

## Selfie Behavior in relation with Emotional Intelligence among Young Adults

Sindhu Lakshmi. B<sup>1\*</sup>, Dr. K. Govind<sup>2</sup>

### ABSTRACT

Selfie taking is a trending among the younger generation to seek attention and approval from others, posting selfie photo has become one of their habitual processes in daily life. People express their emotions through the photos they pose. Most researchers found that Selfie behavior has a relationship with self-esteem, self-confidence, personality, narcissism, and other psychological variables. Selfie behavior plays a role on mood and emotions of an individual and has an impact on managing emotions. This research paper is conducted to fill the research gap in relation to selfie behavior and emotional intelligence. The research was conducted among 90 Young adult through convenience sampling method. The Selfitis behaviour scale (Balakrishnan & Griffiths, 2017) and The Schutte Emotional Intelligence Test (Dr. Nicola Schutte, 1998) tools were used. After the analysis of the data, the findings of the research show significant relationship of selfie behavior and emotional intelligence.

**Keywords:** *Selfitis, Selfie Behavior, Emotional Intelligence, social media, Emotions, Photography, Young Adults, Mood*

Over a period of time, the Socialization has been shifting from person to persons interaction into social media platform due to the technology development. Smartphone has become another hand for all most all people. People are getting away from social world. Especially the Young adult's most popular activity is involving in social networking to take selfie and post it. Most of the social networking sites like Instagram, Snapchat, Facebook, WhatsApp status encourage people to share the pictures with others. Young people determine that taking a selfie and engaging in posting the pictures on social platforms is important to make self-presentation which builds peer relations. The behaviour of selfie affects the emotion of oneself and others. Apart from the general Intelligence the concept of Emotional intelligence has been important in this current generation. This research paper attempts to fill the research gap of selfie addiction in relation to emotional intelligence.

<sup>1</sup>Ph.D, Research Scholar, Department of Psychology, Annamalai University

<sup>2</sup>Associate Professor, Department of Psychology, Annamalai University

\*Corresponding Author

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### *Selfie Taking behavior*

The term 'selfie' denotes the self portrait photography taken in camera or Smartphone. The snaps taken as a selfie are mostly posted in the social media to get enormous response and followers in the social networking sites. In 2013, Oxford Dictionary announced 'selfie' as the word of the year. The introduction front camera has become the watershed moment in the world of selfie.

The American Psychiatric Association has confirmed that taking of 'selfies' as a new addiction in addition to the Internet Addiction. The term 'Selfitis' is considered as an obsessive-compulsive desire to take selfie photos and post it on social media. Selfie has been popularised with its enormous editing options like background changes, adding effects, artistic stickers, and other filtering effects. This editing option attracts the young people to self-present in networking pages as positively and trendy manner. It gives an opportunity to make an individual to express oneself and people tend to see it as more positive.

Though there are negative consequences of posting a picture in a social media sites like cyber bullying, bashing or critical comments from others young people are frequently involved in that activity for creating their own fame in social world. People tend to take selfie for various purpose which gives them satisfaction and happiness. According to Balakrishnan & Griffiths, there are six components that compel the people to take selfie (2018). They are

1. Environmental enhancement – People prefer to choose a pleasant atmosphere and natural or rare spots in taking selfie to show off to their friends and others. This is popular reason for the tourist people.
2. Social competition – People post the selfie often to get more number of like and comments from others. Those who need appreciation and reward from others take selfie and post it.
3. Attention seeking – Selfie pictures are posted in order to gain attention from others. People sometimes perceive themselves lonely so in order to come out they seek other attention through selfie.
4. Mood modification – People take selfie to change their negative mood or to feel better. Diverting the mind can change the mood, these people take selfie to change make themselves look happier by taking selfie with different emotions.
5. Self-confidence – People take selfie and post in a social media to express themselves as more positive to others.
6. Subjective conformity – People who posts selfie to confirm themselves into a particular group of friends.

People become self-centered, as they wanted to get perfect snap to post on social media sites. This behaviour of perfection makes the individual to become obsessive. Obsessive taking of selfie and posting to social media has been found to be linked to many symptoms common to mental disorders like narcissism, low self-esteem, loneliness, and attention-seeking behaviors (Kaur, 2016).

