

Assess the Existing Level of Behaviour on Selfitis among Adolescents

Padma Priya. D¹, Lokeshwaari. S², Brisky Jenisha. J²

¹Assistant Professor, Department of Obstetrics and Gynecological Nursing, SIMATS, Thandalam, Tamil Nadu, India

²BSc Nursing, Saveetha College of Nursing, SIMATS, Thandalam, Tamil Nadu, India

ABSTRACT

Back Ground: The present study aims to assess the level of behaviour on selfitis among young adolescents. **Methods and Materials:** The quantitative approach with descriptive research design was adopted for the current study and was conducted at Nazareth matriculation higher secondary school. A total of 60 study participants were recruited by using convenience sampling technique based on the inclusion criteria. The demographic and clinical data was collected by using Selfie Behavioural Scale (SBS Scale). **Results:** The present study identified that, the mean and standard deviation on existing level of behaviour on selfities among adolescents. The mean score of environment enhancement was 13.58 ± 2.62 , social competition (10.88 ± 3.17), attention seeking (8.17 ± 2.59), mood modification (9.13 ± 2.90), self-confidence (9.75 ± 2.71), subjective conformity (8.25 ± 2.36). The overall mean score of behaviour on selfities was 59.77 ± 13.88 . **Conclusion:** The outcome of the present study identified and concluded that, among our adolescent study participants, there was a moderate level of behavioural selfitis related to environmental aspects, social competition and self-confidence which reflects the positive performance in their behaviour. In association with regards to adverse behavioural aspects related with attention seeking, mood modification and subjective conformity was also at the moderate level among our study group.

KEYWORDS: Adolescents, Behaviour, Selfitis

INTRODUCTION:

Selfies are pictures of oneself that are often taken with a cell phone or digital camera that is held in the hand or supported by a selfie stick. Obsessive selfie-taking has been identified as a mental illness, and numerous clinicians have used the term "selfitis" to describe this condition. Taking selfies is now recognised as a "mental illness" by the American Psychiatric Association (APA). The APA named the condition "Selfitis" and described it as a particular form of obsessive compulsive disorder that involves the urge to take photos of oneself and share them on social media. Additionally, they claimed that this disorder is a coping mechanism people employ to boost their intimacy with others and compensate for their low self-esteem [1]. In fact, one of the most common online pastimes is self-portraiture, especially among teenagers and young people in their college. Lee and Sung (2016) estimate that 93 million selfies are taken daily by smartphone users, while 880 billion images

were shared online in 2014. Additionally, teenagers submitted selfies in 30% of all the images shared on social networking sites (SNS) in 2014 [2]. Some research claim that narcissistic characteristics, such as selfie habit, are also connected. Researchers looked into how narcissism, thoughtfulness, and social attractiveness related to selfie behaviour in terms of utilising selfie-sticks and discovered that selfie-stick users were seen as less socially attractive, moderately narcissistic, and moderately inconsiderate. Claimed that both snapping selfies and being narcissistic are reflected behaviours [3]. Additionally, shooting a selfie involves more than just snapping a picture; it also involves altering the picture's colour and contrast, changing the background, and adding other effects before posting it to a social networking platform. Users are able to view their selfie creations as lovely mirrored selves thanks to these new possibilities and the usage of integrative editing, which has helped to

How to cite this paper: Padma Priya. D | Lokeshwaari. S | Brisky Jenisha. J "Assess the Existing Level of Behaviour on Selfitis among Adolescents" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-6 | Issue-6, October 2022, pp.1578-1583, URL: www.ijtsrd.com/papers/ijtsrd52047.pdf



Copyright © 2022 by author (s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



