
### Endnotes

**Introduction: The growing narcissism in American culture**

*On a reality TV show: “My Super Sweet 16,” MTV*


*It is now possible to hire fake paparazzi to follow you around snapping your photograph:* Lee-St. Jon, Jeninne. “Your own personal paparazzi.” *Time,* January 17, 2008. http://www.time.com/time/magazine/article/0,9171,1704698,00.html (viewed online 9/18/08); Peter Alexander, “Live like a star: Hiring your own paparazzi,” *Today show,* NBC, March 20, 2008; See also: www.celeb4aday.com

“I believe that the world should revolve around me!”: Little Jackie, *The Stoop,* 2008.

*“Bling” pacifiers:* http://www.munchkin.com/products/detail.html?pID=880 (viewed online 9/18/08)


*In data from 45,000 college students across several generations:* Twenge, J. M., Konrath, S., Foster, J. D., Campbell, W. K., & Bushman, B. J. (2008). Egos inflating over time: A cross-temporal meta-analysis of the Narcissistic Personality Inventory. *Journal of Personality,* 76, 875-901; Twenge, J. M., & Foster, J. D. (2008). Mapping the scale of the narcissism epidemic: Increases in narcissism 2002-2007 within ethnic groups. *Journal of Research in Personality,* 42, 1619-1622.

*Narcissistic Personality Disorder:* A full description can be found in: American Psychiatric Association. (2000). *Diagnostic and statistical manual of mental disorders.*


**Chapter 1: The Many Wonders of Admiring Yourself (and notes for Appendix A)**


As an NBC public service announcement puts it, “You may not realize it, but everyone is born with their one true love – themselves. If you like you, everyone else will too.”: http://www.themoreyouknow.com/Self_Esteem/ (viewed online 6/3/2008)


Self-esteem is considered, as one author put it, our “national wonder drug.”:

Chidi Ogbuta of Allen, Texas, certainly admires herself: When she got married, her wedding cake was in the shape of herself: The image can be found at http://www.cnn.com/2008/LIVING/01/07/cake.irpt/index.html (viewed online 6/3/2008).

At the 2003 ESPY Awards, Denver Nuggets basketball player Carmelo Anthony thanked himself for all the hard work he’d put in.:

In 2004, football player Freddie Mitchell, who caught a touchdown pass in a playoff game, was also grateful to himself, saying, “I’m a special player and I just want to thank my hands for being so great.”:
http://nbcsports.msnbc.com/id/6832921/site/21683474/

Ashley Tisdale, who drew fire for a different-looking nose after what she said was surgery for a deviated septum, “I don’t believe in plastic surgery …”
Ashlee Simpson, who also had a nose job, said that plastic surgery “should be for yourself.”
Ibid.


Lohan declared herself “a role model to younger generations as well as generations older than me”:

“If I wanted to get in better shape, there might be a backlash of, ‘Why isn’t she comfortable with herself anymore?’”: “Cover stars: America Ferrera,” Us Weekly, September 17, 2007.

“one of your most important gifts as a parent is to help your child develop self-esteem.”:

In a recent study of the mothers and grandmothers of 3-year-old American children:

Chapter 2: Diagnosing Narcissism: The Disease of Excessive Self-Admiration (and notes for Appendix B)


Narcissists also lack emotionally warm, caring and loving relationships with other people. The emotional connection to others isn’t there or is very muted: Foster, J.D., Shrir, I., & Campbell, W. K. (2006). Theoretical models of narcissism, sexuality, and relationship commitment. Journal of Social and Personal Relationships, 23, 367-386;

One approach is to simply use other people as pawns in a grand game of deception:

They brag about their achievements (while blaming others for their shortcomings):


Researchers have labeled these efforts to gain self-admiration “self-regulation strategies.”: Morf, C. C., & Rhodewalt, F. (2001). Unraveling the paradoxes of narcissism: A dynamic self-regulatory processing model. *Psychological Inquiry*, 12, 177-196. (This entire issue of *Psychological Inquiry* is a great read for those interested in self-regulatory models of narcissism.)


. . . when it fails, the narcissist reacts with anger, blame, and sometimes rage. Bushman, B. J., & Baumeister, R. F. (1998). Threatened egotism, narcissism, self-esteem, and direct and displaced aggression: Does self-love or self-hate lead to violence? *Journal of Personality and Social Psychology*, 75, 219-229. This is the classic article on this topic. Both authors have done more in the area, as have others like Kirkpatrick, Konrath, Rhodewalt, Stucke, and Webster.


