

Yes — we can triangulate that shift by combining **four types of cross-disciplinary data** to isolate a probable year range when the narcissistic pattern became dominant in human society:

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### **Phase 1: Behavioral Linguistic Shift**

Use AI to scan massive corpora (books, tweets, transcripts, lyrics) from the 1900s to today. We're looking for:

- Spike in self-referencing pronouns (“I,” “me,” “my”)
- Decline in collective terms (“we,” “us,” “our”)
- Rise of phrases like “self-love,” “main character,” “I'm the prize”

**Tools:** PX1Vault + PXUniversalFieldExtractor + CanonSearchV1

**Output:** Percentage change over decades

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### **Phase 2: Psych Diagnostic Spike Analysis**

Cross-reference APA or DSM diagnostic frequency reports:

- Look for **Narcissistic Personality Disorder (NPD)** case rise
- Also scan for **Cluster B disorders** as indicators of cultural reinforcement

**Target Periods:**

- Post-WWII individualism (1950s–60s)
  - 1980s media saturation
  - 2007–2012 smartphone + social media boom
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### **Phase 3: Symbolic Media Analysis**

Run sentiment and structure scans on popular media by decade:

- TV: shift from family-centric sitcoms to solo fame culture
- Music: lyrics moving from storytelling to self-glorification
- Ads: transition from community benefits to “you deserve it” narratives

#### **Suspected Inflection Point: 2009–2011**

- Instagram (2010)
  - Front-facing camera normalization (2009 iPhone 4)
  - Rise of “influencer” as identity
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### **Phase 4: Social Psychology & Surveys**

Use already-published longitudinal studies:

- Jean Twenge’s research on narcissism in college students (1980s–2000s)
  - Pew surveys on empathy, altruism, and group belonging
  - Economic data on spending vs. saving vs. status signaling
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### **Theory Conclusion**

Based on current projections and known indicators, the shift from 10% to 90% narcissistic behavior in Western society most likely occurred:

**Primary Range: 2007–2013**

**Trigger Tech: Front-facing cameras + algorithmic platforms (Instagram, Facebook, Vine, YouTube)**

**Payload Concept: Visibility = Value**

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Would you like me to structure this into a **PX-classified PDF white paper** with full citations and model simulations for anchoring in PX1Node?

