Prevalence of Selfie Addiction among Junior College Students

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Abstract

Objectives: The objectives of this study were to assess the selfie addiction among junior college students. Selfies are often shared on social networking services such as Facebook, Instagram, and Twitter. Addiction with selfies in youth, especially teenagers, is on the rise as they are seeing many parents coming with the same complaint. This study was conducted to assess the prevalence of selfie addiction among junior college students.

Materials and Methods: A descriptive study was conducted using non-purposive selective sampling technique. Dr. Solanki's Selfie Addiction Scale was adopted to collect data. Data were collected from 200 junior college students by administrating selfie addiction scale. Statistical analysis was done using SPSS 24.

Results: Of 200 subjects, 34 (17%) subjects were not having selfie addiction, 133 (66.5%) subjects were having mild selfie addiction, 32 (16%) subjects were having moderate selfie addiction, and 1 (0.5%) subject was having severe selfie addiction. Of 200 subjects, 69 (34.5%) of them were from 15 to 16 years and 131 (65.5%) of them were from 17 to 18 years age group. Majority of subjects 114 (57%) were male, whereas remaining 84 (43%) of them were female. All (100%) of them were from the 11th standard. Majority 115 (57.5%) of them were from nuclear family and remaining 84 (42.5%) were from joint family.

Conclusion: The prevalence of selfie addiction is increasing among adolescents. Proper counseling must be done to keep one's life happy so as to fill all voids and the very need of selfies is countered.

Keywords: Prevalence, selfie addiction, student

Introduction

Smartphones have become a necessary in our lives. Selfies have become the newest technological fad to take over the youth, due to the wide and easy availability of mobile phones.[1] Selfie taking and posting are one of the most popular activities among teenagers, an important part of online self-presentation that is related to identity issues and peer relations.[2]

From the high and mighty to the common man, everyone just loves clicking selfies – be it with their favorite stars, best friends, families, holidays, adventures, gym session, food, parties, and everything possible that can be captured in one click.

The American Psychiatric Association (APA) has officially confirmed that many people taking "selfies" is a mental disorder. The APA made this classification during its annual board of directors meeting in Chicago. The disorder is called selfitis and is defined as the obsessive–compulsive desire to take photos of one's 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. According to the APA, there is currently no cure for the disorder; temporary treatment is available through cognitive behavioral therapy.[3]

From October 2011 to November 2017, there have been 259 deaths while clicking selfies in 137 incidents. About 72.5% of the total deaths occurred in males and 27.5% in females. The highest number of incidents and selfie deaths has been reported in India, followed by Russia, the United States, and Pakistan.

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Drowning, transport, and fall from the topmost reasons for deaths caused by selfies. We also classified reasons for deaths due to selfie as risky behavior or non-risky behavior. Risky behavior caused more deaths and incidents due to selfies than non-risky behavior. The number of deaths in females is less due to risky behavior than non-risky behavior while it is approximately 3 times in male.[4]

According to Mumbai psychiatrists, addiction with selfies in youth, especially teenagers, is on the rise as they are seeing many parents coming with the same complaint. This study will help to assess the prevalence of selfie addiction among junior college students.

MATERIALS AND METHODS

Research design
This was a descriptive research design.

Tool
Dr. Solanki's Selfie Addiction Scale is used.

Data collection
Data were collected from 200 junior college students by administrating selfie addiction scale.

Data analysis
MS-Excel is used for data storage, data validation, and basic graphical presentation; statistical analysis is done using SPSS 24.

The collected data are tabulated, analyzed, organized, and presented under the following headings:
- Section I: Distribution of samples in relation to demographic data

Table 1: Distribution of samples in relation to demographic data $n=200$

Parameters	Number of cases (%)
Age (years)	
15	3 (1.5)
16	66 (33)
17	107 (53.5)
18	24 (12)
19	0 (0)
Sex	
Male	114 (57)
Female	84 (43)
Educational status	
11th Standard	200 (100)
12th Standard	0 (0)
Type of family	
Joint	115 (57.5)
Nuclear	85 (42.5)
Occupation of parents	
One parent working	160 (80)
Two parents working	40 (20)
Both parents no working	0 (0)
Monthly family income (RS)	
≤10,000	119 (59.5)
10,001-25,000	42 (21)
25,001-40,000	30 (15)
>40,000	9 (4.5)

- Section II: Data analysis to assess the prevalence of selfie addiction.

