

Online Table 4.2. Correlations between Narcissism and Reactions one gets from posting videos on social media (2021 Creators Survey, 2021/2022 Young Creators Survey)

Reactions	2020 Creators Survey	2021/2022 Young Creators Survey
I get a sense of achievement when I post a video on social media.	.42***	.15***
I feel like I'm connecting to other people, often a large audience when I post.	.38***	.14***
I feel productive when I post.	.40***	.12**
I feel like I'm competitive, competing with others when I post a video on social media.	.62***	.19***
I get a sense of satisfaction when I post.	.40***	.21***
I just feel a need to express myself through videos on social media.	.46***	.20***
I have a personal aesthetic to share with others	.46***	.17***
I want to share something with family.	.26***	
I want to share something with friends.	.20***	.21***
I have a lot of folks who follow my posts.	.54***	.14***
I just like the process of making videos and enjoy sharing them on social media.	.44***	.13**
I get a sense of achievement when I post videos on social media.	.49***	.20***
I think my posts are a "role model" for others who want to see someone like themselves on social media.	.60***	.15***
My video posts often have a political message I want to share.	.59***	
When creating videos for social media, I plan them out well in advance (it is not spontaneous)	.54***	
I want to influence others with my videos.	.54***	.11*
I think of myself as an influencer on social media.	.66***	
I post videos to social media to provide representations with more ethnic/racial diversity.	.66***	

I post videos to social media to provide representations with more LGBTQ+ diversity	.59***	
I think people like to know about me and what's going on in my life.	.56***	.25***
I think people like to look at me—they find me attractive.	.65***	.26***
I think people find me entertaining.	.57***	.27***