Selfitis, Approval Motivation and Self-Esteem among Youth

- **Madiha Fatima**   • **Nada Taskeen**   • **Monika**
- **Shruti Narain**

Abstract : *A stratified sample of 100 youth based on gender in the age range 19 to 24 years from a college of Patna participated in the present study that aimed to explore selfitis, approval motivation and self-esteem among youth. Selfitis Behavior Scale developed by Balakrishnan & Griffiths (2017), Approval Motivation Scale developed by Tripathi and Tripathi (2013, 1980) and Self-Esteem Scale developed by Dhar and Dhar (2015) were used to measure the variables of the study.. The findings revealed significant positive correlation between selfitis and approval motivation. Further, the results also showed significant gender differences in selfitis although, gender differences in approval motivation and self-esteem were found to be not significant.*

Keywords: *Selfitis, approval motivation, self-esteem, youth.*

Madiha Fatima
B.A. III year, Psychology (Hons.), Session: 2016-2019,
Patna Women's College, Patna University, Patna,
Bihar, India

Nada Taskeen
B.A. III year, Psychology (Hons.), Session: 2016-2019,
Patna Women's College, Patna University, Patna,
Bihar, India

Monika
B.A. III year, Psychology (Hons.), Session: 2016-2019,
Patna Women's College, Patna University, Patna,
Bihar, India

Shruti Narain
Assistant Professor, Department of Psychology,
Patna Women's College, Bailey Road,
Patna–800 001, Bihar, India
E-mail : shruti.narain2011@gmail.com

Introduction :

Youth is the time of life when one is young and often an experience that may shape an individual's level of dependency marked in various ways. The United Nations General Assembly (2001) defines youth as persons between the ages of 15 and 24 while in some other parts of the world it refers to the individuals in the age range from 15 to 30 years as a period of transition from the dependence of childhood to adulthood's independence and that is why as a category youth is considered being more fluid than other fixed age groups. It is a crucial segment of the society and forms the backbone of any nation.

Our society is fast developing in education, science and technology, amenities, facilities etc. The present youth are living in an era where they have emails, a 24-hour social networking through internet, smart phones etc.

The smart phones have made the youth today fond of taking pictures of themselves which is called as selfie. Oxford English Dictionary had described "Selfie" as word of the year in 2013 (Wade, 2014). Today, people have been seen taking selfies in various public places and such people are huge in number. Majority of such population comprises of youth. It was a matter of great interest to find out as to what drives people to take pictures of their own and then to post it on social media?

Selfitis is a term coined to describe the cultural habit of taking an overabundance of photos of oneself and posting them on Facebook, Instagram, Snapchat, and other social media sites. The American Psychiatric Association has confirmed obsessively taking selfies is a mental disorder; they have termed it as "Selfitis" as this mental disorder is an inflammation of one's ego (Singh & Tripathi, 2016). Approval motivation is defined as the desire to produce positive perceptions in others and the incentive to acquire the approval of others as well as the desire to avoid disapproval (Martin, 1984; Shulman & Silverman, 1974). Self-esteem is conceptualised as one's positive and negative evaluations of himself or herself and one's approval or disapproval of the self. (Coopersmith, 1967; Rosenberg, 1965).

Youth today have engrossed themselves so much in this 'selfie culture', which has come up like an obsession resulting in many accidents and deaths. India accounts for more Selfie-related deaths in the world compared to any other country with a reported scale of 76 deaths out of 127 worldwide since the inception of this new picture taking style that is since 2014. These deaths usually occur when people attempt to take selfies in dangerous contexts, such as in water, from heights in the proximity of moving vehicles like trains or while posing with weapons. Deaths being the worst effect, others that follow are anxiety, inferiority complex and displeasure. (Singh & Tripathi, 2016).

Within the last years, taking selfies has become an extremely popular activity, especially among young people. In a survey, 98% of the 18–24-year-old interviewees stated that they had taken selfies at least once in their lives and 46% revealed that they had shared a selfie that day (Katz & Crocker, 2015).

First results on selfies also suggest that gender is an important variable which might need to be considered when trying to explain the perception and evaluation of selfies. In this respect, several studies indicate a behavioral difference between males and females in taking and sharing selfies, with females being found to be much more active than males (Sorokowski et al., 2015; Dhir et al., 2016; Sorokowska et al., 2016).

