

Selfitis Behavior in Relation to Narcissism, Personality, Self Esteem and Body Image among Male Youth

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Abstract: ***Background:** Rutledge (2014) states that a selfie can be a powerful tool that can be used as a projective image posted online and seen by the public. Seeing a person taking pictures of himself may leave curiosity in someone's mind leaving questions like why does an individual have to take a picture of himself? Does it have a connection with how an individual feels today? What drives an individual to take random pictures of his stuff? It may be challenging to understand the real point of the selfie, but it may come differently to the person taking a selfie. Different interpretations and viewpoints of every individual might leave curiosity to those seeking attention. The person taking and sharing selfies feels glad to hear good appraisals from others. Narcissism, personality, self-esteem, and body image are the four factors in the current study that are most strongly associated with selfitis behavior. **Objective:** The main objective goal of the current study was to examine the correlation of selfitis behavior, narcissism, personality, self-esteem, and body image among male university students. **Methods & Material:** This study included 100 males between the ages of 22 and 23 enrolled in universities in the Ludhiana District of Punjab. Psychological assessments evaluated selfitis behavior, narcissism, personality, self-esteem, and body image. **Results:** The Pearson product-moment correlations were utilized to determine the results, and the findings indicated a correlation between these variables.*

Keywords: Selfitis behavior, Narcissism, Personality, Self esteem, and Body image

1. Introduction

Selfitis Behavior

Taking a selfie, sharing it with close friends, family, etc., and publishing it on social networking sites (SNSs) is a "selfie" and is becoming a significant phenomenon in the twenty-first century. The 1860s saw the introduction of pocket-sized picture cards (The Economist, 2014; referenced by (Wickel, 2015)). However, taking a selfie may also come across as egotistical, particularly when "getting the perfect shot" turns into an obsession. Taking a selfie is expected before it becomes much more frequent and starts to cause emotional pleasure and disturbances to daily routines. These will be some warning signs. Self-control, like many other behaviours, is an acquired attribute. Selfies can potentially be fatal; therefore, we need to establish rules and limitations periodically. Between October 2011 and November 2017, 259 selfie deaths were recorded, with India having the highest incidence (Bansal et al., 2018), followed by Russia and the United States.

Regarding the libidinal drive, Freud thought narcissism was the "Love of the Self" in 1914. He defines a narcissist as someone infatuated with themselves and gets sexual fulfillment from admiring themselves in the mirror and treating their body as if it were another person. There are human inclinations at both the pathological and normal poles. The word "personality" refers to a person's general interactions with the outside world, especially with others - whether reserved or outgoing, energetic or calm, cautious or reckless, kind or stern. The underlying principle of the idea of personality is that people differ from one another in their behavioural patterns in ways that are, if not entirely consistent through time and space, then at least substantially constant. The majority of personality psychologists describe "personality" as "characteristics that are pervasive and

persistent" (Costa & McCrae, 1995), which is a crucial aspect of an individual's identity. According to Rosenberg & Owen's empirical research, those who have low self-esteem experience higher suffering due to failure and negative thinking. In most cases, examining one's body image is related to having a negative body image. According to Bell and Dittmar (2011), it is "the psychologically salient discrepancy between a person's perceived body and their ideal body, which manifests itself as the experience of negative thoughts and esteem about one's body and appearance." Usually, it is connected to body dissatisfaction. on Ridolfi et al. (2011) defined body dissatisfaction as "the cognitive-affective domain of body image, refers to negative and dysfunctional cognitions and emotions about one's appearance."

2. Material and Methods

This study examines the correlations between selfitis behavior, narcissism, personality, self-esteem, and body image in university-aged male students. The hypothesis is that there are relationships between selfitis behavior, narcissism, personality, self-esteem, and body image. In this study, 100 males between the ages of 22 and 23 who studied at multiple institutions in the Punjab city of Ludhiana were included. The approach of purposeful sampling was adopted. The selfitis behavior scale, big five inventory (BFI), Rosenberg self-esteem scale, narcissistic personality inventory (NPI 16), and body image-acceptance and action questionnaire (BI-AAQ) were all administered. The Pearson correlation approach was then employed to ascertain the connection between these variables.

Measures

1) Selfitis Behavior Scale (Balakrishnan & Griffiths, 2017).

