

# Selfie taking behaviour of college students

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■ **ABSTRACT** : The current study was undertaken with the aim of Selfie taking behaviour of college students. Yamane's formula used to calculate sample. In the current study total 203 respondents (undergraduate students) were selected randomly from two colleges of Assam Agricultural University, Jorhat. The data was analyzed using statistical methods in MS excel and SPSS. The results from the present study showed that majority of respondents (61%) were taking Selfies occasionally, 62.56 per cent respondents took 1-3 numbers of Selfies on an average day and more numbers of the respondent (76.84 %) spent less than 15 minutes per day on taking Selfies. It may be because they were not easily satisfied with their self portrait. Respondents preferred to take Selfies at evening time, majority of the respondents preferred to take Selfies with their friends than others. Some of them like to take head/ face type of Selfies, and preferred different and attractive places. More number of respondents uploads their Selfies on whatsapp after editing and feels negative when they received negative comments on their portrait. A few of them felt upset when they saw negative comments on their Selfie and some respondents never untagged themselves in group Selfies if not looking good.

■ **KEY WORDS**: College students, Selfie, Selfie taking behaviour, Social media, Technology

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Technology is a crucial part of our daily life and it is impossible to neglect its impact on human life. Many tasks of daily living which were earlier accomplished by human have been replaced by machines. New technologies in the field of social media have brought a paradigm shift in the social status and lifestyle of human being.

The development of camera phones is one of the gifts of technology which have made photography more popular. Camera phones are easy to use and are also accessible. Camera phones with high resolution special quality camera are used for self-photography and that

self-photography camera are called "Selfie camera". Self photography which is commonly called as 'Selfie' has become very popular.

Oxford English Dictionary announced Selfie as International Word of the Year 2013. It defined Selfie as "A photograph that one has taken of oneself, typically one taken with a smart phone or webcam and uploaded to a social website". Selfie taking is a clear way of looking oneself in a mirror. Selfies capturing has become most favorite hobby among adolescents all over the world. It is entertaining and attracts the young mind. Young generation depends on their peer group for assessment

of their photos, which mobilizes them to search for different ways of showing themselves to the world.

Posting a perfect Selfie can help a person in creating good image and at the same time gives an individual the opportunity to appreciate selves better. This helps to determine the identity and feelings of an individual when it comes to presenting self, hence boosting self-esteem (Langlois, 2013). Basically, people click their own Selfies to build their identity and meaning in the world. In doing so people sometimes take risks which lead to different types of accident.

Indian government and regulatory bodies have assessed the past Selfie-related death scenario and identifying dangerous areas and initiated public awareness campaigns, as well as many other initiatives such as deploying life guards and warning signs at popular tourist spots to prevent these deaths.

Strano (2008) argued that older Social Networking Sites users tend to change their profile photo more frequently than younger users, and are more likely to use profile photos of themselves alone (Selfie), not a group photo (groupie) and with another person. Wilcox and Stephen (2012) concluded that the effects of self-control reduction may increase the susceptibility of social network websites to post information which might be regarded as inappropriate. Thakur and Gaikward (2016) conducted a study on 120 students of Amity University Haryana, and found that most of the late adolescents (45.8 %) showed borderline Selfitis, some of them *i.e.* 30 per cent showed no Selfie-taking behaviour, other 21.7 per cent showed acute Selfitis, only 2.5 per cent showed chronic Selfitis.

### Objective of the study:

To assess the Selfie taking behavior of students

## ■ RESEARCH METHODS

### Research design:

The current study focused on exploratory research design to assess the Selfie taking behaviour of students. The exploratory research design is defined as a research, used to investigate a problem which is not clearly defined and it is conducted to have a better understanding of the existing problem.

### Locale of the study:

The present study was conducted in Assam

Agricultural University, Jorhat.

### Selection of area:

Assam Agricultural University, Jorhat was selected purposively for the study, as it has a cluster of four colleges in one campus.

### Sampling procedure:

For conducting the study, two-stage sampling method was adopted.

First stage	: Selection of College
Second stage	: Selection of Class

### Sample size:

Sample size was calculated by using Yamane's Formula. The sample size calculated using the formula was 203. Total 203 samples between the ages 18-21 years were surveyed through digital Application (Google Form). A Google form was prepared which consisted of all the items that were finally selected after assessment by the experts.