increase the popularity of taking selfies [4]. In 137 cases between October 2011 and November 2017, there were 259 fatalities caused by taking selfies. India has reported the most occurrences of selfie-related fatalities, followed by Russia (9%), the United States (8%), and Pakistan (6%) [23]. Selfies cause deaths for a variety of reasons, with drowning and falls from heights topping the list. Male fatalities are roughly three times higher than female fatalities [24][5]. The American Nurses Association defines Selfitis behaviour as the excessive obsession with taking images of oneself and posting them on social media in order to compensate for low self-esteem and to close intimacy gaps. Selfitis is a mental illness where a person feels compelled to take endless selfies and share them on social media. Selfie-taking is first amusing, but as time passes and habits form, it eventually turns into an addiction. The American Psychiatric Association claims that Selfitis, or the compulsive taking of selfies, is linked to low self-esteem. Self-esteem is the overall subjective emotional evaluation of a person's attitude toward others and judgement of oneself. Hugh Diamond, an amateur photographer, was the first to document the benefit therapeutic photography field of mental health in 1914. In 2005, Jim Krause was the first to talk about selfies, and by 2010, the trend had spread widely on social media. Due to the rapid development of social media and smart phones, a new addiction known as "selfie fever" has emerged [6]. A selfie is a self-portrait snapshot uploaded to social networking sites that was taken with a digital camera or smartphone. Selfies and groupies are increasingly common online, especially when posted to social media. Selfies and groupies are the most common images that young people share on social media, according to prior surveys. In recent years, this field of knowledge has drawn more scholarly attention. Even still, the sharing of selfies is a new academic issue. The majority of selfie studies discussed individual differences with selfies [7]. By empirically demonstrating the existence of selfitis as a potential behaviour to add to technologically-related mental health problems, Balakrishnan and Griffiths explicitly operationalized it in 2018. They created the Selfitis Behavior Scale (SBS), a psychometric tool that divided people into one of the three groups described in the article's hoax (i.e., borderline, acute, and chronic). Although posting selfies enables people to convey their own self-oriented actions and show their originality and self-importance, Balakrishnan and Griffiths' starting point was the observation that other psycho-social-environmental elements can produce distinct selfie behaviours. The SBS is broken down into six sub-components: mood modification (i.e., to

feel better), attention seeking (i.e., to attract attention from others), mood enhancement (i.e., to feel better), self-confidence (i.e., to feel more positive about oneself), and subjective conformity (i.e., to fit in with one's social group and peers). Environmental enhancement (i.e., to feel good and show off to others in specific locations), social competition [9]. People utilise various social media platforms to satisfy their psychological requirements, therefore in addition to personality features, their decision to use a particular platform and how they behave there will likely be influenced by their psychological reasons. As they are the more immediate causes of the behaviour, these motivations can be more useful in predicting selfie posting behaviour than personality factors. In their study on the reasons people share selfies, identified four main categories of motivations: attention seeking, communication, archiving, and entertainment [10]. On social networking sites like Facebook, Instagram, and Twitter, selfies are frequently posted. Selfies started out being popular with young people but eventually became more widespread. Time magazine listed the word "selfie" as one of the "top 10 buzzwords" of 2012 by the year's end. Selfies account for 30% of the pictures that people between the ages of 18 and 24 take, according to a 2013 poll commissioned by smartphone and camera manufacturer Samsung [11]. Photographer Jim Krause initially brought up the term "selfie" in 2005, despite the term being overused in the context of dating pictures. Selfies were extremely popular on social media in 2010. Although the habit of posting images to social networks was established in 2000 with the launch of the first social network areas, many people have practised and mastered the art of the selfie throughout time [12]. The Adobo Chronicles website published a news article on March 31, 2014, stating that the APA had classified selfitis as a new mental disease. selfitis is a compulsive want to take images of oneself and publish them on social media in an effort to compensate for low self-esteem and closeness [13]. The objective of the current study is to assess the existing level of behaviour on selfitis among young adolescents and to determine the association between the existing level of behaviour on selfitis among adolescents with demographic variables.

METHODS AND MATERIALS

Study Design: A quantitative approach with descriptive research design. **Study Setting:** Nazareth matriculation higher secondary school, Chennai. **Ethical Approval:** After obtaining the ethical clearance from the Institutional Ethical Committee (IEC) of Saveetha Institute of Medical and Technical Science and a formal permission from the Departmental head of Obstetrics and Gynaecology the

study was conducted. **Study Participants:** Adolescents with both genders aged between 15 to 17 years who are having smart phones, who are able to read, understand and speak tamil and English ,willing to participate were included in the study. Adolescents who are having previous knowledge on selfie addiction and its impact and are not willing to participate were excluded. **Sampling Technique:** A total of 60 students were recruited based on the inclusion criteria by using convenience sampling technique. **Informed Consent:** The purpose of the study was explained clearly in depth to each of the study participant and a written informed content was obtained from them. **Pre- Assessment:** The demographic information was collected by using a self-structured questionnaire followed by that Selfie Behaviour Scale (SBS) was administered to gather the information regarding the behaviour level on selfitis.

