

SELFIE PRACTICE AMONG TEENAGERS AND YOUNG ADULTS AND THEIR ATTITUDE TOWARDS POSTING SELFIE

Dr. R.Krishna Kumari¹ & Soundarya²

¹Head & Assistant Professor, Department of B.Com (CA) and M.Com, PSGR Krishnammal College for Women, Coimbatore.

²PSGR Krishnammal College for Women, Coimbatore.

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ABSTRACT: *Selfie taking is fun on one hand but on the other hand it has implications on human health and behaviour. The younger generation is more inclined towards using mobile phones and the various technological applications and social media platforms further motivates them towards selfie taking and posting. Selfie taking and posting is increasingly seen among the present generation as an addiction which is influencing their physical behaviour and mental health. The present study is conducted among 200 teenagers and young adults in Coimbatore to identify their selfie taking habit and their attitude towards posting selfie. The study found that most of the respondents use their*

Key Words:

INTRODUCTION

Selfie have become a tremendous popular trend in recent years. A selfie is a photograph that one takes of oneself, typically one taken with a smartphone or webcam. Nowadays, people are busy taking pictures from their smart phones in offices, educational premises, parks, visiting places, picnics, marriage parties, social gatherings etc. Taking selfies and sharing them on social media websites, has become one of the popular entertainment activity. The hidden fact behind this addiction of selfie is also becoming the source of several psychological and mental diseases and disorders.

STATEMENT OF THE PROBLEM

Selfie is a popular trend preferred by the people of all ages to treasure the memories of their life. It could be observed in real life scenarios that young adults and teenagers are often involved into it and since social media sharing platform is available, lot of photos are being shared on it. This practice of taking selfie and posting them on social media is becoming a day to day affair and addiction particularly among teenagers and young adults. Hence, there is a need to conduct this study to find out the attitude towards posting selfie by the present generation.

SCOPE OF THE STUDY

This research is undertaken to know the selfie practice and attitude of posting selfie by teenagers and young adults.

OBJECTIVES OF THE STUDY

- To identify selfie practice among teenagers and young adults
- To determine the attitude towards posting selfies

RESEARCH METHODOLOGY

The following are the research methodology applied in the study.

Area of the study: The study is undertaken in Coimbatore city.

Period of the study: The period of the study is from September 2017 to March 2018.

Sources of data: Primary data is collected through questionnaires from young adults in schools and colleges. In order to analyze the attitude of teenagers and young adults the respondents aged between 13-37 years have been focussed.

Sampling size: Data have been collected from 200 respondents

Sampling technique: Simple random sampling technique is used for identifying the sample out of the population.

Statistical Tools used:

- Simple percentage analysis

- ANOVA

REVIEW OF LITERATURE

Era Dutta et al. (2016) in their article entitled “Attitudes towards selfie taking in school-going adolescents” state that selfies have become the newest technological fad to take over the youth, due to the wide and easy availability of mobile phones. The study has been conducted in an urban school in Mumbai through interviewing 230 students. Percentage analysis and descriptive statistics are employed for analysis. The youth in their study had a positive outlook toward the concept of selfies, as well as clicking of selfies. The study has found that 16.5 percent of the youth click four or more selfies per day. Ten percent of the students “very often” edited their images using software to make themselves look more appealing and 14.3 percent copied famous celebrities’ style of posing to selfies.

Amurao and Castronuevo (2016), in their article entitled “Selfie Behaviour and Narcissism among selected females” state that selfies make up 30 percent of photos taken by people among the age groups between 18-24. The survey is undertaken among 100 female mobile users through online questionnaire. Descriptive analysis, correlation, percentage and purposive sampling are the tools used for analysis. The study throws light on the fact that the growing trend of taking smartphone selfies is linked to mental health conditions that focus on a person’s obsession with looks. Psychiatrists have revealed that “Two out of three of the patients come with Body Dysmorphic disorder since the rise of camera phones compel to repeatedly take and post selfies on social media sites.”

RESEARCH GAP

A research gap is identified to fill the missing element or gap in the literature. The studies reviewed have focused on concepts such as perception, behaviour, change in attitude, psychological effects on teenagers. There are no research studies conducted among both teenagers and young adults to study the attitude of teenagers and young adults of posting selfie. Hence the present research is undertaken after identifying this gap in the literature.