### *Emotional Intelligence*

The term "Emotional Intelligence" (EI) was introduced in 1990 by Peter Salovey and John D. Mayer who defined EI as "ability to monitor the emotions, the feelings of one's own and others, to discriminate between them and use this information to guide our thinking and actions." Emotional intelligence (EI) is defined as the ability to perceive, understand, manage, and handle emotions. People with high emotional intelligence can recognize their

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own emotions and those of others, use emotional information to guide thinking and behavior, discern between different feelings and label them appropriately, and adjust emotions to adapt to environments (Colman, 2008).

The Emotional Intelligence Scale developed by Dr. Nicola Schutte, 1998 assess the Perception, Management, utilization of own and others emotions. According to Salovey and Mayer's (1990), the original mode has three categories: Appraisal of Emotion, Regulation of Emotions and Utilization of Emotions. These are sub divided into self and others.

1. Appraisal of Emotion: Appraisal theory in psychology states that emotions are extracted from our evaluations or estimates of events that cause specific reactions in different people. People have a set of reactions to express with others which they have already experience in earlier situation.
2. Regulation of Emotion: Regulation is controlling of one's own expression of emotion in an appropriate situation. People regulate their emotion to avoid interpersonal conflicts.
3. Utilization of Emotions: Emotion utilization is formally defined as adaptive cognition and action motivated by emotion experience (Izard, 1971; cf. Mayer & Salovey, 1997)

### *Objectives*

- To analyze the Level of Selfitis behavior and Emotional Intelligence of Young Adults.
- To find the relationship of Selfitis Behaviour and Emotional Intelligence of Young Adults.
- To determine the gender difference in the study variable of Selfitis Behaviour and Emotional Intelligence.

## **METHODOLOGY**

### *Hypotheses*

H1 - There will be significant relationship between Selfitis Behaviour and Emotional Intelligence of Young Adults

H2 - There will be significant difference in the level of Selfitis behavior among gender.

H2 - There will be significant difference in the level of Emotional Intelligence among gender.

### *Research Design:*

This research uses descriptive correlation research design, which finds the relationships between Selfie taking behavior and Emotional Intelligence.

**Population:** The target samples for this study is Young Adults of age 18 – 26 yrs.

### *Samples*

A sample of 90 young adults (24 males and 66 females) between age 18 and 26yrs was collected through online forms using the convenient sampling method.

### *Tools used*

The Socio-Demographic details of the respondent like name, age, gender, education, department, residence, birth order, No. of selfie taken per day, No. of Selfie posted per day were collected.

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Selfitis Behavior Scale was developed by Balakrishnan & Griffiths, 2017. The scale consisted of 20 items with the 5 responses, ranged from strongly Agree to strongly disagree under 6 domains such as environmental enhancement, social competition, attention seeking, mood modification, self-confidence and subjective conformity. The cronbach's alpha value of the scale showed that the scale was highly reliable ( $\alpha=0.956$ ).

The Schutte Emotional Intelligence Test was developed by Dr. Nicola Schutte, 1998. The scale consists of 33 items with 5 point scale with response of strongly disagree, disagree, neutral, agree, strongly agree. This scale consists of 4 domains Perception of Emotion, Managing Own Emotions, Managing Others' Emotions, Utilization of Emotion, Uncategorized. Schutte and her colleges report a reliability rating of 0.90 for their emotional intelligence scale.

### RESULTS

*Table -1: Shows the frequencies and percentage of the demographic variables*

Variables	Category	Frequency	Percentage
Gender	Male	24	26.7
	Female	66	73.3
Residence	Urban	44	48.9
	Suburban	22	24.4
	Rural	24	26.7
No. of hours spent with mobile phone	Less than 2 hrs	12	13.3
	2 to 5 hrs	30	33.3
	5 to 8 hrs	45	50
	Above 8 hrs	3	3.3
No. of selfie taken per day	less than 3 per week	74	82.2
	1 - 4 selfies per day	12	13.3
	5 - 8 selfies per day	1	1.1
	more than 8 selfies per day	3	3.3

Among the respondents of the study, the percentage of male is 26.7% and a female is 73.3%. Female participants are more in number in this data. The demographic variable of residence consists of rural, urban and suburban category, urban constitute 48.9%; suburban constitute 24.4%; rural constitutes 26.7%. Among the respondents of the study, the percentage of people using internet in number of hour per day are Less than 2 hrs is 13.3%; using 2 to 5 hrs is 33.3%; using 5 to 8 hrs is 50% and using Above 8 hrs is 3.3%. Among the respondents of the study, the percentage of people take selfie less than 3 per week is 82.2%; 1 - 4 selfie per day is 13.3%; 5 - 8 selfie per day is 1% and more than 8 selfie per day is 3.3%. Young adults were more involved in taking selfie and groupfie, they also engage in posting and editing of photos than the older adults (Dhir, 2016).