RESULTS AND DISCUSSION:

Description Of The Demographic Variables Of Adolescents

Among 60 study participants, with regards to age majority of the adolescents 60(100%) were aged 18 years, with regards to gender 36(60%) were female and 24 (40%) were male , with regards to religion 48(80%) were Hindus, 9 (15%) were Christians and 3 (5%) were Muslims, With regards to number of siblings 32(53.4%) had one sibling,17 (28.3%) had two or more siblings, and 11 (18.3%) had no siblings, with regards to geographical area 58(96.7%) were residing at rural area and 2 (3.3%) were residing at urban area. With regards to monthly income 29 (48.3%) had monthly family income of below 20000, 28 (46.7%) had monthly income of 20001 to 40,000, and 3 (5%) had monthly income of above 40,000. With regards to type of mobile phone 56(93.3%) were using smart

phone,1 (1.7%) featured phone ,3 (5%) had basic phones. With regards to previous knowledge about selfie addiction, 31(51.7%) had previous knowledge about selfie addiction and 29 (48.3%) had no knowledge about selfie addiction .With regards to number of mega pixel camera preferred for taking selfie 27 (45%) preferred 8 – 16 megapixel for taking selfie, 20 (33.3%) have 20-24 megapixel,13 (21.7%) had 32-48 megapixel mobile. With regards to reasons for taking selfie and 55(91.7%) had the reason of taking selfie due to capturing the memories for future and 5 (8.3%) had the reason for mood improvement.

Assessment On Existing Level Of Behaviour On Selfities Among Adolescents:

The current study identified that among our study participants, majority of the adolescents with respect to the domain environment enhancement 41(68.33%) had moderate behaviour, 13(21.67%) had good behaviour and 6(10%) had poor behaviour. Regarding the domain social competition, 27(45%) had moderate and poor behaviour and 6(10%) had good behaviour. With regard to domain attention seeking, 29(48.33%) had moderate behaviour, 24(40%) had poor behaviour and 7(11.67%) had good behaviour. Considering the domain mood modification, 27(45%) had moderate behaviour, 17(28.33%) had good behaviour and 16(26.67%) had poor behaviour. Regarding the domain self-confidence, 29(46.67%) had moderate behaviour, 19(31.67%) had good behaviour and 12(20%) had poor behaviour. With respect to the domain subjective conformity, 28(46.67%) had moderate behaviour,23(38.33%) had poor behaviour and 9(15%) had good behaviour. The overall behaviour revealed that 36(60%) had moderate behaviour, 15(25%) had poor behaviour and 9(15%) had good behaviour. (as depicted in Table :1 and Figure:1)

Table 1: Frequency And Percentage Distribution On Existing Level Of Behaviour On Selfities Among Adolescents.

N = 60

Level of Behaviour on Selfities	Poor ($\leq 50\%$)		Moderate (51 – 75%)		Good ($>75\%$)	
	F	%	F	%	F	%
Environment enhancement	6	10.0	41	68.33	13	21.67
Social competition	27	45.0	27	45.0	6	10.0
Attention seeking	24	40.0	29	48.33	7	11.67
Mood modification	16	26.67	27	45.00	17	28.33
Self-confidence	12	20.00	29	48.33	19	31.67
Subjective conformity	23	38.33	28	46.67	9	15.00
Overall	15	25.00	36	60.00	9	15.00