According to his theory of the looking glass, Cooley (1902) believes that individual's self is created through the ideas and concepts that others have about them. His theory stated that people learn who they are from others and from their imagination of how they appear to others. As per his theory, people use the self as a mirror and today, selfies are being utilized as "Mirrors" (Lobo & Gowda, 2016)

Seiter (2015) also reported that posting selfies reflects high self-esteem levels and it might enhance one's self-esteem because such photos typically emphasize one's ideal and controlled image. People who use selfies most often believe that selfies could boost their self-confidence.

Objectives :

This study aims to –

1. Explore the level of selfitis in youth.
2. Find out the relation of selfitis and approval motivation among youth.
3. Assess the relation of selfitis and self-esteem among youth.
4. Measure selfitis, approval motivation, and self-esteem across gender.

Hypothesis :

Following hypothesis were verified-

1. There would be positive correlation between selfitis and approval motivation of youth.
2. There would be negative correlation between selfitis and self-esteem of youth.
3. There would be negative correlation between approval motivation and self-esteem.
4. There would be gender differences in selfitis among youth.
5. There would be gender differences in approval motivation among youth.
6. There would be gender differences in self-esteem among youth.

Method of the study :

Sample : The sample consisted of 100 youth (50 boys and 50 girls) the age ranging from 19 to 24 years from a college of Patna. Incidental cum-purposive sampling technique was used.

Psychological Tests Used : As per the requirements of the study following tests were used-

1. *Selfitis Behavior Scale* developed by Balakrishnan and Griffiths (2017).

2. *Approval Motivation Scale* developed by Tripathi and Tripathi (2013, 1980).

3. *Self-Esteem Scale* developed by Dhar and Dhar (2015).

Design of the study followed : This was a non-experimental study so no specific design was followed. Thus, this was a field study of hypothesis testing type.

Procedure of test administration : The data of the present study was collected from a college of Patna. Permission was taken from the authorities of the college and then the scales were distributed among the students. The students were asked to fill in the preliminary data and then instructions were given. All the three tests were administered in one session. The subjects were convinced that these programs were for the academic and research purposes. They were told that their responses would be kept confidential. In this way of good rapport was developed with subjects before the administration of the test started. It was observed that the subjects having been convinced of the seriousness of the testing program, showed full cooperation and they seemed to take the test sincerely and honestly. At the end, they were thanked for the cooperation.

Results and Discussion :

The purpose of the present study was to explore the relationship between selfitis, self-esteem and approval motivation in youth. On the basis of review of literature, different research hypotheses was formulated to be tested statistically. The statistical treatment of data was done according to the requirement of hypothesis. The results obtained for each hypothesis has been discussed and one after another in the following manner:

Hypothesis 1. There would be positive correlation between selfitis and approval motivation of youth.

For testing this hypothesis, the scores of selfitis and approval motivation of the same were correlated by *Pearson r*. The results are shown in the Table 1 below:

Table 1

Correlation between selfitis and approval motivation of youth

Variables	r	Level of significance
Selfitis	0.198	$p < .05$
Approval motivation		

N=100; df= 98

Table 1 shows that the obtained coefficient of correlation between selfitis and approval motivation was $r = 0.198$ which is statistically significant at 0.05 level. This means that the relationship between the variables is such that higher the selfitis, higher will be the approval motivation and vice versa.

In line with the findings of this study, *Katz and Crocker (2015)* found that 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 Social Networking Sites would satisfy the desire to be recognized. Presently, young generation needs appreciation. They are madly driven towards appreciation and publicity.

Thus, Hypothesis 1 of the study which states that "There would be positive correlation between selfitis and approval motivation" was supported by the obtained results.

Hypothesis 2. There would be negative correlation between selfitis and self-esteem of youth.

For testing this hypothesis, the scores of selfitis and self-esteem of the same were correlated. The results are shown in the Table 2 below:

Table 2

Correlation between selfitis and self-esteem of youth

Variables	r	Level of significance
Selfitis	0.06	Not significant even at 0.05
Self esteem		

N=100; df= 98

Table 2 shows that the obtained coefficient of correlation between selfitis and self-esteem was $r = 0.06$ which is not statistically significant even at 0.05 level. The reason here too may be due to the small sample size.