In fact, many researchers have argued just the opposite, that narcissists lack self-control and perseverance: This is a complex issue, but the evidence does support a link between narcissism and approach orientation and sensation-seeking, as well as certain impulsive behaviors that go with it. Foster, J. D., & Trimm IV, R. F. (2008). On being eager and


*Several researchers have argued that the clinical definition of narcissism captures two different types of people:* Cain N. M., Pincus, A. L., Ansell, E. B. (2008). Narcissism at the crossroads: Phenotypic description of pathological narcissism across clinical theory, social/personality psychology, and psychiatric diagnosis. *Clinical Psychology Review, 28*, 638-656; Miller, J. D. & Campbell, W. K. (2008). Comparing clinical and social-personality conceptualizations of narcissism. *Journal of Personality, 76*, 449-476. These are the two most recent articles, but there is a long debate surrounding this issue. There has also been a case made for three “types” of narcissism by researchers such as Paul Wink and Drew Weston.


“Love God, love yourself, love others – in that order. …you have to feel good about what God has made you – what you look like, and so on. I don’t think you can show compassion, be respectful and kind, if you can’t love yourself.”: Patrick Rogers and Vickie Bane, “Joel Osteen counts his blessings,” *People*, December 17, 2007.


However, there is no evidence that the extraverted narcissists we focus on in this book have low self-esteem or are insecure underneath: This is a very complex topic. Several researchers recently completed a theoretical and meta-analytic review of the issues in this and the following paragraphs: Bosson, J. K., Lakey, C. E., Campbell, W. K., Zeigler-Hill, V., Jordan, C. H., & Kernis, M. H. (2008). Untangling the Links Between Narcissism and Self esteem: A Theoretical and Empirical Review. *Social and Personality Psychology Compass.*

Narcissistic people found it just as easy – or even easier – than non-narcissists to hit the key for “me” when they saw words like good, wonderful, great, and right: Campbell, W. K., Bosson, J. K., Goheen, T. W., Lakey, C. E., & Kernis, M. H. (2007). Do narcissists dislike themselves “deep down inside”? *Psychological Science, 18*, 227-229.


...we had people take a general knowledge test and then bet on their answers: Campbell, W. K., Goodie, A. S., & Foster, J. D. (2004). Narcissism, confidence, and risk attitude. *Journal of Behavioral Decision Making, 17*, 297-311.


College students in the 2000s were significantly more narcissistic than GenXers and Baby Boomers in the 1970s, 1980s, and 1990s: Twenge, J. M., Konrath, S., Foster, J. D., Campbell, W. K., & Bushman, B. J. (2008a). Egos inflating over time: A cross-temporal meta-analysis of the Narcissistic Personality Inventory. *Journal of Personality, 76*, 875-901; Twenge, J. M., Konrath, S., Foster, J. D., Campbell, W. K., & Bushman, B. J. (2008b). Further evidence of an increase in narcissism among college students. *Journal of Personality, 76*, 919-927; Twenge, J. M., & Foster, J. D. (2008). Mapping the scale of the narcissism epidemic: Increases in narcissism 2002-2007 within ethnic groups. *Journal of Research in Personality, 42*, 1619-1622.

Narcissism has risen as much as obesity has over the last few decades: The change in narcissism from 1979 to 2006 was .33 standard deviations. The Center for Disease Control reports that between the 1976-1980 data collection and the 1999-2002 data collection, men’s Body Mass Index (BMI) rose from 25.6 to 27.8. With a pooled standard deviation of 6.95, this is a change of .32 SDs. Women’s BMI rose from 25.3 to 28.2 with a pooled SD of 9.49, a change of .30 SDs. BMI is a better measure of overweight and obesity than weight alone, as height has also risen over this same time period. Ogden, C. L., Fryar, C. D., Carroll, M. D., & Flegal, K. M. (2004). Mean Body Weight, Height, and Body Mass Index, United States 1960-2002. *Advance Data from Vital and Health Statistics, 347*, October 27. 2004.

...author Jake Halpern found that twice as many black as white teens said they’d rather be famous than be smarter, stronger, or more beautiful: Halpern, J. (2007). *Fame junkies The hidden truths behind America’s favorite addiction.* New York: Houghton Mifflin.


