



Selfitis: Selfie Craze and Addiction

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Abstract

The rapid growth of Social Networking Sites (SNS's) as well as Smartphone has resulted in a new addiction i.e. 'Selfie fever'. Selfie fever has taken a new dimension known as 'selfitis'. The purpose of this research is to find out the existence of selfitis among teenagers and adults. The paper tries to identify various factors leading to the selfitis phenomenon. This is a descriptive study conducted on 200 respondents from all over India. The impact of various factors is measured by Regression analysis resulting in selfie taking tendency and selfitis. The present study found out the prevalence of selfitis among the respondents. Salience of study identified various factors responsible for selfie craze to 'Selfitis'. This study is influenced by the mood of the respondents and also it is limited up to selected respondents. The study opens an avenue for forthcoming researcher to replicate and modify the study as well. The American Psychiatric Association (APA) has officially declared that selfies taking is a mental disorder. This study will help in finding out impact of selfies on present generation. The study has social implication by diagnosing the level of selfitis prevailing in modern India. Some kind of behavioral therapy and counseling can be applied to reduce the negative impact of selfie culture in selfie era.

Keywords: Selfie Culture, SNS, Selfitis, Self esteem, Morning Selfie.

Introduction

Selfie fever made people to portrait them and use them as an object for likes and comments only. It is also a true fact that some of the person considers selfie as a token of memorable moments. The self projected object known as selfie are exhibiting the true and actual behavior of the particular person. The entry of selfie to new generation's world has replaced a major portion of traditional photography. Smartphone industry invented front cameras in their phone just to attract new customers and to increase sale and thus to maximize their profit. Contributing to this the preference for front camera phones has been increased dramatically within few years. It changed the 'we-we generation' into 'me-me- generation' of selfie and me. The selfie culture of selfie and me generation can be clearly rectified from SNS such as Facebook, Whatsapp, Hikes, twitter etc. Social media are the true selfie promoters. They do promotion of the selfie for their own benefit. The self portrayed photos exhibit some of the behavioral characteristics. Scholars have been made so many research papers relating to the selfie behavior mainly focusing on the young women, adolescents, men, teenagers etc. Now a days selfie posting behavior is seen without any gender difference. Increase in the level of selfie addiction results in a mental disorder termed as 'selfitis'.

It is the new epidemic prevailing in our country. Selfitis is followed with self presentation, narcissism, psychological satisfaction and selfie fever. To know about the existence of selfitis among young male and female and also to know how much this selfie craze is turning into a dangerous trend in the region this research is carried out.

Review of literature: An object for conveying feelings of human in pictorial form is known as Selfie. It captures relationship between natures, human, pets etc. Selfie is considered as a gestural practice which is send to different individuals and shared between different communities, audience etc¹. There are different forms of selfies such as selfies taken in private, selfies taken in public, contextual images, joke/funny selfies, and sexy selfies². SNS promote the posting behavior of selfies by sharing them all over the country through different type of SNS. People use selfie as a self representation graphical object and also for the gender identification³. Girls who capture their own sexuality expressing images or those images showing their sex appeal are identified in a debate conducted by Albury⁵. Girls and women adopt the new techniques to appear sexy and appealing⁴. Selfie is a self consumption gestural practice. The SNS such as Facebook, Youtube, Instagram, and also the very new entry of snapchat also has attained scholarly attention as 'self consumption'⁵. Narcissism is a risky mental state identified through taking selfies causing negative effects on others, like leading to accidents due to the usage of camera for taking adventurous selfies^{6,7}. Selfie is a self representing image of oneself taken with a phone or any other gadget having camera⁸⁻¹⁰. A selfie is defined as a graphical image captured for and not for sharing on online by using phone, ipad etc.

Selfitis: According to APA selfitis is defined as an obsessive-compulsive desire to take photos of self. It is disorder characterized by a person's desire to look good continuously and to show it to others. The following are the types of selfitis based on frequency and sharing socially.

Borderline Selfitis – up to three selfies per day, but not sharing on social media

Acute Selfitis– three selfies per day, and sharing them on social media.

Chronic Selfitis – atleast six selfies per day and sharing every selfie on social media.

