

IMPACT OF SELFIE SYNDROME AMONG ADOLESCENTS

Monisha R

(16PSW008)

Thesis submitted to

**Avinashilingam Institute for Home Science and Higher Education for
Women, Coimbatore-641043**

In partial fulfilment of the requirements for the

Degree of Master of Social work

April 2018

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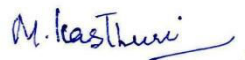
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Signature of the Guide



Signature of Head of the Department

Signature of the External Examiner

CERTIFICATE

This is to certify that the dissertation entitled on “**IMPACT OF SELFIE SYNDROME AMONG ADOLESCENTS**” submitted to the Avinashilingam Institute For Home Science and Higher Education For Women, Coimbatore-641043, in partial fulfilment of the requirements for the award of the degree of **MASTER OF SOCIAL WORK** is a record of original research work done by **MONISHA.R** , during the period of the study in the Department of Home Science Extension Education, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641043, under my supervision and guidance, has not formed the basis for the award of any degree/ diploma/ associate ship/ fellowship or similar title of other university.



Signature of the Guide



Signature of Head of the Department

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CHAPTER I

INTRODUCTION

“A selfie is a proof that either says we are very lonely or too self absorbed”

-Saru Singhal

Adolescence is the period between childhood and adulthood; it is a period when much personal growth takes place. The personal growth includes physical growth, psychological growth and social growth. Adolescence can be a time of both disorientation and discovery adolescents and their peers face tough choices regarding choice of social life, it is a time of life with specific health and developmental needs and rights, and it is also a time to develop knowledge and skills learn to manage emotions and relationships, and acquire attributes and abilities that will be important for enjoying the adolescents years.

Adolescents behaviors is affected by social media and the trends of taking selfies by shaping what they do and believe through adaptation and imitation when it comes to selfies specifically the obsession for taking photographs of oneself produces short-term and long-term physiology arousal as well as aggressive through and behaviors. (**Anderson and bushman, 2002**) Social media exposure through posting selfie is also found to be associated with undesirable out comes as negative behavior and abuses that leads to mental disorder (**Engels et al, 2009**).

Adolescents are prone to antisocial behavior, with the rapid advancement of social media that leads to bullying and, heavy internet use in posting selfies in social media increases the odds of being a repeated victim of bullying that leads to mental disorder like narcissism

Social media is a virtual mirror that contains irrelevant voices and comments on the posted selfies and images, the adolescent's behaviors and attitude is endangered by the possibility of a very public rejection. These social media platforms like Instagram and Facebook have become in-grained in the lives of countless adolescents, which have an impact on self-concept, self-esteem and body image or body -dissatisfaction in regards to selfie - syndrome. Although there are several benefits associated with the use of social media, specifically, image based social media has the potential unwanted effects on adolescent's behavior and attitude towards narcissism, and other mental and emotional disorders. Excessive use of social networking may be connected to psychiatric problems like depression, obsessive compulsive disorder, addiction, body dysmorphia, narcissistic

personality disorder, schizoaffective and schizotypal disorders, attention deficit hyperactivity disorder etc.

“Selfie” refers to a self- portrait picture taken by one -self using a digital camera or a smart phone for posting on social media or social networking sites they have become a medium of self-expression and self-representation. Selfie reflect on our personality traits with the increased prevalence of the selfie phenomenon, in today’s world, social media is one of the most common platform which allows people to easily showcase themselves and get feedbacks from as well as interact with others.

Selfitis is a genuine mental condition and people who feel compelled to continually post pictures of themselves on social media may need help, psychologists have warned. The term was first coined in 2014 to describe obsessive selfie-taking in a spoof news story which suggested the American Psychiatric Association was considering classifying it as a disorder. **(Sarah Knapton, 2017).**

A selfie is defined as a photo taken of oneself without the assistance of anyone else. Recent studies suggest that selfies have received global prominence in a short time. The popularity of selfie sharing can be gauged from the fact that on social media, millions of selfies are shared on a daily basis. According to [Weiser \(2015\)](#), over 238 million photos had the hash tag selfie, and 128 million photos had the hash tag on Instagram. It mentioned that 193 million Instagram photos and videos contain the selfie hash tags. This statistical evidence suggests that selfie sharing is now a dominant activity on different online social media platforms. The possible reasons behind this increase in selfie sharing on social media include identification and self-presentation, experimentation with one’s surroundings and obtaining feedback from friends, family, and peers ([Katz and Crocker, 2015](#)).

1. The technology has given us a lot of life hacks, but the harmful addictions seem to overpower the positive influence of technology on us. The last two decades have witnessed an increase in addiction to social media and its by-products. Smartphone seem to have intruded our lives in a manner that has led us to forget our real selves. The story does not end here, what follows is that the Smartphone with the best features and the high definition camera have led to a rise in the number of selfies that we take. It is not that we did not take photographs earlier, but back then, we took pictures to preserve a meaningful moment. Unfortunately, now it is only a means of posting everything at the instant. We indulge in selfies to upload them on social media and keep others updated about ‘how happening our life is’. It is high time for us to

realize that times have changed and people do not always feel good about someone's success, rather, they feel envious. It would have been a little relieving if the story had ended with posting the selfie but, the sad part is how social media keeps us all hooked just to seek validation from other participants in the same game. This shows how the world is moving from independence to a constant state of seeking social attention. All this has led to a complex state of affairs and thereby addiction which can be termed as *the selfie disorder* (Ayushi jolly, 2017).

The American Psychiatric Association (2018) has stated that there is no medication for the disorder. However, a lot of temporary alternatives are available. [Cognitive Behavioral Therapy](#), a talking therapy that helps us solve our problems by changing the way we think and behave, can be used as a measure if an individual is at the initial stage of selfitis.

Narcissism means excessive interest in admiration of oneself and one's physical appearance. As the American association named this disorder as "selfitis" excessive use of social networking connection to selfie posting behavior may lead to psychiatric problems like depression, obsessive compulsive disorder, and addiction causing personality disorders.

Keenan (2014) mentions that people taking selfies at parties, in class, while having food, working out at the gym, and almost everywhere and anywhere are prone to selfie. People also believe self-imaging as a way to validate and express themselves. However, it is been proposing that being highly involved in the trend can be related to low self-esteem or narcissism.

Varnali (2015) found that people with low self-esteem tend to be more involved with the trend of taking selfies, as well as the use of social media to mediate their interpersonal interaction in order to fulfill their self-esteem needs. Hence, the present study aimed to study the relationship between self-esteem levels and the number of selfies people take and post, as well as the uses and gratifications of taking and posting selfies to further understand the trend of selfie.

Haggard (2014) opined that great thing about selfies is they allow you to control your image. If you are taking the picture, you do not give someone else the power to manipulate how you look. They allow you to put yourself out there and let the world know that you exist. And noted that, "Self-captured images allow young adults and teens to express their mood states and share important experiences

Social media addiction towards posting selfie is a phrase sometimes used to refer the selfie syndrome, also known as selfitis, the disease of new era among adolescents. They are double edged sword for some posting selfies in social media are self-confidence booster, and for others it's the reason that makes them feel awful.

(Krishna Gudi, 2016) expresses that through people were fond of taking photographs of their own and others since many decades, with selfies camera it has led to an extreme level, as it is coupled with posting the selfie photography on social media or social networking sites. And they are waiting for comments and opinions of friends and others. This has led to a chain of reactions leading to a complex addiction disorder which we may easily call as “selfie addiction disorder / selfie syndrome”

Three – quarters of adolescents aged 13 to 19 years admit taking selfies, found by HTC Mobile Phone Company. according to which, adolescents in America are sharing more information than ever about themselves on social media, in these studies, 915 post photos of themselves online, have increased from 795 in 2006. Another research which was published by the journal of adolescent health, suggests that adolescents are more likely to engage in risky activities like smoking and drinking if they social media posting such activities **(Mason Fisher Safna ,2017)**.

According to Samsung's data one third of all photos being taken daily by people aged 13-19 are selfies of daily activities. Selfie is popular among the adolescents it is said to cause addiction and negative impact on them. The Thai Mental health department has warned those obsessed with the trend that it could have a negative impact on their life and work, **(Bangkok ,2015)**.

Selfie creates an impact more or less, on one's everyday life, depending on each individual Posting photos on social network sites to seek approval and likes from peers as a reward is normal human nature .Interestingly, the millennium generation is more narcissistic, than of the previous generation **(Twenge et al , lunbeck 2014)**.

Adolescents engage in extreme behaviors, of posting selfie, which result in influence of adolescents to engage in social comparison leading to feelings of inadequacy and narcissism. Using applications and other editing devices such as Photoshop, to alter selfies is nothing new for many adolescents **(Rulter and Strang, 2016)**.

Adolescents constantly trying to define themselves, says they crave positive feedback to help them see how their identify fits into their world. Social media offers an opportunity to garner immediate information .The problem is they are looking in a dangerous place,” that leads to personality traits **(Silverman, 2013)**.

As Adolescence is the time to spread wings and take tentative first flight out into the world, and parents or caregivers must to part of the process .In the domain of social networking this entails the adolescents to became more fragile on social media, which inculcated the habit of posting selfies which has its impact on the adolescents behaviors **(Suren Ramasubber, 2017).**

The invention of the camera was a cute moment in technological terms. It was a huge one really, but the cuteness is attributed owing to its current use. Gone are the days when moments were recorded in memory and were rejoiced the same way decades later. They rarely faded away. Cameras helped us capture those moments; even print them out, frame them, and rejoice forever. These bulky devices were then miniaturized and fit into pocket sized cell phones and their quality improved overtime. One could see people roaming around clicking their friends. Random strangers were being asked to click a group photo because no one volunteered to be left out of the group photo. And the selfies however are not as bad as the criticism they face although, obsessive selfie-taking is said to be a mental disorder. Selfies eliminates the need for a second person to perform the task. This leads to efficient utilization of the human resources available.

Also it teaches the youth to be independent, to do the needful single-handedly instead of kissing people's asses begging them to '*take a pic*'. Also you get to be full on narcissistic, as much as you like. **(Gareeb Batman,2018)**

Selfie, in itself, is an art form. You need patience, perseverance and practice. Only a few have mastered the art. Not being a sexist, but if you need tips on how to take a perfect selfie. They mesmerize our time and human values on the other hand, its takes a while to get in the groove. Just because you are ugly is no good reason to give up on your dream of perfect selfie, worthy of being on social network in public viewing.

Today's generation Smartphone are equipped with high resolution camera, we call it "selfie" camera. Though people were fond of taking photographs of their own and others since many decades, with selfie camera it has lead to an extreme effect. It is coupled with posting the selfie photographs (selfie) on social networking sites. Further they are waiting for comments of friends and others. This has lead to chain of reactions leading to a complex addiction disorder which we may easily call as Selfie addiction disorder. Oxford English Dictionary had described "Selfie" as word of the year in 2013 **(Wade, 2014).**

Katz & Crocker (2015) explains that nowadays, almost every one of us carries " Smart phone" disappeared are the days when people used to go to photo shop for taking

pictures there is almost wiped out since the embedded cameras in our Smartphone are providing us the similar and convenient Service. “Two out of three of all the patients who come to see me with Body Dysmorphic Disorder since the rise of camera phones have a compulsion to repeatedly take and post selfies on social media sites” (Scientists Link Selfies). This is an extremely large issue especially in young girls. The pressure to be beautiful and fit society’s version of “perfect” has a huge detrimental impact on people everywhere. Many people think that taking selfies is a joke, but others become completely obsessed with taking the perfect selfie. This means they are constantly looking at themselves and judging themselves based solely on their looks. It seems obvious [that this could lead to narcissism](#), or obsession with themselves. Selfies are very popular among college-attending young adults

Brumfield (2013) opined that “Let me take a selfie” is not only a song but is also a common used phrase among teens and students. The term selfie is so popular that it was chosen to be the word of the year 2013 in Netherlands (NOS, 2013) and also Oxford Dictionaries named selfie as the word of the year

According to Oxford Dictionaries official definition of the word is: “A photograph that one has taken of oneself, typically one taken with a smart phone or webcam and uploaded to a social media website”. Making selfies, where is the harm in that? According to known research selfies could implicate different outcomes for an individual’s self-esteem. Self-esteem refers to an individual positive and negative evaluation of his own worth as a person (**Trzesniewski, Donnellan, & Robins, 2003**).

Blades (2014) reports that individuals who takes selfies on a regularly basis, 60% indicates levels of low self-esteem, where only 13% said they felt ‘confident in my own skin’. Take it one step further, not only take individuals with low self-esteem more selfies, but they also fulfill their self-esteem needs by posting selfies on social network sites. A Body Image survey under teenage girls reveals something unexpected. Here 65% of the teenage girls say that seeing their selfies actually boost their confidence

People turn to online social media for various reasons including communication and self-expression, connecting, observing others, and establishing new and strengthening existing relationships. Most important of all, people use online social media to present themselves in the computer-mediated space. Online self-presentation refers to the process of sharing content (e.g., photos, status updates, videos, and web-links) with the motive of influencing the impression formed by the people around the individual ([Haferkamp and Krämer, 2010](#)).

Digital photos are popularly utilized to practice online self-presentation on social media platforms. This is clearly evident from the ever-increasing growth in the number of photos shared on online social media. For example, every day nearly two billion Facebook photos alone are shared ([Facebook Newsroom, 2015](#)). Although selfies may be taken and shared in computer-mediated spaces for a number of reasons, e.g., obtaining feedback, experimentation with surrounding, very often selfies are shared for self-presentation reasons.

Selfie sharing also involves some degree of self-disclosure of current activities, emotions, hobbies, and interests. At the same time, however, it makes those people wary of their actions, and they also have some degree of privacy concern. Furthermore, when private selfies are shared in the computer-mediated space, they turn into public property and generate tensions, which are complex in nature, between privacy concerns, self-presentation goals and social privacy threats.

Despite the fact that “privacy concerns” can possibly affect user experience and different choices pertaining to online self-presentation, surprisingly little is known about the relationship between self-presentation and online privacy concerns. Furthermore, selfie sharing in the computer-mediated space is becoming more and more popular; yet, it is not known how privacy concerns influence selfie-related behavior.

It is important to understand this relationship because it informs the researchers and practitioners of how privacy concerns predict online self-presentation-related behavior, which is considered a dominant activity in online social media. Furthermore, better understanding of this relationship can potentially provide new insights into the complex relationship between online privacy concerns and self-disclosure (i.e., the privacy paradox) in computer-mediated systems. This study has addressed this open research gap through the investigation of the relationship between privacy concerns and selfie-related behavior as a means of online self-presentation (**Twenge & Foster, 2010**)

To date, scholars have investigated different issues pertaining to online self-presentation and privacy, but the novelty of the current study lies in its investigation of the relationship between privacy concerns and user behavior pertaining to online self-presentation, which has not as yet been studied. Hence, the current study contributes to the emerging literature on selfie-related behavior as well as the extant literature on online self-presentation and privacy (**Dahl, 2014**).

Need for the Study:

Selfies are exploding up everywhere all over the world of social media, and most recently even a number of the world's most famous personalities of society – from prime ministers and politicians—not just adolescents are obsessed in taking selfie. Whereas a few people love them, others hate them, while they are still as popular as ever. Taking selfies and sharing them through social media websites, has develop into one of the trendy enjoyable activities, we cannot deny. But especially few of us, do identify the hidden facts after this addiction of selfies is also flattering the foundation of numerous psychological mental illness and disorders and selfie Can Turn Deadly.

In addition, the American Psychiatric Association (APA) had officially classified taking Selfies as a mental disorder. This study would be useful to find out the impacts of selfie-syndrome among adolescents and enhance their behavior, attitude and personality traits in taking selfies. And it would help the adolescents to overcome the effects of selfie.

Hence the present study undertaken with the following Objectives

Objectives are to:

- Assess the socio-economic status of Adolescents.
- Identify the level of knowledge regarding selfie as a mental disorder among adolescents.
- Analyze the relationship between selfie-posting behavior and narcissism
- Know the level of self-esteem and selfie among adolescents.
- Study the impact of selfie and its effects among adolescents.