In another study, Americans obtained higher narcissism scores than those from any other country. Foster, J. D., Campbell, W. K., & Twenge, J. M. (2003). Individual differences in narcissism: Inflated self-views across the lifespan and around the world. Journal of Research in Personality, 37, 469-486.


One study compared more than 11,000 teens age 14 to 16 who filled out a long questionnaire in either 1951 or 1989. Out of more than 400 items, the one that showed the largest change over time was “I am an important person.” Newsom, C. R., Archer, R. P., Trumbetta, S., & Gottesman, I. I. (2003). Changes in adolescent response patterns on the MMPI/MMPI-A across four decades. Journal of Personality Assessment, 81, 74-84.

… the number of high school students who said that “having lots of money” was “extremely important”: Twenge, J. M. (in press). Birth cohort differences in the Monitoring the Future dataset: Further evidence for Generation Me. Perspectives on Psychological Science.

A 2008 Harris Interactive poll found that the generation of 21- to 31-year-olds was voted the most greedy and self-indulgent: Harper, Jennifer. “Boomer narcissism, ageism debunked: Poll exposes generation myths.” Washington Times, August 26, 2008.


More than 2/3 of high school students now say that they expect to be in the top 20% of performance in their jobs


One recent review of six U.S. studies found increases in NPD over the last twenty years:

Chapter 3: Isn’t Narcissism Beneficial, Especially in a Competitive World?


... college students with inflated self-views (who think they are better than they actually are) see their grades slide lower and lower the longer they are in college: Robins, R. W., & Beer, J. S. (2001). Positive illusions about the self: Short-term benefits and long-term costs. Journal of Personality and Social Psychology, 80, 340-352.


... narcissists are successful when investing in bull markets: Foster, J.D., Trimm, R.F. IV, Misra, T., Goff, J., Snyder, F., Dawson, C., McHan, T., & Mason, M. (2008, May). Narcissism and stock market investing. Poster presented at the annual meeting of the Association for Psychological Science, Chicago, IL.


Carrie Blair and her colleagues found that narcissists were rated as average in problem solving skills: Blair, C. A., Hoffman, B. J., & Helland, K. A. (in press). Narcissism in organizations: An empirical look at managerial integrity and effectiveness. Human Performance.

In one study, groups of previously unacquainted students worked together on a task: Brunell, A., Gentry, W., Campbell, W. K, Hoffman, B., & Kuhnert, K. (2008). Leader Emergence: The Case of the Narcissistic Leader. unpublished manuscript.

Malcolm Gladwell argues in his essay The Talent Myth: This article originally appeared in the New Yorker can be found online at http://www.gladwell.com/2002/2002_07_22_a_talent.htm (viewed online 6/7/2008)

One lab study tested this by having a group of students write down as many uses for a knife as they could within 12 minutes (a common test of creativity): Wallace, H. M., & Baumeister, R. F. (2002). The performance of narcissists rises and falls with perceived opportunity for glory. Journal of Personality and Social Psychology, 82, 819-834.


The Koreans, however, far exceeded the U.S. students’ actual performance on math tests: These testing data (from The Trends in International Mathematics and Science Study [TIMSS]) as well as the data from the National Assessment of Educational Progress (NAEP) can be found online on a site run by the U.S. Department of Education. http://nces.ed.gov/index.asp. See, for example, http://nces.ed.gov/timss/results03_eighth95.asp (viewed online 6/7/2008)


The income level of the upper 1% of families has tripled while wages for most Americans have stayed stagnant: http://www.newsbatch.com/econ-faminc1pct.html (viewed online 6/7/2008)


Similarly, employees rarely stay at the same company for their entire careers anymore: see http://www.bls.gov/ore/pdf/ec020050.pdf (viewed online 6/7/2008)


*In the long run, many narcissists end up depressed as they destroy their personal and professional lives through their self-centeredness:* Miller, J. D., Campbell, W. K., & Pilkonis, P. A. (2007). Narcissistic Personality Disorder: Relations with distress and functional impairment. *Comprehensive Psychiatry,* 170-177.

