

## Relationship between selfitis and narcissism among the youth of Kashmir

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### ABSTRACT

Over the past few years, social networking site usage has increased rapidly, in particular as concerns photo-sharing and self-portrait photographs (so called selfies). In academic literature, some studies have recently analyzed the psychological antecedents of selfie taking as well as selfie posting behaviour to better understand its underlying mechanism. The current study aimed to assess the relationship between Narcissism (a personality trait) and Selfitis, among youth of Kashmir. A sample of 100 youth (50 male and 50 female, ages ranging from 16 to 25 years) and who use smart phones were chosen to participate in the present study. Using a Quantitative design, each participant completed a questionnaire containing NPI-16 (Narcissistic Personality Inventory-16) developed by Ames, Rose, & Anderson (2006), Selfitis Behaviour Scale developed by Balakrishnan & Griffiths (2017) and a Socio-Demographic Scale. Using SPSS 20 data was analyzed. A correlation analysis reveals that there is positive relationship between selfitis and narcissism with  $r = .308$  significant at  $p < 0.01$ . The results of the current study also revealed that there is no difference in selfitis and narcissism as far as gender is concerned.

**Keywords:** *Narcissism, Personality trait, Photo-sharing, Selfie, Selfitis.*

### I. INTRODUCTION

Technology is an essential part of our daily life, and it is impossible to neglect its impact on human life [1]. The rapid growth of Smartphone and Social Networking Sites has resulted in a new addiction i.e. 'Selfie fever'. Selfie fever has taken a new dimension known as 'Selfitis' [2]. American Psychological Association (APA) classified it what many people thought all along: taking selfie as a mental disorder, in its annual board of directors meeting in Chicago. It is defined as the Obsessive Compulsive desire to take photos of one self and post them on social media as a way to make up for the lack of self-esteem and to fill a gap in intimacy [3]. Selfies are often shared on social networking sites such as Facebook, Instagram and Twitter, etc. They are

usually flattering and complimentary and made to appear casual. Most selfies are taken with a camera held at arm's length, a “selfie stick” may be used to widen the angle of view, such as for group selfies [4]. Clicking pictures is not a problem but regular and frequent selfies can be the sign of low self-esteem, loneliness, attention seeking, and much more [5]. The trend of taking selfies almost became a daily habit for many people all around the world, and the social media websites became the main places for those people to post their selfies [6]. The crucial challenge facing adolescents is one of self-definition and identity formation [7]. As they proceed through a period of questioning (identity moratorium) to a phase of making commitments without crisis (identity achievement) their self-perceptions and social interactions enable to define their sense of “identity”. People at this point of life experience egocentrism, which leads to self-consciousness due to the belief in an imaginary audience [8]. An important developmental task for adolescents is their ability to self-disclose [9], Internet provides adolescents with avenues to explore their identities and exchange intimate disclosures [10].

The art of self-portraits has exploded into “the culture of selfies”. Selfie, a modern day tool for self-presentation, has turned into a global pop-culture phenomenon. According to the looking-glass theory, Cooley (1902) believes that individual's self is created through the ideas and concepts that others have about them. His theory stated that people learn who they are from others and from their imagination of how they appear to others. As per his theory, people use the self as a mirror, and today, selfies are being utilized as mirrors. Rosenberg (1979) noted that Self-construction is particularly prevalent where adolescents routinely try out different identities. They engage in Self-presentation which is expressive. Individuals construct an image of themselves to claim personal identity and present themselves in a manner that is consistent with that image through a selfie.

Many researchers have examined individual differences in social media usage. The results of these studies suggest that social media activity is related to characteristics of the Five Factor Model [11, 12] and jealousy [13]. Narcissism has also been shown to predict online social activity. Researchers have found that individuals characterized by relatively elevated narcissism are egocentric, have a sense of grandiosity, dominance, and entitlement, and perceive themselves as more attractive and better than others, but importantly are still marked by insecurity [14, 15]. Researchers studying narcissism have generally suggested a positive association between this characteristic and social media usage [16, 17, 18, 19, 20, 21].

As narcissists tend to be exhibitionistic, attention seeking, and highly concerned with their physical appearance [22], it seems logical to predict that narcissistic individuals may be more likely to post their pictures on social media than others. Narcissism has been found to be a significant predictor of the motivation for selecting profile pictures [23], and narcissistic users are more likely to upload their attractive photos on social media than are less narcissistic users [24]. The association between narcissism and selfie posting behaviors has already been analyzed [25, 26, 27, 28]. Given the narcissists' need to gain others' attention and admiration for preserving their own fragile self-image, posting selfies may reasonably function as a psychological way, by means of which individuals attempt to achieve these self-regulatory purposes [28, 29]. Scholars have indeed found that narcissism predicts higher levels of self-promoting content in

several social networking activities [16]. Considering the dearth of literature on Selfitis in India, we chose to conduct this research with the aim of studying the attitudes toward selfie taking and narcissism personality traits among the adolescents of Kashmir.

## **II.OBJECTIVES**

The objectives of the current study are as follows:

- 1) To assess Selfitis among the youth of Kashmir
- 2) To assess Narcissism (personality trait) among the youth of Kashmir
- 3) To study the relationship between Selfitis and Narcissism among the youth of Kashmir.
- 4) To study the significance of difference in Selfitis and Narcissism among the youth of Kashmir with respect to their gender.