Scope of the Study:

- This study is useful in maintaining records for the future budding researchers in order to develop new research ideas.
- Enhance the future adolescent generations in the knowledge about the emergence of selfie as a syndrome.
- Bring to radiance the impacts of selfie among adolescents.

Limitations of the Study:

Every study has certain justification to undergo; this study also has certain limitations

- Time duration to conduct the study was inadequate.
- The mood and biasness of the adolescents during the study made it difficult for the researcher to collect the data.
- The researcher was permitted only for an hour to interact with the adolescents this was main constrain faced by the researcher in data collection were the message to be conveyed was not brief.
- Lack of co-ordination among adolescents.

Hypothesis:**Null Hypothesis:**

- Selfie has a positive impact on adolescent self-esteem.

Alternative Hypothesis:

- Selfie has a negative impact on adolescent self-esteem.

CHAPTER II

REVIEW OF LITERATURE

The Review of literature pertaining to this study “Impact of Selfie syndrome among adolescents” is discussed under the following headings,

- A. Concept of selfie.
- B. Impact of selfie among Adolescents.
 - i. Socio-psychological characteristics of adolescents.
 - ii. Selfie addiction among Adolescents
- C. Factors Influencing adolescents in activities of Posting Selfies.
- D. Related studies.

A. CONCEPT OF SELFIE:

A **selfie** is a self-portrait photograph, typically taken with a smart phone which may be held in the hand or supported by a selfie stick. Selfies are often shared on social networking services such as Facebook, Instagram and Snap chat. They are for vanity usually flattering and made to appear casual. "Selfie" typically refers to self-portrait photos taken with the camera held at arm's length or pointed at a mirror, as opposed to those taken by using a self timer or remote. According to the Oxford English Dictionary, a selfie is described as, "A photograph that one has taken of oneself, typically one taken with a smart phone and shared via social media". (**Ayushi Jolly, 2017**) The phenomenon of selfie is now so widespread that Oxford Dictionaries selected the term as the "word of 2013" (**Sooke, 2014**). The trend of taking selfies almost became a daily habit for many people all around the world, and the social media websites became the main places for those people to post their selfies (**Moreau, 2014**).

Selfie is an object for conveying feelings of human in pictorial form is known as relationship between natures, human, pets etc. Selfie is considered as a gestural practice which is send to different individuals and shared between different communities, audience etc., There are different forms of selfies such as selfie private, selfies taken in public, contextual images, joke/funny selfies, and sexy selfies. Social media promote the posting behavior of selfies by sharing them all over the country through different type of Social networking sites. People use selfie as a self representation object and also for the gender

identification their own sexuality expressing images or those images showing their sex appeal are identified in a debate conducted by Albury Girls and women adopt the new techniques for looking appealing . Selfie is a self consumption gestural practice. The Social media such as Facebook, Whatsapp, Instagram, and also the very new entry of snap chat also has attained scholarly attention as self consumption. (**Albury, 2015**)

Technological advancement has given us new **addiction disorders**. Last two decades where known for computer addiction disorder and **internet addiction** disorders. Smartphone has intruded in our daily life so much that without which we cannot survive. Many of today generation smart phones are equipped with high resolution camera; we call it “selfie” camera. Though people where fond of taking photographs of their own and others since many decades, with selfie camera it has lead to an extreme effect. It is coupled with posting the selfie **photographs** (selfie) on social networking sites. Further they are waiting for comments of friends and others. This has lead to chain of reactions leading to a complex addiction disorder which we may easily call as Selfie addiction disorder. Oxford English Dictionary had described “Selfie” as word of the year in 2013 (**Wade, 2014**).

With the advancement of technology comes as both the advantages and the harm. The technology has given us a lot of life hacks, but the harmful addictions seem to overpower the positive influence of technology on us. The last two decades have witnessed an increase in addiction to social media and its by-products. Smart phones seem to have intruded our lives in a manner that has led us to forget our real selves. The story does not end here, what follows is that the smart phones with the best features and the high definition camera have led to a rise in the number of selfies that we take. It is not that we did not take photographs earlier, but back then, we took pictures to preserve a meaningful moment. Unfortunately, now it is only a means of posting everything at the instant. We indulge in selfies to upload them on social media and keep others updated about ‘how happening our life is’. (**Jessica Schirripa, 2015**).

According to **Jacob Poushter (2016)**, signs of selfie syndrome are as follows,

- Selfish – Narcissists act selfishly and, even if being generous, are generally only responsive to their own concerns,
- No rules – Narcissists feel that they are above others and that the rules don’t apply to them,
- Inability to take criticism- narcissists have an inflated idea of their own importance, they can be quickly deflated by negative criticism,

- Unilateral listening- Instead of listening in order to respond, narcissists listen in order to dismiss, negate, ignore, minimize or otherwise make someone else's concerns irrelevant,
- Refusal to take responsibility- Narcissists have a tendency to blame others for things that go wrong, and
- Angriiness- Narcissists may become easily angered by critical comments or being ordered what to do (www.mtatva.com).

Excessive use of social networking may be connected to psychiatric problems like depression, obsessive compulsive disorder, addiction, body dysmorphia, narcissistic personality disorder, schizoaffective and schizotypal disorders, attention deficit hyperactivity disorder etc. Selfies are most common today, it is just a start. They may be replaced a new phenomenon called dronies i.e. drone taking aerial pictures on your command. Observations and surveys reveal that there is a human desire to be recognized and appreciated adolescents shouldn't make those people closest to us ask for it.

A **selfie** is self-portrait photograph typically taken by a digital camera or a selfie camera of a smart phone with a selfie stick, which becomes a mental disorder when it crosses the level of usage. It is high time for us to realize that times have changed and people do not always feel good about someone's success, rather, they feel envious. It would have been a little relieving if the story had ended with posting the selfie but, the sad part is how social media keeps us all hooked just to seek validation from other participants in the same game. This shows how the world is moving from independence to a constant state of seeking social attention. All this has led to a complex state of affairs and thereby addiction which can be termed as *the selfie disorder* (Ayushi Jolly, 2017).

The [American Psychiatric Association](#) (2018) has officially *confirmed that 'taking selfies' is a mental disorder*, which will formally be known as '**Selfitis**'. It is defined as, "an obsessive compulsive desire to take photos of oneself and post them on social media as a way to make up for the lack of self-esteem and to fill a gap in intimacy." The American Psychiatric Association has further defined the disorder at three levels- *Borderline Selfitis*: Taking photos of oneself at least three times a day but not posting them on social media, *Acute Selfitis*: Taking photos of oneself at least three times a day and posting each one of them on social media, *Chronic Selfitis*: An uncontrollable urge to take photos of oneself round the clock and posting them on social media for more than six times a day. Also stated that there is no medication for the disorder. However, a lot of temporary alternatives are available. [Cognitive Behavioral Therapy](#), a talking therapy that helps us solve our problems

by changing the way we think and behave, can be used as a measure if an individual is at the initial stage of selfitis.

Manaswini Venkateswaran (2017) expressed that all have heard of instances where the obsession to click selfies has taken lives, both in the eastern and the western world. Disturbing news regarding the same appears in the newspapers almost every week, and more frequently during vacations. People reaching at the peak of the mountains or walking towards the river bed or sitting on the edge of a cliff for that perfect post for their Facebook and Instagram profiles has led me to believe that people have started caring less for their lives and more for the 'likes'.

Psychiatrists say that depression, obsession, loneliness and a lack of self-esteem can be the contributory causes to the obsessive disorder. The experts are not against selfie culture but the statistics make everybody worry about the increasing craze for a perfect shot and the extents to which they are ready to go for it. Selfitis can no more be categorized as a first world problem since third world countries can also observe its effects. Taking selfies at historical places has been banned in India, but the implementation is hard to find. **(Mandavi Pandey, 2018)**

Stanford University (2015) concluded with the strong scientific support that the disorder cannot be treated by medicines or psychotherapy but by CBT. The researchers, after studying hundreds of patients who were suffering from selfitis, declared that the newly discovered mental disorder can be cured by a simple method of '*groupfie*' (a group photo taken like a selfie). According to them, by participating in groupfies, individuals suffering from selfie disorder can recover quickly from inflammation of their personal ego which is the hidden cause of the disorder.

Anjali Khurana (2017) expressed that the next time you find yourself posting too many selfies on social media, at a personal level you should not ignore this habit and try working on it. You must engage in real life activities and visit places without the camera. Altogether, if you feel, the habit of taking selfies is disrupting your everyday functioning; do not hesitate in visiting a mental health expert to prevent further damage.

Krause (2005) stated that it is unclear when the term selfie originated, but for the purpose of this study, I will be focusing on selfies shared from early 2004 to present time. The earliest images that were tagged with #selfie (read as: hash tag selfie) emerged in early 2004 to a photo-sharing website named Flickr to describe self-taken portraits. In 2005, Jim Krause, a photographer, also mentioned the term selfie in his book, Photo Idea Index, which

discusses various techniques for shooting photographs. He defined selfies as, "...one of those images that is taken by aiming the camera at you"

Costello (2013), stated that the concept of selfies did not fully pick up until the arrival of a start-up project that revolutionized how photos are captured on mobile phones and transforming them as a mean of communication that enabled people to connect more easily. This start-up project would later become Instagram, which launched officially to the App Store for the iPhone 4 platform on October 6, 2010; three and a half months after the release of the iPhone 4. The iPhone 4 was released on June 24, 2010; this proved to be a unique innovation as Instagram was based for the iPhone 4 largely for the phone's incorporation of the high resolution Retina display. Retina display refers to, "...a brand name used by Apple for liquid crystal displays that have a pixel density high enough that the human eye is unable to discern individual pixels at a typical viewing distance", Essentially, the Retina display is designed to smooth the rough edges of the pixels to provide a high quality image than previously available on other mobile devices.

Watson, Smith, & Driver (2006), opined that the iPhone 4 was also the first iPhone that came equipped with a front facing camera. With the front facing camera, users now have the ability to snap photos of themselves without requiring assistance from a second person. According to Kevin Systrom, CEO and co-founder of Instagram, the idea of Instagram is unique in it and altered the way individuals connect via SNS. Systrom states, "I think we discovered a way to turn ordinary, everyday scenes into magical moments captured in digital form. By doing so, we were able to translate photography from being a form of self-expression into a form of communication. I believe the latter innovation is the real game-changer for us"

(Systrom, 2011). Within twenty-hours of being launched, Instagram reached number one status on the App Store for the iOS platform on the iPhone and became the App of the Week, in addition to holding the record for the quickest application to reach one million downloads universally by December 2010 (**Lux, 2011**). Oxford Dictionary (2013), officially announced that selfies is the Word of the Year in their database and added the ubiquitous term to their dictionary (**BBC News, 2013**). American Heritage Dictionary followed suit and announced selfie as one of the many words being inaugurated into their collection for 2013.

B. IMPACTS OF SELFIES AMONG ADOLESCENTS:

Albury (2015) opined that the habit of taking a lot of selfies to narcissism, isolation, and even suicide. A poll conducted by the American Academy of Facial Plastic and Reconstructive Surgery found that selfies became a reason for the increasing number of plastic surgeries in the United States. The poll conducted annually to analyze trends in facial plastic surgery exhibited an increase in requests for procedures due to patients being more self-aware of looks in social media.

Edward Farnior (2014) stated that Social platforms like Instagram, Snapchat and the iPhone app Selfie.im, which are solely image based, force patients to hold a microscope up to their own image and often look at it with a more self-critical eye than ever before... These images are often the first impressions young people put out there to prospective friends, romantic interests and employers and our patients want to put their best face forward.

Campbell (2014) reported that trying to take a selfie as many times as needed to get the face to look as perfect as possible could lead to serious mental health problems. He also reported that Thailand government psychiatrist Doctors had warned young Thais who post their selfies on social media but do not receive enough likes and positive feedback of serious emotional problems, which consequently could affect the balance of the nation itself. Beside selfies posing a possible threat to some societies, selfies have been the cause for suicide attempts and deaths. According to the students, the habit of scrolling down in their social media accounts had affected the time they allocated for their studies (Tolly, 2014). Research studies indicated that people who take and post more selfies might be suffering from Body Dysmorphic Disorder. Whereas, "Two out of three of all the patients who come to see me with Body Dysmorphic Disorder since the rise of camera phones have a compulsion to repeatedly take the post selfies on social media sites" ("**The 'Selfie' Obsession: A Chronic, Narcissistic Mental Disorder,**" 2014).

i. Socio-psychological characteristics of adolescents.

Narcissism is an excessive admiration and unrealistic positive view of oneself and physical appearance. A narcissist has a lack of regard for others and solely concentrates on what benefits them, (Campbell & Foster, 2007). Narcissists use self-regularity strategies such as bragging and admiration seeking, due to their 'inflated self beliefs' and do not particularly warm to interpersonal relationships, (Campbell & Foster, 2007). It is supposed that the use of social media, social networking sites and posting selfies online appeal to 7 narcissists as they have complete control over creating their own profile, that displays self information such as self portraits, self descriptions and ability to allow what is viewed on their profile. Therefore,

these social networking sites allow self promotion to take place, which link to narcissistic traits that include admiration of oneself in selfies and having a vast number of ‘superficial relationships’ which a typical narcissist would be drawn to, (**Buffardi & Campbell, 2008**).

Carpenter (2012), instigate that narcissism correlated with more self created content including profile picture rating and status update frequency. Yet, narcissism was not predicated in features in system generated content like photo count and social network size. In addition, research has found that adolescents choose more physically attractive photos of themselves for their profile picture (**Siibak, 2009**) as it represents the individual and its online platform of self-promotion (**Ong et al., 2011**).

Bergman et al., (2011) initiated that individual who scored higher on narcissist traits post more photos on social networking sites. Likewise, **Fox & Rooney (2015)** found that narcissism was a predictor of the amount of selfies posted online by an individual. This suggests narcissistic tendencies are evident in selection of pictures on social networking sites. According to **Duggan & Smith (2013)**, users will remove photos that did not reach the desired amount of ‘likes’ on their profiles. This could suggest there are narcissistic or low self-esteem behaviors occurring due to this result.

The narcissistic tendencies have increased due to the over use of social networking sites and Internet trends. Therefore, a vast amount of research has investigated narcissism within the most used social networking site, Facebook.com, **Buffardi & Campbell (2008)**, investigated narcissism on Facebook profiles. In this study, narcissistic personality reports where collected and where coded on content viewed on subjects’ profiles. It found that narcissistic traits correlated with higher levels of social activity i.e. large number of Facebook friends, wall posts and had more self-promoting content. In addition, strangers where invited to view profiles, where they judged the most narcissistic profiles to have more social interaction and photos being attractive. Yet, the personality of strangers viewing the profiles may have had an effect on how they perceive the current profile which may have limited this study. Yet, these studies only assessed narcissism on Facebook.com and not on other social networking sites. Therefore, the current study aims to investigate narcissism in 9 social networking sites to see a broader view throughout networking sites. In addition, further research has suggested that the millennial generation will be the most narcissistic generation yet, due to the rise of social media and its new modern trend the ‘selfie’ (**Barry et al., 2015; Wickel, 2015; Twenge, Campbell & Freeman, 2012**).

According to **Wickel (2015)**, 55 percent of participants believed that narcissistic behaviors are rising due to posting selfies on the Internet. Posting selfies may be used to

enhance narcissist profiles due to their vanity ,followed by 73.5 percent of the participants said they upload and check their online profiles more than five times per day. Results also indicated that 90.2 percent of participants posted photos in order to receive 'likes'. This clearly suggests narcissistic tendencies are evident to feel admired, however, it also suggests that the participants could be low in self esteem which are seeking acceptance by others which was not measured in this study. However, participants reported that the selfies they post, they feel attractive in, therefore want others perceive them as attractive too, which is a clear indicator of narcissistic traits in individuals. However, this investigation only acquired female participants, using their own demographic survey, which may have limited them from variation and reliability.

Therefore, the present study will use both male and female participants, and will use demographic questions, alongside a reliable and valid questionnaire, the Narcissistic Personality Inventory (**Raskin & Terry, 1988**)

Barry et al., (2015) also examined the act of posting selfies and narcissism. This research examined different levels of narcissism, including grandiose, vulnerable and no pathological on the number of selfies posted by participants. The results suggest 10 that there was an overall lack of correlation between narcissism and posting selfies, however the findings also suggest that vulnerable narcissism may use a physical appearance of selfies to affirm a state of confidence on their profiles. Therefore, due to the extensive research of narcissism on the over usage on Facebook and exploring limited features, this current study aims to look at a brand new phenomenon, the 'selfie' and if it associates with narcissistic behavior.