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- 2) Narcissistic Personality Inventory (NPI 16) (Ames, Daniel, Rose, Paul, Anderson, & Cameron, 2006).
- 3) Big Five Inventory (BFI) (John, Donahue & Kentle, 1991).
- 4) Rosenberg Self - Esteem Scale (Rosenberg, 1965).
- 5) The Body Image – Acceptance and Action Questionnaire (BI - AAQ) (Sandoz & Wilson, 2006).

3. Results

Table: Pearson correlation in between selfitis behavior, narcissism, personality, self esteem and body Image among male youth.

Variables	1.	2.	3.	4.	5.	6.
1) Selfitis Behavior	1	.68	-.70	-.56	.68	.58
2) Narcissism		1	-.59	-.55	.60	.61
3) Agreeableness (Personality dimension)			1	.56	-.65	-.54
4) Neuroticism (Personality dimension)				1	-.55	-.46
5) Self esteem					1	.50
6) Body Image						1

N = 100 and df = 98

4. Discussion

As shown in the above table, the Pearson product - moment technique was used to investigate the relationships between male youth selfitis behavior, narcissism, personality, self - esteem, and body image. The correlation coefficient between the measures evaluating narcissistic and selfitis behavior was .68, which showed two things: first, it has a positive tendency; second, it is extremely significant. The relationship between selfitis behavior and agreeableness (personality dimension) was negative and extremely significant (- .70 r). The relationship between selfitis behavior and neuroticism (personality dimension) was relatively small but negatively significant (- .56 r). Selfitis behavior and self - esteem received a highly significant score of .68 r, which points in a positive direction. Both body image and selfitis behavior received .58 r, which is good but only moderately significant.

The correlation between narcissism and agreeableness (a personality dimension) is moderate and negative, with a r value of - .59. Narcissism and neuroticism (personality dimension) were shown to have a moderate and negative correlation of - .55. The relationship between narcissism and self - esteem was .60, which is positive and high. The correlation between narcissism and body image was a very strong 0.61.

The correlation between agreeableness (a personality trait) and neuroticism was .56, which was moderate but in a positive direction. A negative and significant relationship exists between agreeableness (a personality dimension) and self - esteem, as indicated by the relationship's - .65 r value. The personality dimension of agreeableness and body image revealed an almost negative relationship of - .54. Self - esteem and neuroticism (personality dimension) exhibited a - .55 r, indicating a weak negative relationship. Body image and neuroticism (personality dimension) are poorly connected (- .46 r). The association between self - esteem and body image was positive but modest at .50.

In their 2018 study, Aalima, Touseef, and Samina aimed to assess the relationship between narcissism and the selfitis behavior of Kashmiri young people. According to the results of the correlation study, there is a strong connection between selfitis behavior and narcissism (r =.308 significant at

p0.01). According to research by Fox and Rooney (2015), the frequency of male self - published narcissism on social networking sites (SNSs) was significantly correlated. Researchers Raju, Kiran, Salaam, Sankar, and Krishna (2021) examined the relationship between "selfie" behavior and the Big Five personality characteristics. Total SBS has a poor (- 0.23r) connection with agreeableness. Joy and Sam's (2020) studied correlation of college students' personality traits and selfitis were significantly correlated. Selfitis behavior is significantly correlated negatively with agreeableness and positively with neuroticism. This study by Wang et al. (2020) investigated whether posting selfies on social media was a correction with higher levels of self - esteem.

This study was carried out by Biolcati (2019) to shed further light on the relationship between self - esteem and the frequency of selfie - taking and selfie - sharing by individuals, groups, and romantic partners on social networking sites (SNS). Kim (2020) used an online poll to examine the effects of Instagram users' selfie - posting behaviors on their body dissatisfaction and sense of self - esteem. The research showed a correlation between Instagram users' self - esteem and selfie uploading. Their self - esteem also controlled the relationship between Instagram users' tendency to share selfies and thoughts of body dissatisfaction.

5. Conclusion

From the above discussion, it can be concluded that selfitis behavior, narcissism, agreeableness, neuroticism, self - esteem, and body image among youth—specifically, male students—are correlated with one another, either positively as well as negatively. Significant relationships have been observed between selfitis behavior, narcissism, agreeableness, neuroticism, self - esteem, and body image. These correlations can be classified as low, medium, or high. As a result, the hypothesis has been proved.

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