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Love-Bombing:

A Narcissistic Approach to Relationship Formation

Claire Strutzenberg

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Abstract

The current study examined the relationship between attachment style, self-esteem, and narcissism as they pertain to behavioral tendencies termed Love-Bombing behaviors among a sample of young adult Millennials. Love-Bombing was identified as the presence of excessive communication at the beginning of a relationship in order to passively obtain power and control over another's life as a means of narcissistic self-enhancement. The sample consisted of 484 college students from a large southern university who ranged in age 18-30. The results indicated that Love-Bombing was positively correlated with narcissistic tendencies, avoidant attachment, anxious attachment, and negatively correlated with self-esteem. Love-Bombing was also associated with more text and media usage within romantic relationships. In conclusion, Love-Bombing was found to be a logical and potentially necessary strategy for romantic relationships among individuals with high displays of narcissism and low levels of self-esteem. This is the first study to empirically examine Love-Bombing behaviors, thus future research needs to address the impact that these behaviors have on young adult relationships.

Introduction

According to Greek Mythology, the story of Narcissus tells the tale of a sixteen-year-old boy who had never loved anyone as much as he loved his own reflection upon seeing his face staring back at him in a pond. Meanwhile, Echo, a young mountain girl had been cursed by the Goddess Hera and could only speak the words that she last heard. Echo saw Narcissus and was entranced by his beauty, but because she could not speak, she was incapable of communicating her love for him. She followed him until he saw his face reflected in the water, and finally, she heard him speak. Narcissus, infatuated with his reflection, said, "You are the picture of perfection." Hearing his words, Echo repeated, "You are the picture of perfection." Narcissus, now even more enthralled by the affirmation he received from what he presumed to be his reflection speaking back to him, carried on, "I've never said this to anyone, but I believe I love you." Echo again repeated him, "I love you." The returned admiration only increasingly fed Narcissus' affection for himself. As he continued to praise his reflection, and "his reflection" (Echo) continued to reciprocate the praise, Narcissus was completely overcome by the addictive feeling this pseudo-love is provided. In the end, Narcissus was so infatuated by himself that he drowned in the pond attempting to kiss his own reflection, and Echo was left, heartbroken and alone, to wander the hills and caves of the valley, never to love again (Atsma, N.D.).

Much like Narcissus was unintentionally praising himself by expressing praise and adoration for (what he thought was) another person, the rise in narcissism among college students of the millennial generation (Twenge et al., 2008a; Twenge et al., 2008b) has resulted in a trend that has been termed "Love-Bombing" by internet users. Anecdotal bloggers have coined the term as a means of describing narcissistic individual's tendency to "bomb" their significant

other with constant communication throughout the day via texts, emails, phone calls, and social media sites. The praise of the narcissist may be flattering at first, but over time, becomes overwhelming and sometimes debilitating. It is assumed that whether consciously or not, the narcissist is making an effort to secure their place as the most important person in their significant other's life. They hope that the admiration they express will be reciprocated, because what narcissists truly desire is the affirmation that *they* are loved, beautiful, and desired, more so than they honestly want to acknowledge such qualities in their partner. As in the story of Narcissus, narcissists ultimately praise themselves by way of praising their significant other in hopes that they, like Echo, will return the favor. Unfortunately, these narcissists face the same fate as that of the Greek legend. In the end, the excessive flattery and need for affirmation will result in the death of a relationship when it becomes apparent that the misplaced affection reaches no further than the narcissist's affection for him/herself.

It is apparent that narcissistic tendencies are almost always rooted in this desire to enhance self-esteem (Campbell et al., 2002). So, is Love-Bombing just a narcissistic attempt to gain a more positive view of self by manipulating the response of others? As Narcissus' death drove Echo mad, the narcissists of the millennial generation have the potential to leave behind a trail of heartbroken, emotionally scarred individuals, who struggle to form healthy romantic bonds because of the fears instilled by past Love-Bombers. The current study asserts that there will be a connection between low self-esteem, narcissism, and love-bombing tendencies, along with a correlation between these characteristics and attachment styles.

Millennials

The population in question encompasses individuals born between 1980 and 2000 titled the "Millennials" because of their coming of age in the new millennium (Howe, 2007).

Millennials have been described as optimistic, team oriented, and high-achieving rule-followers in many of the studies conducted by generational specialists (Brodido, 2004), yet Millennials simultaneously show a higher likelihood of mental health problems than any generation prior (Watkins et al., 2012). In fact, a study conducted by the American College Health Association in 2008 concluded that more than one in three undergraduate students reported feeling "so depressed it was difficult to function" (pp. 14) and nearly one in ten students admitted that they had "seriously contemplated committing suicide" (pp. 14) in the previous year. Depression, coupled with low self-esteem often leads individuals to engage in reassurance-seeking behaviors; a need for affirmation that coincides with the definition of narcissism (Campbell et al., 2002). According to one study, analyses of the Narcissistic Personality Inventory taken by college students in the 1980s as compared to those taken by millennial students in 2008 shows a gradual yet significant increase in generational narcissism (Twenge et al., 2008a). This increase in narcissism, along with other mental health disorders could, as Bennett (2006) suggests, be the result of the influence of attachment patterns on the internal working model of the individual. which lead to the display of more severe personality disorders later in life. For this reason, it is important that we develop a means of recognizing these maladaptive behaviors early on, in order to prevent such issues from escalating to a place of severity in interpersonal relationships. Attachment Theory

Attachment Theory, first proposed in 1958 by John Bowlby, is a widely held view in the field of Human Development that suggests the security of an individual throughout the lifespan stems from the interactions between a child and their caregiver (Bowlby, 1980). The child's expectations of others develop based on their understanding of how the world operates, and is the basis of an internal working model that will determine the individual's view of self and of others

not only in infancy, but throughout adolescence and adulthood as well (Bowlby, 1980; Lee & Hankin, 2009). It answers the question, "what do I mean to those who love me?" Insecurely attached individuals develop an internal working model of themselves as unworthy and of others as unreliable (Thompson & Zuroff, 1999). Insecure attachment can be subcategorized as being either avoidant or anxious. Avoidant attachment is characterized by a tendency to view others as unreliable and holding a high resistance to emotional attachment (Bowlby, 1980). Anxious attachment, on the other hand, is characterized by a strong desire for emotional attachment, while simultaneously doubting the reliability of others to reciprocate this affection (Bowlby, 1980).

The result of an insecure attachment in childhood is a higher level of personal questioning in adulthood. Roberts et al. (1996) found that individuals with insecure attachment view their self-worth according to an "if...then" contingency, basing self-esteem on accomplishment or success/failure. For instance, an individual with insecure attachment may think, "If my partner doesn't respond to my text message, they must not love me" or "If they cared, then they would call." However, when these contingencies affirm the insecurity the individual already feels, the result is a significant decline in self-esteem (Roberts et al., 1996). The current study seeks to explore the relationship between insecure attachment, text message usage, and affirmation seeking behaviors through Love-Bombing.

Self-Esteem

Self-discrepancy theory, developed by E. T. Higgins (1987) and expanded by Ogilvie (1987), suggests that there are four domains of "self": actual-self, ideal-self, should-self, and undesired/feared-self. Self-discrepancy theory postulates that the "self" we portray to others is based on not only our self-concept, but also our interpretation of what others expect of us. The "actual" self represents the attributes one actually possesses (Higgins, 1987). The discrepancy

lies in the differences between the attributes we *actually* possess, the attributes we wish we could display (ideal-self), the things that we feel as though we ought to display (should-self) and the attributes we fear displaying (feared-self) (Carver, 1999; Higgins, 1987). These different views of self are the standard to which we compare our actual-self, and represent the valence in which we hold our view of self.

When an individual experiences a discrepancy between their actual self and a perceived idea of the self (ideal, should, or feared), they will experience some type of psychological discomfort which will lead to either positive or negative outcomes (Higgins, 1987). The should self is often times driven out of a place of guilt and shame over the actual self, and the desire to change is far more political or social than it is purely motivational. For instance, in an actualshould discrepancy, the individual holds a negative view of the actual-self by feeling as though the person they are is not the person they ought to be. In this type of discrepancy, rather than reaching for traits they desire, they are avoiding the traits they naturally possess in order to attain a socially defined standard of who they should be (Carver, 1999). The ideal self, on the other hand, often times includes positive motivators for change. Having strong desires to become someone or accomplish something may spur an individual on to preform well and drive them towards excellence. When the discrepancy lies between the actual-self and the ideal-self, it is obvious that the individual holds a high view of self, and is positively motivated to attain their idealized goals (Carver, 1999). Failure to reach these goals, however, often times becomes a point of negative psychological affect. The feared self, however, appears to be the exact reciprocal of the ideal self. In fact, it is likely that an individual's ideal self is not truly based on the goals one strives to embody, but much rather the very attributes they wish to avoid; in other words, the ideal-self is the exact reciprocal of the feared-self (Ogilvie, 1987). The feared self

isn't so much about the person one desires *to* become, but the very things one is *fearful* of becoming. A significant negative correlation was found between self-esteem and the actual-feared discrepancy (Carver et al., 1999). This would indicate that individuals with low self-esteem are more likely to resist attributes they fear possessing, rather than striving to attain attributes they desire to display. Essentially, their ideal self is defined by "I want not to be (undesired)" rather than the belief "I am desirable".

A study addressing the self-discrepancy theory conducted by Barnett and Womack (2015) explored the correlation between self-esteem and narcissism. Researcher's examined whether narcissism was the result of a discrepancy between the ideal self and the actual self, or a discrepancy between the actual self and the feared self. The results of this study indicated that "Pathological narcissism is a duality; a deep insecurity shrouded by grandiosity ... Narcissism does not flow from excessive self-love as much as it does from fear of being an undesired self" (Barnett & Womack, 2015; pp. 280, 283). This shows that narcissism is more strongly correlated with low self-esteem, or the fear of being undesired, than self-confidence.

Out of the urgency to resist an undesirable representation of self, individuals with low-self esteem will engage in reassurance seeking behaviors (Higgins, 1987). This reassurance may be sought in the form of seeking excessive feedback that affirms others' care, or by expressing high needs of dependency in relationships (Katz et al., 1998), such as by engaging in Love-Bombing behaviors.

Narcissism

Narcissism is defined by the American Psychological Association's Diagnostic and Statistical Manual of Mental Disorders (5th ed.) as holding beliefs about being special or unique and the assumption of only being understood by special or high-status people or institutions, as

well as requiring excessive admiration, experiencing frequent envy, and displaying arrogant or haughty attitudes and behaviors (2013).

Narcissism has commonly been broken down into two different categories; overt and covert. In a recent study regarding the "faces of narcissism," Rogoza et al. (2016) defined a narcissist as "one who aims to enhance ego, pursues success, acts autonomously and chooses short-term goals that will result in admiration from others" (pp. 88). Covert narcissism is described as being characterized by entitlement in relationships, self-indulgence, self-assuredness, and disrespect for the needs of others, which leads to both aggressive behaviors and the generalized devaluation of others (Brown et al., 2009; Paulhus, 1998; Rogoza et al., 2016).

Additionally, there are attributes of narcissists that make them attractive to those whom they may victimize with Love-Bombing behaviors. Narcissists are generally perceived as exciting (Foster et al., 2003), socially confident (Brunell et al., 2004), and likeable in initial interactions (Oltmans et al., 2004). Additionally, narcissism is positively associated with one's ability to obtain sexual partners (Foster et al., 2006). Though these attributes are attractive in the beginning, they fade throughout the course of the relationship, revealing the tendency of narcissists to use relationships as a means of self-enhancement (Campbell, 1999). In turn, the "victims" of relationships with these initially likable narcissists find themselves stuck with psychologically controlling (Campbell & Foster, 2002), non-committal partners (Campbell & Foster, 2002), often characterized by "game-playing" or infidelity in relationships (Campbell & Foster, 2002).

The narcissist's ideal mate is someone who is highly positive, admires them, and enhances their self-worth either directly through praise, or indirectly by association as in that of a "trophy spouse" (Campbell et al., 2002). Narcissists often see relationships as a "forum for self-

enhancement" (Buffardi & Campbell, 2008, pp. 1304). Because of this desire for self-enhancement, it has been asserted by Buffardi and Campbell (2008) that social networking sites such as Facebook act as a low-risk, high-reward resource for narcissists to self-regulate through social connectivity. Social networking sites such as these allow individuals to feel highly connected by promoting high numbers of "friendships," while simultaneously protecting themselves from the necessity of emotional disclosure (Buffardi & Campbell, 2008). Social networking sites give the individual complete control over the way they are presented and the information others can obtain about them through their profiles. For the narcissistic individual, social networking sites provide a means to boast about their successes, hide their failures, and obtain public attention without the risk of public social rejection. Though romantic relationships are generally approached much less publicly than through social networking sites, in the current study, we predict that narcissistic tendencies in romantic relationships will reflect a high usage of mediated communication, primarily via text messaging, in order to maintain the same level of self-presentation control.

In the field of personality and social psychology, researchers have identified that narcissists consistently use social relationships for three main purposes: to regulate their personal self-esteem, to create a positive self-concept, and to produce a self-gratifying personal construct (Buffardi & Campbell, 2008; Campbell, 1999; Campbell et al., 2006; Morf & Rhodewalt, 2001; Raskin et al., 1991). Essentially, narcissists rely on their interactions with others to determine how they feel about themselves. For that reason, specifically low-self-esteem individuals will engage in reassurance-seeking behaviors in romantic relationships, especially when they are depressed (Campbell, et al., 2002). This desire for reassurance sought through romantic

relationships is more than likely to involve "Love-Bombing" behaviors, because of the narcissist's desire for affirmation by means of association.

Current Study

The research gathered about narcissist's low levels of self-esteem, coupled with their tendencies to seek assurance in the context of romantic relationships creates an argument that the concept of Love-Bombing may be the narcissist's most logical approach to relationship formation. Though there have been anecdotal assertions made regarding the existence of "Love-Bombing" tendencies among Millennials, no empirical data has been collected regarding this form of narcissism within the context of romantic relationships. In the current study, we collected empirical data in order to create a measureable construct of narcissism in romantic relationships by defining and measuring "Love-Bombing" behaviors.

The current study has three main goals: 1) identify and write items that identify Love-Bombing behaviors among millennial young adults, 2) to correlate Love-Bombing items with other similar construct scales, such as attachment, self-esteem, and narcissism, and 3) to identify characteristics of Love-Bombers in order to better understand their behaviors within romantic relationships concerning texting and social media usage. The current study's hypotheses are that (2a) Love-Bombing behaviors will be positively associated with insecure attachment styles (i.e., avoidant, anxious) and negatively associated with secure attachment styles, (2b) Love-Bombing behaviors will be negatively correlated with self-esteem, (2c) Love-Bombing behaviors will be more likely to use texting and social media to communicate with their romantic partners as compared to non-Love-Bombers.

Methods

Participants and Procedure

A survey was constructed to measure attachment, self esteem, narcissism, Love-Bombing, and text message use in young adult romantic relationships. The survey was then distributed online to graduate and undergraduate students recruited from predominately social sicence classrooms at the University of Arkansas. Participants were given the chance to enter their name for a drawing of a \$50 gift card, and some participants were offered extra credit by their professors for their participation. Of 499 total participants, those who failed to complete the questionnaire, or did not take adequate time to thoughtfully answer each question (total duration 2 minutes or less) were dismissed from the analysis (n=15), resulting in a final sample of 484. The final sample had a mean age of 20.36 (SD = 1.38), with an overall range of 18-30. There were 13% who identified as male, 86% who identified as female, one participant who identified as transgender, and one participant who chose not to identify with a gender. In the sample, 84% of the participants identified as Caucasian, 5% as Hispanic/Latino, 4% as African American, while 9% identified as other.

Measures

Attachment. Participants completed the Adult Attachment Scale (AAS; Collins & Read, 1990). The AAS contains 18 statements which measured participants' level of agreement on a five-point likert-type scale ranging from "1=strongly disagree" to "5=strongly agree." After reverse coding five items, responses were summed and grouped according to a subscale as a secure (6 items, M = 17.95, SD = 2.67), anxious (6 items, M = 17.98, SD = 5.06), or avoidant (6

items, M = 17.20, SD = 4.18), and responses were summed for each. Higher scores indicated higher secure, avoidant, and anxious attachment styles, respectively.

Self-Esteem. In order to measure individual's insecurity, participants completed the Rosenberg Self-Esteem scale (RSES; Rosenberg, 1965). The RSES is a 10-item scale that has been widely used to measure self-esteem since its creation in 1965. Each of the ten items were measured on a five-item likert-type scale based on the degree to which the participant agreed with the statement. Responses were ranked from "1=strongly disagree" to "5=strongly agree." After recoding 5 items, all items were summed, and higher scores indicated higher self-esteem (M = 36.93, SD = 6.56).

Narcissism. Participants completed the Hypersensitive Narcissism Scale (HSNS; Hendin & Cheek, 2013). The HSNS is a 10-item scale to measure an individual's tendency towards narcissism. Participants were asked to answer to the extent to which they agreed or disagreed with each item on a five-point likert-type scale ranging from "1=strongly disagree" to "5=strongly agree." Level of agreement was summed, with higher scores indicating higher levels of narcissism (M = 28.67, SD = 5.66).

Love-Bombing. In order to measure Love-Bombing tendencies, a set of 8 items regarding specific Love-Bombing behaviors was created, based on previous literature regarding the tendencies of narcissists in romantic relationships (Campbell, 1999; Campbell et al., 2002; Campbell & Foster, 2002; Foster et al., 2006; Oltmans et al., 2004) as well as assertions made by anecdotal accounts published to internet blogs. Items included subjects addressing the individual's view of romantic relationships, such as "I view relationships as a means to feel better about myself," and "When I feel insecure, I like to turn to another person to assure me of my worth." These items were measured on a five-point likert-type scale ranging from

"1=strongly disagree" to "5=strongly agree." Items were summed, with higher scores indicating increased display of Love-Bombing behaviors (M = 22.26, SD = 4.75; $\alpha = 0.74$; see Table 1 for scale items).

Texting. In order to examine the relationship between Love-Bombing and text message use, we adapted a 21-item scale that examined text message usage between *friends* (Hall & Baym, 2011) was changed in order to reflect text message usage between *romantic partners*. The adapted scale measured an individual's expectations for the role texting plays in romantic relationships. Participants were asked to answer to the extent to which they agreed or disagreed with each item on a five-point likert-type scale ranging from "1=strongly disagree" to "5=strongly agree." One item was reverse coded (item 21), and then the items were summed, with higher scores indicating higher levels of text usage between romantic partners (M = 66.17, SD = 11.41; $\alpha = 0.89$; see Table 2 for scale items).

Results

The first goal of the current study sought to identify and write items characteristic of Love-Bombing behaviors in millennial young adults. The items created consisted of eight statements which were comprised of a combination of narcissistic tendencies for social media use, based on previous literature relating the tendencies of narcissists in romantic relationships (Campbell, 1999; Campbell et al., 2002; Campbell & Foster, 2002; Foster et al., 2006; Oltmans et al., 2004) as well as assertions made by anecdotal accounts published to internet blogs. The items demonstrated to be to be a reliable scale ($\alpha = 0.74$). Sums of responses ranged from 8-37 (M = 22.26, SD = 4.75; see Table 1).

The second goal of the current study was to correlate Love-Bombing with measures of attachment, self-esteem, and narcissism scales. Table 3 displays the connection between each of these construct scales. Results indicated that there were significant correlations in most of the predicted directions, indicating partial support for hypothesis 2a: Love-Bombing tendencies were not only positively associated with insecure attachment styles (i.e., avoid, anxious), but also *positively* (not negatively, as predicted) associated with secure attachment style (r = .17, p < .001). However, attachment is more commonly identified as a classification system than as a running scale. The data analyzed initially examined the total correlation between all three of the subscales of attachment for each individual's response.

Individual responses were examined and classified according to the highest level of response between the three sub-scales of attachment (secure, avoidant, anxious). Data were divided into these three categories, and the average Love-Bombing scores for each sub-category were found and then compared to the overall mean for Love-Bombing (M = 22.26). This analysis showed that individuals categorized as displaying a secure attachment (n=173) had a mean Love-Bombing score of 20.88, well below the overall mean. Insecure-avoidant individuals (n=82) displayed a mean Love-Bombing score of 21.24; slightly below the overall mean. Insecure-anxious individuals (n=154), on the other hand, had a group mean of 24.02, putting them at a significantly higher likelihood of displaying Love-Bombing behaviors. This analysis of data leads to a complete support of hypothesis 2a; individuals of insecure attachment styles are more likely to engage in Love-Bombing behaviors than those of a secure attachment style.

In support of hypothesis 2b, self-esteem was negatively correlated with Love-Bombing behaviors, and support of hypothesis 2c, narcissistic tendencies were positively associated with Love-Bombing behaviors.

The third goal of the current study was to identify the characteristics of Love-Bombing, particularly in regard to Millennials' use of texting in romantic relationships. First, we correlated the Love-Bombing measure (higher scores indicating higher Love-Bombing behaviors) with the total summed response of texting habits measured, which resulted in a significant positive correlation, r = 0.32, p < .001. This correlation supports hypothesis 3a in that Love-Bombing behaviors are correlated with higher text message expectations within romantic relationships. Additionally, we examined the difference between "Love-Bombers" and "Non-Love-Bombers" by placing participants with scores from the 8-item Love-Bombing scale greater than the mean (22.26) into the group "Love-Bombers," and those participants with scores less than the mean in the group "Non-Love-Bombers". Next, we ran an ANOVA to examine whether the two groups differed significantly on text message usage within romantic partnerships, indicating a significant group difference (F(1,462) = 25.81, p < .001) whereby Love-Bombers reported significantly higher reports of utilizing text and media within their romantic partnerships (M = 68.95, SD = 10.75) as compared to Non-Love-Bombers (M = 63.69, SD = 11.43).

Discussion

The current study has shown that Love-Bombing is not only prevalent among young adult Millennials, but that it is a symptom of a much more complicated reality. By identifying items to describe Love-Bombing behaviors, it was found that individuals who display Love-Bombing behaviors are likely to act from an insecure attachment (Hypothesis 2a), perhaps leading them to rely on the affirmation of another person to determine their self-worth and value within society; however, future research should address this issue. However, we also found that Love-Bombing was positively correlated with higher secure attachment, contrary to hypothesis.

While attachment as a scale may not be a clear indicator of Love-Bombing tendencies, it is likely that further research would display categorical attachment styles having a direct correlation to the presence of Love-Bombing behaviors in romantic relationships. Further research is needed to identify what developmental processes lead individuals to engage in Love-Bombing behaviors. Perhaps the use of qualitative methods could provide further insight as to the establishment of attachment, and disentangle the presence of secure attachment in these individuals.

Self-esteem showed a significant negative correlation to the display of Love-Bombing behaviors. The contingency of self-esteem placed on another individual is inevitably going to cause one's view of self to waiver. When an individual's self-esteem is high, there is no need to look for affirmation in another individual. However, when an individual's self-esteem is low, it is likely, as suggested by the current study, that they will engage in Love-Bombing behaviors in order to increase the feeling of being valued in a relationship and reduce the potential of becoming an undesired self. This fear of becoming an undesired self is often what pushes individuals to pursue behaviors in which they are displayed as their *ideal* self (Barnett & Womack, 2015). So if it is assumed that individuals with low self-esteem partake in Love-Bombing behaviors as a means of confirming the fact that they are not, actually, undesirable, then it could be assumed that they are simultaneously seeking to become the ideal form of themselves by engaging in narcissistic behaviors which aim to increase their self-esteem, thereby producing a positive self-concept and a satisfactory personal construct (Buffardi & Campbell, 2008; Campbell, 1999; Campbell et al., 2006; Morf & Rhodewalt, 2001; Raskin et al., 1991). The current study supports these assumptions by indicating a strong correlation between narcissism and the likelihood that an individual would partake in Love-Bombing behaviors.

Love-Bombing was also positively associated with excessive expectations for communication through texting in romantic relationships. This correlation, though not surprising, indicates a need for self-regulative protection and a desire for control in a relationship. The root of this need for security and power is not easily identifiable to those affected by the Love-Bomber's attacks, but is an obvious consequence of a psychological need for affirmation. It could be assumed that narcissistic individuals not only require more control in a relationship, but simultaneously increased affirmation. Because there is a strong correlation between self-esteem and narcissism (Barnett & Womack, 2015), we see that narcissists, by engaging in Love-Bombing behaviors, seek reassurance in their romantic relationships. This may involve a lack of trust in their partner's fidelity as expressed by the expectation that they would know their partner's whereabouts at all times (Table 2, items 9-16), as is implied by an insecure-anxious attachment style. Additionally, narcissistic individuals of an insecure-anxious attachment style may doubt their partner's feelings for them are truly as strong as their own (Table 2, items 19-20, 21 reversed). In the case of a narcissist with low self-esteem, Love-Bombing is a necessary means of survival for a romantic relationship, especially within the early stages. These feelings are only increased when the individual holds an insecure attachment, specifically anxious patterns. For that reason, Love-Bombing will continue to present itself in the romantic relationships of individuals who display higher than average levels of narcissism, and low levels of self-esteem.

Limitations

The current study was limited because of the population sample collected. The sample was collected from college students on campus at a public university. Specifically, the range of

ages sampled was 18-30. However, the study aims to look at the entire population of "Millennials," who would range from ages 16-36 at present. Thus, there are large portions of the population that were not sampled. Additionally, the population was primarily (86%) female. In order to obtain a generalizable sample of the population, more males would need to be surveyed. Perhaps, with an equal balance of gender surveyed, future analyses could identify whether Love-Bombing behaviors differ between males and females within romantic relationships.

Additionally, the Harter Self Esteem scale is a measure of self-esteem that examines different domains of esteem as a means of examining the maturation of self-esteem throughout the lifespan. Harter identifies self-esteem as being very much intertwined with the developmental process, suggesting that self-esteem is rooted in different domains of the self at different times in the individual's lifespan (Harter, 1999). The use of the Harter Self-Esteem Scale in place of the Rosenberg Self-Esteem Scale may produce results that indicate the domains of self-esteem that are affected by Love-Bombing behaviors.

Implications and Future Research

There is an increasing rate of mental health problems in young adults today (Watkins et al., 2012). Narcissism has increased from the previous generation of students to the present population of universities today (Twenge et al., 2008a), and it is likely that this trend will continue in similar fashion if problems such as Love-Bombing continue to go unaddressed. The current study has identified that Love-Bombing is the natural and sometimes psychologically necessary means by which relationships are formed for the narcissistic individual; however, we have not examined any data regarding the characteristics of those affected, or the long term affect of Love-Bombers' narcissistic displays on their victims. Future research should examine

the characteristics of those prone to experiencing Love-Bombing attacks in romantic relationships, and the impact of these failed relationships on the individual's mental health.

Additionally, looking at relational aggression as a continuum, could Love-Bombing be a gateway into more serious behaviors such as psychological abuse/control or intimate partner violence? Are individuals who are likely to engage in Love-Bombing behaviors also likely to stalk relational partners? Further research could examine Love-Bombing as a threshold of aggression and relational dysfunction.

The current study suggests that narcissists, driven by their low self-esteem, are likely to engage in Love-Bombing behaviors by use of excessive text messaging in romantic relationships. While this correlation holds statistical significance, the cause of the behavior at its root has not yet been identified. From the time of the ancient Greeks, narcissism has been identified as a self-destructive construct with negative impacts on all involved. Just as Narcissus drowned in his assurance seeking behaviors, narcissists of the Millennial generation are facing relational problems that are ultimately leaving them to postpone marriage, and engage in less meaningful relationships with more romantic partners than generations prior (Kaya, 2010, Twenge, 2015). However, narcissus wasn't the sole party affected; Echo was driven mad by her encounter with Narcissus. Love-Bombing, if it continues, will only continue to mar victim after victim, leaving Millennials, like Echo, alone to wander the caves and the valleys, searching but never satisfied; longing to love, but fearful of encountering yet another Love-Bomber.

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Tables and Figures

Table 1: Love-Bombing Scale

		M	SD	N	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	α if Item Deleted
1.	When past relationships have ended, I have realized that I was more invested in the relationship than my partner was.	3.19	1.054	477	19.06	19.591	.195	.063	.757
2.	I desire praise/appreciation/ affirmation to be communicated by my partner.	3.90	.798	477	18.36	20.482	.194	.139	.747
3.	I feel as though the presence of my partner increases my social standing.	2.97	.953	477	19.29	17.642	.496	.297	.698
4.	I feel more confident and secure when I am in a relationship.	3.04	1.070	477	19.22	16.713	.533	.349	.688
5.	I am insecure with the idea of being single.	2.38	1.044	477	19.87	17.005	.514	.327	.693
6.	I am only content in a relationship until I find another, better option of a partner.	1.93	.910	477	20.33	18.637	.389	.335	.718
7.	I view relationships as a means to feel better about myself.	2.16	.989	477	20.10	16.936	.566	.436	.683
8.	When I feel insecure, I like to turn to another person to assure me of my worth	2.69	1.140	477	19.57	16.128	.557	.341	.682

Table 2. Text Usage Scale

		M	SD	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Squared Multiple Correlation	α if Item Deleted
1.	Texting plays an important role in my dating life	3.5129	.93171	62.6595	116.575	.633	.473	.473	.880
2.	I usually ask someone out through the use of text/phone, rather than in person	2.4720	1.00284	63.7004	122.936	.280	.262	.262	.890
3.	Texting is a good way to flirt or get to know someone	3.4612	.96740	62.7112	119.510	.460	.341	.341	.885
4.	I enjoy texting my partner	3.8858	.76215	62.2866	122.291	.433	.417	.417	.886
5.	Texting is my partner and I's primary form of communication	2.9504	1.14014	63.2220	115.754	.535	.453	.453	.883
6.	I would like it if my romantic partner used texting more to communicate	2.6013	.93555	63.5711	120.319	.438	.307	.307	.885
7.	I share many of my day-to-day activities through texting with my partner	3.4763	.98776	62.6961	118.160	.514	.559	.559	.883
8.	Texting is an ongoing conversation that I usually have with a dating partner	3.5884	.92759	62.5841	118.161	.553	.589	.589	.882
9.	I expect my dating partner to call/text throughout the day to keep me posted on how their day is going	3.3470	.99798	62.8254	115.872	.619	.547	.547	.880
10.	I like it when my partner keeps me informed as to what they are doing and who they are with throughout the day through texting	3.4159	.99537	62.7565	116.560	.587	.539	.539	.881
11.	I feel disconnected from my dating partner when I have not heard from them via text	3.1013	1.02689	63.0711	114.477	.667	.540	.540	.879
12.	When my partner does not text me throughout the day, I often question how important I am in their life	2.5884	1.08432	63.5841	116.533	.533	.614	.614	.883

13.	When my partner takes longer than usual to respond, I often feel								
	forgotten about or insignificant to them	2.5841	1.04821	63.5884	118.083	.483	.595	.595	.884
14.	I respond to texts immediately when I receive them from my partner	2.9784	.93387	63.1940	118.528	.530	.354	.354	.883
15.	When my partner or significant other texts me first, I feel as though I have a level of significance/importance in their lives	3.4483	.89486	62.7241	118.835	.540	.373	.373	.883
16.	I immediately text my partner when I want to tell them something, rather than waiting until we could talk about it in person	3.3987	.89060	62.7737	119.463	.510	.334	.334	.883
17.	I prefer to communicate with my dating partner mainly through text/social media	2.1228	.89394	64.0496	121.935	.377	.396	.396	.887
18.	I get upset when I can't get ahold of someone I'm dating/seeing	3.2845	.97090	62.8879	119.197	.473	.328	.328	.884
19.	I often send my partner texts to express my affection for him/her	3.3276	.96394	62.8448	117.596	.557	.428	.428	.882
20.	When I express my feelings for my partner via text or social media, I expect my partner to reciprocate by expressing their feelings for me	3.1810	.99761	62.9914	117.330	.548	.397	.397	.882
21.	I find it annoying when a romantic partner texts me multiple times an hour, multiple times throughout the day	3.4461	1.06855	62.7263	125.249	.158	.151	.151	.894

Table 3. Correlations of Love-Bombing Behaviors

		LBOMB	SECURE	AVOID	ANXIETY	SELFEST	NARCISSISM
LBOMB	Pearson		.167**	.126**	.357**	279**	.482**
	Correlation						
	Sig. (2-tailed)		.000	.006	.000	.000	.000
	N		475	473	476	476	472
SECURE	Pearson	.167**		.129**	.217**	062	.244**
	Correlation	.107		.12)	.217	.002	
	Sig. (2-tailed)	.000		.005	.000	.174	.000
	N	475		478	480	481	477
AVOID	Pearson	.126**	.129**		.580**	430**	.351**
	Correlation	.120	.12)		.500	430	.551
	Sig. (2-tailed)	.006	.005		.000	.000	.000
	N	473	478		478	479	475
ANXIETY	Pearson	.357**	.217**	.580**		514**	.527**
	Correlation						
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	476	480	478		481	477
SELFEST	Pearson	279**	062	430**	514**		458**
	Correlation						
	Sig. (2-tailed)	.000	.174	.000	.000		.000
	N	476	481	479	481		478
NARCISSISM	Pearson	.482**	.244**	.351**	.527**	458**	
	Correlation	.402	.244	.551	.521	430	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	472	477	475	477	478	

Note: LBOMB = Love-Bombing behaviors; SECURE = secure attachment; AVOID = avoidant attachment; ANXIETY = anxious attachment; SELFEST = self-esteem; NARCISSISM = narcissist behaviors. ** p < 0.01 (2-tailed)

Appendix A

Understanding College Students' Romantic Relationships

DEMOGRAPHICS

In this section of the survey we would like to ask some general background information about you.

1. What	t year are you in	college?					
	Freshman	Sophomore	Junior	Senior	Graduate Student	Non-degree Student	Other/ Not enrolled
2. What	t gender do you	identify with? N	Male	Female	Transsexua	/Transgender	
3. How	Str Bis	e your sexual orional properties of the sexual of sure/Questionic	ual		Gay/Lesbian Other		
4. How	old are you?	ye	ars old				
5. While	Но	llege Residence ome of relatives rority/Fraternity			Off Campus ro Own Home Your parents'	oom, apartment,	or house
6. Whil	Ale Sp	n whom do you cone ouse/domestic prommate(s)/Frier me gender commate(s)/Frier ferent gender	artner		Parent(s)/Guar Children	er (other than a s	spouse)
7. How	Bla An As	eribe your race/et ack or African A nerican Indian or nerican ian or Pacific Isl her (please list)_	merican r Native ander		Hispanic or La White or Cauc Arab American	asian	
8. Pleas	Ba Stı	e organizations y nd or musical gr ident Government	oup nt			e ational sports clu or Special Inter	

Strongly Agree

Agree

				Theatre Resident Assistant/Peer Educator Intramural Sports Local Church/Religious Organization Other, please specify;
9.	What is yo	our current relationship status? (circle the	he most	appropriate)
	1.	Single, not actively dating		
	2.	Single and dating, but not in an exclusion	sive rela	ationship
	3.	Single and hooking up with acquainta	ances/fr	iends
	4.	In a committed relationship		
	5.	Engaged		
	6.	Living together		
	7.	Married		
	8.	Divorced/Separated		
		Other:		
	9a. Nu	mber of romantic partners in the past 3 mber of physical/sexual relationships in	-	