Selfie and SNS: The prime goal of Social Networking Sites (SNS) to make people stay linked with the world. SNS allows people to interact with others all over the world. Most of the people take selfies to stay close to the new world of internet. Selfies became part of daily routine mostly among teenagers and youngsters. They use selfie as a medium to capture the moments spend with friends, family, pets, etc. Selfie are also a token of memory. When selfie becomes a daily practice, a person makes various efforts to make their selfies better than others. They try to make it more funny and attractive selfies. Likes and comments encourage continuing this process. Some even feel it as social gravity also. The number of selfies shared over the SNS is predicted through narcissism and psychopathic level^{8,9}. Previous studies acknowledged that narcissism is linked with selfie⁸. Narcissism Personality Inventory (NPI) measures the number of selfies shared on social media during a week is predicted. Narcissism score is also used to identify straightly the number of selfies share⁸. Selfie posting behavior differs in women and men. The previous studies show that women post more selfie than men on SNS. Women have a greater tendency to post good pictures of them online. Women have the highest tendency to take and upload their own good looking or attractive images. Gender difference is a major factor categorizing the selfie taking tendency and selfie posting behaviors on social media¹¹. This gender difference can also be seen in profile picture selection. Women are more conscious than men about their profile picture and its acceptance by friends and viewers¹². Narcissism is the output of self-objectification, showing off tendency and mental disorder too¹³.

Selfie Culture: Selfie culture is the digital picture sharing culture, which is the cause for spreading of selfie fever in recent years. Teenagers, young people, and adults are also contributing to this culture. The entry of smart phones having front camera marked the birth of 'selfie scenario'. It has acquired wide popularity within a short period of time. After the electrifying entry of selfie 'self & me' aspect of human behavior has been increased tremendously, resulting in a self-ish culture or the 'me-me generation'. This generation can also be known as selfie & me generation. It includes youngsters and adults also but their perception and attitude towards this culture will vary from generation to generation. Young people's selfie culture offers reshaping of the ethical culture. World of selfie representation is purely a conversation or an integration between media, sexuality and gender.

Like every culture selfie culture also possess a huge cultural gap between young people, teenagers and adult also. Their selfie taking behavior and interpretation will also change according to

this cultural gap. During last few years, selfie achieved glory among every age group of the people mostly among teenagers and youngsters. Selfie is a self objectification practice of promoting the self¹³. As per previous researchers authenticity being a socially constructed interpretation of the essence, is not a property inherent in an object but an observation¹⁴. Selfie culture is a trending practice of discovering the genuine of self. But in this present scenario, the rapid growth of this selfie phenomenon is resulting in accidents, mental disorders etc. In the light of this negative effect of selfie taking, this research has been conducted to find out various factors that lead from selfie craze to selfitis. Following are the factors that are responsible for transforming the selfie taking tendency to a mental disorder condition.

Physical appearance: Physical appearance is the way in which one person looks. It is the traits of a person such as clothes, eyes, figures, nose, hair etc. It can be used as a sign to identify a particular person. A person's physical appearance is the indicator of personality also. It may vary from person to person. There are people who are good in appearance as well as not good. The person who is good-looking has a tendency to take selfie frequently and to put it in SNS to make it public. They like to capture their beauty and enjoy it by own and make others also to feel the beauty. Comparatively the rate of selfie taking tendency is high for good-looking person rather than less attractive person. Thus selfie and appearance are directly linked.

Studies depict that facial expressions and body postures are also related to personality^{15,16}. Research shows according to the personality the physical expression vary in different situation according to the personality magnetism of face is linked with extraversion, wideness of lip is linked with frankness etc¹⁷. These are clearly shown when a person took photograph. It cannot be hidden even if they want. Narcissism is directly linked with heavy clothes, heavy makeup and so on. Extraversion is directly linked with happiness and smiling face of a person^{15,16}. Through poses and facial expressions given by a person one can identify whether that person is extrovert or introvert. Those who are extrovert in nature present themselves as more energetic in photographs and introvert will be in somewhat nervous or tensed¹⁶.

Desire: Desire can be termed as the extreme wish to have something. Desire may change from person to person according to their personality, attitude, emotions, thinking etc. It is the craving or longing for an object, person, thing. Desire is the deepest form of wants or needs.