## **III.METHOD**

The study was conducted to study the relationship between Selfitis and Narcissism among youth of Kashmir. For the present study data was collected from different tuition centers and Government colleges of District Srinagar. The authorities of these institutions were contacted and explained in detail the need for the study along with its aims and objectives. The assurance of confidentiality and anonymity was given at all levels. A socio-demographic proforma was designed to collect basic socio demographic data relevant to the study and this along with all the scales were administered in a group setting.

### **3.1 Instruments used:**

**3.1.1.** Selfitis Behavior Scale: Selfitis Behavior Scale developed by Balakrishnan & Griffiths (2017) was used to assess selfitis [30]. It is a measure of 20 items. Responses are rated on a 5- point Likert scale: (5 = strongly agree; 4 = Agree; 3 = Neither Agree or Disagree; 2 = Disagree; 1 = Strongly Disagree). This scale comprises of six factors these are environmental enhancement, social competition, attention seeking, mood modification, self-confidence, and social conformity.

**3.1.2.** Narcissistic Personality Inventory (NPI) modified by Ames, Rose, & Anderson (2006) was used to assess narcissism [31]. It is a 16 item scale. Participants chose either the non-narcissistic (recoded as 0, e.g. "I prefer to blend in with the crowd") or the narcissistic response (recoded as 1, e.g. "I like to be the center of attention"). The 16 items were summed together ( $\alpha = .71$ ). The sum score ranged from 0 to 16, where higher scores indicate higher levels of narcissism.

**3.2. Data analysis:**

In order to study the relationships between the variables of interest, Pearson’s correlation method was used. To study the difference between Selfitis and Narcissism with respect to gender, t- test was used.

**Presenting descriptive statistics for Narcissism and Selfitis among the youth of Kashmir**

**Table 1.1**

Variable	Mean	SD	LL	LL-UP	UP
Narcissism	.37	.20	.17	.17-.57	.57
Selfitis	2.63	.99	1.64	1.64-3.62	3.62

LL = lower limit; UP = upper limit

**Table 1.2 Range of scores showing different levels of Narcissism and Selfitis among the youth of Kashmir**

The table 1.2 reveals that out of 100 Youth, 16% fall in the low level of narcissism, 66% fall in the average

Variables	Low		Average		High	
	f	%	f	%	f	%
Narcissism	16	16	66	66	18	18
Selfitis	21	21	66	66	13	13

level and 18% of the youth fall in the high level of narcissism. The table further shows that 21% of youth fall in the low level of selfitis, 66% fall in the average level and 13% fall in the high level of selfitis.

**Table 2 Table showing correlation between Narcissism and Selfitis**

Narcissism	Selfitis
	0.308**

\*\* Significant p< 0.01 level of significance

Table 2 presents the correlation between Narcissism and Selfitis among youth of Kashmir. There is a significant positive correlation between Narcissism and Selfitis among the youth of Kashmir.

**Table 3 Difference in Narcissism and Selfitis with respect to gender of youth**

Variable	Gender	N	df	Mean	SD	t	Sig.
Narcissism	Male	50	98	.41	.20	1.70	.08
	Female	50		.34	.20		
Selfitis	Male	50	98	2.7	1.13	.60	.55
	Female	50		2.6	.83		

An independent-samples-test was conducted to compare narcissism and selfitis among the youth. As per the results of table 3 youth do not differ significantly in narcissism and selfitis as far as their gender is concerned.

**IV.DISCUSSION**

Results clearly show that there is a positive correlation between the two variables, to justify this, the researcher used Pearson correlation coefficient and it was found out that there was a positive correlation between the selfie scores and narcissism where  $r = 0.308$ ,  $n = 100$  significant at  $p < 0.01$ . This means that there is a positive relationship between the level of selfie behavior and the measured narcissism, in which as one variable increase the other variable has the tendency to also increase.

The findings of this study are consistent with the other studies mentioned in the literature with some apparent distinctions. It was evident in the study by Buffardi and Campbell that narcissism is related to website activity which was derived from quantity of friends and wall posts, they also found that narcissism is positively but only marginally related to self-promoting information about the self. This is also the case in the study of Mehdizadeh (2010) where results show that individuals higher in narcissism and lower in self-esteem were related to greater online activity as well as some self-promotional content. Another study by Huling (2011) shows that positive correlations were found between vulnerable narcissism and Facebook status updates and also in Facebook use and online self-disclosure. McKinney et al., (2012) found that higher levels of narcissism were associated with a larger number of Facebook friends and with the number of self-focused "tweets" an individual sends. The results of the study by Alloway et al., (2014) indicate that certain aspects of Facebook use, such as the photo feature, were linked to narcissism.

Hingerton,H. (2016) conducted a study and the results reveals that there is no significant difference between male and female as far as narcissism and selfitis is concerned.

## V.CONCLUSION

Based on the results of this study, the following conclusions were made, that there is a positive correlation between selfie behavior and the narcissism among the youth of Kashmir. The findings of this research can provide information regarding the selfie phenomenon. Since the research method used was correlation analysis no data about causality can be given. It is not stated that selfie behavior or activity is what causes the narcissism among the youth respondents or vice-versa. But given the results of this research we can conclude that there is an explicit link or a relationship between these variables. Further research is necessary in order to fully comprehend both these variables. The researchers recommend future studies to look more into the concepts of selfitis and narcissism.

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