# RELATIONSHIP BETWEEN SELFITIS BEHAVIOR, SELF-ESTEEM AND BODY IMAGE AMONG YOUNG ADULTS

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## ABSTRACT

*The aim of this study was to investigate the relationship of selfitis behavior with self-esteem and body image among young adults. For this purpose, multistage sampling method was used. Sample size of 300 young adults were selected with the age range between 16 to 24 years from different public and private colleges and universities of Sialkot city. A self-developed demographic sheet along with Mental Health Screening Questionnaire (Mirza and Kausar,2012), Selfitis Behavior Scale (Balakrishnan and Griffiths, 2017), Self Esteem Scale (Rizwan, 2017) and Multidimensional Self-Relation Questionnaire Scale (Kamal & Naqvi, 2017) was administered on participants. Descriptive analysis and Pearson Product Moment Correlation Coefficient. The results indicated that selfitis behavior has a significant negative relationship with self-esteem (r=. - 252**, p<0.01) and positive relationship with body image dissatisfaction (r=.157** p<.01). Whereas self-esteem has significant negative relationship with body image dissatisfaction (r= -.152**, p<0.01). This research will be helpful for clinical psychologists to devise appropriate techniques to deal with such addictive behavior.*

**Keywords**: *Selfitis Behavior, Self-Esteem, Body Image Dissatisfaction, Young Adults.*

## INTRODUCTION

Selfitis behavior is known as taking selfies obsessively. It has been found as a mental health problem by the American Psychiatric Association in 2017. This condition is characterized as a compulsive and obsessive need to take images of oneself and at that time post those on social networking sites to lift one's own self- esteem (Balakrishan & Griffiths, 2018).

Self-esteem is a psychological trait that relates to self-evaluation based on one's value as a human being (Park & Park, 2019). Now days, adolescents have become accustomed to mobile phones, social media and comparing themselves to others, which have a significant impact on their self-esteem (Wulandari et al., 2021). Social networking sites, which are created to facilitate communication between users, may be advantageous for those who

struggle with low self-esteem since they provide them the chance to engage in more social activities (Gonzales & Hancock., 2008; Steinfield et al., 2008). As opposed to that, observing other's social networking sites, or profiles, may make someone feel less confident (Barry et al., 2017).

People with high and low self-esteem may react similarly to favorable feedback, but they respond differently to negative feedback. Individuals with low self-esteem seem to react negatively. Moreover, on the other side, those with high self-esteem seem to be less susceptible to influence because they try to minimize or dismiss the negative effects of criticism (Brown & Mankowski., 1993). Researchers found that 68.35% of people upload selfies to escape boredom, 65.83% for expressing oneself, 60.83% to attract attention, 21.66% to increase self-confidence, and 11.66% to have fun (Bevan,2017). Moroe, Balkrishnan, et al. (2018) also concluded that the primary motivation associated with selfies is self-confidence.

Selfies are popular among young people (aged 16 to 29), who generally utilize social networking platforms the most. Social media usage affects a person's body image. Body image and physical appearance have received a lot of attention in the media, and most people would find these demands to be worrying. These ideals which are leading to an increase in eating disorders, include unrealistic expectations of women's thin bodies and men's strong torsos (Barlett & Saucier., 2008). There has been a lot of focus on the detrimental impacts of media portrayals of body images on young girls, particularly how it damages their self- esteem and causes body dissatisfaction (Amauze, 2014). Fedrick et al. (2016) discovered that 71% of American males were dissatisfied with their body image, and 90% of undergraduate men desired a more muscular and toned physique. As a result, it affects more than just women; there has been a rise in male body dissatisfaction as well.

A previous research findings have indicated that 60% of individuals who engage in the behavior of taking selfies and posting them have low self-esteem (Vogel, 2014). In another study, Blades (2014) revealed a connection among selfie posting activities, body dissatisfaction and low self-esteem, as compared to those who have high self-esteem do not occupy in selfie posting behavior. Humaida et al.