FINDINGS OF THE STUDY

Table 1 – Percentage Analysis for Demographic Classification of the Respondents

Particulars	Classification	No. of Respondents	Percentage
Gender	Male	91	45.5
	Female	109	54.5
Age	13-17 years	23	11.5
	18-22 years	72	36.0
	23-27 years	55	27.5
	28-32 years	32	16.0
	33-37 years	18	9.0
Marital status	Unmarried	54	27.0
	Married	146	73.0
Educational Qualification	School Level	25	12.5
	Under Graduate	89	44.5
	Post Graduate	68	34.0
	Professional	18	9.0
Status	Student	95	47.5
	Home maker	19	9.5
	Employed	53	26.5
	Self employed	23	11.5
	Professionals	10	5.0
Monthly family Income	Below ₹.20,000	20	13.3
	₹. 20,001 to ₹.40,000	39	26.0
	₹.40,001 to ₹.60,000	38	25.3
	Above ₹.60,001	53	35.3
Type of Family	Joint	51	25.5
	Nuclear	149	74.5
Number of Family	Less than 3 Members	25	9.5

members	3-5 Members	89	75
	Above 5 Members	68	15.5
Total		200	100

OBJECTIVE 1: To identify selfie practice among teenagers and young adults

Table 2 - Purpose of Usage of Mobile Phones

Purpose of Usage	No. of. Respondents	Percentage (%)
Official	14	7
Entertainment	44	22
Both	142	71
Total	200	100.0

Source:Primary Data

71 per cent of the respondents use mobile phones for both official and entertainment purposes.

Table 3 - Frequency of Usage of Mobile Phones per day

Frequency of usage per day	No. of. Respondents	Percentage (%)
Less than 1 hour	30	15
1-3 hour	57	28.5
3-5 hour	50	25
Above 5 hour	63	31.5
Total	200	100.0

Source:Primary Data

31.5 per cent of the respondents use mobile phones for above 5 hours per day.

Table 4 - Frequency of Taking Selfie

Frequency of taking selfie	No. of. Respondents	Percentage (%)
Often	20	10
Frequently	72	36
Occasionally	60	30
Rarely	48	24
Total	200	100.0

Source:Primary Data

36 per cent of the respondents frequently take selfie.

Table 5 - Frequency of Selfie Posting on Social Media per week

Frequency of posting	No. of. Respondents	Percentage (%)
1-2 times per week	26	13
3-4 times per week	11	5.5
More than 4 times per week	8	4
No posting	155	77.5
Total	200	100.0

Source:Primary Data

Majority of 77.5 per cent respondents do not post their selfies on social media

Table 6 - Restriction from Family Members in Taking Selfie

Family members	No. of. Respondents	Percentage (%)
Parents	39	19.5
Grandparents	15	7.5
Siblings	16	8.0
None	130	65

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Total	200	100.0

Source:Primary Data

Interpretation:

The above table shows that 19.5 per cent of the respondents’ parents restrict them from taking selfies, 7.5 per cent of the respondents’ grandparents restrict them from taking selfie, 16 per cent of the respondents’ siblings restrict them from taking selfies and the remaining 65 per cent respondents’ have no restrictions for taking selfies.

It is found 65 per cent of the respondents have no restrictions for taking selfies from their family members.

OBJECTIVE 2: To Determine the Attitude towards Posting Selfies

Table 7 - Attitude towards Posting Selfies

STATEMENTS	Highly Agree		Agree		Neutral		Disagree		Highly disagree	
	No	%	No	%	No	%	No	%	No	%
a) I mainly intend to post selfie to get maximum likes	33	16.5	45	22.5	60	30	31	15.5	31	15.5
b) Posting selfies has become my hobby	16	8	38	19	64	32	39	19.5	43	21.5
c) I am always eager to upload my pictures to social media sites so that everyone can see my good looks and like it	19	9.5	35	17.5	62	31	44	22	40	20
d) When other people like it then it’s like a mini boost of confidence.	28	14	39	19.5	51	25.5	54	27	28	14
e) Selfies are taken to attract public people	20	10	37	18.5	54	27	51	25.5	38	19
f) Selfies fades away the lonely feelings	24	12	45	22.5	47	23.5	45	22.5	39	19.5
g) Selfie are taken to make some people jealous of myself	21	10.5	25	12.5	54	27	47	23.5	53	26.5
h) I post selfies to post memories	80	40	70	35	33	16.5	10	5	7	3.5
i) Posting selfies allow me to keep my friends & family updated on my life	61	30.5	70	35	42	21	16	8	11	5.5
j) I fear to post selfies because of possibilities of misuse	48	24	48	24	39	19.5	33	16.5	32	16

Source: Primary data

From the table, it is clear that 40 per cent of the respondents highly agree to the statement, “posting selfies allow me to keep my friends and family updated on my life.”

