

Research Paper

Selfitis Behavior in Relation to Narcissism, Personality, Self Esteem and Body Image Among Female Youth

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ABSTRACT

Background: The taking of selfie is possibly not a stand-alone action because it takes on other dimensions when it is shared on social networking sites (SNSs). These actions facilitate selfie-takers to present themselves in a controlled way. When we are talking about term Selfitis behavior, it includes at least 3 selfies are posting in a single day, so selfitis behavior is becoming very interesting topic in these days, that's reason we are considering this in our research. In the present study four variables are very related with selfitis behavior, one is narcissism, second is personality, third is self esteem, and fourth is body image. **Objective:** The objective of the present study was to explore the relationship between selfitis behavior, narcissism, personality, self esteem and body image, among university female students. **Methods & Material:** In this study 100 females, age ranged were 22–23 years studying at university levels from different universities located in Ludhiana District (Punjab) has included. Selfitis behavior, narcissism, personality, self esteem and body image were assessed by psychological tests. **Results:** To find out the results Pearson product-moment correlations was used, the results showed that there are relationships between all these variables.

Keywords: *Selfitis Behavior, Narcissism, Personality, Self Esteem, Body Image*

Selfitis Behavior: We live in the age of technology. The age of technology is now. Our entire existence is centred around tablets, computers, and smartphones. The advantages and disadvantages of using technology have long been the subject of heated debate. According to studies (Thomee, Harenstam & Hagberg, 2011; Gupta, Krishnamurthy, Majhi & Gupta, 2013), mobile phones have a number of drawbacks, including eye strain, finger pain, backache, neck pain, sleep disruptions, internet and gaming addiction, as well as other physical, psychological, social, and emotional issues (Lenhart, Ling, Campbell & Purcell, 2010). A new habit of taking selfies has emerged recently. Steven Wright first used the term "selfie" in September 2002. (Alblooshi, 2015). A self-portrait made with a digital camera specifically for sharing on social media, according to Merriam-Webster's of the term ("Selfie"). Merriam-Webster, n.d. In 2013, it was discovered that every third picture taken by someone between the ages of 18 and 24 is a selfie (Diefenbach & Christoforakos, 2017). Numerous selfies have negative effects on the human body. According to Kela, Khan, Saraswat & Amin's (2017) research, taking too many selfies

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might lead to the following issues: frozen shoulder, painful lower back, cervical spondylitis, and incorrect body position. Selfie-taking individuals have recently been linked to a new condition called "Selfie Elbow."

Because selfitis behavior is related with narcissism, so narcissism is as grandiosity and an excessive amount of positive self-evaluation, especially of one's own social standing and physical attractiveness, are characteristics of the personality trait known as narcissism (Buffardi & Campbell 2008; Buss & Chiodo 1991). People who are narcissistic are more prone to post content on social networking sites that promotes themselves in an effort to win others' approval (Liu & Baumeister 2016; Carpenter 2012; Mehdizadeh 2010). Selfitis behavior is also related with personality, A person's personality is described as a collection of cognitive, conative, and affective that result through interactions with their environment (Corr et al., 2009; Pervin et al., 2005). Self-esteem can be related with selfitis behavior, Blascovich and Tomaka (1991) claim that has defined "self-esteem as how well a person prizes, values, approves or likes him or herself". "Body image refers to the perceptions and attitudes that individuals hold regarding their own bodies in relation to larger cultural expectations" (Davison and McCabe, 2005).

MATERIAL AND METHODS

To explore the relationship between selfitis behavior, narcissism, personality, self esteem and body image, among university female students is the objective, & the hypothesis is-it is expected that there is relationship between selfitis behavior, narcissism, personality, self-esteem, and body image. In this study 100 Female of age 22-23 years studying at from different universities located in Ludhiana District (Punjab) were included. Purposive sampling technique was used. The selfitis behavior scale, narcissistic personality inventory (NPI 16), big five inventory (BFI), rosenberg self esteem scale, and the body image – acceptance and action questionnaire (BI-AAQ) were administered. There after pearson correlation method was used to find out the relationship between these variables.

Measures

- Selfitis Behavior Scale (Balakrishnan & Griffiths, 2017).
- Narcissistic Personality Inventory (NPI 16) (Ames, Daniel, Rose, Paul, Anderson, & Cameron, 2006).
- Big Five Inventory (BFI) (John, Donahue & Kentle, 1991).
- Rosenberg Self-Esteem Scale (Rosenberg, 1965).
- The Body Image – Acceptance and Action Questionnaire (BI-AAQ) (Sandoz & Wilson, 2006).

RESULTS

Table: Pearson correlation in between selfitis behavior, narcissism, personality, self esteem and body Image among female youth.

Variables	1.	2.	3.	4.	5.	6.
1.Selfitis Behavior	1	0.815	0.512	0.63	0.68	0.59
2.Narcissism		1	0.53	0.62	0.70	0.52
3.Agreeableness (Personality dimension)			1	0.52	0.50	0.31
4.Neuroticism (Personality dimension)				1	0.53	0.43
5.Self esteem					1	0.45
6.Body Image						1

N = 100 and *df* = 98

DISCUSSION

According to the above table, the Pearson product moment method was used to examine the relationships among female youths' selfitis behavior, narcissism, personalities, self-esteem, and body image. The variables measuring selfitis behavior and narcissism had a 0.81 correlation, which indicated two things: first, it has a positive direction; second, it has a highly significant correlation of coefficient. Selfitis behavior and agreeableness (personality dimension) had a positive but moderately significant connection (0.51 r). Selfitis behavior and neuroticism (personality dimension) showed a positive but moderately significant connection (0.63 r). Selfitis behavior and self-esteem scored 0.68 r, which is very significant and indicates a positive direction. Selfish behaviour and body image have received 0.59 r, which is good but still only moderately significant.

However, narcissism and agreeableness (personality dimension) got 0.53 r, which has a moderate and positive relationship. A moderate and positive correlation of 0.62 was found between narcissism and neuroticism (personality dimension). Narcissism and self-esteem received a correlation score of 0.70, which is positive and high. The relationship between narcissism and body image was 0.52, which was moderately positive.

Agreeableness (personality dimension) and neuroticism got 0.52 r, this indicated a good direction but a moderate correlation. The relationship between agreeableness (personality dimension) and self-esteem has reached 0.50 r, which indicates a positive and moderate correlation. Agreeableness (personality dimension) and body image had a low but nonetheless positive correlation of 0.31. Neuroticism (personality dimension) and self-esteem had a 0.53 r, which indicated a positive and moderate correlation. Neuroticism (personality dimension) and body image have a positive but low correlation (0.43 r). Last but not least, there was a positive but low correlation between self-esteem and body image at 0.45.

CONCLUSION

From the above discussion, it can be concluded that selfitis behavior, narcissism, agreeableness, neuroticism, self-esteem, and body image among youth—specifically, female students—are correlated with one another. Significant relationships have been observed between selfitis behavior, narcissism agreeableness, neuroticism, self-esteem, and body image. These correlations can be classified as low, medium, or high. As a result, the hypothesis has been proved.

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Conflict of Interest

The author(s) declared no conflict of interest.

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