Self-esteem refers to an overall positive or negative evaluation of the self (Rosenberg, 1979). One way of fulfilling self-esteem needs is the use of social media to communicate interpersonally which might provide an opportunity for people with low self-esteem to engage in public behavior with reduced risk of humiliation and reduced social anxiety (**Varnali, 2015**). Valkenburg, Peter, and Schouten (2006) studied friend networking websites, and their study revealed that about 78 percent of the respondents received predominantly positive feedback from other users of social networking sites, and that positive feedback enhanced the respondents' self-esteem significantly.

Jonson (2004) reported that those people with low self-esteem exhibited a strong affinity for online communication than did those with high self-esteem. A study conducted by the University of Salford in the UK on social media's effects on self-esteem and anxiety reported that 50 percent of their participants (298) revealed that their use of social networks

like Facebook and Twitter has made their lives worse. According to the study, the participants revealed that their self-esteem was affected when they compared their accomplishments to those of their online friends. The results indicated that the participants also suffered in their workplaces due to their "online confrontations". In essence, the study demonstrated that social media caused low self-esteem and anxiety the study portrayed by the University of Pittsburgh and the Columbia Business School, the researchers reported that positive comments on social media could boost self-esteem.

Vogel, Rose, Roberts, and Eckles (2014) examined the impact of temporary exposure to social media on self-esteem. The researchers used a correlation approach in which the study 1 examined whether the frequent Facebook use is associated with lower trait self-esteem and study 2 examined the impact of temporary exposure to social media profiles on state self-esteem and relative self-evaluations. In study 1, the results indicated that the participants who used Facebook most often had poor trait self-esteem. This result was mediated by an increase in exposure to upward social comparisons on social media. The results of study 2 revealed that the participants' self-esteem and relative self-evaluations were low when then the target person's profile had upward comparison information.

Varnali (2015) conducted a research to understand self-disclosure behavior on social networking sites (SNS). The study measured willingness to disclose personal information on SNS, self-esteem, SNS affinity, self-disclosure, honesty of self-disclosure, subjective norm, self-monitoring skills, and public self-consciousness. The study involved 1294 participants. The results demonstrated that the people who have low self-esteem use social networking sites to enhance their self-image. According to the study, this attitude helped them overcome the feeling of inferiority through strengthening their social identity. On the other hand, people with high self-esteem tended to make fewer, but more honest, self-disclosures.

Vogel, Rose, Okdie, Eckles, & Franz (2015) conducted a study at the University of Waterloo; Forest examined the self-esteem levels of people and their social networking behavior. The study found that people with low self-esteem, who are normally hesitant to self-disclosure and who have difficulty maintaining satisfying relationships considered Facebook as an appealing venue for self-disclosure. Also, a study to explore the relationship between social comparison orientation (SCO), Facebook use, and negative psychological outcomes indicated that the participants with high SCO had low self-esteem

Dahl (2014) opined that selfies are a double-edged sword. For some people, posting selfies is a self-confidence booster, and for others, selfies are the reason that makes them feel bad about their lives and having insecurities about their appearances. According to Murphy-

Gill (2014), most teenagers spend considerably more time and money to look attractive to others and consequently, boost their self-esteem. A selfie generation female teenager says, "What you look like is what's defining you. It's like you're defined by how pretty you are. This is me because this is what I look like (Murphy-Gill, 2014) ". Further, the Today/AOL Body Image survey indicated that about 55 percent of girls and 34 percent of teen boys feel that social media makes them feel more self-conscious about their appearance. About 58 percent teen girls say, "Seeing pictures of other people living glamorous-looking lives on social media makes me feel bad about myself." Compared to girls, only 19 percent of teen boys had the same reaction

Ordas (2014) opined that people who use selfies most often believe that selfies could boost their self-confidence. The number of positive comments and likes that one receives for their selfies was reported to influence the level of one's self-confidence, especially in the people with low self-esteem. According to **Carol (2013)**, a psychologist, the people with low self-esteem posts more selfies to have a boost in their self-confidence) also mentioned that selfies are one of the powerful tools that help a person feel good about him or herself. This indicates that selfies have the power to increase one's self-confidence, also stated that as someone who has low self-esteem, partaking in a small self-portrait project helped me build a little bit of confidence while improving my photography skills. Somehow, it was a way for me to channel all the doubts and insecurities I had in just a few snaps. It allowed me to get used to my face a little bit, even to the point of finding a little bit of beauty in it.

According to **Walker (2013)**, selfies have the capacity to boost the self-confidence of a person. New researches have also suggested that clicking and posting selfies could be an empowering activity and also helps young people to develop their identity, and boost confidence and self-esteem (Your Love for Selfies Could Actually Empower You, Boost Confidence and Self-Esteem, 2015).

Annabelle (2014) also mentioned that selfies could help enhance one's self-confidence. Many psychologists have also ascertained the fact that, selfies, when used in moderation is healthy, and boost one's self-confidence and thereby, their self-esteem.

Hancock & Toma (2009) expressed that the launch of Facebook in 2004, one of the obvious elements of self-disclosure or image construction is the profile photo; the default photo allows the user the choice of identifying themselves to the entire Facebook community. With the emergence of profile photos, the idea of self-presentation is no longer limited to text based presentations. The profile photograph is now a central part of online self-presentation, and one that is critical for relational success The choice to have a default

profile photo is not limited to Facebook, but is included in other social networking sites also, such as Twitter and Instagram. The appeal of selecting any 9 image and allowing the user to display how they want to be identified with a characteristic or personality fulfills a gratifying need to be liked (Lin & Lu, 2011, p. 1152). Being liked on social media sites is conveyed by the number of likes received from friends and/or peers in Facebook to the frequency of being retweeted in Twitter and the number of heart emoticons received in Instagram following a post or status update.

Salehan & Negahban (2013) assumed that by having a large social network of friend's leads to higher intensity use of social networking sites as this results in higher amount of feedback from peers. They argued that extensive use of technology could lead to addiction. The study found the use of social networking sites on mobile phones is a significant predictor of mobile addiction. Such explanation could provide a link to the upsurge in selfie popularity to Instagram. "Internet addiction not only is harming peoples' personal lives, it is also making organizations more concerned about their employees' production". (Salehan & Negahban, 2013, p.2632; Chou, Sinha, & Zhao, 2010).

Krämer & Winter (2008) specify the relationship between self-reported (offline) personality traits and (online) self-presentation in social networking profiles. It is believed users of social networking sites have more control over their self presentational behavior than in face-to-face communication since they are given the opportunity to manage self-presentation more strategically than face-to-face communication. In addition, since the process of self-presentation has to be tailored to a broad 10 audience, the individual then has to compromise with various self-presentational goals resulting in an increased importance of stable personality traits as a strong predictor for self-presentation behavior.

Erchull, Liss, & Lichiello (2013) conducted a study in the United States via an anonymous online survey. Participants were informed about the survey and the research question effects of women's exposure to the media on their attitudes and behaviors. The sample comprised of one hundred and sixty women ranging from 18-35 years old with median age of 23.12 years old. A majority had some college or an Associate's degree. The study sought to test the indirect effect of body surveillance on self-harm through body shame and depression. The results confirmed their hypothesis that body surveillance was related to dissociation and may be a precursor to more generalized dissociative experiences. They explained when a woman takes on the other person's perspective of her body; she must step out of her own body, thus, putting her at risk for feelings 12 of dissociation and the negative consequences of dissociative experiences.

Aubrey (2006) endow with two contributions to the literature surrounding media exposure and body image: the first was to investigate the directionality of the relations between exposures to sexually objectifying media and both self-objectification and negative affect about the body (p. 160). She found there was already limited literature between exposure to sexual objectifying media and self-objectification, but a previous research using cross-sectional studies have shown 13 that exposure to both magazines and entertainment television is associated with body dissatisfaction and affect .However, due to the cross-sectional nature of these studies, it could not fully be determined if media exposure creates body dissatisfaction in all individuals.

Much of the recent literature in this area has focused on effects of social networking sites (SNS), the most prominent being Facebook and ideas of self-presentation on implicit self-esteem, along with online behavior and the damage it could cause for real-life relationships for both gender. (**Hum et al., 2011; Toma, 2013; A. de Vries & Peters, 2013**).

ii. Selfie addiction among adolescents:

Oyindrilla Basu (2017) indicated that the popular ‘selfie’, a popular trend among many is now linked to mental and low self-esteem disorders. Popular among the youngsters it is said to cause addiction and negative impact on them. The culture which has been gaining popularity for about a year now, has not only gained the attention of young children, but even adults and artists alike.

AstroAwani, (2014) stated that the Thai Mental Health Department has warned those obsessed with this trend of posting that it could have a negative impact on their life and work, as reported in Bangkok Post. Many post photographs of themselves online in a bid to seek approval and attention, department deputy director-general Panpimol Wipulakorn said in a statement released on Sunday. She claimed such behavior could lead to mental health problems in future, especially related to self-confidence, and this could unexpectedly cause a negative effect on a person's everyday life, future career and even the country’s development

Panpimol (2014) enumerates that "A selfie creates an impact, more or less, on one’s everyday life, depending on each individual. Posting photos [on social network sites] to seek approval and ‘likes’ from peers as a reward is normal human nature. Whatever people do and then get rewarded for it, they will do again," Dr Panpimol said. But the reward has varying degrees of emotional effects on each individual. Some people are happy after sharing a selfie and getting few likes, while others expect as many likes as possible and become

addicted to being liked. Conversely, if they feel they don't get enough likes for their selfie as expected, they decide to post another, but still do not receive a good response. This could affect their thoughts. They can lose self-confidence and have a negative attitude toward themselves, such as feeling dissatisfied with themselves or their body. Paying too much attention to one's shared selfies by continuing to check on who sees or comments on them in the hope of getting the most likes as possible is a sign that selfies are causing problems for them, including a possible lack of self-confidence

Yadegaran, (2013), opined that Dopamine is a neurotransmitter that elevates the mood. It plays a big role in the process of attraction and infatuation. The excitement you feel every time you get a text or a notification is due to the brain releasing a small amount of dopamine, making us feel better chemically. This is what sets off the addiction.

Manaswini Venkateswran (2017) opined that when you get likes or comments on a status or a picture, it gives you the validation you were looking for when you posted it. In other words, people acknowledging your existence online makes you feel better about yourself. After all, you didn't post it for no one to see it or respond to it. This is why we tend to get uneasy when a post gets no likes or comments. It makes us feel like no one cares.

Kunal Kala (2018) of premium rehab centre Mind plus retreat state that attention-seeking needs and peer influence among youth are the main reasons causing social networking addiction and selfie-addiction as a by-product. "We are certainly taking the selfie-trend too far. There is a strong emotional need especially among the youth to be dramatic, to be different from others and hence the limits keep getting pushed. Activity on social media is at its zenith. Putting up selfies on Facebook and other social networking sites allows people to enjoy instant love. As they start comparing comments and likes on their pictures, the need to be unique and to be the most talked about increases." Needless to say, it is not just plain dangerous but also fatal as we can see from recent cases. "Even if not fatal, the youth get so preoccupied with these things that they get distracted from life goals.

Family communication is decreasing in the age of social media and that can be singled out as the most important reason leading to such behavior where one seeks instant gratification on a public forum, She states that "It's important for parents to have good communication with children on a regular basis. That keeps them grounded and they are less influenced by their peer group. Also, when such news comes it's better to discuss it neutrally rather than lecture them. It's better to ask their view about that situation rather than impose your views."

Sanjna Verma (2017) expressed that the notional happiness that one gets with favourable comments and likes is leading to emotional adjustment issues. Dr Kala adds, “Various levels of selfie addiction are a part of emotional adjustment problems and self-esteem issues among young people. When they face academic problems and failures, for instance, then such an addiction gives them a temporary happy feeling which gets further reinforced by praise and attention from friends.” Narcissism, addiction, mental illness – could a simple camera lead to this selfie syndrome.

The selfie is Popular among the youngsters it is said to cause addiction and negative impact on them. The Thai Mental Health Department has warned those obsessed with this trend that it could have a negative impact on their life and work, as reported in Bangkok Post. These are the some negative impact of selfie identify the researcher.

Soltero (2016) acknowledged that “A selfie creates an impact, more or less, on one’s everyday life, depending on each individual. Posting photos [on social network sites] to seek approval and likes ‘from peers as a reward is normal human nature. Whatever people do and then get rewarded for it, they will do again .But the reward has varying degrees of emotional effects on each individual. Some people are happy after sharing a selfie and getting few likes, while others expect as many likes as possible and become addicted to being liked. Conversely, if they feel they don’t get enough likes for their selfie as expected, they decide to post another, but still do not receive a good response. This could affect their thoughts. They can lose self-confidence and have a negative attitude toward themselves, such as feeling dissatisfied with themselves or their body. Paying too much attention to one’s shared selfies by continuing to check on who sees or comments on them in the hope of getting the most likes as possible is a sign that selfies are causing problems for them, including a possible lack of self-confidence. An abundance of 'selfies' are being posted to social media sites such as Facebook, Twitter and Instagram where people can comment on and 'like' the images. 'Images are a way for young people to seek approval and attention from their peers, however they can also lead to cyber bullying and issues with self-confidence.

Many post photographs of themselves online in a bid to seek approval and attention, such behavior could lead to mental health problems in future, especially related to self-confidence, and this could unexpectedly cause a negative effect on a person's everyday life, future career and even country’s development.

Sarah Knapton (2017), opined that the selfie bring to suicide on those who addicts in selfie. That’s what seems to be suggested by expert opinion surrounding the phenomenon, and a man diagnosed with body dysmorphic disorder says he grew suicidal due to his

addiction to taking selfies. An extreme example is the story of Danny Bowman who ended up trying to commit suicide. Danny Bowman says he became so obsessed with trying to take the right selfie that he ended up shooting about 200 pictures a day while trying desperately to capture the perfect image of himself. When Bowman failed to take what he perceived to be the perfect selfie, he attempted suicide by taking an overdose of drugs. Prior to his suicide attempt, he says, he would spend about ten hours every day taking selfies. Dr. David Veal, a physician involved in caring for Bowman, says selfies may cause mental illness, including body dysmorphic disorder, which has an extremely high suicide rate.

Pamela Rutledge (2017) stated that taking selfies can be detrimental to a person's mental health and that indulging in them is indicative of narcissism, low self-esteem, attention seeking behavior and self-indulgence. Most likely, the news that selfies might possibly cause a variety of troubling mental health issues is not going to be met with much acceptance by a society obsessed with the self-reflective nature of electronic gadgets. Some experts and physicians feel that society is collectively engaged in deep denial about how dangerous it is to interact with screens without setting limits on how much time is spent doing so. Doctor Rutledge points out that while selfies raise the risk of narcissism, it may only be because there is not yet a widespread, well-established context for their use. She says that taking selfies may indeed be normal and natural, but because society has not yet collectively been able to contextualize the place selfies are supposed to hold, they have been labeled as being narcissistic and therefore can cause feelings of narcissism in those who take them. However, it has been proven by multiple studies that interacting with other types of social media is definitively linked to narcissism, depression, low self-esteem, addiction and a host of other negative effects. For example, Facebook use has been linked to depression while Twitter use has been linked to low self-esteem and narcissism. If selfies, specifically, are proven in the future to cause these negative mental health issues, it would most likely come as no surprise to experts in the fields of psychology and medicine. Is it possible that taking selfies causes mental illness, addiction, narcissism and suicide? Many psychologists say yes, and warn parents to pay close attention to what kids are doing online to avoid any future cases like what happened to (**Bowman,2016**).

Santosh Mehrotra(2015) viewed that the real friends can end up disliking the friend when friend post too many selfies. It can damage friendships and relationships. This was the startling conclusion reached by researchers at Herriot-Watt University, Edinburgh. They found that it negatively impacts levels of intimacy. Researchers conducted the study to find out if publishing selfies online had any consequences. About 420 people aged between 18

and 62 years of age who are active online where asked to fill out a questionnaire about how many selfies they took and their relationships. The results revealed that how satisfied a person was with their body image was directly related to the number of selfies they posted online. This, in turn, was linked with negative outcomes in relationships.