### Instrument used:

Self constructed questionnaire and interview methods were used to elicit information. Questionnaire prepared to assess the Selfie taking behaviour of college students, which included - frequencies of Selfie taken, style of Selfie taken and Selfie presentation on social sites.

### Scoring procedure:

After collection of data, raw data were categorized, coded and tabulated for statistical computation. The responses of the questionnaire were coded and tabulated in excel sheet to give a clear picture of the findings. Bar graph was used for diagrammatical representations. The statistical analyses were carried out using Microsoft Office Excel and SPSS.

### Statistical analysis:

Following tests were used:

- Frequency
- Percentage

## ■ RESEARCH FINDINGS AND DISCUSSION

It was found that majority of respondents *i.e.* 61 per cent respondents were taking Selfies occasionally,

may be because they considered taking Selfie to be occasion specific and so respondents clicked Selfie when they found themselves at a particular location or occasions such as; at party, visit somewhere, college functions, get together etc. These findings can be supported by the study of Nagalingam *et al.* (2019), where in, it was found that more number of respondents took Selfies occasionally, then weekly.

The present research findings were compared with the American Psychiatric Association (APA) “Selfitis” disorder guidelines. APA established three levels of Selfitis;

**Borderline Selfitis:**

“Taking photos of one’s self at least three times a day but not posting them on social media”.

**Acute Selfitis:**

“Taking photos of one’s at least three times a day and posting each of the photos on social media”.

**Chronic Selfitis:**

“Uncontrollable urge to take photos of one’s self round the clock and posting the photos on social media more than six times a day”.

More number of respondents (62.56 %) took 1-3 numbers of Selfies on an average day among them 10.23 per cent of respondents took 1-3 numbers of Selfies daily and do not upload it on social media. So, According to APA 10.23 per cent of respondents were falling in the borderline Selfitis level. Respondents who took 4-6 Selfies per day (20.68 %) and 7-9 Selfies per day (12.31

%) cannot be considered as Acute Selfitis as these respondents did not post all the Selfies on social networking sites, but they upload only the best Selfies from the current Selfies collection. Only a few of them were taking more than 10 numbers of Selfies per day. Majority of respondents spent less than 15 minutes (76.84 %) on per Selfies. It was found that 36.45 per cent of the total respondents preferred to take Selfies at evening, this might be because during evening time college classes end and respondents gathers after college hours, find a space for themselves or often go with friends to click Selfies. More number of respondents (33 %) preferred to take Selfies with their friends. Respondents may feel more comfortable with their friends than adults due to fact, they like joining group that accepts them. Respondents preferred to spend more time with their peer group, and easily except or participates in activities of their mates. These findings were supported by Saroshe *et al.* (2016) who reported that 68 per cent respondents stated that they liked to take Selfies with friends.

It was revealed from the study that most of the respondents (76.84 %) preferred to take head / face type of Selfies shot, it may be because respondents wanted to show their Selfies close-up, most boys took head / face Selfies to display their hairstyle and girls to show hairstyle and makeup, another reason may be that

Table 1 : Frequencies of Selfies taken by Respondents (n= 203)			
Frequencies of Selfies taken by Respondents	No of respondents		
		Frequency	Percentage (%)
Frequencies of Selfies taken	Daily	23	11.33
	Weekly	56	27.58
	Occasionally	124	61.00
Number of Selfies taken (on an average day)	1-3	127	62.56
	4-6	42	20.68
	7-9	25	12.31
	>10	9	4.43
	Time spent on taking Selfies (per Selfie)	<15min.	156
	15-30 min.	43	21.18
	30-60min.	3	1.47
	>60min.	1	0.49

