Agentic-communal model of collective narcissism: determinants, correlates and consequences

Collective narcissism is expressed in excessively positive image of one's own group (e.g. nation) and in the belief that this group deserves special treatment. Earlier studies have shown that such an attitude is associated with prejudices against strangers, proneness to aggression, and intergroup perception of members of foreign groups as threatening. The goal of our project is to demonstrate that collective narcissism can manifest itself in two basic ways - based on an excessively positive image of own group in terms of agency (efficacy or political power) or in terms of community (morality or helpfulness), but essentially both forms stem from a similar motivation (desire to gain admiration and willingness to compete). According to Back' et al. Amiration-Rivalry model we assume, that admiration motive leads to positive effects (social well-being, greater activity in collective actions, national pride), stemming in large part from the positive self-esteem and relationship with the group, and that negative effects (prejudice, aggression against strangers, nationalism) are the result of rivalry motive. In our project we will examine similarities and differences between these two forms of narcissism. We anticipate that communally collective narcissists will be particularly keen to show an attitude of tolerance towards members of out-groups and willingness to help them, but it will be a paternalistic attitude, combined with a sense of superiority of one's own group. For this reason, we will take into account in the project measurement of attitudes towards strangers in explicit and implicit forms. Moreover, due to the admiration need, willingness to help will in our opinion stem from the auto-presentation reasons, or will be shown for social rewards, and not from authentic empathy, what we intend to demonstrate experimentally – communally collective narcissists will, in our opinion, help only when they will have witnesses. We will carry out our research both in Poland and in other countries (e.g. Japan, China, U.S., Russia). We assume that collective narcissism has two main sources: cultural and historical. Collective narcissism build on the sense of agency is particularly suited to the cultures who value hierarchy and mastery over the environment (e.g. U.S., China), while the communal narcissism may be prevalent where hierarchy and prosocial values are appreciated (e.g. Japan, Poland). We consider providing humanitarian aid by the state in a bad economic situation, and development of national martyrdom and messianism by societies that lost their former political position to be particularly interesting manifestations of collective communal narcissism.