Peek (2014) opined that Selfies are an indicator of low self-esteem, social dependence, or attention seeking behavior. Voucher Cloud, a money saving application conducted a study to examine the relationship between self-esteem and the people who take more selfies. The study involved 2,071 British men and women between the ages of 18 and 30. The results revealed that 39% of the participants preferred taking pictures of themselves rather than their family, partner or pets. The results indicated that the participants were found to have low self-esteem, and they confessed “having prudish inhibition and insecurities about their physical attributes.” When asked about how they felt about their appearance and relationships, only 13% of the participants mentioned that they felt confident in their skin and 60% admitted to having low self-esteem. Hence, it is construed that the number of selfies and self-esteem levels were indirectly correlated (**Blades, 2014**).

According to **Seiter (2015)**, posting selfies reflects high self-esteem levels, and it might also enhance one's self-esteem because such photos typically emphasize one's ideal and controlled image. Researchers say that posting selfies might boost self-esteem, as individuals could select the way they wish to present themselves. Apart from that, the people who post more selfies might also receive more social support or positive social feedback. At the same time, posting selfies in social media may foster low self-esteem because one may compare oneself to others, and there is a possibility that one may receive negative, or no, social feedback (**Barry, Doucette, Loflin, Rivera-Hudson, & Herrington, 2015**).

Barry et al. (2015) examined the association between narcissism and self-esteem with the posting of self-photographs ("selfies") on a popular photo sharing social networking site (“Instagram”). The study involved 128 undergraduate students (19 males, 109 females) ranging in age from 18 to 43. The study revealed that a relatively high proportion of selfies that were oriented towards highlighting physical appearance was more common in individuals with fragile self-esteem. However, there was no significant relationship between self-esteem levels and the number of posts of selfies. Also, it appeared that individuals with low self-esteem may be as willing as those with high self-esteem to post selfies on social media sites.

C. FACTORS INFLUENCING ADOLESCENTS IN ACTIVITIES OF POSTING SELFIES :

Murphy-Gill (2014) stated that people use social media for many reasons such as to get information and news, entertainment, or a way to communicate with others .Therefore, individuals will find the best social media outlet that suits them the most to fulfill their needs and make them achieve gratifications . According to Moreau (2014), young people (18-34 years old) were found to be more involved in the selfie trend than the older people (35 years old and above). The reason stated was that the teens and the people at the age between 18 and 34 years use digital media more heavily than older people. The selfie statistics indicated that about half (47%) of adults were taking selfies. About 40% of people aged between 18 and 34 admitted to taking selfies at least once per week. At the same time, women are believed to take selfies 1.3 times more than men (Bennett, 2014). He also stated that Girls, in particular, seemed to be always posing in some cases vamping for the camera hair swept back, hand on hip, dressed just so.

In at least a few instances, they looked as if they were auditioning for a Sports Illustrated swimsuit issue, clad in bikinis that left little to the imagination.

Brumfield (2013) expressed that people are following the trend of taking selfies including celebrities, and politicians. American comedian, television host, actress, writer, and television producer Ellen DeGeneres took a selfie during the Oscars of 2013, and that selfie became the world's most retweeted post of all times.

Tifentale and Manovich (2014) studied the trend of taking selfies by conducting a study in Bangkok, Berlin, Moscow, New York, and Sao Paulo with a sample size of 3200 photos/selfies. The results of the study indicated that taking and posting selfies on social media is a young people's sport. The study also found a significant relationship between the sex of the people and the number of selfies. The results indicated that women tend to take and post more selfies than men.

Murphy-Gill (2014) reveals that girls are more vulnerable to feel less beautiful than other girls of the same age and consequently a lowered self-esteem. He indicated that teen age girls receive messages stating "If you're not naturally beautiful by normal standards, [the expectation is that] you have a lot of work to do." According to Gill, such messages force girls to feel very low about themselves. Consequently, teenage girls spend more time and money to look beautiful and post those selfies in social medias to gain attention and a boost to their self-esteem levels.

Sorokowski et al. (2015) conducted a study on 1296 Polish men and women aged between 14-47 years. The purpose was to study the selfie-posting behavior and its association with narcissism among men. The results of the study indicated that women posted more selfies of all types than men. The results also demonstrated that the relationship between narcissism and selfie-posting where stronger among men than women.

Weiser (2015) studied a representative sample of 1204 men and women to examine the association between narcissism (a personality trait characterized by inflated self-views and attempts to seek attention and admiration from others) and the frequency of posting selfies on social networking sites. The results indicated a significant relationship between narcissism and selfie-posting frequency. Also, the relationship between narcissism and posting selfies was found to be independent of age.

FACTORS DRIVING ADOLESCENTS TO TAKE SELFIE:

Environmental enhancement	Taking selfies gives me a good feeling to better enjoy my environment I am able to express more in environment through selfies Taking selfies provides better memories about the occasion and the experience I take selfies as trophies for future memories
Social competition	Sharing my selfies creates healthy competition with my friends and Family Taking different selfies poses helps increase my social status I post frequent selfies to get more likes and comments on social media I use photo editing tools to enhance my selfies to look better than others
Attention seeking	I gain enormous attention by sharing my selfies on social media I feel more popular when I post my selfies on social media I expect my friends to appraise me on my selfies posted
Mood modification	I am able to reduce my stress level by taking selfies Taking more selfies improves my mood and makes me feel happy Taking selfies instantly modifies my mood
Self-confidence	I feel confident when I take selfies I become more positive about myself when I take selfies I take more selfies and look at them privately to increase my confidence

Subjective conformity	<p>I gain more acceptance among my peer group when I take selfie and share it on social media</p> <p>I become a strong member of my peer group through posting selfies</p> <p>When I do not take selfies I feel detached from my peer group.</p>
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Source: www.forbes.com.

D. RELATED STUDIES:

Anna J.D. (Nadia) Bij de Vaate (2018) carried out a study on “Show Your Best Selfie: An Exploratory Study on Selfie-Related Motivations and Behavior in Emerging Adulthood” Although self-presentation has been studied for decades, social networking sites (SNS) such as Facebook have produced novel opportunities for visual online self-presentation. Posting selfies is currently a popular mode of consciously constructing visual online self-presentation, yet most prior research is limited to selfie posting alone. This study aimed to profile selfie-makers’ motivations and behavior, and examine the extent to which underlying mechanisms preceding selfie-posting are interconnected. Results of a survey ($N=224$; 79.9% females; $M_{age}=21.66$, $SD_{age}=2.08$) regarding selfie-behavior on SNS (e.g., Facebook and Instagram) characterized selfie-makers in emerging adulthood as mainly concerned with the social aspects of selfies. Entertainment and moment-retention were identified as main motivations for selfie-making. Findings supported the proposed *Selfie-Stadium Model*, representing various steps of selfie-taking and underlying motives as well as selection and editing before actual posting. This study on profiling selfie-makers and their self-presentation taps into a fairly new media use research domain. And the study highlights on selfie-behavior as visual online self-presentation in Selfie-Stadium Model. Unravels selfie-makers’ motivations and behaviors preceding selfie-posting. The study results support the steps in the Selfie-Stadium Model. New measures allow for standardization and comparisons across studies.

Rachel Cohen (2018) conducted a study on “Selfie’-objectification: The role of selfies in self-objectification and disordered eating in young women” the research demonstrates a relationship between social networking site (SNS) use and body-related concerns and disordered eating amongst females. Preliminary evidence indicates that SNS photo activities (e.g., taking and sharing ‘selfies’) may play a particularly important role. The present study aimed to use self-objectification as a framework to examine the relationship between SNS photo activities and body-related and eating concerns in a population of young

women. Participants were 259 young women (age 18–29; $M = 22.97$, $SD = 3.25$) who completed self-report questionnaires of SNS use and body-related and disordered eating concerns. Results showed that SNS ‘selfie’ activities, rather than general SNS usage, were associated with body-related and eating concerns. Specifically, greater investment in ‘selfie’ activities was associated with increased body dissatisfaction and bulimia symptomatology, even after accounting for known risk factors such as thin-ideal internalization and body mass index (BMI). Moreover, self-objectification was found to moderate the relationship between photo investment and bulimia symptomatology. These findings indicate that active engagement with SNS photo activities, rather than general SNS use, shows an association with body-related and eating concerns.

Interventions targeting specific SNS photo activities may be an effective avenue for the prevention and management of body-related concerns and disordered eating in young women.

Ruoxu Wang (2017) expressed in the article “Let me take a selfie: Exploring the psychological effects of posting and viewing selfies and groupies on social media”. The study aims at Taking selfies and groupies and sharing them to social media has become a popular online activity. This study aimed to examine the psychological effects of posting and viewing selfies and groupies on social media by conducting a survey ($N = 275$). Results indicated frequent selfie viewing behavior led to decrease self-esteem whereas frequent groupie viewing behavior led to increased self-esteem. Frequent selfie viewing behavior led to decreased life satisfaction while frequent groupie viewing behavior resulted in increased life satisfaction. However, neither selfie nor groupie posting behavior was associated with self-esteem or life satisfaction. In addition, individuals high in need for popularity were more likely to be affected by selfie viewing behavior in terms of life satisfaction and self-esteem compared with individuals low in need for popularity. And the study highlights on Selfie viewing was negatively associated with self-esteem. Groupie viewing was positively associated with self-esteem. Frequent groupie viewing led to increased life satisfaction. Frequent selfie viewing led to decreased life satisfaction. Need for popularity moderated the relationship between selfie viewing and self-esteem. Need for popularity moderated the relationship between selfie viewing and life satisfaction.

Ji WonKim (2017), expressed in the article “Personality traits and psychological motivations predicting selfie posting behaviors on social networking sites” this study examined the relationships between narcissism, the Big 5 personality traits (extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience), the need for

popularity, the need to belong, and various types of selfie posting behavior posting solo selfies, selfies with a group, and editing selfies. Results of the survey (N = 260) indicated that after controlling for overall social media use and demographic factors (i.e., age, gender), narcissism significantly predicted the frequency of posting solo selfies and editing selfies. Age moderated the relationship between narcissism and the frequency of posting group selfies. Posting group selfies was predicted by extraversion and agreeableness and the need for popularity. The need for popularity also predicted the frequency of posting solo selfies, but not of selfie editing. Furthermore, findings revealed that gender moderated the relationship between the need for popularity and posting solo selfies, such that the need for popularity predicted posting solo selfies among men, but not among women. The need to belong was not associated with any of the selfie behaviors. This study examined the psychological predictors of selfie posting behaviors on SNSs. Narcissism predicted greater levels of posting solo selfies and editing selfies. Extraversion and agreeableness were predictors of posting group selfies. The need for popularity predicted posting both solo and group selfies. The need to belong was not associated with any of the selfie behaviors.

Bruno and Bertamini, Bruno et al., Lindell (2015) evaluated a study on selfie syndrome and its effects on adolescents and has termed Selfie is a generic term referring to photographic self-portraits taken by non-professionals for the purpose of posting on web-based social media. Such casual photographic self-portraits have enjoyed tremendous popularity in the recent years. In addition, because they are taken by everyone and not just by professional artists, selfies are potentially a very rich source of data about compositional choices by individuals with no specific academic training. If such choices are governed by spontaneous preferences rather than academic training or studio conventions, one would expect to see similar biases in selfies and in self-portraits by trained painters. Recent studies have largely confirmed this prediction.

Krishna Komal and [Sai Krishna G](#) (2015) has analysed that Selfie Syndrome is a disease of New Era over a period of time, technological advancement has given us new addiction disorders. Last two decades were known for computer addiction disorder and internet addiction disorders. Smartphone has included in our daily life that without which we cannot survive. Many of today generation Smartphone are equipped with high resolution camera, which we call it as "selfie " camera. Though people were fond of taking photographs of their own and others since many decades, with selfie camera it has led to an extreme level. It is coupled with posting the selfie photographs on social networking sites. Further they are waiting for comments and opinions of friends and others. This has led to a

chain of reactions leading to a complex addiction disorder which we may easily be called as “Selfie addiction disorder/Selfie syndrome “.

Wendonlyn Seidmen (2015) conducted study on Selfies as a sin of Narcissism and psychopath this study, the authors examined self-objectification, along with three traits, known as the “Dark Triad”: narcissism, [psychopath](#), and Machiavellianism. They’re called dark because they have an almost [evil](#) connotation and are associated with a callous and manipulative way of interacting with other people. To examine the association between selfies and personality, Fox and Rooney used data from a nationally representative sample of 1,000 men between 18 and 40 years old. Participants completed personality questionnaires assessing the dark triad and self-objectification. They were asked how many selfies they had taken and posted on social media in the last week, as well as how many other photos they had posted and how much time they spent on social media sites. They were also asked to rate how often they used various methods to make themselves look better in pictures, such as cropping, filtering, and re-touching. Results showed that both narcissism and self-objectification were associated with spending more time on [social networking](#) sites, and with more photo-editing. Posting numerous selfies was related to both higher narcissism and psychopath, controlling for the overall number of other types of photos posted. Machiavellianism was unrelated to photo behavior when taking these other variables into account. This study suggests that narcissists are more likely to show off with selfies and make extra effort to look their best in these photos. Interestingly, psychopathic men posted more selfies, but didn’t tend to edit them more than their less psychopathic counterparts. The study’s authors speculated that this may be because they lack [self-control](#) and don’t really filter what they put on Face book—editing photos suggests a level of careful self-presentation that you would be unlikely to find among those high in psychopathy.

Karla Pequenino(2016) have observed how selfie hurts self-esteem in which the social media rounds links *looking* at selfies with lower levels of self-esteem and life satisfaction. According to the report, frequent selfie viewing behavior may trigger one's jealousy so as to decrease one's self-esteem and life satisfaction. But while looking at selfies might be bad, the other study claims posting selfies helps build confidence.

Jaslina Mohd Tajuddin(2013) conducted a study on “Social Media Usage among University Students and Selfie trends” this study examines the impacts of selfies on university students, media convergence is more than simply a technological shift. Two variables have been used to measure impacts positive and negative impacts with a total of 187 respondents participated in this study the findings disclosed that there are positive

impacts of selfies for both genders where by respondents believe of wasting time and editing photos before posting on social media.

Young soo, Shin Minji, Kim ChaerinIm and Sang Chul Chong (2017) have observed [Personality and Individual Differences](#) and in their study has examined the effect of the selfie on people who took and shared their selfies. Based on the social comparison theory, we focused on two psychological factors: social sensitivity and self-esteem. In the experiment, we manipulated the context of experiencing selfies. The participants were asked to take a picture of a self-portrait or a cup, using their own Smartphone. Then, they were instructed to either post it on social media or save it on their smart phone. The participants' social sensitivity was assessed by measuring their reaction time (RT) to a social probe, and self-esteem was evaluated by measuring the size of their signatures. We found that participants' RT to a social probe decreased and the size of their signature decreased, after they took and shared their selfie. These results suggest that taking and sharing selfies could result in greater social sensitivity and lower self-esteem of selfie takers.

Nguyen(2014) studied to explore how female users identify the act of uploading selfies as an expression of external affirmation or as an act of empowerment in terms of redefining beauty standards that are reinforced in society .The findings of the study shows that it is advantageous for social work clinicians to study adolescents and their behaviours on Instagram in order to understand the motivation behind the usage and the relationship to their self-esteem, especially for those whose work involves daily contact with young children and adolescents. The results of this study show that the usage of Instagram to share selfies has a minimal impact on their perceived sense of self-worth.

Griffiths (2015), conducted a study on “technological addictions, there has been a marked increase in research into internet addiction, online videogame addiction, mobile phone addiction, social media addiction, etc. “Selfitis “appears to be another candidate to add to this growing list although there has been little research on its phenomenology or its sub-components. The present study empirically explored the concept and collected data on the existence of selfitis with respect to the three alleged levels (borderline, acute, and chronic) and developed a new psychometric scale to assess sub-components of selfitis.