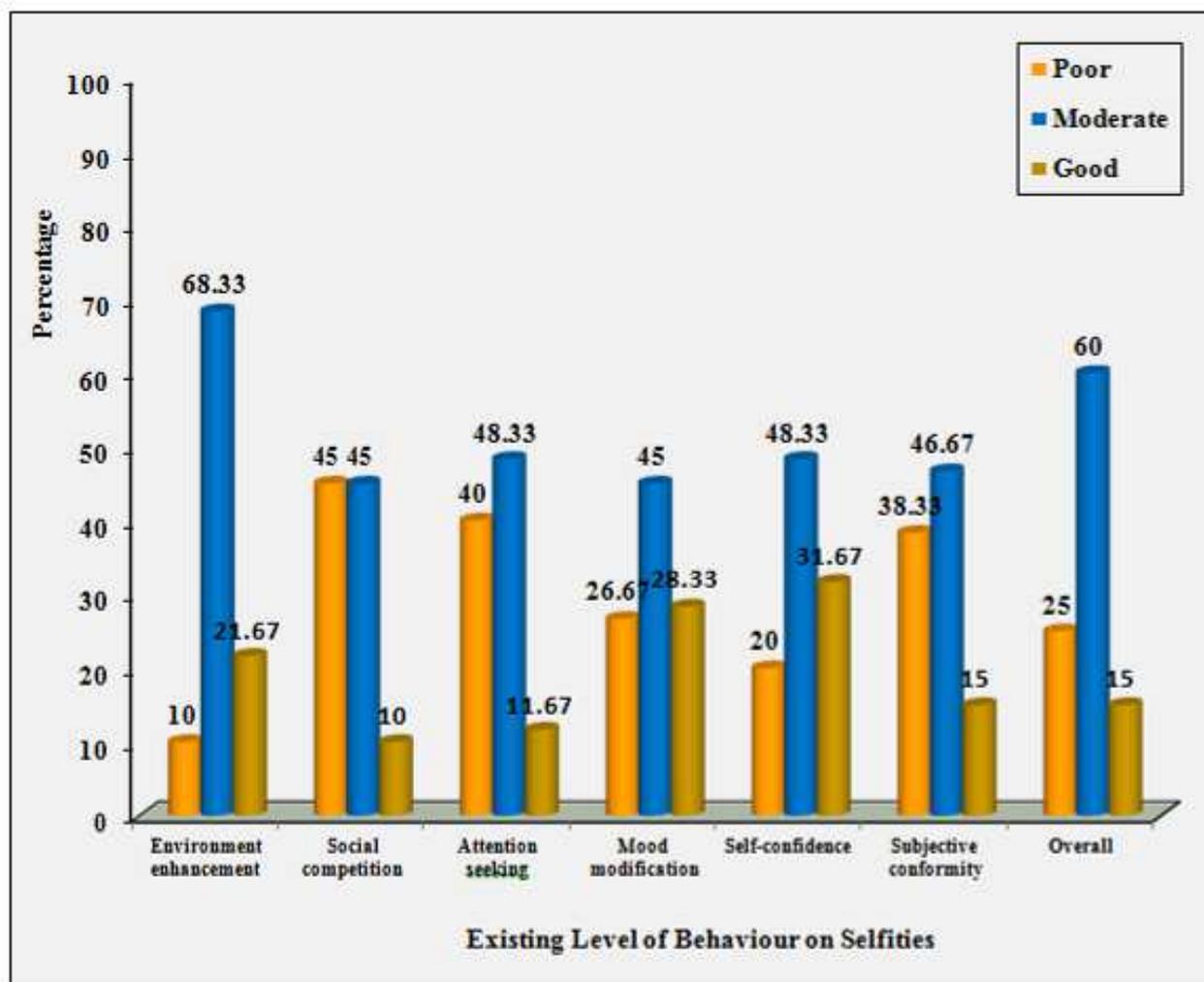


Figure:1 Percentage Distribution On Existing Level Of Behaviour On Selfies Among Adolescents

Taking selfie has become a routine practise among the adolescents in the current scenario. As a part of daily routine we come across people taking selfie. There are numerous factors associated behind this new way of acting. As health care professional it is interesting to study this advancing trend to obtain a sound understanding of it [14]. Various research studies have identified and reported that, the environments serves a condusive factor in acquiring and development of excessive substance abuse and behaviours [15].

In the current study, the focus on environmental enhancement by taking selfies is associated with good feeling, self-expression, memories and trophies. Majority of adolescents with respect to the domain environment enhancement 41(68.33%) had moderate behaviour with the mean score of 13.58 ± 2.62 . Social creativity serves a crucial role in developing social competition. [16]. Social competition is considered as a personality based action. In our current study it was identified among adolescents that, 45% had moderate and poor behaviour and 10% had good behaviour.

Many research studies have identified and reported that, attention seeking behavior plays a major role in inflating a sense of own importance by seeking excessive attention and admiration by an individual from the outside environment [17]. and these type of individuals involve in specific activities to gain the attention from others [18]. It is evident that social media is a popular way to gain attention [19] and selfie taking behaviour is often associated by displaying on social media which exhibits the narcissistic behaviour [20]. Thus the findings of the present study identified and concluded that majority of our adolescents 48.33 % had moderate level of attention seeking behaviour which implies the occurrence of attention seeking is specific to selfitis.