In contrast with the findings of this study, are the findings of **Olsen, (2017)** who found that the teen years, especially, can be a time of social anxiety and depression. With all of the filters available, it's possible to portray ones ideal self. A flattering photo will make one feel good and the number of 'likes' one get makes one feel even better. That creates a dopamine boost and pretty soon, one is addicted to the cycle. Researchers found that people with low self-esteem tend to be more involved with the trend of taking selfies, as well as the use of social media to mediate their interpersonal interaction in order to fulfil their self-esteem needs (Varnali, 2015). **Baldwin and Sinclair, (1996)** also found that individuals with low self-esteem tend to be critical of themselves. They post more selfies on Social Media. 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 esteem. Some depend on the approval and praise of others when evaluating self-worth. Others may measure their likability in terms of successes: others will accept themselves if they succeed but will not if they fail.

Thus, Hypothesis 2 of the study which states that "There would be negative correlation between selfitis and self-esteem" was not supported by the obtained results.

Hypothesis 3. There would be negative correlation between approval motivation and self-esteem.

For testing this hypothesis, the scores of approval motivation and self-esteem of the same were correlated. The results are shown in the Table 3 below:

Table 3

Correlation between approval motivation and self-esteem of youth

Variables	r	Level of significance
Self esteem	0.003	Not significant even at 0.05
Approval Motivation		

N=100; *df*= 98

As can be seen from Table 3, the obtained coefficient of correlation was $r = 0.003$ which is not statistically significant even at 0.05 level. Reason may be small sample size. The findings are in contrast with the findings of **Larsen, Martin, Ettinger and Nelson (1976) which** states that there would be negative correlation between the variables of self-esteem and approval motivation which supports the framed hypothesis but not the findings.

Thus, Hypothesis 3 which states that "There would be negative correlation between self esteem and approval motivation of youth" was not supported.

Hytpothesis 4. There would be gender differences in selfitis among youth.

For testing this hypothesis, the scores of all subjects (N=100: 50 Males and 50 Females) were compared on the scores of the measure of selfitis. The results are shown in the Table 4 below:

Table 4

Gender differences in selfitis among youth

Gender	Selfitis			*t*-ratio	Level of significance
	N	Mean	SD		
Male	50	50.92	16.52	3.6	*p*<.01
Female	50	62.14	14.27		

N=100; *df*= 98

Table 4 shows that the obtained Mean scores for selfitis are 50.92 (*SD*=16.52) and 62.14 (*SD*=14.27) respectively for the male and female. This implies that the selfie taking tendency and posting them on social media is found to be more in the females as compared to males. Further, the difference between the said Mean scores is also statistically significant at point 0.01 level.

The findings are also in line with the findings of **Sorokowski et al. (2015), Dhir et al. (2016) and Sorowkowska et al. (2016)** which states that several studies indicate a behavioral difference between males and females in taking and sharing selfies, with females being found to be much more active than males. The reason for the higher level of selfitis among the females may be because of their self consciousness and a need for likes and appreciation.

Thus, the Hypothesis 4 which states that there would be gender differences in selfitis among youth was

supported as significant differences were found in selfitis between the male and female group of youth. Fig. 1 shows the comparison of Mean of selfitis on gender differences.
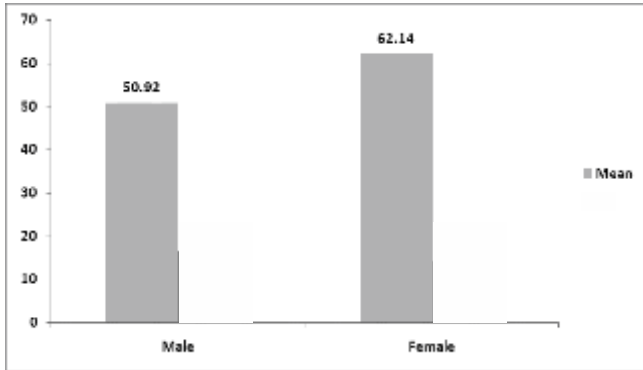

Fig. 1. Graphical representation of Mean of male and female on of Selfitis

Hypothesis 5. There would be gender differences in approval motivation among youth.

