicating that collective narcissism and positive group esteem overlap in their positive evaluation of the in-group but they make opposite predictions for attitudes towards out-groups. Due to its sensitivity to threat to in-group's image, the narcissistic group evaluation is related to out-group negativity. The genuine component of group esteem has the capacity to predict tolerance towards out-groups. Additional analyses of one of the experiments conducted during the grant allowed extending these findings beyond the context of national identity into the context of a group defined as university peers.

In sum, the results of the 3 studies conducted during the grant confirm the research hypotheses. They provide basis for practical suggestions to improve intergroup relations. In addition, they provide new insights and information and suggestions for further studies.

Final report data

**Electronic products or
by-products of
research - deposited:**

Two manuscripts were submitted to Middlesex University Research Repository

**Electronic products or
by-products of
research - accepted:**

Yes

Publications:

Manuscripts submitted

Golec de Zavala, A., Cichocka, A. & Bilewicz, M. (2010) "The Paradox of In-group Love: Narcissistic and Genuine Positive Group Regard Have Reverse Effects on Out-Group Attitudes".

Manuscript submitted for publication in peer reviewed journal - Uses re-analysed results of two studies conducted during the grant
<http://eprints.mdx.ac.uk/6608/>

Manuscripts in preparation

Golec de Zavala, A. (2010). "Negative evaluation of the group increases collective narcissism and intergroup hostility under intergroup threat".

Working paper presenting the results of three experimental studies conducted during the grant. Working towards submitting for publication to peer reviewed journal.

<http://eprints.mdx.ac.uk/6660/>

Conference presentations

Golec de Zavala, A. & Cichocka, A. (2010, July) "National narcissism, positive national group regard and out-group enmity: How low and high collective self esteem predict intergroup negativity." Paper presented at the ISPP 33rd Annual Scientific Meeting, San Francisco, USA.

[http://www.allacademic.com/one/www/www/index.php?](http://www.allacademic.com/one/www/www/index.php?cmd=www_search&offset=0&limit=5&multi_search_search_mode=publication&multi_search_publication_fulltext_mod=fulltext&textfield_submit=true&search_module=multi_search&search=Search&search_field=title_idx&fulltext_search=National+narcissism%2C+positive+national+group+regard+and+out-group+enmity%3A+How+low+and+high+collective+self+esteem+predict+intergroup+negativity)

[cmd=www_search&offset=0&limit=5&multi_search_search_mode=publication&multi_search_publication_fulltext_mod=fulltext&textfield_submit=true&search_module=multi_search&search=Search&search_field=title_idx&fulltext_search=National+narcissism%2C+positive+national+group+regard+and+out-group+enmity%3A+How+low+and+high+collective+self+esteem+predict+intergroup+negativity](http://www.allacademic.com/one/www/www/index.php?cmd=www_search&offset=0&limit=5&multi_search_search_mode=publication&multi_search_publication_fulltext_mod=fulltext&textfield_submit=true&search_module=multi_search&search=Search&search_field=title_idx&fulltext_search=National+narcissism%2C+positive+national+group+regard+and+out-group+enmity%3A+How+low+and+high+collective+self+esteem+predict+intergroup+negativity)

Golec de Zavala, A. (2011, July). "Collective narcissism, genuine in-group love and out-group negativity." Conference paper invited for symposium at the European Association of Social Psychology General Meeting, Stockholm, Sweden

Abstract

An inflated belief in own superiority that requires constant external validation is characteristic for individual narcissism. When this belief concerns a group, narcissism becomes collective. Collective narcissism - an emotional investment in an unrealistic belief in exaggerated greatness of an in-group - predicts prejudice, sensitivity to threat to positive image of an in-group, retaliatory intergroup hostility and support for intergroup (also terrorist) violence. Narcissistic idealization of an in-group is contingent on external validation and underlain by internal doubts. The differentiation between narcissistic and non-narcissistic positive group regard uncovers the potential of genuine 'in-group' love to motivate positive out-group attitudes and intergroup tolerance. Recent studies indicate that collective narcissism can be experimentally manipulated. Collective narcissism (but not the non-narcissistic positive group regard) increases when people face negative evaluation of the in-group or when they are led to believe that their group is not appreciated by others. The increase in collective narcissism in these situations is independent of initial identification with the group. It can be reduced by prizing the group in a different domain of its performance. Collective narcissism increases among high identifiers when they feel insecure as group members. Momentary increases in collective narcissism results in retaliatory out-group negativity under intergroup threat.

Future plans: The present research provides valuable insights regarding situations that increase collective narcissism. They will be described in a research paper to be submitted to a peer reviewed journal and a conference paper invited for a symposium during the General Meeting of the European Association of Social Psychology. Collective narcissism is a set of beliefs about a group held by individuals rather than groups. However, groups do not always act based on collective narcissism of individuals. When narcissistic feelings are spread and narcissistic leaders channel them, this is when groups become narcissistic, dangerous and belligerent. Thus, next important research questions are (1) how collective narcissism spreads to become the sentiment of the majority of the group and (2) how the narcissistic leadership emerges. These two questions are related. There are reasons to expect that the narcissistic leader will emerge when narcissistic group identification becomes prototypical for in-group members. I am currently working on a research project on the emergence of narcissistic leaders together with Professor Michael Hogg at Claremont Graduate College in the US, a renowned expert in studies on prototypicality, leadership and extremism.

Audiences: The findings that can have practical application pertain to reducing tensions in intergroup relations. As such they may be of interest to non-academics interested in managing harmonious intergroup relations. In particular these findings suggest the ways of providing negative feedback to groups in a way that does not increase collective narcissism and out-group negativity.

Further projects: The additional analysis performed on the data collected in studies 1 and 2 during the grant were included in a conference paper and a manuscript that presented the data from another project. They extended findings regarding the relationship between narcissistic and non-narcissistic group esteem and out-group negativity beyond the context of the national group and beyond one country (Poland, where the previous studies were conducted). I am carrying another project examining the role of personal and collective insecurity as predictor of increase in collective narcissism. Together the findings concerning situations that increase collective narcissism will be used to build another research project on narcissistic leadership.

Benefits to public service/business audiences: Public policy-makers may benefit from the findings regarding management of harmonious intergroup relations in contexts in which negative feedback to groups is provided. These findings provide suggest the ways of providing negative feedback to groups in a way that does not increase collective narcissism and out-group negativity. In particular, they indicate that to minimize potential tensions, negative feedback to a group should be provided together with positive evaluation of the group on different dimensions of its performance. It should be provided in a way that makes group members believe that they and other group members think about their in-group positively.

Any other outputs/outcomes: