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| **Name of variables** | **Label of variables** | **Codes of variables** |
| id | Identification number |  |
| age | Age (years) |  |
| group | Group | 1 = exclusively heterosexual man; 2 = exclusively gay man |
| relationship | Engaged in a relationship | 0 = no; 1 = yes |
| phys | Physical activity practice | 0 = no; 1 = yes |
| gym | Physical activity at a gym | 0 = no; 1 = yes |
| npi1 to npi16 | NPI-16 item | 0 = non-narcissistic response; 1 = narcissistic response |
| nhs1 to nhs10 | NHS-10 item | 5-point Likert scale from 1 (=strongly disagree) to 5 (=strongly agree) |
| followers | Number of Followers on Instagram | 1 = 0-500; 2 = 500-1000; 3 = 1000-1500; 4 = 1500-2000; 5 = 2000-3000; 6 = 3000-4000; 7 = 4000-5000; 8 = 5000+ |
| followees | Number of Followees on Instagram | 1 = 0-500; 2 = 500-1000; 3 = 1000-1500; 4 = 1500-2000; 5 = 2000-3000; 6 = 3000-4000; 7 = 4000-5000; 8 = 5000+ |
| photo1 | I really like to pose in front of a camera | 5-point Likert scale from 1 (=strongly disagree) to 5 (=strongly agree) |
| photo2 | I often publish provocative, personal photos on my social profiles | 5-point Likert scale from 1 (=strongly disagree) to 5 (=strongly agree) |
| photo3 | Publishing photos where I am portrayed naked or half-naked helps me increase my followers | 5-point Likert scale from 1 (=strongly disagree) to 5 (=strongly agree) |
| like1 | Receiving likes causes a feeling of pleasure in me | 5-point Likert scale from 1 (=strongly disagree) to 5 (=strongly agree) |
| like2 | I would like to have more and more likes and followers | 5-point Likert scale from 1 (=strongly disagree) to 5 (=strongly agree) |
| post1 | Frequency of posting (photo, written content, image) | 1 = less than once a month; 2 = once-twice a month; 3 = once-twice a week; 4 = once a day; 5 = more than once a day |
| post2 | Frequency of posting stories | 0 = never; 1 = 4-5 a month; 2= 4-5 a week; 3= 2-3 a week; 4= once a week; 5=every day; 6= more than once a day |
| bsmas1 to bsmas6 | BSMAS 6 item | 5-point Likert scale from 1 (=very rarely) to 5 (very often) |
| fomos1 to fomos10 | FOMOS 10 item | 5-pint Likert scale from 1 (= not at all true of me) to 5 (=extremely true of me’) |
| asir1 to asir20 | ASIR 20 item | 5-point Likert scale from 1 (=strongly disagree) to 5 (=strongly agree) |