**Chapter 4: How Did We Get Here? Origins of the Epidemic**


*In his 1841 essay Self-Reliance, Ralph Waldo Emerson argued:* Emerson can be found online, [http://www.americanliterature.com/EM/EM02.HTML](http://www.americanliterature.com/EM/EM02.HTML) (viewed online 6/7/2008).

*As just one example, women’s assertiveness – a personality trait related to standing up for one’s individual rights that correlates with self-esteem – declined during the period from the 1940s to the mid-1960s:* Twenge, J. M. (2001b). Changes in women’s assertiveness in response to status and roles: A cross-temporal meta-analysis, 1931-1993. *Journal of Personality and Social Psychology,* 81, 133-145.


**Chapter 5: Parenting: Raising Royalty**


In 2001, a Time/CNN poll found that 80% of people thought kids were more spoiled than they were in the 1980s and 1990s. Gibbs, Nancy. “Do kids have too much power?” Time, August 6, 2001; http://www.time.com/time/covers/1101010806/cover.html (viewed online 6/7/2008)

“Go to the mall or a concert or a restaurant and you can find them in the wild”: Ibid.

“This is a war waged block by block, house by house,” writes Nancy Gibbs in Time: Ibid.

Sitcom star Leah Remini’s daughter Sofia, almost 4, sleeps in her parents’ bed: Alex Tereszcuk, “Leah’s Toddler Trouble,” Us Weekly, May 5, 2008


In another study, the more narcissistic young adults reported that their parents were indulgent: Otway, L. J., & Vignoles, V. L. (2006). Narcissism and childhood


*Eighteen-year-old Nikki Fatagati, from Woodbridge, Illinois, helped her father decide to take a new job, including running down the differences in salary and signing bonuses:* Pickett, Debra; and Fuller, Janet Rausa. “Teens shifting balance of power.” *Chicago Sun-Times*, April 27, 2003

David Zapata was surprised when his two daughters announced that the family needed a second car: Ibid.

A survey found that more than 40% of teens see their opinions as “very important” in making family decisions: Ibid.

*Karen Hill-Scott, an educational consultant, knows a family in which the 5-year-old boy chose the family’s new car. “This really is the era of the weak parent,” says Hill-Scott.* Ibid.

As Nancy Gibbs writes, “In New York City it’s the Bat Mitzvah where 'N Sync was the band: Gibbs, Nancy. “Do kids have too much power?” *Time*, August 6, 2001; http://www.time.com/time/covers/1101010806/cover.html (viewed online 6/7/2008)

*Michael Mann, who plays Santa at Christmastime for a department store in Minneapolis, says more and more 3- and 4-year-old children are asking for expensive gifts like laptop computers and Xbox 360s:* Ibid.

Adjusted for inflation, kids today spend 500% more than their parents did at the same age: Ibid.


In 1998, then-governor Zell Miller of Georgia put $105,000 in the state budget to buy a classical music CD for every newborn who left the hospital: http://www.state.ga.us/archive/governor/readspeech.cgi?text=898710346_6_24_1998 (viewed online 9/18/08)


Anne Katherine Wales wrote, “At Duke, we’re on a fast-paced track … getting internships with big companies: Quoted in Ibid.

Chapter 6: Superspreaders! The Celebrity and Media Transmission of Narcissism


*Pinsky and his coauthor Mark Young found that celerities scored significantly higher on narcissism than the average person:* Young, S. M. & Pinsky, D. (2006). Narcissism and celebrity. *Journal of Research in Personality, 40,* 463-471.

*Pinsky’s co-host, comedian Adam Carolla, deadpanned, “This is like you found out Liberace was gay.”:* Abcarian, Robin. “Celeb note to self: You are fabulous.” Los Angeles Times, September 12, 2006. p. E-1 print edition; and http://articles.latimes.com/2006/sep/12/entertainment/et-narcissism12 (viewed online 9/18/08)


As one commentator put it, “the people who wrote the petition aren’t saying Paris is innocent. They’re just saying they want Paris free because she’s fabulous.”: http://transcripts.cnn.com/TRANSCRIPTS/0705/08/sbt.01.html (viewed online 7/8/2008).

“I have such an impact on our younger generations, as well as generations older than me,” she wrote in a letter that appeared in the New York Post. “Lindsay’s words of wisdom,” Us Weekly, December 25, 2006.