David Sturt and Todd Nordstrom (2014) conducted a study on the “Selfie': Mental Disorder or Insight” for getting better results that contributed to the wide concept of new era Selfies are spread like wildfire through social media, instantly becoming a [Facebook](#), [LinkedIn](#) and Twitter phenomenon. It exemplified what news organizations, advertisers, and companies had chased for so long “going viral.” It was an announcement that

the American Psychiatric Association (APA) had officially classified taking 'Selfies' as a mental disorder. In fact, the announcement also stated that the APA also claimed to name the disorder 'Selfitis.'

James E. Katz (2015) conducted a research study on, "Selfies and Photo Messaging as visual conversation", the global phenomenon of selfie as most of the college students these days know what selfies are, and the survey respondents about two-third of whom were female had taken a selfie and 115 out of 118, 98% of them are used to selfies with their students share the selfies with their friends. The study found that users were quite aware of the larger social discussions regarding selfies and this included the stigma of narcissism and potential pitfalls of sharing images that could harm their reputation.

Fenna R.M.Leijten (2018) conducted a research study on "The SELFIE framework for integrated care for multi-morbidity: Development and description" The rise of multi-morbidity constitutes a serious challenge in health and social care organization that requires a shift from disease- towards person-centered integrated care. The aim of the current study was to develop a conceptual framework that can aid the development, implementation, description, and evaluation of integrated care programmes for multi-morbidity. A scoping review and expert discussions were used to identify and structure concepts for integrated care for multi-morbidity. A search of scientific and grey literature was conducted. The result of the study emphasis on the scientific literature 11,641 publications were identified, 92 were included for data extraction. A draft framework was constructed that was adapted after discussion with SELFIE partners from 8 EU countries and 5P representatives. The core of the framework is the holistic understanding of the person with multi-morbidity in his or her environment. Around the core, concepts were grouped into adapted WHO components of health systems: service delivery, leadership & governance, workforce, financing, technologies & medical products, and information & research. Within each component micro, meso, and macro levels are distinguished. The study concludes on the framework structures relevant concepts in integrated care for multi-morbidity and can be applied by different stakeholders to guide development, implementation, description, and evaluation.

Young soo Shin (2016) conducted a study on "Selfie and self: The effect of selfies on self-esteem and social sensitivity" the study examined the effect of the selfie on people who took and shared their selfies. Based on the social comparison theory, we focused on two psychological factors: social sensitivity and self-esteem. In the experiment, we manipulated the context of experiencing selfies. The participants were asked to take a picture of a self-

portrait or a cup, using their own smartphone. Then, they were instructed to either post it on social media or save it on their smartphone. The participants' social sensitivity was assessed by measuring their reaction time (RT) to a social probe, and self-esteem was evaluated by measuring the size of their signatures. We found that participants' RT to a social probe decreased and the size of their signature decreased, after they took and shared their selfie. These results suggest that taking and sharing selfies could result in greater social sensitivity and lower self-esteem of selfie takers. The study highlights on the effect of experiencing selfies on individuals' self-concept is examined. Taking and sharing a selfie increase individuals' level of social sensitivity. Taking a selfie generally decreases individuals' level of self-esteem. Taking and just saving a selfie leads to more decrease in the level of self-esteem. New measures to minimize the issue of self-reported measures are introduced.

CHAPTER III

RESEARCH METHODOLOGY

Research methodology is the key to a systematic research and ensuring solutions. It specifies the frame work of research design, sampling procedure, and methods of collection and analysis of data. Research is a matter of rising questions and then trying to find their answers. It plays a vital part in the developmental process of human civilization.

John.W.Best said that the secret of our culture development has been research pushing back the areas of ignorance by covering new truth, which in turn lead to better way of doing things and better product.

The methodology followed for the present study entitled “Impact of selfie-syndrome among Adolescents” is described under as the following headings:

- A. Selection of Area
- B. Selection of Sample and Size
- C. Selection of methods and tools.
- D. Universe of the study
- E. Obtaining ethical clearance of the study
- F. Collection of data
- G. Importance of the study.
- H. Analysis and interpretation of data
- I. Limitation of the study
- J. Chapterization of the study.

A. Selection of Area:

Sanganoor is the residential and commercial neighborhood of Perur block in the city of Coimbatore. It is situated 3kms away from the heart of the city Gandhipuram. The Corporation middle and high School has been chosen for collection of the data .The school consists of 1 to 8 grades and the high school consists of 9 to 12 grades. The school is a co-education school, and it has Tamil as the medium of instructions. The school has a good infrastructure and furnished classrooms with more than 650 students. Therefore, the area was selected due to certain reason such as easy accessibility, for collecting data and to create awareness to the students aged between 13 to 19 years on selfie-syndrome and it's also less expensive for the researcher.

MAP:



Source: Google Map

B. Selection of sample:

Burns and Grona (2003) refers to sampling as a process of selecting a group of people, events of behavior with which the conduct of study is done.

Sampling is a random selection of a sample from a finite population. It is an important area of planning statistical research and design for experiments (Virender and Meenakshi,2007).It involves the selection of few items from a particular group to be studied with view to obtain relevant data, which helps in drawing conclusion regarding the entire group.

Polit et al (2001) confirms that in sampling a portion that represents the whole population is selected. Sampling is closely related to generalization of the findings.

Sample size:

The total size of the sample is 100 adolescents under the age group of 13-19 years are chosen, in order to assess the level of knowledge regarding selfie as a mental disorder and its impacts on the adolescents for which 50 males and 50 females adolescents were drawn as samples. The sample has been selected through random sampling method. The Corporation middle school, situated in Sanganoor village, under Perur block of Coimbatore district has selected as the sample for the research study is presented under the table I

TABLE I

SELECTION OF SAMPLE

Name of the school	Age	Sample size	
		Male	Female
Corporation Middle School	Above 13 years	8	3
	13-15 years	7	10
Corporation High School	15-18 years	12	7
	Below 19 years	23	30

C. Selection of methods and Tools:

In order to fulfill the main objectives of the study it is very essential to use suitable methods and tools to elicit information from the adolescents regarding selfie syndrome

Random sampling method was used in the present study and in this method the researcher oriented and distributed the questionnaire to the adolescents from whom research information was to be sought

The tool selected for the study was a questionnaire schedule. The Questionnaire schedule consists of number of questions printed in a definite order on a form or a set of forms and personal method was adopted by the researcher for collecting information of the present study, from Corporation middle school, Sanganoor village, Perur block, Coimbatore district.

The questionnaire schedule was prepared and used to collect the information regarding the study (Appendix-I).

Research design:

A research design is a logical and systematic plan for directing a research study. It specifies the objective of the study. The methodology and techniques are to be adopted in relation to the objectives of the study. It constitutes the blue print for the collection, measurement and analysis of data. Good research design minimizes bias and maximizes the reliability of the data collected and analyzed.

The research design adopted by the researcher is exploratory in nature. It is an investigation with adequate interpretation. Exploratory research is significant observation implies that all science must have at the beginning had an approach which was purely exploratory.

D. Universe of the study:

The universe of this study includes the adolescents who are prone to selfies in their everyday life in Coimbatore.

E. Obtaining Ethical clearance of the study:

The application form explaining the design and the protocols used in the research study was subjected to the Institutional Human Ethics Committee and the ethical clearance was obtained. (Appendix II).

F. Collection of data:

There should be a mutual relationship and acceptance of the local people for doing any community work. The Rapport building helps to establish a friendly relationship between the enumerator and the local people.

For conducting the study “Impact of selfie-syndrome among Adolescents” in Perur village, Sanganoor, Corporation middle school, the permission was required to permit the researcher to carry on the research work.

Primary data was collected with the help and support of the principal and teachers of the school through interview schedule.

Permission from the higher authorities:

The investigator personally met the higher authorities to conduct the survey from the selected schools in Coimbatore District i.e. Corporation Middle School. The investigator explained the purpose of the study. The permission letter and ID proof was taken from the university, and handed over to the head/ principal of the respective schools.

Building up rapport:

For any survey to be conducted, establishing rapport with the people where in the survey was to be carried out was very essential as rapport building helps to establish a friendly relation between the enumerator and the school students. Establishing Rapport is necessary to convince the sample for their benevolence. Hence prior to the study, efforts were made by the investigator to establish a good rapport with the Adolescents so that the survey could be carried out smoothly with maximum level of responses.

Orientation and Data Collection:

After establishing rapport, the researcher oriented the adolescents about selfie syndrome and its impacts and started to fill up the questionnaire on general background. The adolescents spend half hour with one child which was time consuming. It took around 2 week to collect data. Thus the adolescents were able to fill the questionnaire by taking help from the investigator.

A questionnaire schedule was prepared and used to collect the data regarding the study. The data of different aspect of study was collected under the following aspects:

- a. Socio-economic profits of the respondent,
- b. Knowledge regarding selfie,
- c. Time spend taking selfies,
- d. Preferred social media site to display your selfie,
- e. Factors influencing adolescents to take selfies,
- f. Attitude of adolescents in posting selfie in social media,
- g. Behavior of adolescents on taking selfies,
- h. Obsession of selfie among adolescents,
- i. Narcissistic personality among adolescents,
- j. Level of self-esteem among adolescents, and
- k. Impact of selfie on Adolescents.

G. Importance of the study:

It is a technological era and social media plays an important role in everyone's life especially adolescents. And various factors influences adolescents into selfie in their everyday life. Social media has its own pros and cons. This study improve the level of knowledge regarding selfie as a mental disorder among adolescent and to educate them how it affects adolescent's psychological well-being and better personality by showing them the other face of selfie and its effects as India is leading in selfie mortality and its related effects on adolescents behavior.

H. Analysis and Interpretation of Data:

The Data collected was consolidated, tabulated and analyzed with the appropriate statistical tools such as frequency and percentage and presented in the chapter IV

✓ Frequency and Percentage:

To calculate the simple percentage method, the following formula was used,

$$\text{Simple Percentage} = (\text{Number of samples} / \text{total number of samples}) \times 100.$$

✓ Statistical tools:

- a. Percentage.
- b. Frequency.
- c. Correlation.

I. Chapterization of the study:

Chapter I

The chapter deals with introduction to the study and its objectives, need and scope of the study.

Chapter II

This chapter deals with various reviews of literature pertaining to the study. For any research study, survey of the literature is important. The theoretical input lies in concepts and different studies are presented from published books and journals.

Chapter III

This chapter deals with the research methodology which includes introduction about the research, objectives of the study, tools of data collection, population, sampling, analysis of the study.

Chapter IV

This chapter deals with the analysis and interpretation of data, generalized, particularly the objectives could be achieved only by analyzing the data and interpreting on the basis of literature.

Chapter V

This chapter includes the answer to the research questions which is given in the finding, and suggestion to the future research and conclusion of the study.



Orientation
& Data
Collection at
Corporation



PLATE - I

CHAPTER IV

RESULT AND DISCUSSION

The findings of the study on “Impact of selfie-syndrome among adolescents” are discussed under the following heads:

- A. Socio-economic status of adolescents.
- B. Knowledge about selfie as a syndrome among Adolescents.
- C. Time and money spend on selfie.
- D. Factors influencing adolescents to take selfie.
- E. Preferred social media site to display selfie.
- F. Reason for taking selfie at different occasions.
- G. Attitude of adolescents in posting selfie on social media.
- H. Obsession of selfie among adolescents.
- I. Narcissistic personality among adolescents.
- J. Level of self-esteem among adolescents
- K. Impact of selfie among adolescents.

A. SOCIO-ECONOMIC STATUS OF ADOLESCENTS:

Socio-economic status of the adolescents is given in Table I

TABLE – I
SOCIO-ECONOMIC STATUS OF ADOLESCENTS

		N=100			
Characteristics		Female		Male	
		f	p	f	p
Age	13 years	10	10	7	7
	13-15 years	5	5	15	15
	16-18 years	15	15	5	5
	19 years	20	20	23	23
Gender	Male	50	50	50	50
	Female	50	50	50	50
Religion	Hindu	25	25	35	35
	Muslim	10	10	5	5
	Christian	15	15	15	15
	Others	-	-	-	-
Education	Primary school	10	10	5	5
	Secondary school	5	5	10	10
	High school	25	25	35	35
Medium of instruction	English	20	20	18	18
	Tamil	30	30	32	32
Fathers Educational status	Illiterate	8	8	10	10
	Primary school	12	12	12	12
	High school	10	10	7	7
	Graduate	20	20	21	21
Mothers Educational status	Illiterate	10	10	13	13
	Primary school	18	18	17	17
	High school	5	5	7	7
	Graduate	17	17	13	13
Type of family	Nuclear	24	24	21	21
	Joint	12	12	9	9
	Extended	14	14	7	7
Size of family	Up to 2(small)	10	10	11	11
	3 to 4(medium)	14	14	16	16
	4 to 5(large)	6	6	9	9
	Above 6(extended)	10	10	14	14
Birth Order	First child	24	24	26	26
	Middle child	6	6	14	14
	Second middle child	5	5	6	6
	Last child	15	15	4	4
Siblings if any,	Single child	20	20	30	30
	One	25	25	12	12
	More than one	5	5	8	8
Family's Monthly income	Less than 5000	12	12	8	8
	5000-10000	22	22	12	12
	10000-20000	10	10	19	19
	More than 20000	6	6	11	11
Geographical location	Rural	20	20	30	30
	Urban	25	25	12	12
	Semi-urban	5	5	8	8
	Tribal	-	-	-	-

Source: Field Survey Data 2018. * f = frequency, p= percentage.

Age: The data shows that 20 percent of the female adolescents are falling under the age group of 19 years followed by 15 percent (16-18 years), where as 23 percent of the male adolescents belong to the age group of 19 years followed by 15 percent (13-15 years).

Gender: Among 100 adolescents survey, 50 percent are male and the other 50 percent are female.

Religion: 25 percent of the female adolescents are found to be Hindu followed by (15 percent) of the male adolescents belongs to Christian religion. Whereas 35 percent of male adolescents are found to be Hindu followed by (15 percent) are Christian religion.

Education: 25 percent of the female adolescents are studying higher secondary education, followed by 35 percent of the male adolescents.

Medium of instruction: 30 percent of the female adolescent's medium of instruction is Tamil followed by 20 percent of adolescents of English medium of instruction. Whereas 32 percent of the male adolescent's medium of instruction is Tamil followed by 20 percent of adolescents of English medium of instruction.

Father's Educational status: 20 percent of the female adolescent's fathers are graduate followed by 25 percent of the male respondent's fathers, and this reveals that they have basic knowledge on developing technologies and the trend of taking selfies.

Mother's Educational status: 18 percent of the female adolescent's mother's pursued primary education where as 13 percent of the mother's are graduates where as 17 percent of the male adolescent's mother's pursued primary education.

Type of family: 24 percent of the female adolescents belong to nuclear family followed by 21 percent of the male adolescents It is amazing to note that in rural area traditional system is been eradicated and the functioning of westernization has taken place.

Size of family: 14 percent of female adolescents belong to medium family (3-4 members) followed by 10 percent belong to extended family (more than 6 members) where as 16 percent of male adolescents belong to medium family (3-4 members) followed by 14 percent belong to extended family (more than 6 members)

Birth Order: 24 percent of the female adolescents are first child followed by 24 percent of the male adolescents.

Siblings: 20 percent of the female adolescents (single child), followed by 23 percent of the male adolescents, this shows that most of the adolescents are all alone which make them prone to social media and self-representation.

Family's Monthly income: 22 percent of the female adolescent's family monthly income ranges from Rs. 5000-10000 followed by 19 percent of the male adolescent's family monthly income Rs.10000-20000.

Geographical location: 29 percent of the female adolescents resides at rural area followed by 30 percent of the male adolescents where as 25 percent of female adolescent and 12 percent of male resides at semi-urban area.