Mood is the individual's state of mind. Any changes in mood results in altered emotional status. Modifications in mood declines stress and anxiety and ends up with happiness [21] Researches reported that, modification in mood can be done by taking selfies to exterminate boredom and to enhance creativity and attractive ways to demonstrate something. Generally selfitis is considered as the addictive behaviour which has an impact in changing the mood for best or better or worse [22] Our study findings concluded that, there was a modification and changes in mood was observed among our adolescents at a moderate level and it revealed that selfie addiction has a strong association in bringing mood changes in our study participants.

Researches identified and reported that, the individuals who are addicted with selfie taking have the concept that their colleagues and followers in the social are very much enthusiastic in knowing what is going on in their living by visualising their experiences that are shared. [23] Self exhibition and self-confidence is the sharing of ones own achievements including their skills and feelings. In our present study the study participants revealed that, majority of our adolescents are having moderate level of self-confidence.

Conformity is the changing of ones own behaviour to fit in around a particular group of people. Selfie takers always have a tendency of getting society acceptance by following specific rules by manipulating their behaviour [24]our study results also concluded that, there is a possibility of occurrence of behaviour manipulation among the adolescents to amoderate level.

Table 2: Assessment of Mean And Standard Deviation On Existing Level of Behaviour OnSelfities Score Among Adolescents:

The present study identified that, the mean and standard deviation on existing level of behaviour on selfities among adolescents. The mean score of environment enhancement was 13.58 ± 2.62 , social competition (10.88 ± 3.17), attention seeking (8.17 ± 2.59), mood modification (9.13 ± 2.90), self-confidence (9.75 ± 2.71), subjective conformity (8.25 ± 2.36). The overall mean score of behaviour on selfities was 59.77 ± 13.88 .(as depicted in Table:2)

N = 60

Existing Level Of Behaviour on Selfities AmongAdolescents	Mean	S.D
Environment enhancement	13.58	2.62
Social competition	10.88	3.17
Attention seeking	8.17	2.59
Mood modification	9.13	2.90
Self-confidence	9.75	2.71
Subjective conformity	8.25	2.36
Overall	59.77	13.88

Association Between The Level Of Existing Behaviour On Selfities Among Adolescents With Selected Demographic Variables:

The demographic variable monthly family income ($\chi^2=10.061$, $p=0.039$) had statistically significant association with level of behaviour on selfities among adolescents at $p < 0.05$ level respectively and the other demographic variables had not shown statistically significant association with level of behaviour on selfities among adolescents.

CONCLUSION

Globally, taking selfie has become a finest diversional activity among today's population. The term 'selfie' highlights the snapping images of oneself to share on social media networks. To get a perfect snap, the individual takes dozens of selfie before uploading in any social media and this tendency later becomes addictive. Unfortunately any individual's

involving in these types of practices may experience psycho social consequences in future including self-obsession, friendship breakup, psychopathic traits, low self-esteem, low confidence. The outcome of the present study identified that, among our adolescent study participants, there was a moderate level of behavioural selfitis related to environmental aspects, social competition and self-confidence which reflects the positive performance in their behaviour. In association with regards to adverse behavioural aspects related with attention seeking, mood modification and subjective conformity was also at the moderate level among our study group.

ACKNOWLEDGEMNET:

Authors would like to appreciate all the study participants for their co-operation to complete the study successfully.

CONFLICT OF INTEREST:

Authors declare no conflict of interest.

FUNDING SUPPORT:

None.

REFERENCES:

- [1] Sonalika, S. (2018). An Exploratory Study to Assess the Knowledge regarding Selfitisamong Adolescents in selected Colleges of Bhubaneswar, Odisha with a view to develop information pamphlet. *International Journal of Advances in Nursing Management*, 6(1), 57-61.
- [2] Boursier, V., & Manna, V. (2018). Selfie expectancies among adolescents: Construction and validation of an instrument to assess expectancies toward selfies among boys and girls. *Frontiers in psychology*, 9, 839.