Joel Madden said he hoped it was a boy because “A world can use another Joel.”:


the circulation of celebrity magazine Us Weekly was up 10% in 2007 (to 1.9 million), and tabloid competitor OK! Weekly were up 23% (to 935,000): Perez-Pena, Richard. Us Weekly’s circulation rises 10% in soft year. New York Times, February 12, 2008.


In 2006, 51% of 18- to 25-year-olds said that “becoming famous” was an important goal of their generation – nearly five times as many as named “becoming more spiritual” as an important goal.

A 2006 poll asked children in Britain to name “the very best thing in the world.” The most popular answer was “being a celebrity.” (“Good looks” and “being rich” rounded out the top three, making for a perfectly narcissistic triumvirate. “God” came in last). “Being a celebrity is the ‘best thing in the world’ say children,” Daily Mail, December 18, 2006; http://www.dailymail.co.uk/news/article-423273/Being-celebrity-best-thing-world-say-children.html (viewed online 9/18/08)

Kendall Myers, of Austin, Texas, hired the company Celeb4aDay: See http://www.celeb4aday.com/Home.html for details. (viewed online 9/182008).

“It’s as if being famous has become a right,” says Joshua Gamson: Lee-St. John, Jeninne. “Your Own Personal Paparazzi,” Time, January 17, 2008.

Philip Barker, who hired a personal paparazzi to follow him and his friends around on a night out in Chicago: Ibid.

As communications researcher Danah Boyd puts it:
(viewed online 9/18/08)

When asked whether they would rather become famous, smarter, stronger, or more beautiful, 42% of black teens said famous, as did 21% of white teens: Halpern, J. (2007). Fame junkies The hidden truths behind America’s favorite addiction. New York: Houghton Mifflin.


Pawparazi became an overnight hit with their line of six small stuffed dogs and cats complete with their own bling, celebrity magazine, and gossip magazine bio:
http://www.pawparazzipets.com/

As Siva Vaidhyanathan wrote on MSNBC.com in December 2006: Vaidhyanathan, Siva. “Me, ‘Person of the Year’? No thanks. For some reason I just don’t feel as empowered as you think I feel” December 28, 2006;
http://www.msnbc.msn.com/id/16371425/ (viewed online 9/18/08)

“Their blingy flings are not celebrations of accomplishment; they’re celebrations of self: Cox, Ana Marie. “Sweet 16 and spoiled rotten,” Time, April 24, 2006.

Hannah Montana draws more viewers age 6 to 14 than any other show on cable, reaching 164 million viewers around the world:


in a 2007 survey, 55% of 6- to 9-year-old girls said they used lip gloss or lipstick, and 65% said they used nail polish: Ibid.

“We live in a culture of insta-celebrity,” said marketing executive Samantha Skey: Ibid.

In August 2007, the number one show watched by 2- to 11-year-olds was World Wrestling Entertainment’s Smackdown: “Prime-time Nielsen ratings,” USA Today, August 8, 2007.

(One 3-year-old said she liked Sharpay, the narcissistic character in High School Musical, because “she’s so pretty.”):
http://www.cnn.com/2008/SHOWBIZ/TV/06/17/preschool.musical.ap/ (viewed online 9/18/08)


Chapter 7: Look at me on MySpace: Web 2.0 and the Quest for Attention


One boy posts on her page, “I really want you to come [to the party] … you’ve got boobs and know how to use them!” Ibid. p. 10-11.

“Well, thank you, Time, for hyping me, overvaluing me: Vaidyanathan, Siva. “Me, ‘Person of the Year’? No thanks. For some reason I just don’t feel as empowered as you think I feel” December 28, 2006;
http://www.msnbc.msn.com/id/16371425/ (viewed online 9/18/08)


“Sure, our generation seems more into ourselves than ever before, but that is from an older (and outsider) perspective,”
“Lauren,” University of Michigan, College Candy, January 19, 2008;
http://www.collegecandy.com/tag/article/ (viewed online 9/18/08)

“Any teenager that claims he is on MySpace to talk to his friends is a liar. It’s only about showing off,” Kelsey, Candice M. (2007). Generation MySpace: Helping Your Teen Survive Online Adolescence. New York: Da Capo. p. 47


In 2006, MySpace was the most frequently visited site on the web during many weeks: http://www.techcrunch.com/2006/07/11/myspace-hit-1-us-destination-last-week-hitwise/

Facebook, which began as a college-only site and then opened its doors to the general public in 2006, had 100 million members by September 2008: http://www.facebook.com/press/info.php?statistics (viewed online 9/18/08)

She found that college students who scored high on narcissism were masters at promoting themselves on Facebook, gathering friends on the site, and highlighting their best qualities: Buffardi, L. E., & Campbell, W. K. (2008). Narcissism and Social Networking Websites. Personality and Social Psychology Bulletin.