(2021) finds in his research that 50% of the participants falls moderate to severe levels of selfitis behavior, self-esteem issues and poor body image.

Few past researches showed that individuals with low self-esteem were more likely to take selfies with a relatively high percentage of selfies focused on show casing physical beauty. Self-esteem levels and the amount of selfie postings, however, did not significantly correlate. Additionally, it seemed that those with poor self-esteem might be just as ready to share selfies on social media as people with high self-esteem (Barry et al.,2015). The findings showed that males have a lower body image when altering profile images while females will have a lower body image when viewing photos (Sloman,2015). According to another research, women are more likely to use self-portraits, or selfies, as their profile pictures than men do (Haferkamp et al., 2012).

## Hypotheses:
Following hypotheses have been formulated:
1: There would be significant relationship between selfitis behavior, and self- esteem among young adults.
2: There would be significant relationship between selfitis behavior, and body image among young adults.
3: There would be significant relationship between self esteem and body image among young adults.

## METHODOLGY
### Research Design
The current study has used a quantitative, cross-sectional correlational study using a deductive analytical plan.

### Participants
Multistage sampling method was used in the study. Young adults were included in the study whose age range were between16-24 (as per WHO age range) with the equal ratio of males (150) and females (150). Sample was screened out through the mental health screening questionnaire as per inclusion and exclusion criteria. For this purpose, 449 participants were conveniently screened out from different public and private colleges and universities of Sialkot city. Out of 449 participants 342 participants were derived out who does not have any mental health problem. Then at the second stage participants were

purposively screened out according to selfitis behavior scale and a sample of 300 participants were derived out.

## Measures

### 1.        Demographic Form

It was included name (optional), age, gender, birth order, socioeconomic status, education, family setup, type of selfie gadgets, no of social media accounts, detail of social media accounts (whatsApp, twitter and instagram), number of selfies taken, and number of selfies taken and posting per day on social media.

### 2.        Selfitis Behavior Scale (Balakrishnan and Griffiths, 2017)

It was comprised on 20-items with 5-point Likert scale. SBS was divided into three levels: borderline, acute, and chronic. This scale comprised on six subscales: self-confidence attention seeking environmental enhancement, social conformance and social competition and mood modification. The Cronbach's alpha of the scale was SBS (.88). The English version was translated through the method of forward and backward translation by Rauf and Mubarik (2023). The SBS Urdu version had a Cronbach's alpha of.86. SC (.71), AS (.93), MM (.87), SC (.87), and SC (.86) are the subscales of the Urdu version that have the highest Cronbach's alpha values.

### 3.        Self-Esteem Scale (Rizwan,2017)

It was comprised of 10 items with 4-point Likert scale. Responses were evaluated in the form of strongly disagree, to strongly agree. Items 2, 5, 6, and 8,9 were scored in reverse. The range of the Cronbach alpha was from.77 to.88. Its Urdu version was used for the current study.

### 4. Multidimensional Body-Self Relations Questionnaire (Kamal & Naqvi ,2017)

It was comprised of 27-items with 5-point Likert scale. This scale is comprised of four subscales: Appearance Evaluation, Appearance Orientation, Overweight Preoccupation, and the Body Areas Satisfaction Scale. The Cronbach's alpha of its Urdu version by Kamal and Naqvi of was .80. Cronbach's alpha of subscales are AE (.65), AO (.69), OP (.78) and the BAS (.88) respectively.

## Procedure

The permission was taken from the different universities' authorities i.e, University of Management and Technology, Government College for Women University Sialkot, Murray Collage Sialkot, Polly Technical College of Sialkot, and Standard College Sialkot for data collection. The participants were informed about the purpose of the study and an informed consent was taken from the screened participants and they were provided with self-developed demographic information sheet along with other study questionnaire i.e.; Selfitis Behavior Scale, Self-Esteem Scale and Multidimensional Body Self-Relation Questionnaire. At end, adequate statistics were applied to find out the results.