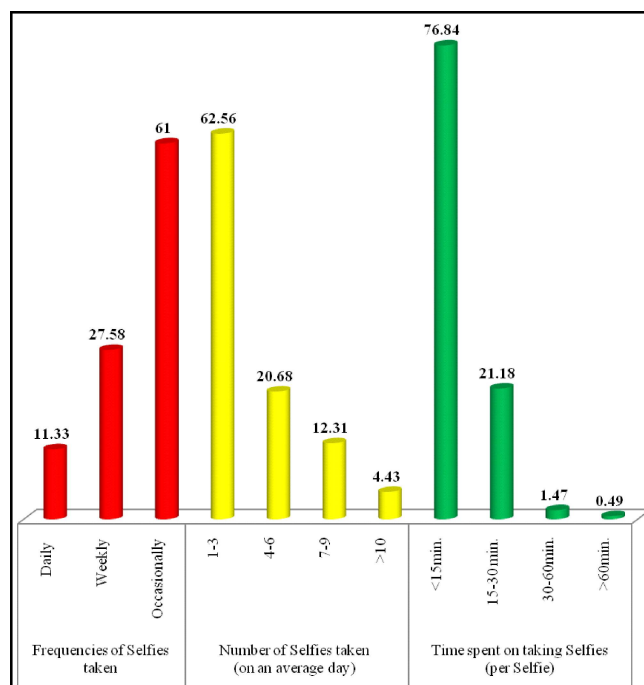


Fig. 1 : Frequencies of selfies taken by respondents

they wanted to hide their body size and shape. Kaur *et al.* (2018) also found that most of college students favoured Selfies head / face shots by some of them preferred surroundings and only less college students took body shot Selfies. It was also revealed that 53.69 per cent of respondents took mirror Selfies (taking a photo of oneself in the mirror); it was taken mostly to show or display the brand tag (like- Apple logo on I-phones) of the phone they use. It can be observed that 64.53 per cent respondents preferred joy as a dominant emotional expression during taking Selfies, it may be because respondents wanted to show themselves as happy on screen. Velez (2016) in an article reported that Selfies can actually make people feel confident and happy provided they take them when smiling. It was found that most of the respondents (59.60 %) gave WhatsApp as

first preference to upload Selfies because of the privacy reasons and time-based reasons as respondents wanted to spend less time on uploading a picture / Selfie. Most of the respondents (55.66 %) were editing their Selfies sometimes before uploading on various social media, it may be when their facial expression is good but other things like background, lighting etc. are not perfect. Otke A, 2015 (Fstoppers-photography News website) reported that 68 percent of adults used photo editing devices before sharing any photo with other person or online. More than half of the respondents (51.23 %) reloaded Selfies sometimes. This may be because they were more conscious about other perceptions and based on the comments and appreciation received from others, they reloaded Selfies. It was found that 66.50 per cent of respondents felt upset when they saw negative

Style of Selfies taken by respondents	Numbers of respondents		
	Frequency	Percentage (%)	
Time of the day preferred to take Selfies	Early Morning	58	28.57
	After noon	56	27.58
	Evening	74	36.45
	Night	15	7.38
Persons or objects preferred in Selfies	Alone	49	24.13
	Friends	67	33.00
	Family	24	11.82
	Surroundings	37	18.22
	Other	26	12.80
Type of Selfies preferred	Head/ Face shot	156	76.84
	Body Shot	92	45.32
	Mirror Selfie	109	53.69
	Gym Selfie	60	29.55
	Band wagon effect Selfie	66	32.51
	(Dog, rabbit, cat face)		
	Health related Selfie	86	42.36
	(showing healthy lifestyle)		
Places that attract to take Selfies	Other	56	27.58
	Normal places	32	15.76
	Famous places	83	40.88
	Dangerous places	12	5.91
	Adventurous places	76	37.43
	Other	78	38.42
Emotional expression preferred in taking Selfies	Angry	4	1.97
	Joy	131	64.53
	Sadness	25	12.31
	Surprise	18	8.86
	Other	25	12.31

comments on Selfie, which may be because they did not expect negative feedbacks from others. Out of total number of respondents, 21.18 per cent respondents untagged themselves from group Selfies always and 16.74 per cent of respondents were doing it sometimes. It may

be because those respondents wanted to display their perfect pictures on social media to get more attention from others. And another reason may be that they did not want others to see them in a tagged group photo, uploaded by others without seeking permission from them.