*Table-2: Shows the frequencies and percentage of the variables*

Study Variables	Categories	Frequency	Percentage
Selfitis Behavior	Low	35	38.8
	Mild	39	43.3
	Moderate	22	24.4
	High	4	4.4
Emotional Intelligence	Low	34	37.8
	Average	51	56.7
	High	5	5.6

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The study variables of are Selfitis Behavior categorized into four levels of interpretation, which is the low level which constitutes of 38.8%, mild level constitutes of 43.3%, moderate level constitutes of 24.4% and a high level constitutes of 4.4%. Majority of the young adults are having Selfitis Behaviour. The study variables of Emotional Intelligence are categorized into three levels of interpretation, which is the low level which constitutes of 37.8%, Average level constitutes of 56.7%, moderate and a high level constitutes of 5.6%. Majority of people are in the mean level of the Emotional Intelligence.

**Table – 3: Shows the Pearson's Correlation analysis between Selfitis and Emotional Intelligence among Young Adults**

	Selfie Behaviour	Emotional Intelligence
Selfitis Behaviour	1	-.335**
Emotional Intelligence	-.335**	1

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

On the analysis of table 3, the data shows that study has a significant negative relationship between the variables of Selfitis Behaviour and Emotional Intelligence. In this research, it implies that increase in Selfitis behaviour decreases the emotional intelligence of the people. Whereas in the previous studies, “The more posting or taking selfie/groupfie, would increase the Emotional intelligence”.(Francis Kenneth Canono et al., 2015)

**Table – 4: Shows the Gender difference of Selfitis dimensions, Emotional intelligence of Young Adults**

Study variable Ca	Categories	N	Mean	SD	t-test scores	Significance
Selfitis	Male	26	39.73	14.047	-3.684	.000*
	Female	64	53.45	16.734	-3.967	
Emotional Intelligence	Male	26	125.35	19.522	1.070	.287
	Female	64	120.62	18.742	1.052	

\**There is significant difference if p value is less than 0.05*

The analysis shows that there is significant difference in the gender of Selfitis behaviour among young adults. The female have higher Selfitis behaviour than the male among this pool of respondents. Studies have found that females are more likely to take and share selfie in the social media (Dhir, 2016). Female are more concerned of their expression of beauty to other so this may have an influence on their Selfitis behaviour. In every dimension of Selfitis behaviour (comprising environmental enhancement, social competition, attention seeking, mood modification, self-confidence, and social conformity) females are higher than males. Similar to previous studies, the gender difference is not significant in the Emotional Intelligence. on total score of Emotional intelligence there was no difference between the genders, however some components in EI (self-awareness, interpersonal relationship, self-regard, and empathy) do differ, where females scored higher than males.(Meshkat & Nejadi, 2017)

## DISCUSSION

In this current scenario, the young adults engage in selfie behaviour due to the latest technologies in taking photos. As the social media is most popular activity among people, young adults use this platform to express or impress the peer members through posting photos. Researchers have identified that more than 250 selfie death with the report of News. People involve in high-risk behaviour to take unique selfie like cliff of mountain, racing

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bike, tall building etc. This research paper studies the relationship of Selfie Behaviour with emotional intelligence. After analyzing the data, the results shows that majority of the young adults involve in selfie taking behaviour. Positive outcome like rewards reinforce people's behavior to get more involved in particular activity. Female are more involved in selfie taking behaviour as they are more beauty oriented and expressive. Even though girls are aware of the consequences of taking selfie and risky practice of posting in social media, selfie is more common among girls (Boursier & Manna, 2018). The study shows that Selfitis Behaviour is negatively correlated to Emotional Intelligence, implies that increase in Selfitis behaviour decreases the emotional intelligence of the people.

### CONCLUSION

In this current study, the relationship between the variables of Selfitis Behaviour and Emotional Intelligence was studied by using the correlation method.

The following conclusions are taken based on the present investigation.

1. There is a significant negative relationship between Selfitis Behaviour and Emotional Intelligence of Young adults.
2. There is a significant gender difference between the study variables of Selfitis Behaviour and Emotional Intelligence
3. There is no significant gender difference between the study variables of Emotional Intelligence.

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### **Conflict of Interest**

The author(s) declared no conflict of interest.

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