Every human being has the desire to be recognized and appreciated. For fulfilling this desire and to get satisfaction most of the person take selfie and post it on social media. Likes and comments for their selfie would satisfy the desire of appreciation and publicity through SNS would satisfy the desire to be recognized. Presently, young generation needs appreciation. They are madly driven towards appreciation and

publicity¹⁸. Through this selfie taking enjoyment process if they get appreciation and publicity, they will make this selfie era continue to be decade. Just like the operant conditioning theory suggests the repeated habit may result in repeated behavior.

Self esteem: Self esteem is known as the self worth. It can also be said as the attitude towards oneself. One having high self esteem will show positive attitude while other with low self esteem will show negative attitude towards self. Self esteem is the respect that one may have towards self. As a sum, we can say that it is the value of self and the confidence that one have in self.

Individuals having low self esteem post more selfies on facebook. They do more self promoting activity than a person having high self esteem. Also it is categorized on the basis of gender that women of low self esteem post more selfies online than women with high self esteem¹⁹.

Seeing one's own beautiful selfie has a positive impact towards the self esteem of that particular person. It boosts confidence of that he/ she is better in physical appearance. This confidence will help them to interact with more people confidently.

Enjoyment: Enjoyment is the intense form of pleasure. It is the delight of having psychological satisfaction. Enjoyment is thrill or be charged out. Enjoyment can be of any activity that will provide pleasure. It is something that provides joy or satisfaction.

Selfie taking is considered as a pleasurable activity by the selfie users. Mostly teenagers and youngsters are the selfie followers because from this process they get some sort of pleasure. Teens have the tendency to build their identity. To get identity and spot in the society they follow whatever the crowd does. Also selfie users use selfie as a medium to capture their moments of enjoyment. If being a selfie user if they get any pleasure then they will continue it and make it as a habit. At last this habit will result in behavior. Some portion of the selfie users consider selfie as a medium to capture the moments of enjoyment that they spend with family, friends, pets, etc. these selfies are the token of love towards the intimate ones. There is a relationship between expressing oneself and satisfaction deriving from it. On the basis of expressing personal feelings, skills and abilities a person would begin to enjoy themselves. This enjoyment will lead to satisfy the self and to attain the potential of that particular person. Enjoyment is directly linked with deriving satisfaction as well as the best potential of person. When personal expression of positive traits of a person is done at the best level, it causes the reason for true happiness also. That means enjoyment paves way for satisfaction and happiness^{20,21}.

I and ME Attitude: I and ME attitude is the term used for showing selfish trait. I and ME attitude means self centered and selfishness. This type of attitude shows a person's commitment towards him/her only. That who takes and share highest number

of selfies of own is considered as a self centered person who has commitment towards them only. The double aspect of self that is 'I' & 'Me'. I is the lively and object oriented aspect of an individual. 'ME' – the self as known is the practical and socialized aspect. I is the experiential function of self. The 'I' act and react but not judging self. I characterize the process of a thinking person. 'Me' is the self knowledge and the self perception of a person. 'ME' is the object and the I is the part of me. I act on the basis of ME. ME is socially learned factors, according to this ME a person give responses²². Self is the symbolic integration of 'I' & 'ME'. The self is generated as result of relation between ego, super ego, and it consists of ideals, fantasies, defensive styles²³.

Selfie is the trending phenomenon used to satisfy the self; that is the 'I' & 'ME' aspect. Selfies are widely used by individuals to satisfy their ego and super ego and also for satisfying their fantasies and wish. While satisfying the self (I & ME) selfie users are knowingly and unknowingly ignoring all the other elements that support the existence of this 'SELF', such as family, work, studies, peer group etc wasting the live moments of marriage functions or festivals by taking unwanted selfies.

Self consciousness: Self consciousness means being conscious about physical appearance and actions. It is a form of self awareness. In other terms it can also be said as it is the perception of one towards his/her own activities and appearance. Self consciousness is the prime enemy of self confidence. Self consciousness increase anxiety in social gatherings. Thus it results in nervousness and lack of confidence.