## Section I: Distribution of samples in relation to demographic data
Results show that of 200 subjects, 69 (34.5%) of them were from 15 to 16 years and 131 (65.5%) of them were from 17 to 18 years age group. Majority of subjects 114 (57%) were male, whereas remaining 84 (43%) of them were female. All (100%) of them were from the 11th standard. Majority 115 (57.5%) of them were from nuclear family and remaining 84 (42.5%) were from joint family. One hundred and nineteen (59.5%) of them had a family income (monthly) Rs. ≤10,000, 42 (21%) of them had a family income (monthly) Rs. 10,001–25,000, 32 (15%) of them had a family income (monthly) Rs. 25,001–40,000, and remaining 9 (4.5%) of them had a family income (monthly) more than Rs. 40,000 [Table 1].

Section II: Data analysis to assess the prevalence of selfie addiction
Results show that of 200 subjects, 34 (17%) subjects were not having selfie addiction, 133 (66.5%) subjects were having mild selfie addiction, 32 (16%) subjects were having moderate selfie addiction, and 1 (0.5%) subject was having severe selfie addiction [Figure 1].

DISCUSSION
The present study aims to assess the prevalence of selfie addiction among junior college students. Dr. Solanki's Selfie Addiction Scale was adopted to collect data. Data were collected from 200 junior college students by administrating selfie addiction scale. MS-Excel is used for data storage, data validation, and basic graphical presentation; statistical analysis is done using SPSS 24, Spearman rank correlation test was used to test the strength of association. Significance level for correlation was measured at 5% for demographic as well tool variables. There was no enough study conducted
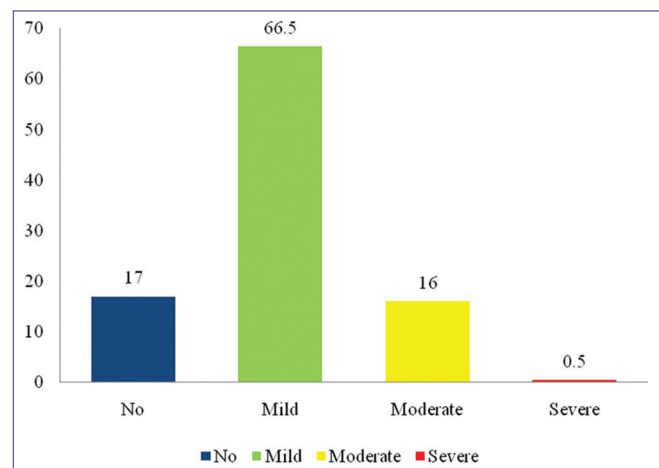
Figure 1: Bar diagram showing the prevalence of selfie addiction among junior college students in the study group

but their viewed study supported the present study for large extent.

Findings of the present study revealed that, of 200 subjects, 34 (17%) subjects were not having selfie addiction, 133 (66.5%) subjects were having mild selfie addiction, 32 (16%) subjects were having moderate selfie addiction, and 1 (0.5%) subject was having severe selfie addiction.

The finding of the present study supported by the study conducted by Priya assesses selfie addiction among college students. The study was conducted using the descriptive correlational research design at selected arts college, Tamil Nadu, among 100 students (60 students studying in B.B.A III year and 40 students studying in B.A Economics) who were selected using purposive sampling technique. Data were collected using tools such as pro forma to collect the baseline characteristics of the students and Selfitis Behavior Scale through self-administration method. Collected data were analyzed using SPSS-20. More than half of the students (53%) were identified with moderate selfie addiction, 41% had mild addiction, less number of students (4%) were addicted severely, and 2% of the students were not addicted. There is strong correlation ($r = 0.260$) between academic performance and selfie addiction scores which is statistically significant at $P > 0.001$. To save our young generation from being technology addicted and selfie obsessed, several strategies' such as behavior therapy and individual counseling must be adopted to help them to come out of the addiction and spend quality time for their studies.[5]

Veena and Krishnamurthy conducted study to assess perception toward capturing selfies and its impact among students of Mangalore University. The survival of media, technology, and the internet has transformed the society and their lifestyle today. The tendency of taking own pictures has turned into an observable fact of the new culture of the society. The research employed survey method was conducted using a well-structured questionnaire. One hundred and twenty respondents participated through convenience sampling for this research. The finding of the study shows that majority 85 (70.83%) of respondents after taking selfies send them through WhatsApp, 76 (71.66%) of students state that taking a selfie can turn deadly. It was found from the study, 62 (51.66%) of the respondents determined with the statement taking selfies is a waste of time. The present study suggested that request to individuals, to follow a few safe selfie rules while capturing pictures.[6]