- [3] Balakrishnan, J., & Griffiths, M. D. (2018). An exploratory study of “selfitis” and the development of the Selfitis Behavior Scale. *International journal of mental health and addiction*, 16(3), 722-736.
- [4] Sanadi, M. Z. A., & Gamare, M. P. ASSESS THE LEVEL OF KNOWLEDGE TOWARDS SELFIE ADDICTION AND IMPACT OF AMONG ADOLESCENTS. IN A VIEW TO PREPARE AN INFORMATIONAL BOOKLET.
- [5] Devi, N. M. (2022). A Descriptive Study to Assess the Level of Selfitis Behaviour among the Undergraduate Students in a Selected College of Greater Noida, UP. *depression*, 15(1).
- [6] Ansari, J. A. N., & Azhar, M. Predicting Selfie-Posting Behavior Through Self-Esteem, Narcissism And Exhibitionism Among Indian Young Youth.
- [7] Nagalingam, S., Arumugam, B., & Preethy, S. P. (2019). Selfie addiction: the prodigious self-portraits.
- [8] Monacis, L., Griffiths, M. D., Limone, P., Sinatra, M., & Servidio, R. (2020). Selfitis behavior: Assessing the Italian version of the Selfitis Behavior Scale and its mediating role in the relationship of dark traits with social media addiction. *International Journal of Environmental Research and Public Health*, 17(16), 5738.
- [9] Chaudhari, B. L., Patil, J. K., Kadiani, A., Chaudhury, S., & Saldanha, D. (2019). Correlation of motivations for selfie-posting behavior with personality traits. *Industrial psychiatry journal*, 28(1), 123
- [10] Saroshe, S., Banseria, R., Dixit, S., & Patidar, A. (2016). Assessment of selfie syndrome among the professional students of a cosmopolitan city of central India: A cross-sectional study. *International Journal of Preventive and Public Health Sciences*, 2(2), 1-4.
- [11] Singh, V., & Yadav, A. (2018). A study to assess the selfitis behaviour and selfie syndrome (level of selfitis) among the nursing students. *Int J Med Res Rev*, 6(08), 452-457.
- [12] Devi, N. M. (2022). A Descriptive Study to Assess the Level of Selfitis Behaviour among the Undergraduate Students in a Selected College of Greater Noida, UP. *depression*, 15(1).
- [13] Ajonijebu, D. C., Abboussi, O., Russell, V. A., Mabandla, M. V., & Daniels, W. M. (2017). Epigenetics: a link between addiction and social environment. *Cellular and Molecular Life Sciences*, 74(15), 2735-2747.
- [14] Godasi, G. R., Donthu, R. K., Mohammed, A. S., Pasam, R. S., & Subramanyam, R. K. M. (2021). Attitudes toward psychiatrists, psychiatric medications, and mental illness among medical undergraduates: A cross-sectional study. *Indian Journal of Social Psychiatry*, 37(2), 212.
- [15] Ajonijebu, D. C., Abboussi, O., Russell, V. A., Mabandla, M. V., & Daniels, W. M. (2017). Epigenetics: a link between addiction and social environment. *Cellular and Molecular Life Sciences*, 74(15), 2735-2747.
- [16] Bowen, S., Chawla, N., Collins, S. E., Witkiewitz, K., Hsu, S., Grow, J., . . . & Marlatt, (2009). Mindfulness-based relapse prevention for substance use disorders: A pilot efficacy trial. *Substance abuse*, 30(4), 295-305.
- [17] Twenge, J. M., Baumeister, R. F., DeWall, C. N., Ciarocco, N. J., & Bartels, J. M. (2007). Social exclusion decreases prosocial behavior. *Journal of personality and social psychology*, 92(1), 56.
- [18] Buss, D. M., & Chiodo, L. M. (1991). Narcissistic acts in everyday life. *Journal of personality*, 59(2), 179-215.
- [19] Lee, C. S., & Ma, L. (2012). News sharing in social media: The effect of gratifications and prior experience. *Computers in human behavior*, 28(2), 331-339.
- [20] Seidman, G. (2013). Self-presentation and belonging on Facebook: How personality influences social media use and motivations. *Personality and individual differences*, 54(3), 402-407.
- [21] Haque, R. (2020). Does Selfitis Exist?: ‘Development of a Selfitis Behavioral Scale’. *Development of a Selfitis Behavioral Scale* (August 22, 2020).
- [22] Griffiths, M. (2005). A ‘components’ model of addiction within a biopsychosocial framework. *Journal of Substance use*, 10(4), 191-197.
- [23] Wickel, T. M. (2015). Narcissism and social networking sites: the act of taking selfies. *Elon journal of undergraduate research in communications*, 6(1).
- [24] Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. *Annual review of psychology*, 55(1), 591-621.