Selfie culture has given birth to a self consciousness known as 'ME & MY SELFIE'. Due to the selfie trend most of the people began to be conscious about their looks. Because of this whenever a person post selfie if they didn't get the expected likes then they will become disappointed. By seeing the selfies of good looking persons uploaded in social media, those who are not so good in appearance may feel insecurity and would become disappointed easily. To look good in every picture most of the one prefer to go for editing of real picture also beauty treatment, beauty enhancing surgeries etc. previous studies shows that the desire to get the attention of social media public is an important element of narcissism. Huge audiences all over the world are provided by Social Networking Sites. The person posting selfies on SNS will get the result of their image through the form of likes and comments. Social media users consider the number of likes and comments as a tool for evaluating their pictures i.e. whether the image is good or not¹⁴. Most of the selfie users are conscious to use self portrait image to show their positive self only. They try to be pretty good in every image²⁴.

Morning Selfie: Wake up image of oneself is known as morning selfie. Leaving the bed or being in the bed people took photographs of their own image. During this selfie era morning selfies are important like morning milk and cereals. People

those who consider selfie as a daily routine, starts a new day by taking their own image. Most of the selfie users consider this as a sign of confidence booster. If in the morning selfie if the person looks good, then it creates some positivity in the mind of that particular person. Also it might have positive effect on his/her whole day. These morning selfie are generally referred as good morning selfie by the selfie addicts. They consider it as a part of daily habit to take selfies at the beginning of the day and to share it on social media. Selfie users adopt this habit to show their life online.

Research objectives: In order to find out the selfie taking tendency leading to selfitis, the following objectives are formulated for the research: i. To know about selfie users attitude towards selfie taking. ii. To identify factors affecting selfie taking attitude. iii. To investigate the transformation of selfie craze to selfitis.

Methodology

To find out selfie taking tendency resulting in selfitis, a survey was conducted through online and offline questionnaire method of 200 samples. From analyzing the past research reports, we have identified 6 independent variables and one dependent variable are find out. To ascertain the relationship between independent variables with dependent variables, regression analysis was carried out using MS excel.

Data source and sampling: The samples for this research were collected from all over India. The sample unit was confronted to teenagers, adults, and youngsters. Through two different stages the samples were collected. In the primary stage online and offline questionnaire is used and collected 200 responses for research analysis. In second stage previous research reports are analyzed.

Analytical tool: The analytical tool applied in this study is Regression analysis. Regression analysis is used to identify the

impact of independent variables on dependent variable. 7 self developed statements are framed in questionnaire through analyzing previous researches. A 7-point scale is used for rating these statements. To identify the level of selfitis, a separate question was asked at last. This question asked about frequency of selfies taken in a day with four options, those are – once per day, twice per day, thrice per day and above 5 times per day.

Hypotheses formulation: In order to achieve the above objectives, following hypotheses are formulated: i. H₁: Selfie culture has a significant impact on selfie taking tendency. ii. H₂: Selfie as daily routine has a significant impact on selfie taking tendency. iii. H₃: Spending time to get a perfect a selfie has a significant impact on selfie taking tendency. iv. H₄: Facial expression has a significant impact on selfie taking tendency. v. H₅: ‘Morning selfie + Beautiful one = Good day’ has a significant on selfie taking tendency. vi. H₆: Selfie as confidence booster has a significant impact on selfie taking tendency. H₇: All six measuring item taken together have a significant impact on selfie taking tendency.

Results and discussion

The cronbach alpha is a tool used for checking the reliability of data that we have found out in this study is 0.853. Cronbach alpha value should exceed 0.7. Here the coefficient alpha value of research data is more than 0.7. It shows the reliability of data so that we can move ahead for further analysis^{25,26}.

Discussion of Hypotheses H₁: The Table-1 shows simple regression with R square value is found to be 0.4505. This result also explains that 45.05% of variation in selfie taking tendency is explained by the independent variable supporting selfie culture. The standard error identified here is 1.578. The t-statistic identified significant on observing p-value at 5% level of significance.

Table-1: ANOVA.

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	404.569	404.569	162.342	<i>0.000</i>			
Residual	198	493.431	2.492					
Total	199	898						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.846	0.301	2.814	0.005	0.253	1.438	0.253	1.438
X Variable 1	0.732	0.058	12.741	0.000	0.619	0.845	0.619	0.845

The F value is found to be 162.34 which appeared significant. The F value is higher than significance value, so we accept the alternate hypothesis H_1 at 5% level of significance. We found that there is a significant impact of selfie culture on selfie taking tendency.

