

Selfie addiction among College Students

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ABSTRACT

Selfie is a self-portrait photograph, typically taken with a digital camera or camera phone held in the hand or supported by a selfie stick. Selfies are often shared on social networking services such as Facebook, Instagram and Twitter. This study aimed at assessing the selfie addiction among College students. **Methods:** This study was conducted using the descriptive correlational research design at selected Arts College, Tirupattur, TamilNadu among 100 Students (60 students studying in B.B.A III year & 40 students studying in B.A Economics) who were selected using purposive sampling technique. Data was collected using tools such as Proforma to collect the baseline characteristics of the students and Selfie Behavior Scale through self administration method. Collected data was analyzed using SPSS- 20. **Results:** More than half of the students (53%) were identified with moderate Selfie addiction, 41% had mild addiction, less no 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 ($p>0.001$). **Conclusion:** In order 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.

1. Introduction

India has the highest number of Selfie deaths than any other country in the world in the last two years. The first known selfie-related death occurred 15th March, 2014, when a man electrocuted himself on top of a train (Kondoloy & Amanda 2014). In the era of globalization and full of technological advancement, social media, which is selfies become a hot topic among society, especially in adolescents. This is because selfies give big impact to its user in their daily life. Hence Selfie addicts must be identified and referred for early treatment.

According to Presi, Maehle and Kleppe, (2016) A form of sharing selfies on social media platforms, people are looking for human connection and wait for the confirmation from others in the form of likes and comments. Selfies were our sign to the world or mini-me's that we send to give others a sight of whom we are. Selfies point out the transitional figure from the memorial to the means of communication, thus changing photography itself. In the culture full of visual technology, verbal conversation was not enough to communicate feelings.

Importance of Adolescent period is well emphasized in the ancient and modern literature. According to Swami Vivekananda, hope of the future lies in the youths of character, intelligence, renouncing all for the services of others, and obedient, good to themselves and the country at large. Clicking selfies initially starts with a fun and time pass, gradually it becomes habit and slowly an addiction. Hence creating awareness among the students is important and empowering them in assessing the signs and symptoms, current condition, recurrence risk, identifying and treating the selfie addiction problem at the earliest is more important not only to save the life of the students but also to save our Nation.

As people's social lives getting more digitalize, selfies becomes more than communication tool marks pointlessness. In India, usage of selfies is enormous, especially in the younger population. Selfies are likely to cause addiction, mental illness and even suicide. Therefore, this study was conducted to assess the selfie addiction among students studying in Arts College.

2. Statement of the Problem

A Descriptive Correlation Study to assess the Selfie Addiction among College students studying in Selected Arts College, Thirupattur, TamilNadu.

3. Objectives

1. To assess the Selfie addiction among Arts College students.
2. To find out the difference in Selfie addiction scores between male and female students studying in selected in Arts College.
3. To find the association between selected background variables and Selfie addiction among Arts College students.
4. To find out the correlation between Academic performance and Selfie addiction among Arts College students.

4. Null Hypotheses

H₀₁ There will be no significant difference in Selfie addiction scores between male and female students studying in selected in Arts College.

H₀₂ There will be no significant association between selected background variables and Selfie addiction among Arts College students.

H₀₃ There will be no correlation between Selfie addiction and Academic performance among Arts College students.

5. Methods

This study was conducted using the descriptive correlational research design at selected Arts College, Tirupattur among 100 Students (60 students studying in B.B.A III year & 40 students studying in B.A Economics) who were selected using purposive sampling technique. Data was collected using tools such as Proforma to collect the baseline characteristics of the students (This is to measure the baseline characteristics such as age, monthly family income, religion, type of family, area of residence, medium of instruction of the students , current academic performance of the students and Selfitis Behavior Scale (Balakrishnan&Griffiths,2017) through self administration method. The scale consisted of 20 items with the 5 responses, ranged from 1 (strongly Agree) to (strongly disagree) 5 under 6 domains such as environmental enhancement, social competition, attention seeking, mood modification, self-confidence and subjective conformity. Total obtainable score was 20-100. The higher the score, the greater the likelihood of Selfie addiction. Collected data was entered and analyzed using appropriate descriptive (f, %, Mean and SD) and Inferential Statistics (t test) through SPSS- 20.