Neither Agree

nor Disagree

Strongly

Disagree

Disagree

1	2	3	4	5						
10 I.a	often read books and	magazinas ahaut mu	faith							
	10. I often read books and magazines about my faith11. I make financial contributions to my religious organization									
12. I spend time trying to grow in understanding of my faith.										
	13. Religion is especially important to me because it answers many questions about the meaning of life									
14. M	y religious beliefs lie	behind my whole ap	proach to life							
15. I e	enjoy spending time w	vith others of my reli	gious affiliation.							
16. Re	eligious beliefs influe	nce all my dealings i	n life							
17. It	is important to me to	spend periods of tim	e in private religious	s thought and reflection						
18. Ī e	 enjoy working in th	ne activities of my	religious affiliatio	on						
	9. I keep well infor fluence in its decis	•	al religious group	and have some						

The following questions concern how you *generally* feel in *important close relationships in your life*. Think about your past and present relationships with people who have been especially important to you, such as family members, romantic partners, and close friends. Respond to each statement in terms of how you *generally* feel in these relationships.

20. 20. With what religion do you identify? _____

Please use the scale below by circling the number between 1 and 5 in the space provided to the right of each statement.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agı	ee	Str	Strongly Agree		
1	2	3	4	·		5		
1. I find it relative 5	ely easy to get close	e to people.		1	2	3	4	
2. I find it difficul 5	t to allow myself to	o depend on others.		1	2	3	4	
3. I often worry the 5	at other people don		1	2	3	4		
4. I find that other 5	rs are reluctant to g	ıld like.	1	2	3	4		
5. I am comfortab	le depending on oth	hers.	1	2	3	4	5	
6. I <u>don't</u> worry al	bout people getting	too close to me.		1	2	3	4	
7. I find that peop 5	le are never there v	when you need then	n.	1	2	3	4	
8. I am somewhat 5	uncomfortable bei	ng close to others.		1	2	3	4	
9. I often worry th	nat other people wo	n't want to stay wi	th me.	1	2	3	4	
10. When I show	my feelings for oth a. 2	=	will not t	feel the s	ame a	bout me	2.	
11. I often wonde	r whether other pec	ople really care abo	ut me. 1	2	3	4	5	
12. I am comforta	ble developing clos	se relationships wit	ch others.	1	2	3	4	
13. I am <u>un</u> comfo	rtable when anyone	e gets too emotiona	ally close	to me.				

	1	2	3	4	5
14. I know that people will be there when I need them. 5		1	2	3	4
15. I want to get close to people, but I worry about being h	urt.	1	2	3	4
16. I find it difficult to trust others completely. 5		1	2	3	4
17. People often want me to be emotionally closer than I fe	eel con	ıfortabl	e being.	,	
	1	2	3	4	5
18. I am not sure that I can always depend on people to be	there v	vhen I 1	need the	m.	
	1	2	3	4	5

For each of the following statements, please circle the number to what extent you feel the statement describes you:

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1	2	3	4	5

1.	I feel that I am a person of worth, at least on an equal plane with others.	1	2	3	4	5
2.	I feel that I have a number of good qualities.	1	2	3	4	5
3.	All in all, I am inclined to feel that I am a failure.	1	2	3	4	5
4.	I am able to do things as well as most other people.	1	2	3	4	5
5.	I feel I do not have much to be proud of.	1	2	3	4	5
6.	I take a positive attitude toward myself.	1	2	3	4	5
7.	On the whole, I am satisfied with myself.	1	2	3	4	5
8.	I wish I could have more respect for myself.	1	2	3	4	5
9.	I certainly feel useless at times.	1	2	3	4	5
10.	At times I think I am no good at all.	1	2	3	4	5

For each of the following statements and adjectives, please rate to what extent you feel the statement describes you:

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1	2	3	4	5

1.	I can become entirely absorbed in thin	ıking at	out my	person	al affai	rs, my h	ealth, my	cares or
	my							
	relations to others.		1	2	3	4	5	N/A
2.	My feelings are easily hurt by ridicule	or the	slighting	g remar	ks of o	thers		
		1	2	3	4	5	N/A	
3.	When I enter a room I often become se	elf-cons	scious ar	nd feel	that the	e eyes o	f others are	e upon
	me.							
		1	2	3	4	5	N/A	
4.]	dislike sharing the credit of an achieve	ement v	vith othe	ers.				
., .		1	2	3	4	5	N/A	
							/	
5. I	feel that I have enough on my hands with	thout w	orrying a	about o	ther pe	ople's ti	roubles.	
	g ,	1	2	3	4	5	N/A	
6.	I feel that I am temperamentally different	ent fron	n most p	eople.				
	1	1	2	3	4	5	N/A	
6	I often interpret the remarks of others	in a per						
٠.	1 01.01. 1	1	2	3	4	5	N/A	
7	I easily become wrapped up in my ow						•	
,.	reasily become wrapped up in my ow	1	2	3	4	5	N/A	
Q	I dislike being with a group unless l							of those
0.		KIIOW	mat 1 a	iii appi	icciaicc	i by at	icast one	or most
	present	1	2	2	4	_	NT/A	
0	I		2				N/A	1 .
9.	I am secretly "put out" or annoyed wh							, asking
	me for my time and sympathy.	1	2	3	4	5	N/A	
10	When past relationships have ended, I	have re	aalizad tl	hat I w	as mor	a invact	ad in the	
10.	relationship than my partner was.	114 VC 10	anzou l	1	2	3		N/A