The t statistics value also seems to be high in this table on observing the p value. In order to measure the impact of selfie culture on selfie taking tendency we have the following model $Selfie\ taking\ tendency = 0.845 + 0.732(Selfie\ Culture)$.

The coefficient of the independent variable i.e. selfie culture is 0.732. It depicts selfie culture has a strong relationship with selfie taking tendency. Supporting selfie culture by the respondents has 73% impact on selfie taking tendency, resulting in the overtaking of selfie. Due to supporting of selfie culture, the selfie taking and addiction are increasing. Selfie culture has paved the way for growth of selfie generation. More than average percent of significance is identified from this model.

It has similarity with past studies also, that in recent day's selfie phenomenon has taken a new dimension as 'selfie culture'. Selfie culture is of self representation and self objectification, where self is objectified and represented. Due to this objectification and representation of 'self', selfie culture is significantly creating impact on selfie taking attitude¹³.

Discussion of Hypotheses H_2 : The Table-2 shows the simple regression of selfies as part of daily routine with selfie taking tendency. Here R square value, i.e. coefficient of determination is 0.413. This result explains that 41.3% variation in selfie taking tendency is explained by selfie as part of daily routine. The standard error identified is 1.630. The t-statistic found out is significant on observing p-value= 0.05.

The F value is 139.57 appeared significant at p-value = 0.05. So, we accept the alternative hypothesis H_2 . It shows that Selfies are

part of my daily routine has 62% impact on selfie taking tendency. In order to measure the impact of selfies as part of daily routine on selfie taking tendency, we can obtain the following model: $Selfie\ taking\ tendency = 2.386 + 0.623 (Selfies\ are\ part\ of\ my\ daily\ routine)$.

Respondents consider selfie as a part of their daily routine. This means that selfie taking has become unavoidable thing in their daily life. It has become important like the basic daily life needs. This is dramatically resulting in increase in the number of selfies taken per day.

The coefficient of the independent variable i.e. selfie as daily routine is 0.623. It identifies strong relationship with the dependent variable. Selfies as part of daily routine has 62% impact on selfie taking tendency. Respondents consider selfie as a part of their daily routine. This means that selfie taking has become unavoidable thing in their daily life. It has become important like the basic daily life needs.

This is dramatically resulting in increase in the number of selfies taken per day. Selfies are becoming a part of daily life to most of the respondent because of the popularity of selfie. It is a medium to connect with the world. Selfies are used to share memories, to express feelings at a particular time. Selfie initially had a periodic use at a certain interval of time but with the advancement of time, it is gradually being used in our daily routine²⁷.

Discussion of Hypotheses H_3 : The Table-3 shows the simple regression having R square value i.e. the coefficient of determination is estimated at 0.309. This result explains that 31% of variation in selfie taking tendency is explained by spending time for taking selfie. Here the standard error identified is 1.769 and t-statistic also found significant at p-value = 0.05.

Table-2: ANOVA.

	Df	SS	MS	F	Significance F			
Regression	1	371.291	371.29	139.57	0.000			
Residual	198	526.708	2.6					
Total	199	898						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.386	0.205	11.59	0.000	1.98	2.792	1.98	2.792
X Variable 2	0.623	0.052	11.81	0.000	0.51	0.727	0.519	0.727

F value is 88.7 is significant at 5% level of significance so we accept the alternative hypothesis H_3 . This shows positively significant relationship between independent and dependent variable.

In order to measure the impact of spending time to get a perfect selfie can be expressed as: *Selfie taking tendency = 2.199 + 0.530 (I spend time to get a perfect selfie)*.

Spending time to get a perfect selfie has a 53% impact on selfie taking tendency. This implies respondents spend time to get a perfect selfie and they go for various try. Due to this factor also respondents took more than 3 selfie per day. From this model it is evident that people spend time to get a selfie to satisfy their perfect selfie concept. It reveals major portion of the selfie takers wants to satisfy their 'self'. Argue to satisfy 'self' also shows self centeredness²².

Discussion of Hypotheses H_4 : The Table-4 represents simple regression result of making different facial styles for selfie on the dependent variable. Here R square value, i.e., coefficient of

determination is 0.309. It shows 31% significant impact of independent variable on selfie taking tendency. The standard error in this case is 1.769. The t-statistics identified is significant on observing the p-value= 0.05.

The F value is 88.8, a higher level of value, inferring the alternate hypothesis H_4 to be accepted at 5% significance level. The model can be expressed as: *Selfie taking tendency = 1.99 + 0.541 (I make different facial style for perfect selfie)*.

Making different facial styles for selfie has 54% impact on selfie taking tendency. This impact on selfie tendency implies that to see one's own various dimensions of face people go for selfie taking. Respondents like to make different facial styles and to enjoy their own beauty and craziness. So this can be considered as a prime factor for selfie taking behavior. To see different facial styles respondents take so many numbers of selfies. We also imply that physical appearance has impact on selfie taking tendency. Selfie takers give more importance to their physical appearance. They make different poses, facial styles, hair styles etc to look good in selfies¹⁶.

Table-3: ANOVA.

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	277.93	277.93	88.748	0.000			
Residual	198	620.07	3.13					
Total	199	898						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.199	0.265	8.295	0.000	1.676	2.721	1.676	2.721
X Variable 3	0.53	0.056	9.421	0.000	0.419	0.641	0.419	0.641

Table-4: ANOVA.

	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	278.215	278.22	88.88	0.000			
Residual	198	619.784	3.1302					
Total	199	898						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.991	0.284	6.999	0.000	1.43	2.552	1.43	2.552
X Variable 4	0.541	0.0574	9.427	0.000	0.428	0.655	0.428	0.655

Discussion of Hypotheses H₅: The Table-5 shows the simple regression model of boosting confidence with selfie taking tendency. Here R square i.e., the coefficient of determination is 0.405. By R square value it is found that this model development can be proceed ahead. The standard error of this case is 1.642.

F value is 134.78 appeared significant at 5% level of confidence. So we accept the alternate hypotheses H₅. This result represents the significance of model developed by taking coefficient value as expressed: *Selfie taking tendency = 1.96 + 0.58 (Morning selfie + Beautiful one = Good day)*.

This result depicts 58% impact of beautiful morning selfie on selfie taking tendency. Due to this 58% significant impact on dependent variable, respondents take morning selfies to boost their confidence and make their whole day a good one. This significant effect is resulting in the morning selfie habit. To satisfy this habit respondents take different types of selfies per day.

Discussion of Hypotheses H₆: The Table-6 shows the simple regression. Here R square value is 0.387, i.e., coefficient of determination is 38%. This result explains 38% variation is identified for the selfie taking tendency from independent variable selfies are my confidence booster. The standard error

find out is 1.667. The t-statistic is also significant at p-value= 0.05 for carrying out further analysis.

F value is 125.10 appeared significant at p-value 0.05. On the basis of it the alternative hypotheses H₆ is accepted at 5% level of significance. We found that there is a significant impact of ‘my selfies are my confidence booster’ on selfie taking tendency. This model can be expressed by obtaining the coefficient value from Table-6 as: *Selfie taking tendency = 1.55 + 0.620 (Selfies are my confidence booster)*.

Due to the 62% significant impact of self esteem on selfie taking tendency has lead a prominent role in opening up the new selfie era. It shows that most of the respondents consider selfie as their confidence booster; because of this factor they are addicted towards selfie phenomenon. People consider their own selfie as confidence booster, and thus it has a direct significant relation or impact on the selfie taking tendency. This significant impact has resulted in taking so many selfies per day, as a result increasing the self centeredness, selfishness, and self consciousness.

We have found out more than average percent has significant impact of self esteem on selfie taking tendency in this model. The findings showed similarity to previous research reports. According to this result those who have less self esteem will post more selfies on SNS just to boost their confidence¹⁹.