Gupta and Pooja conducted the study, in which they divided subjects into two types of person that always take a selfie which are they usually criticize narcissism for forcing people into taking selfies while the other appreciate people who take selfies as "self-confident." Due to that, it will make them feel to be more comfortable with their own self-image, which could lead to their high level of confident to uploaded selfie in social media. The critical factor which is attitude in selfie posting behavior on social media network will enhance their self-confident to feel enjoyable by posting it and conclude that social media platforms can reflect the fast-growing phenomenon of selfies.[7]

Dutta *et al.* conducted an exploratory study to assess attitudes toward selfie taking in school-going adolescents. The study aimed to analyze the attitudes toward selfie taking, body image acceptance, and narcissism personality traits among an urban school-going population in Mumbai. Two hundred and fifty-two of 11th standard, belonging to an urban Mumbai school, were interviewed in a single-centric cross-sectional study. Scales used were – attitude toward selfie-taking questionnaire, body image acceptance, and action questionnaire (BIAAQ) and Narcissistic Personality Inventory (NPI). Scores obtained were computed using basic descriptive statistics as well as computerized statistical software. Two hundred and thirty students completely filled questionnaires, 54% were male. About 42.6% reported that they regularly clicked selfies of themselves. No gender difference was noticed. On an average, 18.1% of girls and 15.2% of boys clicked more than 4 selfies/day. The gender difference was statistically not significant ($P = 0.5273$). Difference in mean BIAAQ between the two genders was noticed to be statistically significant, whereas the NPI scores difference was insignificant. The study gives us an insight into the youth's viewpoint toward selfies, which was positive in the majority of the population. A worrisome aspect is the higher body image dissatisfaction among girls. Behavioral addictions such as selfies need more focused research in the future.[1]

According to Dhir *et al.* said to identify the level of satisfaction in selfie can be measured by differences age and gender in selfie-taking and selfie-posting patterns. Satisfaction for women most likely prefers to take personal, grouping, and edit their photo selfie within crop photos and usually use photographic filters compared to men. In this article also mention the different of age for women can observe that young women between the range of 18 and 29 years old always share selfie on social media which is Instagram to get positive feedback "likes" from their followers.[8]

Singh and Yadav conducted non-experimental study on GNM, B.Sc. nursing and M.Sc. nursing students, self-developed questionnaire, selfitis behavior scale, and structured questionnaire used to collect the date from participants. Based on the finding of the majority of 141 (70.5%) nursing students has moderate selfitis behavior followed by 59 (29.50%) nursing students have severe selfitis behavior and no candidate has mild selfitis. The mean score of selfitis behavior was 62.595 with standard deviation (SD) 12.334. Based on findings, there was no significant association of background variable with the level of selfitis except type of course, in which student is admitted for nursing training. The study has proved that selfie syndrome is dominantly developing craze of modern era due to modern fat changes in technologies. From the finding of the present study, it is concluded that the majority of nursing students have moderate selfitis behavior.[9]

Solanki conducted a study to develop a self-diagnostic selfie addiction scale. A total of 200 participants were recruited from July 2015 to September 2015 to complete a set of questionnaires including 47 items. The participants consisted of 88 boys and 112 girls; with ages ranging from 18 to 28 years (Mean = 21.15, SD = 2.95 years). Factor analysis, *t*-test, ANOVA, and correlation analysis were conducted to verify the reliability and validity of this scale. The internal consistency and concurrent validity of selfie addiction scale were verified (Cronbach's alpha = 0.962). Selfie addiction scale and its subscales were significantly correlated with other scales. The visual analog scale of each factor also showed a significant correlation with each subscale. Researcher concluded that selfie is becoming a new form of addiction among people in the community; selfie addiction scale which showed good reliability and validity for the assessment of selfie addiction can be used efficiently for the evaluation of selfie addiction in the community and the research purposes. This scale also covers different domains such as narcissistic personality, feeling of self-worth, body apperception, and body dysmorphic disorder. Ultimately, it will help to prevent harmful effects of selfie addiction.[10]

CONCLUSION

There is mild-to-moderate selfie addiction among adolescents and it is increasing nowadays. Involvement in group activities and feeling of togetherness should enhance the feeling of self-worth. Proper counseling must be done to keep one's life happy so as to fill all voids and the very need of selfies is countered.

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