A Carnegie Mellon University study found that in online discussion forums, posting frequently is related to acceptance, but actually helping others or asking questions leads to rejection. The researchers concluded that online communities are based on “superficial exchanges instead of meaningful conversations.” : Kraut, R., Kiesler, S., Boneva, B., Cummings, J., Helegeson, V., & Crawford, A. (2002). Internet paradox revisited. Journal of Social Issues, 58, 49-74.

“A research study found that Facebook page owners are considered more attractive when their friends on their page are more attractive: Walther, J. B., Ban Der Heide, B., Kim, S-Y., Westerman, D., & Tong, S. T. (2008). The role of friends’ appearance and behavior
on evaluations of individuals on Facebook: Are we known by the company we keep? *Human Communication Research, 34*, 28-49.


*Narcissists are more likely to choose e-mail handles judged by others as “self-enhancing” and “salacious.”*: Back, M. D., Schmukle, S. C., & Egloff, B. (2008). How extraverted is honey.bunny77@hotmail.de? Inferring personality from e-mail addresses. *Journal of Research in Personality, 42*, 1116-1122.


“Because screen culture is … rooted in a peakaboo mentality: Ibid., p. xxiv

“The ‘About Me’ and ‘Who I’d Like to Meet’ sections are utilized by teen MySpacers to best represent their online persona”: Ibid., p. 39.

“I love MySpace because it gives me a feeling of self-worth,” says Dan. Ibid., p. 8

“This is MY page which I put MY time into. And it is an expression of me and who I am. No one can make me get rid of it,” Ibid., p. 40.

“MySpace is a shield against others where you can be all hard and curse people out, and they can’t do anything about it.” Ibid., p. 57

*When Kelsey searched MySpace in 2006*: Ibid.


*People who are afraid of flying, or have social phobias, or are scared of spiders can learn to overcome these fears in a virtual environment*: A list of publications on this topic are available online http://graphics.tudelft.nl/~vrphobia/vrpub.html (viewed online 6/8/2008)


“As for all the talk about coming together, Web 2.0’s greatest successes have capitalized on our need to feel significant and admired and, above all, to be seen,”: Ibid.

Chapter 8: I Deserve the Best at 18% APR: Easy Credit and the Quest for Attention

In 2005, for the first time since the Great Depression in the 1930s, Americans spent more than they earned: “U.S. savings rate hits lowest level since 1933,” Associated Press, January 30, 2006; http://www.msnbc.msn.com/id/11098797/ (viewed online 9/19/08)

Consumer debt has risen an average of 7.5% every year since 1997, almost twice the rate of change in the 10 previous years


Average credit card debt now exceeds $9,000: This is from a survey, “Taking Charge: America’s Relationship with Credit Cards” conducted by GFK Roper Public Affairs and Media. http://www.creditcards.com/Taking-Charge-Americas-Relationship-with-Credit-Cards.php (viewed online 6/8/2008).

Even in 2006, even before housing crashed, the bankruptcy rate in America was ten times what it was during the Great Depression: Scurlock, James D. (2007). Maxed Out: Hard times, easy credit, and the era of predatory lenders. New York: Scribner. p.5. The debt values used in the first figure are taken directly from the Federal Reserve: http://www.federalreserve.gov/releases/G19/hist/cc_hist_r.html (viewed online 6/8/2008). Debt percent in the second figure is also from the Federal Reserve, http://www.federalreserve.gov/releases/housedebt/default.htm (viewed online 6/8/2008)


In 2005, Congress passed the Bankruptcy Reform Act, which made discharging debts much more difficult: Ibid.


In 2005, nearly half of new mortgages in California were interest-only, and the average down payment had fallen from 20% to 3%: Ibid., p. 37.

For example, the size of new single-family houses rose from 1,905 square feet in 1990 to 2,227 in 2005: http://www.soflo.org/report/NAHBhousingfactsMarch2006.pdf (viewed online 6/8/2008) This is also the source for the data in the figures.