B. KNOWLEDGE ABOUT SELFIE AS A SYNDROME AMONG ADOLESCENTS:

The knowledge about selfie as a syndrome among adolescents is assessed through research is presented on the Table II

**TABLE II
KNOWLEDGE ABOUT SELFIE AS A SYNDROME**

N=100																
	Female		Male		Female		Male		Female		Male		Female		Male	
	f	p	f	p	f	p	f	p	f	p	f	p	f	p	f	p
Selfies are self-portrait pictures taken by one-self	30	30	17	17	10	10	16	16	7	7	13	13	3	3	5	5
Selfies becomes medium of self-expression among adolescents.	17	17	19	19	29	29	14	14	10	10	10	10	4	4	7	7
Selfies spoil adolescent by making them prone to social media	10	10	17	17	18	18	8	8	14	14	13	13	8	8	12	12
Selfies have personal and cultural impact on ones behavior	27	27	20	20	13	13	14	14	8	8	7	7	2	2	9	9
Selfie helps me boost self-confidence	10	10	16	16	7	7	13	13	3	3	5	5	30	30	17	17
Selfie helps to know about them.	26	26	20	20	14	14	10	10	10	10	15	15	-	-	5	5
Adolescents are addicted to selfie.	27	27	20	20	13	13	10	10	8	8	7	7	2	2	13	13
Selfie forces the adolescents into social media	30	30	17	17	8	8	6	6	9	9	13	13	3	3	14	14
Posting selfie increase ones social status in social media	17	17	10	10	20	20	14	14	10	10	19	19	3	3	7	7
Selfie keep me active among friends in social media	10	10	7	7	8	8	8	8	24	24	23	23	8	8	12	12
Selfies alienate family and friends close	20	20	27	27	19	19	7	7	6	6	10	10	5	5	6	6
A-Agree P- Partially Agree D- Disagree SA-Strongly disagree																

Source: Field Survey Data 2018

It is observed that 30 percent of the female adolescents followed by 17 percent of the male adolescents agree that selfies are self-portrait pictures taken by one-self where as 29 percent of the female adolescents followed by (14 percent) of the male adolescents partially agree selfies becomes medium of self-expression among the adolescents followed by 18 percent of the female adolescents and 8 percent of male adolescents partially agree that selfies spoil them by making them prone to social media, this reveals that they are aware of the ill effects of selfie.

27 percent of female adolescents followed by (20 percent) of the male adolescents be in agreement that it has an personal and cultural impact on ones behaviour, where as 20 percent of the female adolescents followed by (17 percent) of the male adolescents diverge that selfies do not helps them boost self-confidence.

26 percent of the female adolescents followed by (20 percent) of male adolescents partially consent that selfies helps to know about them; which reveals that adolescents develop personality traits by self-admiration. Whereas 27 percent of the female adolescents followed by (20 percent) of male adolescents vary that they are addicted to selfie which reveals that the adolescents have no knowledge about selfie as a mental disorder.

It is amazing to note that 30 percent of the female adolescent's followed by (17 percent) diverge that selfies force them into social media where as 20 percent female adolescents followed by (14 percent) of the male adolescents agree that posting selfies increase ones social status in social media, which make adolescents prone to social media.

It is also found that 24 percent of the female adolescents followed by (23 percent) of the male adolescents disagree that selfie keep them active among friends in social media, in addition to this it 20 percent of the female adolescents followed by (27 percent) of male agree that selfies alienate family and friends close this shows that adolescents are been prone to the growing technologies via social networking sites that are made possible through posting selfies and seeking attention among others this may

C.TIME AND MONEY SPEND ON SELFIE AMONG ADOLESCENTS

The amount of time and money for selfie taking among adolescents is depicted in the Table III

TABLE III
TIME AND MONEY SPEND ON SELFIE

N=100				
Particulars	FEMALE		MALE	
	F	percent	F	percent
Number of Selfies taken in a particular day				
Less than 5 times	10	10	7	7
5-10 times	15	15	5	5
10-20 times	20	20	15	15
20-30 times	10	10	3	3
More than 30 times	8	8	7	7
Time spend in taking selfie in a day				
Less than 5minutes	10	10	5	5
5-10 minutes	20	20	15	15
10-15 minutes	13	13	3	3
15-20 minutes	10	10	10	10
More than 30 minutes	10	10	7	7
Number of Selfies posted on social media in a day				
Less than 5 times	7	7	20	20
5-10 times	25	25	12	12
10-20 times	15	15	4	4
20-30 times	5	5	2	2
More than 30 times	6	6	4	4
Average number of retweets, favorites. or reblogs received				
Less than 5 Likes	5	5	3	3
5-10 likes	7	7	4	4
10-20 likes	10	10	6	6
20-30 likes	10	10	8	8
More than 30 likes	27	27	20	20
Type of phone preferred used to take selfie				
Android phone	4	4	5	5
Smart phone	21	21	20	20
High mega pixel camera	10	10	5	5
Duel camera phone	8	8	7	7
Moonlight camera phone	12	12	8	8
Cost of the phone with preference to camera (Rs.)				
Less than 10000	8	8	9	9
10000-15000	16	16	14	14
15000-20000	18	18	12	12
20000-30000	6	6	4	4
30000-40000	5	5	3	3
More than 50000	3	3	2	2

Source: Field Survey Data 2018

The data portrays that out of 100 adolescents taken for the survey among 50 female adolescents reveals that 20 percent of them take 10-20 selfies in a day compared to male adolescents 15 percent of them take 10-20 selfies in a particular day, this shows female are prone to selfies than male.

20 percent of the female adolescents spend 5-10 minutes in taking a selfies followed by (10 percent) taking 20-30 minutes in taking selfies every day in comparison with female, 15 percent of male adolescents spend 5-10 minutes in taking a selfies followed by (7 percent) of them take 20-30 minutes in taking selfies every day.

25 percent of female adolescents post 5-10 selfies followed by 20 percent of male adolescents post less than 5 selfies in a day, this reveals that female are more into social media than male in posting selfies.

The average number of retweets, favorites, or reblogs received by the female adolescents is higher than male adolescents where as 27 percent of female receive more than 30 likes followed by (20 percent) of the male receiving more than 30 likes this reveals that both male and female adolescents are concern with the number of likes they receive.

21 percent of female adolescents prefer smart phones and 20 percent of male prefer smart phones as well, and 18 percent of female use Rs.15,000-20,000 phones followed by(16 percent) using Rs.10,000-15,000 phones. Whereas 14 percent of the male use Rs.10,000-15,000 phones followed by (12 percent) using Rs.15,000-2,0000 phones this clearly explains both the adolescents use costly phones that shows the importance given to the phones used.

D.FACTORS INFLUENCING ADOLESCENTS TO TAKE SELFIE:

The various factors influencing the adolescents to take selfies, is indicated in the Table IV

TABLE IV
FACTORS INFLUENCING ADOLESCENTS TO TAKE SELFIE

N=100								
Factors	Yes				No			
	Female	Percent	Male	percent	Female	percent	Male	Percent
Peer pressure	46	46	26	26	4	4	24	24
Use of social media	45	45	35	35	5	5	15	15
Developed culture and trends	44	44	40	40	6	6	10	10
Developed technology	39	39	34	34	11	11	16	16
Showcase your appearance	39	39	30	30	11	11	20	20
Trends of posting pictures	35	35	28	28	15	15	22	22
Seeking attention among others	30	30	29	29	20	20	21	21
Exploring personal beauty	30	30	22	22	20	20	38	38
Have more friends	17	17	14	14	33	33	36	36
Compulsion of family	5	5	4	4	45	45	46	46

Source: Field Survey Data 2018

The data shows that 46 percent of the female adolescents expressed that peer pressure is the main factor influencing adolescents to take selfies followed by (26 percent) of male adolescents.

45 percent of the female adolescents express that use of social media is the prime factor influencing them to take selfies whereas (35 percent) of the male also agree to that factor contributing in influencing them to take selfie.

44 percent of female and 40 percent of male adolescents state that developed culture and trends are the factor that influences them on taking selfie. Whereas 33 percent of female adolescents followed by (36 percent) male adolescents express that the adolescents do not have more friends by taking selfies. 45 percent of female adolescents followed by (46 percent) of male adolescents state that they are not influenced by the family to take selfies.

E. PREFERRED SOCIAL MEDIA SITE TO DISPLAY SELFIE:

The social networking sites preferred by the adolescent's to display the selfies is given in the table V.

TABLE V
PREFERRED SOCIAL MEDIA SITE TO DISPLAY SELFIE

N=100								
Names of the social media	Yes				No			
	Female	P	Male	P	Female	P	Male	P
Instagram	48	48	40	40	2	2	10	10
Face book	47	47	45	45	3	3	5	5
Whatsapp	45	45	36	36	5	5	14	14
Imo chat	45	45	40	40	5	5	10	10
Messenger	39	39	30	30	11	11	20	20
Viber	38	38	37	37	12	12	13	13
Twitter	37	37	35	35	13	13	15	15
Hike	35	35	10	10	15	15	40	40
Line	15	15	16	16	35	35	34	34
Hang out	14	14	11	11	36	36	39	39
Tumblr	7	7	10	10	43	43	40	40

*P=Percentage

Source: Field Survey Data 2018

The data depicts that 48 percent of female adolescents prefer Instagram to display their selfies followed by 40 percent of male adolescents. Whereas 45 percent of female adolescents use Whatsapp that is a popular social media site to display the selfies among the adolescents followed by (36 percent) of male adolescents. 45 percent of the female adolescents prefer face book as an effective social media site to display their selfies followed by 36 percent of male adolescents. Whereas 45 percent of female and 40 percent of male adolescents use IMO chat to display their selfies.

36 percent of female adolescents do not prefer Hang Out followed by (39 percent) male adolescents. Whereas 43 Percent female adolescents do not prefer Tumblr to post selfies followed by (40 percent) of male adolescents.

F. REASON FOR TAKING SELFIE AT DIFFERENT OCCASIONS:

The details about reasons for taking selfies at different occasions among adolescents is depicted on Table VI

**TABLE VI
REASON FOR TAKING SELFIE AT DIFFERENT OCCASIONS**

Reasons	N = 100																			
	Very often				Often				Sometimes				Rarely				Never			
	female		male		female		male		female		male		female		male		female		male	
	f	p	f	p	f	p	f	p	f	p	f	p	f	p	f	p	f	p	f	p
Selfies of how it looks	20	20	15	15	12	12	8	8	10	10	17	17	8	8	7	7	-	-	3	3
Selfies that show how it feels	12	12	11	11	22	22	17	17	13	13	10	10	-	-	5	5	3	3	7	7
Selfies of good or bad happenings	15	15	22	22	15	15	10	10	10	10	8	8	6	6	4	4	4	4	6	6
Selfies that show social activities	7	7	10	10	8	8	12	12	15	15	20	20	18	18	5	5	2	2	3	3
Selfies that are funny at different situations	9	9	10	10	11	11	7	7	20	20	27	27	5	5	4	4	5	5	2	2
Selfies of everyday day activities	30	30	21	21	15	15	13	13	5	5	8	8	-	-	3	3	-	-	5	5
Selfies at Big events like sports or concerts	6	6	10	10	8	8	10	10	27	27	20	20	8	8	6	6	2	2	4	4
Selfies that reflects creativity	5	5	3	3	3	3	2	2	12	12	5	5	15	15	25	25	15	15	5	5
Selfies that shows unusual things	4	4	11	11	9	9	10	10	16	16	20	20	13	13	5	5	8	8	4	4
Selfies with family, kids or friends	5	5	4	4	15	15	10	10	8	8	2	2	4	4	2	2	18	18	32	32

Source: Field Survey Data 2018

The data illustrates the various reasons for taking selfies at different occasion; there are times when taking selfie isn't a good idea. In fact, there are instances where it could be a life or death scenario. 30 percent of the female adolescents take selfies of everyday day activities followed by 21 percent of male adolescents.

Whereas 20 percent of the female adolescents takes selfies of how they look followed by (15 percent) male adolescents whereas by 22 percent of female adolescents take selfies of how they feel often followed by (17 percent) male adolescents.

15 percent of female adolescents take selfies of good or bad happenings followed by 20 percent of male adolescents. Whereas it is shocking to know that 18 percent of female adolescents do not take selfies with family, kids or friends followed by (32 percent) of male adolescents.

G.ATTITUDE OF ADOLESCENTS FOR POSTING SELFIE ON SOCIAL MEDIA:

The attitude of adolescents in posting selfie on social media is demonstrated on the Table VII

**TABLE VII
ATTITUDE OF ADOLESCENTS FOR POSTING SELFIE ON SOCIAL MEDIA**

Attitude	N=100																			
	SA				A				N				D				SD			
	Female		Male		Female		Male		Female		Male		Female		Male		Female		Male	
	f	P	F	P	f	P	f	P	f	P	f	P	f	P	f	P	f	P	F	P
Posting selfies that are perfect	30	30	21	21	15	15	13	13	5	5	8	8	-	-	3	3	-	-	5	5
Edit the picture several times before posting	20	20	15	15	12	12	18	18	10	10	7	7	8	8	7	7	-	-	3	3
Often desire your own selfie	12	12	10	10	22	22	17	17	13	13	10	10	3	3	5	5	-	-	8	8
Concerned with the followers ratio for the selfie posted	22	22	15	15	20	20	17	17	8	8	11	11	-	-	4	4	-	-	3	3
Care about the amount of likes people post	17	17	10	10	16	16	12	12	15	15	20	20	-	-	5	5	2	2	3	3
Remove picture if it does not receive desired number of likes	27	27	20	20	12	12	13	13	6	6	10	10	5	5	4	4	-	-	3	3
Importance to peoples comments on the picture	30	30	21	21	15	15	5	5	5	5	8	8	-	-	12	12	-	-	4	4
Hash tag picture to draw more attention	15	15	22	22	20	20	12	12	10	10	9	9	5	5	4	4	-	-	3	3

SA- Strongly Agree, A- Agree, N- Neutral, D- Disagree, SD- Strongly Disagree.

*F= frequency, P= Percentage, **Source:** Field Survey Data 2018

The data exemplify the attitude of the adolescents in posting a selfie into the social networking sites, is based on fact that 30 percent of the female adolescents followed by (11 percent) of the male adolescents strongly agree that they post selfies that are only perfect. This show that female adolescents are more specific about the selfies they post than male in the social media and the effects of selfies show a distanced attitude, highlighting critical aspects such as threats to self-esteem and creating an illusionary world among female.

20 percent of the female adolescents strongly agree that they edit their selfies before posting it in the social media followed by (15 percent) male. Where 20 percent of the female adolescents agree that they often desire your own selfie this may lead to narcissistic personality and self- admiration among adolescents followed by (17 percent) of the male adolescents.

20 percent of the female adolescents strongly agree that they concerned with the followers ratio for the selfie posted outweigh the worries about negative body image and their wobbling sense of self-definition followed by (15 percent) male adolescents.

20 percent of the female adolescents expresses that they care about the amount of likes people post, it is also petrifying thought that young people measure their self-worth in terms of 'likes' on their selfies, however it is a 21st century reality followed by (15 percent) of the male adolescents

27 percent of female adolescents remove picture if it does not receive desired number of likes this reveals the element of trying to "look better" is not just plain pride but it is about being noticed and accepted in society followed by (20 percent) of male adolescents.

30 percent of female adolescents strongly agree that they give importance to peoples comments on the picture, which enlighten the thrill of narcissism, is uncensored by manifestation or judgment, and often this leads to impulsive self promotion which is concerned with other comments followed by (11 percent) of male adolescents.

H. NARCISSISTIC PERSONALITY AMONG ADOLESCENT:

The symptoms of narcissistic personality among adolescent are given in the table VIII

TABLE VIII
NARCISSISTIC PERSONALITY AMONG ADOLESCENT

N=100					
Symptoms of narcissistic personality		Female		Male	
		f	P	f	P
Insatiable appetite	Yes	20	20	8	8
	No	30	30	42	42
Extreme feeling of jealousy	Yes	47	47	45	45
	No	3	3	5	5
Sensitive	Yes	37	37	36	36
	No	13	13	14	14
Manipulate with others feelings	Yes	45	45	35	35
	No	5	5	15	15
Difficult to maintain healthy relationship	Yes	37	37	30	30
	No	13	13	20	20
No regret or conscience	Yes	41	41	40	40
	No	9	9	10	10
Lack of empathy	Yes	35	35	40	40
	No	15	15	10	10
Feel unique about yourself	Yes	38	38	37	37
	No	12	12	13	13
Selfish/ envy about others	Yes	7	7	10	10
	No	43	43	40	40
Obsessed to themselves	Yes	8	8	7	7
	No	42	42	43	43
Arrogant/ anger	Yes	20	20	8	8
	No	30	30	42	42
Lack emotions	Yes	35	35	39	39
	No	15	15	11	11
Depression and anxiety	Yes	45	45	35	35
	No	5	5	15	15
Problems at home or school	Yes	37	37	30	30
	No	13	13	20	20
Drug or alcohol misuse	Yes	7	7	10	10
	No	43	43	40	40
Suicidal thoughts or behaviour	Yes	5	5	3	3
	No	45	45	47	47

Source: Field Survey Data 2018.