11. I d	esire praise/ap	preciation/af	firmation to be	commi	ınicated	by my	partner		
	1 1	1	1	2	3	4	5	N/A	
12. I fe	el as though th	e presence o	f my partner inc	creases	my socia	al stand	ing.		
			1	2	3	4	5	N/A	
13. I fe	el more confid	ent and secu	re when I am in	a relati	onship.				
	1	L		2	3	4	5	N/A	
14. I aı	m insecure wit	h the idea of l	being single.						
		1		2	3	4	5	N/A	
15. I a	m only content	in a relations	ship until I find	anothei 2	, better 3	option o	of a part 5	tner. N/A	
		1		L	3	4	3	N/A	
16. I vi	iew relationshi	ps as a mean: 1	s to feel better a	ibout m 2	yself. 3	4	5	N/A	
								,	
17. Wł	nen I feel insect	ıre, I like to t	urn to another _ا	person 1	to assure	e me of	my wor	th	
		1		2	3	4	5	N/A	
are see potent	eing now, or so ial romantic pa When first da a. Every b. 3 - 4 ti c. 1 - 2 ti d. 2 - 3 ti e. About f. A few t g. Never h. Not app	ting someone day or nearly mes a week mes a month once a month imes this wh	ave dated/seen elect not applica e, how often do y v every day	previou able. Ple you see	isly). If y ease answ them (in	you have wer to t	e never he best n)?	either someone yo dated or talked to of your knowledg	a
	partiler:	YES	NO	Not	Applica	ble			
3.			e combined nui ost recent datin					nd received on yo	ur

4.	On a typical day, what is the combined number of <u>text messages</u> you sent and received on your mobile phone with your most recent dating partner?
5.	How quickly do you typically reply back to a text from a romantic partner?
	10 minutes or less1 hour or less24 hours or less1've never noticed30 minutes or less2-3 hours or less
6.	What is the longest acceptable response time to reply back to a text from a dating partner before you become concerned or annoyed?
	10 minutes or less 1 hour or less 24 hours or less 1've never noticed 30 minutes or less 2-3 hours or less 2-1 hours or less 2-2 hours or less 30 minutes or less

Please indicate how much you agree or disagree with the following statements. Again, think about the person you are dating now, or have previously dated. If you have never dated or seen anyone romantically, answer the questions about your expectations for a romantic partner.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1	2	3	4	5

22. I have ended a relationship because my partner was too "clingy" or dependent on me
23. I have broken up with a dating partner, or they have broken up with me, because of texting $__$
24. I have ended a relationship because my partner acted or communicated differently via text or
social media than they did in person
25. My feelings about a partner have changed because of the way they communicated via texting or
social media
26. When significant others express their affection via text or social media, I feel smothered,
embarrassed, or obligated to return the affection, even though it may not be true to the extent
that they have expressed 27. I have rejected someone who was romantically interested in me because I felt as though they
cared for me more than I cared for them
28. In a current or past relationship, I have felt as though my partner enjoyed the status associated
with being with me more so than they truly liked me for me
29. In a current or past relationship, I have felt as though a partner has needed me more than I
have needed them
30. In the early stages of a romantic relationship, a partner has expressed love and affection
that I did not feel our relationship justified
31. In the early stages of a relationship, a partner has vocalized plans for our futures together (i.e.,
living together, marriage, children, etc.) that I did not feel were justified by our relationship
32. I have felt overwhelmed or awkward because of the level of affection a romantic partner has
expressed in the beginning of a relationship
33. In a current or past relationship, I have appreciated excessive expression of affection up until a
certain point, at which it became overwhelming, annoying, or awkward
34. I have appreciated a partner's expression of affection in personal messages, or private
conversations, but have been embarrassed by the same expressions of affection in the
presence/view of others either online or in person
SKIP LOGIC: If responses are high for questions 1-13 above:
In the previous set of questions, you responded in a way that indicates that you have been in a
relationship in which you felt that another person's feelings were overwhelming, excessive, or not
aligned with your own personal feelings. Please answer the following questions about the past
romantic relationship that you thought of while answering those questions.
Your age at the time of the relationship
Your partner's age at the time of the relationship
Partner's GenderMaleFemaleTranssexual/Transgender
Partner's Ethnicity:
Black or African Hispanic or Latino
= = = = = = = = = = = = = = = = = =

 White or Caucasian
 Arab American

Please indicate how much you agree or disagree with the following statements. Again, think about the person you are dating now, or have previously dated. If you have never dated or seen anyone romantically, answer the questions about your expectations for a romantic partner.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1	2	3	4	5

1.	Texting plays an important role in my dating life
	I usually ask someone out through the use of text/phone, rather than in person
3.	Texting is a good way to flirt or get to know someone
4.	I enjoy texting my partner
5.	Texting is my partner and I's primary form of communication
6.	I would like it if my romantic partner used texting more to communicate
7.	I share many of my day-to-day activities through texting with my partner
8.	Texting is an ongoing conversation that I usually have with a dating partner
9.	I expect my dating partner to call/text throughout the day to keep me posted on how their
	day is going
10.	I like it when my partner keeps me informed as to what they are doing and who they are
	with throughout the day through texting
	I feel disconnected from my dating partner when I have not heard from them via text
12.	When my partner does not text me throughout the day, I often question how important I am
	in their life
13.	When my partner takes longer than usual to respond, I often feel forgotten about or
	insignificant to them
	I respond to texts immediately when I receive them from my partner
15.	When my partner or significant other texts me first, I feel as though I have a level of significance/importance in their lives
16.	I immediately text my partner when I want to tell them something, rather than waiting until
	we could talk about it in person
17.	I prefer to communicate with my dating partner mainly through text/social media
18.	I get upset when I can't get ahold of someone I'm dating/seeing
19.	I often send my partner texts to express my affection for him/her
20.	When I express my feelings for my partner via text or social media, I expect my partner to
	reciprocate by expressing their feelings for me
21.	I find it annoying when a romantic partner texts me multiple times an hour, multiple times
	throughout the day

Open Ended Question: Thank you for taking time to complete this survey! Your responses will be used to inform a report on romantic relationships. Please record a few sentences below of an

experience in which you felt overwhelmed by a partner's expression of feelings for you, whether it was a matter of "too much, too soon" or as though they were smothering you with a need for attention, and how you responded to your partner. If you have not experienced a situation such as this, please respond with N/A.