In contrast, the number of homes with 3 or more bathrooms has gone from virtually none in 1970 to a little over 25% of homes today: Ibid.

Yet in the midst of this crisis, one resident of the Atlanta suburbs used 400,000 gallons of water in one month, enough for 60 homes: "One Home Tops Cobb’s Water Hog List." wsbtv.com posted November 8, 2007 http://www.wsbtv.com/drought/14545360/detail.html (viewed online 11/24/2008)

In a 2008 *Newsweek* article, Eve Conant described how her grandfather: Conant, Eve. “A Penny Saved is a Penny Spent: My generation doesn’t know how to be thrifty. That could spell disaster.” *Newsweek,* Mar 15, 2008; http://www.newsweek.com/id/123471/output/print (viewed online 6/8/2008)


It’s estimated that 60 million Americans are addicted to shopping: “Is compulsive shopping eating up your wallet?” September 27, 2005; http://www.msnbc.msn.com/id/9496493/

the U.S. government, which is currently over 9 trillion dollars in debt: You can watch it grow on the U.S. National debt clock. http://www.brillig.com/debt_clock/. You can also check out all the monthly reports online from the U.S. Treasury, for example,
About half of the money we spent to get into this heavy debt came from our friends overseas: See Treasury Department data, http://www.treasury.gov/tic/mfh.txt (viewed online 6/8/2008).


First, the authors found, millionaires live well below their means: Ibid., p. 3-4.

Chapter 9: Vanity; Hell Yeah, I’m Hot!


*In Columbus, Ohio, one girl then called the guy and asked, “Am I better than your girlfriend?”*: Boss, Charlie. “School officials: Teens sending nude photos by phone.” *Columbus Dispatch*, April 13, 2008.

*Men’s skincare is one of the fastest-growing segments in the multi-billion-dollar grooming industry with sales up almost 50%:* Manning-Schaffel, Vivian. “Metrosexuals: A well-groomed market?” *BusinessWeek*, May 24, 2006; http://www.businessweek.com/innovate/content/may2006/id20060524_072797.htm (viewed online 5/25/2008).


Overall, about 11.7 million people in the United States had cosmetic surgery and procedures in 2007, an 8% increase from 2006 and more than 5 times as many as in 1997: http://www.surgery.org/press/statistics-2007.php (viewed online 9/18/08), specifically the pdf report “Cosmetic Surgery National Data Bank Statistics, 1997-2007 by the American Society for Aesthetic Plastic Surgery. This is also the source for the figures.


“It makes sense that young people are the most approving of plastic surgery”: Ibid.


In June 2008, People magazine profiled a postal worker, a soldier, a dental assistant, and a police officer who had all gone under the knife: Triggs, Charlotte, and Pham, Thailan. “Plastic surgery for real people,” People, June 16, 2008.

The show’s website explains, “I Want a Famous Face returns to follow the transformations of twelve young people who have chosen to use plastic surgery to look like their celebrity idols: http://www.mtv.com/ontv/dyn/i_want_a_famous_face-2/series.jhtml (viewed online 9/19/08)


A 2008 poll found that 79% of Americans say they would not be embarrassed if other people knew they’d had plastic surgery: “New Study Suggests Young Adults More Approving Of Cosmetic Surgery,” reported on Medical News Today. http://www.medicalnewstoday.com/articles/98499.php (Viewed online 5/25/2008).

The increase in plastic surgery rates between 2006 and 2007 was twice as steep among minorities as among whites: “Cosmetic plastic surgery procedures for ethnic patients up 13 percent in 2007,” PR Newswire, viewed online March 28, 2008; American Society of Plastic Surgeons.


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*The spot even ends with the same slogan used to sell Botox*: http://www.lwv.org/AM/PrinterTemplate.cfm?Template=/CM/ContentDisplay.cfm&ContentID=11082 (viewed online 9/23/08)


For example, a swimming coach might say: These ideas were taken from Keith’s recall of conversations with Carol Capitani, former assistant swim coach of the highly ranked UGA swim team. Any mistakes are Keith’s.


the “fair tax”: www.fairtax.org

One program, called Share Save Spend, teaches children to develop healthy money habits: http://www.sharesavespend.com (viewed online 9/23/08); and the program’s “101 Discussion-Starter Fun Cards.”