The data endorse the symptoms of narcissistic personality among adolescents with selfitis. Where in 47 percent of female adolescents feeling of jealousy, as adolescents with narcissistic personality disorder may not want to think that anything could be wrong, so they may be unlikely to seek treatment. If they do seek treatment, it's more likely to be for symptoms of depression, drug or alcohol use, or another mental health problem followed by (45 percent) of male adolescents.

45 percent of female adolescents manipulate with others feelings as the adolescents respond with rage or contempt and try to belittle the other person to make themselves appear superior followed by (35 percent) of male adolescents.

45 percent of female adolescents are depressed and feel anxious which may provoke mental health issues followed by (35 percent) of male adolescents. Whereas 37 percent of female adolescents have problems in at home or at school due to selfie taking behaviour followed by (30 percent) of male adolescents.

I.OBSESSION OF SELFIE AMONG ADOLESCENTS:

The intensity of obsession in taking selfie among adolescents is depicted Table IX

**TABLE IX
OBSESSION OF SELFIE AMONG ADOLESCENTS**

Obsessions	N=100															
	SA				A				D				SD			
	Female		Male		Female		Male		Female		Male		Female		Male	
	F	P	f	P	f	P	f	P	F	P	f	P	f	P	F	P
Create occasion to take selfie	26	26	20	20	14	14	10	10	10	10	15	15	-	-	5	5
Everything done on a day is imagined as selfie	27	27	20	20	13	13	10	10	8	8	7	7	2	2	13	13
Spend time before mirror before clicking selfie	30	30	17	17	8	8	6	6	9	9	13	13	3	3	14	14
Clicking selfie are become rituals every time while going out	17	17	10	10	20	20	14	14	10	10	19	19	3	3	7	7
Mood is altered by number of likes selfies get everyday	10	10	7	7	8	8	8	8	24	24	23	23	8	8	12	12
SA- Strongly Agree, A- Agree, D- Disagree, SD- Strongly Disagree.																

Source: Field Survey Data 2018.

The data reveals about obsession of selfie among adolescents, the obsessive compulsive desire to take photos of one’s self and post them on social media as a way to make up for the lack of self-esteem and to fill a gap in intimacy it is an idea or thought that continually preoccupies or intrudes on a person's mind.

26 percent of female adolescents strongly agree that they create an occasion to take selfies followed by (20 percent) of male adolescents seeing the second generation of these social media addicts in all its horrendousness reveals that the adolescents are more obsessed. 27 percent of female adolescents strongly agree that everything done on a day is imagined as selfie followed by (20 percent) of male adolescents. Whereas 30 percent of female adolescents agree that they spend more time ahead of mirror before clicking selfies followed by (17 percent) of male adolescents. This shows their attitude towards taking a perfect selfie.

J. LEVEL OF SELF-ESTEEM AMONG ADOLESCENTS:

The level of self-esteem among adolescents in comparison with selfie taking behaviour is shown in Table X

TABLE X
LEVEL OF SELF-ESTEEM AMONG ADOLESCENTS

N=100																	
	Particulars	SA				A				D				SD			
		Female		Male		Female		Male		Female		Male		Female		Male	
		F	P	F	P	f	P	F	P	f	P	f	P	F	P	F	P
1.	On the whole I am satisfied with myself.	5	5	15	15	14	14	10	10	26	26	20	20	5	5	5	5
2.	I think I Am good.	27	27	20	20	13	13	14	14	8	8	7	7	2	2	9	9
3.	I feel that I have a number of good Qualities.	30	30	17	17	10	10	16	16	7	7	13	13	3	3	5	5
4.	I am able to do things as much as other people.	17	17	19	19	20	20	14	14	19	19	10	10	4	4	7	7
5.	I feel I do have much to be proud of.	10	10	17	17	18	18	8	8	14	14	13	13	8	8	12	12
6.	I believe I am not useless.	27	27	20	20	13	13	14	14	8	8	7	7	2	2	9	9
7.	I feel that I am a person of worth	30	30	17	17	18	18	15	15	2	2	13	13	-	-	5	5
8.	I have respect for myself.	17	17	20	20	20	20	14	14	10	10	10	10	3	3	6	6
9.	I feel that I am not a failure	10	10	7	7	10	10	8	8	24	24	23	23	6	6	12	12
10.	I always think positive towards myself.	20	20	27	27	19	19	7	7	6	6	10	10	5	5	6	6

SA- Strongly Agree, A- Agree, D- Disagree, SD- Strongly Disagree.

Source: Field Survey Data 2018.

The data enumerates the level of self-esteem among adolescents and its association with selfie, for this assessment Rosenberg's self-esteem scale was used this scale measures the state of self-esteem by asking the adolescents to reflect on their current feelings, this helps to envisage the adolescent self-esteem level with is a other side of selfie syndrome among adolescents.

26 percent of female adolescents on the whole are not satisfied with themselves followed by (20 percent) of male adolescents which leads the adolescents into mental health problems and stress. 27 percent of female adolescents disagree that they are good followed by (20 percent) of male adolescents. 30 percent of the female adolescents strongly agree that they have number of good qualities within themselves followed by (17 percent) of male adolescents, this shows that the adolescents have inbuilt better qualities but due to the developed and trending aspects of technologies these qualities are been disfigured.

K.IMPACT OF SELFIE AMONG ADOLESCENTS:

Table XI describe the diverse of impacts of selfie among adolescents,

TABLE XI
IMPACT OF SELFIE AMONG ADOLESCENTS

		N=100							
Impacts		Yes				No			
		Female		Male		Female		Male	
		f	p	f	p	f	p	F	P
Positive impact	Helps to update life style	41	41	40	40	9	9	10	10
	Improves knowledge about social media	38	38	37	37	12	12	13	13
	Personality development is achieved through selfie	37	37	36	36	13	13	14	14
	Captures and records happy moments	37	37	30	30	3	3	30	30
	It act as self expression to share emotions and thoughts	35	35	30	30	15	15	20	20
	Makes people look extrovert	35	35	40	40	15	15	10	10
	It is a self confidence booster	17	17	15	15	33	33	45	45
	Selfies promote positive feelings	8	8	10	10	42	42	40	40
Negative impact	Selfie develops self- admiration	47	47	10	10	3	3	40	40
	It changes the traditional values and culture of individual	41	41	40	40	9	9	10	10
	Selfie are misused in social media	47	47	40	40	3	3	10	10
	Promotes mental issues like anxiety, depression, etc.,	44	44	36	36	6	6	4	4
	It endow with lower self-esteem	37	37	30	30	3	3	30	30
	Dominant causes of death are due to selfie	36	36	11	11	14	14	39	39
	Selfies makes people offensive	35	35	40	40	15	15	10	10
Promotes narcissistic personality	5	5	10	10	45	45	40	40	

Source: Field Survey Data 2018,* Multiple response

The data reveals the positive and negative impact of selfie among adolescents. The positive impact of selfie promote positive feelings of one self and it acts as a confidence booster, also at times helps in personality development and provides updated lifestyle. At the same time it is like a two sided sword that has its identical negative impacts that brings in distress and develops self-admiration and narcissistic personality and at times selfies are misused in social media which leads to suicidal thoughts and abuses. And among adolescents the dominant cause of death are due to selfie accidents and they become abusive and also offensive. This also changes traditional values and culture due to its growing trends. And prolonged effects causes mental health issues like anxiety, depression and stress.

Whereas 42 percent of female adolescents expresses that selfies do not promote positive feelings followed by (40 percent) of male adolescents which is shocking to know that living under such conditions for a long time could lead to mental and emotional disturbances such as paranoia, jealousy, nitpicking and depression.

41 percent of female adolescents consider that selfies update life style followed by (40 percent) of male adolescents. Whereas 38 percent of female adolescents Improves knowledge about social media followed by (37 percent) of male adolescents.

33 percent of female adolescents feel that selfies are no more self- confidence booster followed by (45 percent) of male adolescents.. 37 percent of female and 38 percent of male adolescents think selfie promotes knowledge about social media.

While the negative impacts come hand in hand, where as 47 percent of female adolescents in consideration with (10 percent) of male adolescents concur selfie as a development of self-admiration. Whereas 45 percent of female adolescents are not aware that selfie promote narcissistic personality followed by (40 percent) of male adolescents. This could affect the development of the adolescents in the future as the number of new generation will fall short into the hands of growing trends which will hinder the creativity and innovation.

41 percent of female adolescents and 40 percent of male adolescents feel that the traditional values and culture of individual changes. Followed by (44 percent) of female adolescents and 36 percent of male adolescents agree that selfie promotes mental issues like anxiety, depression, etc., thus to stop from becoming a selfie addict, adolescents must pay attention to people and things around them in everyday life and spend time doing activities with family members and friends such as exercising, watching movies and travelling.

TESTING HYPOTHESIS:

Null Hypothesis:

- Selfie has a positive impact on adolescent self-esteem.

Alternative Hypothesis:

- Selfie has a negative impact on adolescent self-esteem.

CORRELATIONS (POSITIVE IMPACT AND SELF-ESTEEM)

The correlation between adolescents self-esteem and positive impact of self-syndrome is given in Table XII

**CORRELATIONS (POSITIVE IMPACT AND SELF-ESTEEM)
TABLE XII**

Gender		Self-esteem	Positive Impact
female	Pearson Correlation	1	.929**
	Self-esteem		
	Sig. (2-tailed)		.000
	N	50	50
	Positive Impact		
	Sig. (2-tailed)		.000
male	Pearson Correlation	.929**	1
	Self-esteem		
	Sig. (2-tailed)		.000
	N	50	50
	Positive Impact		
	Sig. (2-tailed)		.000
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

In terms of Pearson’s Correlation there is a significant relationship between total self-esteem and positive impact among adolescents. The correlation between adolescents self-esteem level and the positive impact of selfie shows that Pearson Correlation has a measure of linear association (.929**) among the female adolescents and (.939**) among the male adolescents this shows the strength of relationship between the two variables A two-tailed significant tests the null hypothesis in either direction and the correlation is significant at the level of (.000) as it is <0.01 level of significant. Thus, the Null Hypothesis is proved that there is an positive impact on the adolescent self-esteem.

CORRELATION (SELF-ESTEEM AND NEGATIVE IMPACT)

The correlation between adolescent’s self-esteem and negative impact of self-syndrome is given in Table XIII

**TABLE XIII
CORRELATION (SELF-ESTEEM AND NEGATIVE IMPACT)**

Gender		Self esteem	Negative Impact
Female	Pearson Correlation	1	.965**
	Self-esteem		.000
	N	50	50
	Pearson Correlation	.965**	1
	Negative Impact	.000	
	N	50	50
Male	Pearson Correlation	1	.743**
	Self esteem		.000
	N	50	50
	Pearson Correlation	.743**	1
	Negative Impact	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation between adolescents self-esteem level and the negative impact of selfie shows that Pearson Correlation has a measure of linear association (.965**) among the female adolescents and (.743**) among the male adolescents this shows the strength of relationship between the two variables A two-tailed significant tests the null hypothesis in either direction and the correlation is significant at the level of (.000) as it is <0.01 level of significant. Thus, the Alternative Hypothesis is proved that there is a negative impact on the adolescent self-esteem, which is stronger in female.

CHAPTER V

SUMMARY AND CONCLUSION

Every human being has the desire to be recognized and appreciated. For fulfilling this desire and to get satisfaction most of the person take selfie and post it on social media. Likes and comments for their selfie would satisfy the desire of appreciation and publicity through Social media would satisfy the desire to be recognized. Presently, young generation needs appreciation. They are madly driven towards appreciation and publicity. Through this selfie taking enjoyment process if they get appreciation and publicity, they will make this selfie era continue to be decade. Just like the operant conditioning theory suggests the repeated habit may result in repeated behavior.

The exploratory study entitled “Impact of selfie syndrome among adolescents” was undertaken with the objectives to: Assess the socio-economic status of Adolescents, Identify the level of knowledge regarding selfie as a mental disorder among adolescents, Analyze the relationship between selfie-posting behavior and narcissism, Know the level of self-esteem and selfie among adolescents and Study the impact of selfie and its effects among adolescents. 100 Adolescents from Sanganoor Corporation Middle and High School was selected as the sample

Socio-Economic Status:

- ✓ Among 100 adolescents, majority of the adolescents 20 percent of the female adolescents are falling under the age group of 19 years percent belong to the age group of 18-19 years.
- ✓ 50 percent are male and the other 50 percent are female.
- ✓ 25 percent of the female adolescents followed by 35 percent of male adolescents belong to Hindu religion.
- ✓ 25 percent of female and 35 percent of male adolescents are pursuing higher secondary education.
- ✓ 30 percent of the female adolescents followed by 32 percent of male adolescents are of Tamil medium of instruction.

- ✓ Out of 50 female and 50 male adolescents, it was found that very negligible 8 percent of the female adolescents and 10 percent of male adolescents fathers are illiterate. It was also found that maximum of the fathers are graduates.
- ✓ 24 percent of the female followed by 20 percent of male adolescents are living in a nuclear family and 14 percent of female adolescents followed by 16 percent of adolescents belong to medium family (3-4 members).
- ✓ 24 percent of the female adolescents followed by 26 percent of the male adolescents are first child and 20 percent of the female followed by 30 percent of male adolescents are single child this shows their seclusion from family that makes them prone to trend of taking selfies.
- ✓ 22 percent of the female adolescents followed by 12 percent of the male adolescents family monthly income ranges from Rs. 5000-10000 which leads to a conclusion that both middle class and upper class adolescents are equally into the practice of taking selfie and use of mobile phones.
- ✓ 20 percent of the female adolescent followed by 30 percent of the male adolescents resides at rural area this concludes that even adolescent at rural area have knowledge about selfie.

Knowledge about selfie as a syndrome among adolescents:

- ✓ 30 percent of the female adolescents followed by 17 percent of the male adolescents agree that selfies are self-portrait pictures taken by one-self.
- ✓ 27 percent of female adolescents followed by 20 percent of the male adolescents be in agreement that it has an personal and cultural impact on ones behavior.
- ✓ 20 percent of the female adolescents followed by 17 percent of the male adolescents diverge that selfies do not helps them boost self-confidence.
- ✓ 27 percent of the female adolescents followed by 20 percent of male adolescents vary that they are addicted to selfie.
- ✓ 30 percent of the female adolescent's followed by 17 percent diverge that selfies force them into social media.

Time and money spend on selfie among adolescents

- ✓ Out of 100 adolescents 50 female adolescents reveals that 20 percent of them take 10-20 selfies in a day compared to male adolescents 15 percent of them take 10-20 selfies in a particular day, this shows female are prone to selfies than male.

- ✓ 20 percent of the female adolescents spend 5-10 minutes in taking a selfies were 10 percent of them take 20-30 minutes in taking selfies every day in comparison with female.
- ✓ 25 percent of female respondent are found posting 5- 10 selfies were as 20 percent of male respondent post less than 5 selfies in a day, this reveals that female are more into social media than male in posting selfies.
- ✓ The average number of retweets, favorites, or reblogs received by the female adolescents is found higher than male respondent were 27 percent of female are found to receive more than 30 likes and 20 percent of the male receive more than 30 likes this reveals that both male and female adolescents are concern with the number of likes they receive.
- ✓ 21 percent of female respondent prefer smart phones and 20 percent of male prefer smart phones as well, and 18 percent of female use Rs.15000-20000 phones and 14 percent of the male are found use Rs.10000-15000 phones.