## Statistical Analysis

Mean, percentages and frequencies were computed of the study variables through descriptive statistics. The correlation analysis was used to find relationship between Selfitis behavior, self-esteem and body image among young adults.

## Ethical Considerations

At first, permission was taken from the author of the scales. Then permission was taken from the authorities of different universities and colleges of Sialkot city. Written and verbal informed consent of participants were taken. Participants were assured of confidentially and the right to withdraw from the study at any stage.

## RESULTS
**Table 1: Descriptive statistics and Cronbach's Alpha of all the Scale (N=300)**

| Scales | No. of items | M | SD | a |
|---|---|---|---|---|
| Selfitis Behavior Scale (SBS) | 20 | 80. 17 | 10.4 | .86 |
| Self-Confidence | 3 | 11. 16 | 2.96 | .87 |
| Attention Seeking | 3 | 11.06 | 3.08 | .93 |
| Environmental Enhancement | 4 | 15.86 | 3.33 | .78 |
| Social Conformance | 3 | 13.28 | 1.52 | .86 |
| Social Competition | 4 | 17.64 | 2.27 | .71 |
| Mood Modification | 3 | 11. 16 | 2.96 | .87 |
| Self-Esteem Scale(SES) | 10 | 17.96 | 4.03 | .81 |
| Self-worth | 5 | 8.09 | 2.63 | .83 |
| Self-depreciation | 5 | 9.94 | 2.07 | .48 |
| Multidimensional Body-Self Relations | 27 | 75.56 | 8.44 | .79 |
| Body area satisfaction | 9 | 17.31 | 8.02 | .94 |
| Appearance orientation | 10 | 39.31 | 3.55 | .62 |
| Appearance evaluation | 5 | 15. 13 | 2.68 | .64 |
| Overweight Preoccupation | 3 | 5.28 | 1. 11 | .72 |

**Table 2: Socio-Demographic Characteristics of Participants (N=300)**

| Variable | F | % |
|---|---|---|
| **Age** | | |
| 16-18 | 107 | 35.1 |
| 19-21 | 98 | 32.2 |
| 22-24 | 95 | 31.1 |
| **Gender** | | |
| Male | 150 | 49.2 |
| Female | 150 | 49.2 |
| **Education** | | |
| Intermediate | 94 | 30.8 |
| Under graduation | 123 | 40.3 |
| M.phill | 83 | 27.2 |
| **Family structure** | | |
| Nuclear | 178 | 58.4 |
| Joint | 122 | 40.0 |
| **No of hours using internet** | | |
| 3 hours | 69 | 22.6 |
| 4 hours | 61 | 20.0 |
| 5 hours | 88 | 28.9 |
| 6 hours | 82 | 26.9 |

**Type of selfie gadgets**

| | | |
|---|---|---|
| Mobile camera | 300 | 98.4 |

**No of social media accounts**

| | | |
|---|---|---|
| 2 | 55 | 18.0 |
| 3 | 89 | 29.2 |
| 4 | 121 | 39.7 |
| 5 | 35 | 11.5 |

**Type of social media account**

| | | |
|---|---|---|
| Instagram | | 26.4 |
| Twitter | | 4.6 |
| Facebook | | 21.3 |
| Snapchat | | 21.8 |
| WhatsApp | | 25.8 |

**No of selfies taken per day**

| | | |
|---|---|---|
| 3 selfies | 201 | 65.9 |
| 4 selfies | 62 | 20.3 |
| 5 or more selfies | 37 | 12.1 |

**No of posting selfies per day on social media**

| | | |
|---|---|---|
| 3 selfies | 238 | 78.0 |
| 4 selfies | 63 | 20.3 |

**Table 3: Pearson Product Moment Coefficient of Correlation of Variables (N=300)**

| | Variables | M | SD | 1 | 2 | 3 |
|---|---|---|---|---|---|---|
| **1** | Selfitis Behavior | 80. 17 | 10.4 | - | -.252** | .157** |
| **2** | Self-Esteem | 17.96 | 4.03 | - | - | -.152** |
| **3** | Body-Image  Dissatisfaction | 75.56 | 8.44 | - | - | - |

$p<0.05$.