6. Results & Discussion

Table1: Distribution of Baseline Characteristics of Arts College students. (N=100)

Baseline Characteristics	F	%
Age in years		
≤ 20 years	51	51
> 20 years	49	49
Gender		
Male	70	70
Female	30	30
Monthly family income		
≤Rs.10000	68	68
Rs.10001-Rs.20000	21	21
> Rs.20001	11	11
Type of family		
Nuclear	87	87
Joint	13	13
Extended	-	-
Medium of Instruction in Higher Secondary Education		
English	23	23
Tamil	77	77
Area of Residence		
Urban	1	1

Rural	89	89
Semi Urban	10	10
Father's Educational status		
Uneducated	33	33
Primary & Higher Secondary Education	58	58
Under graduate degree	7	7
Postgraduate degree	2	2
Mother's Educational status		
Uneducated	29	29
Primary & Higher Secondary Education	61	61
Under graduate degree	7	7
Post graduate degree & above	3	3

Table 1 depicts that more than half of the students belongs to less than 20 years of age(51%), majority were males(70%), 68% of them had monthly family income less than Rs 10,000 and majority were from nuclear family(87%),rural area(89%).Most of them studied in Tamil medium(77%) in higher secondary education.Regarding parents' educational status,most of the students'father and mother had studied upto primary and secondary education(58%,61%) respectively.

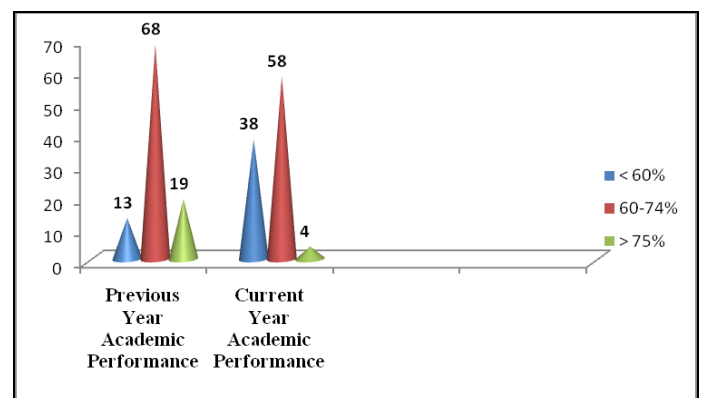


Fig 1: Distribution of Academic Performance of Arts College Students in the Previous and Current Academic Year.

Fig 1 shows the percentage distribution of academic performance of Arts College students in the previous year and current year. Students' previous year performance was high when to compared to their current year performance. Less No of students got distinction in the current year (4%),58% falls between 60-74% and 38% of their performance were less than 60%. Findings denote the need for creating awareness among the students' regarding their academic performance. Some recent studies have found that over-involvement with social media by students can have adverse effects on academic performance (Hinz, & Martin-Span, 2015). This has prompted discussion among educators from various academic fields about the usefulness and viability of social media as a teaching tool.

Table 2: Comparison of Mean and Standard Deviation of Selfie addiction Scores between Male and Female Students Studying in Arts College. (N=100)

Gender	Total Obtainable Score	Mean	SD	t value	p value
Male (n=70)	20-100	62.52	11.59	1.395	>0.05
Female (n=30)		59.00	11.59		

Table 2 shows that there was no significant difference in the mean scores of selfie addiction between male and female students studying in Arts College at $p > 0.05$. Hence the Null hypothesis H_01 There will be no significant difference in selfie addiction scores between male and female students studying in selected in Arts College was retained. Study findings were

consistent with the study conducted by Dutta et.a(2016) on Attitude towards selfie taking in school going Adolescents. Out of 230 students 54% were males and 46% were females and there is no gender difference was noticed with regard to attitude toward selfie taking among boys and girls. The gender difference was not statistically significant ($p = 0.5273$).

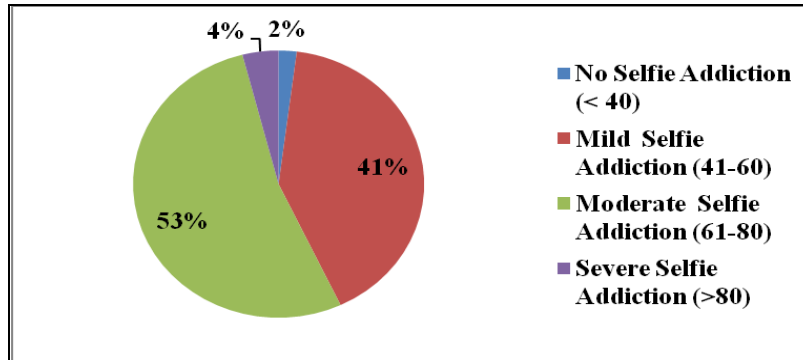


Fig 2: Percentage Distribution of Selfie addiction scores among Arts College Students

Fig 2 shows that more than half of the students (53%) were identified with moderate selfie addiction, 41% had mild addiction, 4% were addicted severely and 2% of the students were not addicted. Study findings were consistent with a descriptive study conducted by Veena & Krishnamurthy (2015)

on Perception towards capturing selfies and its impact among students of Mangalore University among 120 students. Findings of the study shows that 78(65%) of respondents take selfies regularly, whereas 24(20%) rarely and 13(10.83) rarely and 5(4.17%) of the respondents never take selfies.