Anova for Demographic Factors, Purpose of Usage, Frequency of Taking Selfie vs Attitude Towards Posting Selfie

H₀ : There is no significant difference in the attitude towards posting selfie based on demographic factors, purpose of usage of mobile phones and frequency of taking selfie

Table 8 - Anova for Demographic Factors, Purpose of Usage, Frequency of Taking Selfie vs Attitude Towards Posting Selfie

Particulars	Classification	No.	Mean	S.D	F	T	Sig value
Age	13-17 years	23	3.2478	.80897	.574		.682
	18-22 years	72	3.0153	.85673			
	23-27 years	55	3.1164	.78286			
	28-32 years	32	3.1438	.65743			
	33-37 years	18	2.9444	.86652			
Gender	Male	91	3.0451	.84159		.408	.688

	Female	103	3.1165	.76528			
Educational Qualification	School Level	25	3.4200	.81650	5.043		.002
	Under Graduate	89	2.8719	.82668			
	Post Graduate	68	3.2618	.70711			
	Professional	18	2.9944	.70667			
Status	Student	95	3.1568	.79261	.708		.587
	Home maker	19	3.0737	.89495			
	Employed	53	2.9736	.80983			
	Self employed	23	2.9652	.80938			
	Professionals	10	3.2700	.61833			
Monthly family Income	Below ₹.20,000	62	3.2242	.83914	1.366		.254
	₹. 20,001 to ₹.40,000	82	3.0537	.77399			
	₹.40,001 to ₹.60,000	40	3.0400	.68118			
	Above ₹.60,001	16	2.8062	1.00231			
Number of Family members	Less than 3 Members	19	3.4053	.67534	2.145		.120
	3-5 Members	150	3.0253	.82805			
	Above 5 Members	31	3.1710	.68712			
Purpose of Usage	Official	14	2.8357	.76017	2.198		.114
	Entertainment	44	3.2818	.85760			
	Both	142	3.0472	.77795			
Frequency of taking Selfie	Often	20	3.3000	.78338	5.999		.001
	Frequently	72	3.4042	.64113			
	Occasionally	60	3.0667	.72291			
	Rarely	48	2.8250	.87802			

The Anova result shows that there exist significant difference in the attitude towards posting selfies based on educational qualification and frequency of taking selfie. The mean score among school students (3.42) is higher when compared to other groups which shows that their attitude towards posting selfie is higher when compared with other groups followed by the respondents who engage in taking selfie frequently (3.40).

LIMITATIONS OF THE STUDY

Every research has some limitations. The following are the limitations of the study.

- a) The universe being large the study is restricted to people in and around Coimbatore city so the findings cannot be generalised.
- b) The sample size is limited to 200 respondents.

SUGGESTIONS

- As teenagers and young adults can easily be addicted to selfie taking and posting, frequency of using mobile phones should be reduced.
- It is seen that in case of most of the respondents there is less restriction in taking selfies. This could be a reason for frequent selfie taking habit among the teenagers and adults. The parents and the family members of teenagers and adults are suggested to be aware about the possible effects of selfie on their children and educate and guide their children accordingly.
- It is seen that school students have high attitude towards posting selfies. Educational institutions including schools and colleges should create awareness about the problems in the addiction of selfies.

CONCLUSION

The above study identified the selfie practice among the teenagers and young adults and their attitude towards posting selfie. It has also studied the selfie habit on the physical and mental health of teenagers and young adults. People taking more selfie are with the conditions like mood swings, mentally disturbed, selfies also cause physical problem like selfie elbow. Two hundred respondents participated in the survey. It could be seen that most of the respondents are in the practice of taking selfie regularly. Though selfie is a fun filled activity that captures the moments in one's life it could lead to physical and mental disturbances also. Considering the long term implications of selfie taking and posting behaviour, it should be limited to important occasions and events so that it does not overtake the intellect of a person in future.

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