Selfie presentation in social cites	Numbers of respondents		
	Frequency	Percentage (%)	
Social networking sites preferred to upload/share Selfies (Preferences marked as 1 <sup>st</sup> ..2 <sup>nd</sup> ..3 <sup>rd</sup> ....)	WhatsApp	121	59.60
	Facebook	22	10.83
	Instagram	40	19.70
	Snapchat	10	4.92
	Telegram	7	3.44
	Other	3	1.47
	Edit Selfies before posting	Always	46
Sometime		113	55.66
Never		44	21.67
Reload post to see a new 'comment' or 'like'?	Always	41	20.19
	Sometimes	104	51.23
	Never	58	28.57
Feeling when negative comments received on Selfies	I feel upset	135	66.50
	I do not pay any attention	50	24.63
	I do not read comment	18	8.86
Un-tag from group Selfies if not looking best	Always	43	21.18
	Sometime	34	16.74
	Never	126	62.06

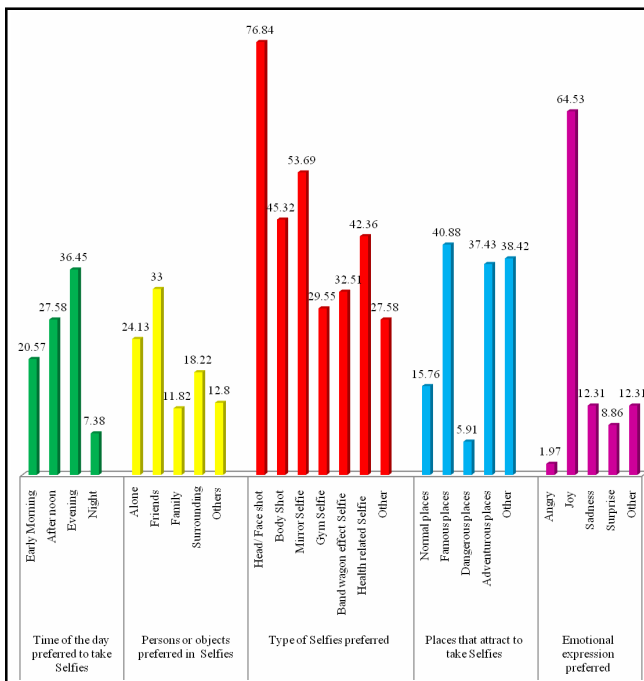


Fig. 2 : Style of Selfies taken by respondents

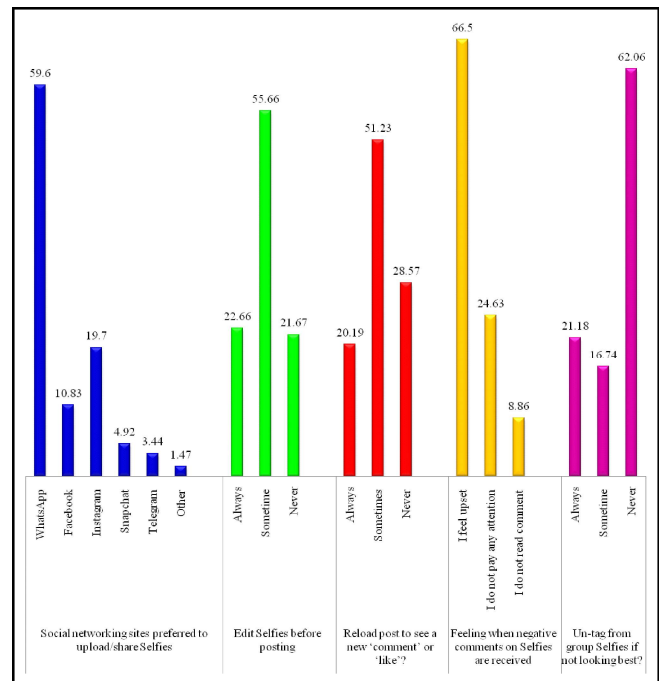


Fig. 3 : Selfies presentation in social cites

It makes them anxious to know that everyone they know can see this picture.

### Conclusion:

After observed results examined that over the time, technological changes have revolutionized the world. Current generation is using so many advance technologies not only to make the tasks of daily living easy but also for entertainment. After computer and internet bloom, now-a-days taking and posting Selfie have become routine for the college students. In current study majority of the respondents spent less than 15 minutes, and more respondents took 1-3 numbers of Selfies on an average day. Majority of the respondents preferred evening free time to take Selfies and preferred to take Selfies with friends and took head/face type of Selfies, attracted to take Selfies by famous places and preferred the emotional expression, 'joy' while taking Selfies. Some of them preferred to upload /share their Selfies in WhatsApp, edited Selfies before posting and sometimes reloaded their Selfie after uploading to see new like and comments. A few of them felt upset when they saw negative comments on their Selfie and some respondents never untagged themselves in group Selfies if not looking good.

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