The above table reveals that selfitis behavior has negative correlation with self-esteem (r=-.252**, p< 0.01) and has significant positive correlation with body image dissatisfaction (r=.157**, p< 0.01). Further findings reveals that self- esteem has significant negative correlation with body image dissatisfaction (r=-.152**, p< 0.01).

## DISCUSSION

This part focuses on the findings of current study regarding selfitis behavior (SBS), self-esteem (SE) and body image dissatisfaction (BI) among young adults. According to the formulated hypotheses, it was explored that findings (Table 3) of the first, second and third hypotheses showed that selfitis behavior has negative relationship to the self-esteem and positive relationship with body image dissatisfaction and self-esteem has negative relationship with body image dissatisfaction.

The reasons behind this, as it has been observed by researcher that inappropriate and excessive use of digital devices has great impact on young minds. In our surroundings, we can see many young girls and boys of taking their pictures and posting them to several media accounts. Taking more selfies and post to them on social media is a sign of low self-esteem as they try to enhance their self-esteem by getting approval from others in the form of positive comments and likes on social media. Uploading altered selfies simply provides a temporary boost to one's confidence and self-esteem. Another point is that those with low self-esteem may have taken more selfies because they felt more in control of how their image was presented online. The findings are well grounded on the self- verification theory of Swann's (1983) that people seek self-verification, once people

have strong opinions about themselves, they wish for others to see and accept them, as they are in order to confirm that their beliefs about themselves are logical.

In line with the current findings, Alblooshi (2015) found that people with low self- esteem my take and post selfie because they are self-conscious about their appearance. Aslan et al. (2023) in his study, revealed a statistically significant negative correlation between selfitis behavior and self-esteem. Windarwati (2021) revealed that taking selfies obsessively was significantly associated to the negative self-esteem. Another research by Humaida (2021) revealed a significant positive relationship between selfitis behavior and body image.

The findings are well grounded on the self-presentation theory of Goffman and Giddens (1959). According to this theory, people use self-presentation activities to control and influence how other people perceive them, such as posting and editing selfies. The prevalence of selfie usage among women could potentially be attributed to societal standards and expectations around women's looks and self-presentation. The findings are well grounded on the social identity theory of Henri (1970) that is frequently linked to women having better self- esteem than men do. According to this view, people get their sense of self-worth by relating to certain social groups. Females typically feel more attached to and a part of their social group's friends, family, and the community than males do in many cultures, and this attachment can lead to higher self-esteem.

## CONCLUSION

According to the findings of the current study, young adults who exhibit more selfitis behavior have low self-esteem. Selfitis behavior had a major impact on young adults' self-esteem and body image. However, it was also found that females exhibit more selfitis behavior than males. Findings of the current study have significant implications for managing educational institutions and for parents. Regular and comprehensive evaluations of young adults' psychological health is required. It is important to evaluate how they feel about their appearance, sense of worth, and psychological well-being so that any discrepancies can be identified and treated as soon as feasible. Additionally, it's important to teach parents

of adults how to distinguish between appropriate and excessive selfie-taking behavior as well as how technology can either be a blessing or a curse. Campaigns and awareness classes should be held to raise awareness about the danger of excessive selfitis and the probable implications of such behavior. Recreational therapy must be introduced in educational institution because the main goal is to help all persons to attain quality of life and best health via expressive involvement in refreshment and leisure time.

## LIMITATIONS AND RECOMMENDATIONS

Following are the limitations and recommendations for the current study:

- The sample size was limited to youngsters and young adults only for future it is recommended that teenagers will also be included.
- Individuals from different professions also included in future studies especially individuals from showbiz industry, media studies and mass communication departments.
- Qualitative research should be done on these variables in future to explore the factors of selfitis behavior, self-esteem and body image.

Other variables can also recommend for future researches i.e., family environment, parent child relationship, parental monitoring and child rearing practices

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