Table-5: ANOVA.

	df	SS	MS	F	Significance F			
Regression	1	363.70	363.70	134.78	0.000			
Residual	198	534.3	2.69					
Total	199	898						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.961	0.24	8.172	0.000	1.488	2.434	1.488	2.434
X Variable 5	0.587	0.05	11.6	0.000	0.487	0.687	0.487	0.687

Table 6: ANOVA.

	df	SS	MS	F	Significance F			
Regression	1	347.706	347.71	125.11	0.000			
Residual	198	550.293	2.78					
Total	199	898						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.554	0.28	5.542	0.000	1.001	2.107	1.001	2.107
X Variable 6	0.62	0.055	11.185	0.000	0.511	0.73	0.511	0.73

Table-7: ANOVA.

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	6	568.57	94.76	55.52	0.000			
Residual	193	329.42	1.71					
Total	199	898						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.149	0.272	0.547	0.590	-0.387	0.684	-0.387	0.684
Variable 1	0.327	0.064	5.127	0.000	0.201	0.453	0.201	0.453
Variable 2	0.222	0.058	3.818	0.000	0.107	0.337	0.107	0.337
Variable 3	0.038	0.057	0.670	0.500	-0.074	0.15	-0.074	0.15
Variable 4	0.097	0.057	1.714	0.090	-0.015	0.209	-0.015	0.209
Variable 5	0.179	0.058	3.104	0.000	0.065	0.292	0.065	0.292
Variable 6	0.134	0.063	2.122	0.040	0.01	0.259	0.009	0.259

Discussion of Hypotheses H₇: The Table-7 explains the composite impact of all six variables in the form of model. The R square value of multiple regressions model is 0.633. The handsome variation is explained compositely by variables in this multiple regression model. The standard error identified to be 1.306.

The F-value appears to be 55.52 showing significance of this multiple regression model at 5% level of significance as exhibit in Table-7. So from this it is evident that all six independent variables together also have significant impact on selfie taking tendency leading to accept alternative hypothesis H₇. The Table-7 exhibit intercept b₀ computed as 0.1486. The b₁ to b₆ are the coefficient of the 6 variables. All the 6 variables have positive coefficients, thus it means the independent variables have a direct positive impact on selfie taking tendency in the model. On putting the coefficient values on standard multiple linear regression model the following framework appear for selfie taking tendency

$$Selfie\ Tendency = 0.149 + 0.327x_1 + 0.222x_2 + 0.038x_3 + 0.0972x_4 + 0.1785x_5 + 0.1340x_6.$$

All the positive values of coefficient explain the direct positive impact of independent variables on selfie taking tendency. This unique model can also be used for identifying the level of tendency, habit and addiction. At last we have results for selfitis in next subsection.

Discussion on Selfitis: Among 200 samples 62 persons takes selfie more than 3 per day. It refers that selfitis is diagnosed

among 62 respondents, followed by symptoms such as making different style of facial styles, devoting so much time to get a good selfie, doing crazy things to look nice, taking selfies but not posting in social media etc.

Conclusion

It is ascertained from present study that the identified independent factors has a significant impact on selfie taking tendency. This impact has lead to a condition called 'selfitis'. Selfitis is a mental disorder characterized by taking of selfie more than 3 times per day. By using regression analysis it is find out that spending more time to get perfect selfie has 52% significant impact on the selfie taking tendency, which contributes to the addiction of selfie for getting a perfect one. If this addiction persists for more than 3 selfies, it is the basic symptom of selfitis. Selfies as part of daily routine has 62% significance on selfie taking. Being selfie as part of daily routine also results in over taking of selfies. Making various facial styles to get a good selfie has 54% impact on selfie taking behavior. To make different facial styles selfie users take different number of selfies to choose a better one. 62% significant impact of self esteem on selfie taking tendency plays an important role in the widespread of selfie era and selfie culture. To increase the self esteem and boost confidence people take selfie. These factors are contributing to the selfie taking behavior resulting in a condition called selfitis.

Limitations and future scope: Every study has certain premises to undergo. This study also has certain limitations. One among them is mood and biasness of the respondents.

Responses vary according to the mood and situation of them. Also the busy life schedules of respondents are also influenced the responses. Due to insufficient time they might have replied to the questionnaire improperly. The research is limited upto 200 sample. Future researchers can come up with new research in this field by overcoming these limitations. The regression analysis is applied in this study. So upcoming researchers can apply discriminant analysis and advance statistics for more generalization.

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