Factors influencing adolescents to take selfie

- ✓ 42 percent of the female adolescents say peer pressure is the main factor were 26 percent of male have the same opinion to it.
- ✓ 39 percent of female are found influenced by the developed technologies which influence them to take selfies while 34 percent of male concur to it, this reveals that adolescent have an insight about the developed technology that make addict.
- ✓ 45 percent of the female respond that use of social media is the prime factor influencing them to take selfies were 35 percent of the male also agree to that factor contributing in influencing them to take selfie.
- ✓ 45 percent of female and 46 percent of male find that compulsion of family and friends are not the reason for taking selfies.

Preferred social media site to display selfie

- ✓ 42 percent of female and 40 percent of male adolescents are found preferring face book to display their selfies.
- ✓ 47 percent of female and 45 percent of male respondent's found using Whatsapp that is a popular social media site to display the selfies.
- ✓ 45 percent of the female and 36 percent of male adolescents are found preferring Instagram as an effective social media site to display their selfies.

- ✓ 41 percent of female and 40 percent of male respondent are found newly prone to snap chat as these apps have editing effects that highlights and make their selfie look attractive.
- ✓ 45 percent of female and 40 percent of male adolescents found using IMO chat to display their selfies This implies that adolescents use face book as it is biggest social media network on the Internet, both in terms of total number of users and name recognition. And Whatsapp is the trending social media site among adolescents; it is a cross-platform instant messaging client for smart phones.

Reason for taking selfie at different occasions

- ✓ 20 percent of the female and 15 percent of the male respondent's takes selfies of how they look.
- ✓ 22 percent of female and 17 percent of male adolescents take selfies of how they feel often.
- ✓ 22 percent of male found taking selfies very often that show good or bad happenings compared female 15 percent take these selfies.
- ✓ 20 percent of female and 27 percent of male adolescents are found taking selfies that are funny at different situations, this show that male are provoked into more fun activities than female.
- ✓ 30 percent of female and 21 percent of male adolescents are found taking selfies of everyday activities like eating, boredom class, outings, etc., as female adolescents are more tedious to showcase their daily activities this lead the young adolescents into mental disorders and personality problems.
- ✓ 32 percent of male and 18 percent of female adolescents are found rarely taking selfies with family, kids or friends, which detach the adolescent from their family and friends.

Attitude of adolescents for posting selfie on social media

- ✓ 30 percent of the female and 11 percent of the male adolescents are found posting selfies that are only perfect.
- ✓ 20 percent of the female and 15 percent of the male are found editing their selfies before posting it in the social media.
- ✓ 27 percent of female and 20 percent of male adolescents are found to remove picture if it does not receive desired number of likes this reveals the element of trying to

“look better” is not just plain pride but it is about being noticed and accepted in society.

- ✓ 30 percent of female and 11 percent of male adolescents found giving importance to peoples comments on the picture, which enlighten the thrill of narcissism, is uncensored by manifestation or judgment, and often this leads to impulsive self promotion which is concerned with other comments.

Narcissistic personality among adolescent

- ✓ 47 percent of female and 45 percent of male adolescents feel extreme feeling of jealousy.
- ✓ 37 percent of female and 36 percent of male adolescents are found sensitive which may bring difficulty among adolescents in regulating emotions and behavior and experience major problems dealing with stress and adapting to change.
- ✓ 45 percent of female and 35 percent of male adolescents are found manipulative with others feelings as the adolescents respond with rage or contempt and try to belittle the other person to make themselves appear superior.
- ✓ 41 percent of female and 40 percent of male adolescents have no regret or conscience about others feelings.
- ✓ 45 percent of female and 35 percent of male respondent are depressed and feel anxious which may provoke mental health issues.

Obsession of selfie among adolescents

- ✓ 26 percent of female and 20 percent of male adolescents are found creating an occasion to take selfies seeing the second generation of these social media addicts in all its horrendousness reveals that the adolescents are more obsessed.
- ✓ 27 percent of female and 20 percent of male adolescents are found to imagine everything done on a day as selfie.
- ✓ 30 percent of female and 17 percent of male respondent are found to spend more time ahead of mirror before clicking selfies which concludes their attitude towards taking a perfect selfie.

Level of self-esteem among adolescents

- ✓ 26 percent of female and 20 percent of male adolescents on the whole are not satisfied with themselves which results in adolescents mental health problems and stress.
- ✓ 30 percent of the female and 17 percent of male adolescents are found to have number of good qualities within themselves, this results in adolescents having inbuilt better qualities but due to the developed and trending aspects of technologies these qualities are been disfigured.
- ✓ 30 percent of the female and 17 percent of male adolescents are found that they have respect for themselves.

Impact of selfie among adolescents

- ✓ 42 percent of female and 40 percent of male adolescents found that selfies do not promote positive feelings this concludes living under such conditions for a long time could lead to mental and emotional disturbances such as paranoia, jealousy, nitpicking and depression.
- ✓ 37 percent of female and 30 percent of male respondent's feel that selfies capture happy moments at ease without a camera or going to a studio as in olden days.
- ✓ 41 percent of female and 40 percent of male adolescents consider that selfies update life style.
- ✓ 47 percent of female in consideration with 10 percent male concur selfie as a development of self-admiration.
- ✓ 45 percent of female and 40 percent of male adolescents are not aware that selfie promote narcissistic personality.
- ✓ 41 percent of female and 40 percent of male adolescents assent that selfies are misused in social media.
- ✓ 44 percent of female and 36 percent of male adolescents are found that selfie promotes mental issues like anxiety, depression, etc.,

Testing Hypothesis Correlation:

- ✓ The correlation between adolescents self-esteem level and the positive impact of selfie shows that Pearson Correlation has a measure of linear association (.929**) among the female adolescents and (.939**) among the

male adolescents this shows the strength of relationship between the two variables.

- ✓ The correlation between adolescents self-esteem level and the negative impact of selfie shows that Pearson Correlation has a measure of linear association (.965**) among the female adolescents and (.743**) among the male adolescents this shows the strength of relationship between the two variables.
- ✓ Hence the null and alternative hypothesis is proved which shows that selfie syndrome has both positive and negative impact among adolescents.

SUGGESTIONS

- ✓ It is important for the adolescents to gain knowledge about Selfie as a mental disorder, through educational institutions.
- ✓ Adolescence is a crucial period so they should develop them intellectually instead of wasting time in self presentation in social media.
- ✓ It is also important for their parents to keenly observe their children on their behavior and attitude towards posting selfies in social media and the amount of selfies posted must be restricted.
- ✓ Parents should also try to spend more time with their children and connect emotionally so they can connect more with family and friends instead of social media.
- ✓ Awareness should be created among school and college adolescent regarding selfie syndrome and its impacts on adolescent's mental health.
- ✓ Government must implement rules to restrict selfies on adventurous and accidental areas and if desecrated fine amount must be implied on the adolescents.

CONCLUSION

Selfie fever made people to portrait them and use them as an object for likes and comments only. It is also a true fact that some of the person considers selfie as a token of memorable moments. The self projected object known as selfie are exhibiting the true and actual behavior of the particular person. The entry of selfie to new generation's world has replaced a major portion of traditional photography. Smartphone industry invented front cameras in their phone just to attract new customers and to increase sale and thus to maximize their profit. Contributing to this the preference for front camera phones has been increased dramatically within few years. It changed the 'we-we generation' into 'me-me- generation' of selfie and me. The selfie culture of selfie and me generation can be clearly rectified from Social networking sites such as Facebook, Whatsapp, Hikes, twitter etc. Social media are the true selfie promoters. They do promotion of the selfie for their own benefit. The self portrayed photos exhibit some of the behavioral characteristics. Selfie posting behavior is seen without any gender difference, increase in the level of selfie addiction results in a mental disorder termed as 'selfitis'. It is the new epidemic prevailing in our country. Selfitis is followed with self presentation, narcissism, psychological satisfaction and selfie fever. To know about the existence of selfitis and its knowledge among adolescent male and female and also to know how much this selfie craze is turning into a dangerous trend in the region this research is carried out. So it is in the hands of adolescents to be aware of selfie syndrome and to take care of the physical, psychological and psychosomatic health in a better way.

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APPENDIX - I
**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND
 HIGHER EDUCATION FOR WOMEN
 Coimbatore**

Questionnaire on “Impacts of selfie syndrome among Adolescents”

A. Socio Economic profile of the respondent:

Name:-----

Address:-----

Characteristics	Tick Below	
Age	13 years	
	13-15 years	
	15-17 years	
	18-19 years	
Gender	Male	
	Female	
Religion	Hindu	
	Muslim	
	Christian	
	Others	
Education	Primary school	
	Secondary school	
	High school	
Medium of instruction	English	
	Tamil	
Type of family	Nuclear	
	Joint	
	Extended	
Size of family	Up to 2(small)	
	3 to 4(medium)	
	4 to 5(large)	
	Above 6(extended)	
Birth Order	First child	
	Middle child	
	Second middle child	
	Last child	
Siblings if any,	One	
	More than one	
Family's Monthly income	Less than 5000	
	5000-10000	
	10000-20000	
	More than 20000	
Geographical location	Rural	
	Urban	
	Semi-urban	
	Tribal	

B. Knowledge about selfie among Adolescents :

Knowledge	A	PA	D	SD
i. Selfies are self-portrait pictures taken by one-self				
ii. Selfies becomes medium of self-expression among adolescents.				
iii. Selfies spoil me by making me prone to social media				
iv. Selfies have personal and cultural impact on ones behavior				
v. At times selfie helps me boost self- confidence				
vi. Selfie helps one know who they are				
vii. Adolescents are addicted to selfie				
viii. Selfie forces the adolescents into social media				
ix. Posting selfie increase ones social status in social media				
x. Selfie keep me active among friends in social media				
xi. Selfies alienate family and friends close				

A-Agree P- Partially Agree D- Disagree SD-Strongly Disagree

C. Time and money spend on selfie taking habits among adolescents :

Particulars	Tick below(√)
1.Number of Selfies taken in a particular day	
a. Less than 5 times	
b. 5-10 times	
c. 10-20 times	
d. 20-30 times	
e. More than 30 times	
2. Time spend in taking selfie in a day	
a. Less than 5minutes	
b. 5-10 minutes	
c. 10-15 minutes	
d. 15-20 minutes	
e. More than 30 minutes	
3. Number of Selfies posted on social media in a day	
a. Less than 5 times	
b. 5-10 times	
c. 10-20 times	
d. 20-30 times	
e. More than 30 times	
4. Average number of retweets, favourites. or reblogs received	
a. Less than 5 Likes	
b. 5-10 likes	
c. 10-20 likes	

d. 20-30 likes	
e. More than 30 likes	
5. Type of phone preferred used to take selfie	
a. Android phone	
b. Smart phone	
c. High mega pixel camera	
d. Duel camera phone	
e. Moonlight camera phone	
6. Cost of the phone with preference to camera	
a. Less than 10000	
b. 10000-15000	
c. 15000-20000	
d. 20000-30000	
e. 30000-40000	
f. More than 50000	

I. Factors influencing adolescents to take selfie:

Factors	Yes	No
a) Peer pressure		
b) Developed technology		
c) Trends of posting pictures		
d) Use of social media		
e) Seeking attention among others		
f) To have more friends		
g) Exploring personal beauty		
h) Showcase your appearance		
i) Compulsion of family and friends		
j) Developed culture and trends		

II. Preferred social media site to display your selfie:

Names of the social media	Yes	No
Face book		
Whatsapp		
Messenger		
Instagram		
Tumblr		
Viber		
Twitter		
Hike messenger		
Line		
Hangout		
Snap chat		
Imo chat		

III. Reasons for Selfie at different occasions:

Statements	Very often	Often	Sometimes	Rarely	Never
i. Selfies of how you look					
ii. Selfies that show how you feel					
iii. Selfies of good or bad happenings					
iv. Selfies that show social activities					
v. Selfies that are funny at situations					
vi. Everyday day activities					
vii. Big events like sports or concerts					
viii. Selfies that reflects creativity					
ix. Selfies that show unusual things					
x. Selfies with family, kids or close friends					

IV. Attitude of adolescents in posting selfie on social media :

Statements	SA	A	N	D	SD
i. Posting selfies that are perfect					
ii. Edit the picture several times before posting					
iii. Often desire your own selfie					
iv. Concerned with the followers ratio for the selfie posted					
v. Care about the amount of likes people post					
vi. Remove picture if it does not receive desired number of likes					
vii. Importance to peoples comments on the picture					
viii. Hash tag picture to draw more attention					

V. Narcissistic personality among adolescent with selfitis:

Symptoms of narcissistic personality	Yes	No
a) Insatiable appetite		
b) Extreme feeling of jealousy		
c) Sensitive		
d) Manipulate with others feelings		
e) Difficult to maintain healthy relationship		
f) No regret or conscience		
g) Lack empathy		
h) Feel unique		
i) Selfish/ envy		
j) Obsessed to themselves		
k) Arrogant		
l) Lack emotions		

VI. Obsession of selfie among adolescents:

Statement	SA	A	D	SD
i. Create occasion to take selfie				
ii. Everything done on a day is imagined as selfie				
iii. Spend time before mirror before clicking selfie				
iv. Clicking selfie are become rituals every time while going out				
v. Mood is altered by number of likes selfies get everyday				

SA-Strongly Agree; A-Agree; N-Neutral; D-Disagree; SA- Strongly Disagree

VII. Self-esteem among adolescents with selfitis:

Please indicate how much you agree and disagree with each of the following statement:

Statements on one own self esteem	Strongly Agree	Agree	Disagree	Strongly Disagree
1. On the whole I am satisfied with myself.				
2. I think I am good.				
3. I feel that I have a number of good qualities.				
4. I am able to do things as much as other people.				
5. I feel I do have much to be proud of.				
6. I believe I am not useless.				
7. I feel that I am a person of worth				
8. I have respect for myself.				
9. I feel that I am not a failure.				
10. I always think positive towards myself.				

VIII. Impact of selfie among adolescents:

Impacts		Yes	No
Positive impact	i. Selfies promote positive feelings		
	ii. It is a self confidence booster		
	iii. Personality development is achieved through selfie		
	iv. It act as self expression to share emotions and thoughts		
	v. Captures and records happy moments		
	vi. Helps to update life style		
	vii. Makes people look extrovert		
	viii. Improves knowledge about social media		
Negative impact	ix. Selfie develops self- admiration		
	x. Promotes narcissistic personality		
	xi. Selfie are misused in social media		
	xii. Dominant causes of death are due to selfie		
	xiii. Selfies makes people offensive		
	xiv. It changes the traditional values and culture of individual		
	xv. Provides skin damage		
	xvi. Promotes mental issues like anxiety, depression, etc.,		

INSTITUTIONAL HUMAN ETHICS COMMITTEE



Avinashilingam

Institute for Home Science and Higher Education for Women

University

(Estd. u/s 3 of UGC Act 1956)

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Mrs. S. Radha Devi
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Dr. Judith Justin
Dr.AnithaSubash

19th March 2018

To
Ms. R. Monisha
Department of Home Science Extension Education and
Communication
Avinashilingam Institute for Home Science and
Higher Education for Women
Coimbatore – 641 043

Dear Monisha,

Ref: Your proposal No. IHEC/17-18/EXT/08 "Impact of Selfie
Syndrome among Adolescents" submitted for approval of the
IHEC on 14th December.

The Institutional Human Ethics Committee of our University hereby
grants approval to your research proposal No. IHEC/17-18/EXT/08
"Impact of Selfie Syndrome among Adolescents" submitted by you.
The Approval number for the same is AUW/ IHEC/ EXT -17-
18/XPD/08.

We wish you all the best in your research endeavours.

Regards,

Dr.S.Uma Mageshwari
Dr.S.Uma Mageshwari
Member Secretary



Mrs.Sumathi Vijakumar


Corporation Middle & High School, Sanganoor, Coimbatore, Tamil Nadu

Principal

12.12.2017

TO WHOMSOEVER IT MAY CONCERN

The Post Graduate student MISS MONISHA.R, II PG, Master Of Social Work Department, Avinashilingam Institute for Home Science and Higher Education for women in conducting a thesis entitled "IMPACT OF SELFIE SYNDROME AMONG ADOLESCENTS" and is permitted to procure data from students of Corporation Middle and High School, Sanganoor, Coimbatore, Tamil Nadu.


14/12/17
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