Table 3: Association between Selected Background Variables and Selfie Addiction among Arts College Students (N=100)

Background Variables	No&Mild Selfie addiction	Moderate Selfie & Severe Selfie addiction	χ^2 value df=1
Age			
< 20 Years	22	29	0.001
≥ 20 Years	21	28	
Gender			
Male	29	41	0.235
Female	14	16	

Table 3 depicts the Association between selected background variables and Selfie addiction among Arts College students. There was no significant association between age, gender and selfie addiction scores hence the null hypothesis H_02 There will be no significant association between selected background variables and Selfie addiction among Arts College students was retained.

participants were distracted by media like Facebook and texting in less than 6 minutes after the start of a studying session. In addition, measurements of daily Facebook use and texting behavior were strong predictors of off-task behavior during study periods. More importantly, all of the media related technologies associated with increases in multi-tasking and decrease in academic achievement is now commonly accessed with a single Internet-enabled mobile phone.

Rosen et al. (2013) studied the behavior of middle school, high school and college students and observed that

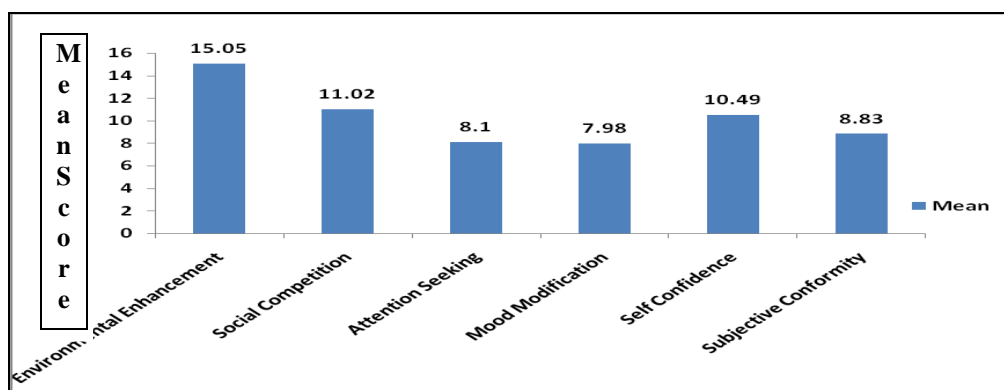


Fig 3: Domain wise Mean Selfie Addiction Scores of Arts College Students.

Fig 3 shows the domain wise mean selfie addiction scores among the Arts College students. Mean score was high in environmental enhancement (15.05), social competition (11.02) and self confidence (10.02) where as it was found to be low in attention seeking(8.1),mood modification(7.98) and subjective conformity(8.83).

Table 4: Correlation between Academic performance and Selfie Addiction among Arts College students (N=100)

Variables	Mean	SD	r Value	p Value
Academic Performance	59.1000	9.20748	0.260	p>0.001
Selfie Addiction	61.4700	11.64930		

Table 4 Indicates that there is strong correlation ($r=0.260$) between academic performance and selfie addiction scores which is statistically significant at ($p>0.001$).Hence the null hypothesis H_03 there will be no correlation between Selfie addiction and Academic performance among Arts College students was rejected.

Findings were also consistent with the study conducted by Almenayes, 2014 on the relationship between mobile media usage and academic performance in university students. Mobile phones can be used while strolling, traveling in buses or trains and even while driving a car. These micro time slots in which people can take part in numerous online activities were not available just a decade ago. Micro time slots can lead to obsessive mobile phone usage and can interfere with face-to-face interaction and harm academic performance.

7. Conclusion

Taking more selfies will not only affect the people mentally, but it also may lead to physical complications such as low back

Similar results were obtained in the study conducted by Ma et al. (2017) describe the taking of selfies in terms of self-presentation theory, which is applied to impress others. The taking of selfies is arguably not a stand-alone action because it takes on other dimensions when it is shared via social media. Such actions enable selfie-takers to present themselves in a controlled way.

pain, cervical spondylitis, awkward posture of the body, frozen shoulder, tennis elbow etc. (Gupta&Pooja 2016).Cognitive behavior therapy, individual and family counseling emphasizing on self-motivation and self-control on taking selfies, giving quality time to family, friends and for their self development are some of the strategies to overcome this addiction. In addition to this, parents and teachers can then begin the moral education of children from an early age to help them realize that appearance is not everything as there are other aspects of personality such as intelligence, and good nature of a person, which would be used to judge a person. Students must be helped to take these things seriously in order to be a successful person in their life.

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Conflict of Interest: None

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