For testing this hypothesis, the scores of all subjects (N=100: 50 Males and 50 Females) were compared on the scores of the measure of approval motivation. The results are shown in the Table 5 below:

Table 5

Gender differences in approval motivation among youth

Gender	Approval Motivation			t-ratio	Level of significance
	N	Mean	S.D		
Male	50	39.62	6.662	1.03	Not Significant
Female	50	40.82	5.014		even at 0.05

N=100; *df*= 98

Table 5 shows that the obtained Mean scores for approval motivation are 39.62 (*SD*=6.662) and 40.82 (*SD*= 5.014) respectively for the male and female. The Mean scores of the females is a little higher than that of the males which shows higher level of approval motivation among the females in youth. Although the obtained *t*-ratio (1.03) shows that the difference between the said Mean scores was statistically not significant even at 0.05 level and so the hypothesis has not been supported. Fig. 2 shows the comparison of Mean of approval motivation on gender differences.
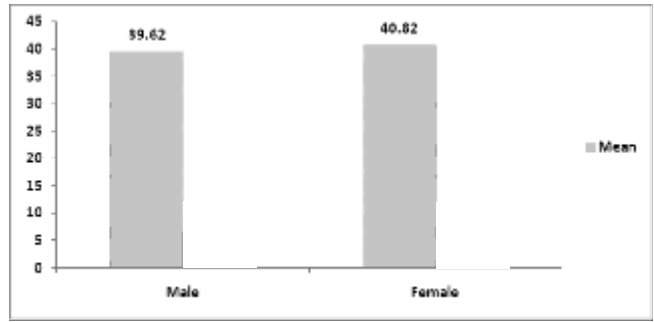

Fig. 2. Graphical representation of Mean of male and female on of Approval Motivation

Hypothesis 5. There would be gender differences in self-esteem among youth.

For testing this hypothesis, the scores of all subjects (N=100: 50 Males and 50 Females) were compared on the scores of the measure of self-esteem. The results are shown in the Table 6 below:

Table 6

Gender differences in self-esteem among youth

Gender	Self Esteem			t-ratio	Level of significance
	N	Mean	S.D		
Male	50	85.52	16.58	0.29	Not Significant
Female	50	86.38	12.93		even at 0.05

N=100; *df*= 98

It is evident from Table 6 that the obtained gender differences in self-esteem is not significant **(t = 0.29, p>.05) even** at .05 level of confidence. In this case the self esteem mean score for male (**Mean** = 85.53; **SD** = 16.58) was significantly lower than that of female (**Mean** = 86.38; **SD**= 12.93). The reason may be due to the fact that the female are getting equal opportunities like male which is hence boosting their worth level and courage to enhance in every aspect.

Thus, Hypothesis 6 of the study states that "There would be gender difference in self esteem among youth" was not supported by the results. Fig. 3 shows the comparison of Mean of self-esteem on gender differences.
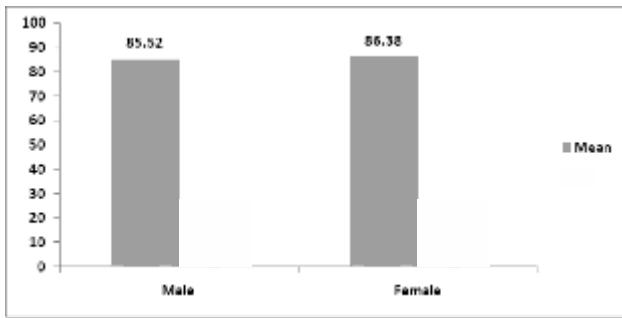
Fig. 3. Graphical representation of Mean of male and female on of Self-esteem

Conclusion :

Based on this research, it can be thus concluded that selfitis has become an alarming concern for youth today. How has the fondness for the selfie and the approval, recognition, and appreciation that people get from posting selfies on social networking sites converted into an obsession, is a matter of concern. The finding that significant positive correlation exists between selfitis and approval motivation reveals important answers as well. However, the relationship between selfitis and self-essteem was not significant.

Suggestions :

It is thus suggested that efforts need to be made to educate the youth about how social networking is leading to the culture of "popularity" based on materialism and giving way to unreal standards of appearance. In the current digital age, it is important for mental health professionals to explore how an adolescent/ youth uses selfies, social media, and digital communication, as an important part of a mental health assessment, and open the door for discussions about self-esteem, body image, approval motivation and digital safety. Further researchers may investigate other variables like self-efficacy, emotional intelligence, stress, habits, and the like with selfitis, approval motivation and self-esteem on a larger sample.

Implications : This study will be useful in identifying youth engaged in selfitis, motivated to seek approval and having low self-esteem and through its findings generating awareness about the obsession of selfitis and its maladies.

Limitations : The main limitation of the study is its small sample size. Larger sample would ensure more concrete findings.

References :

Balakrishnan and Griffiths (2017). Selfitis Behavior Scale. *International Journal of Mental Health Addiction.* Open Access Publication.

Baldwin, M. W., & Sinclair, L. (1996). "Self-esteem and 'if...then' contingencies of interpersonal acceptance". *Journal of Personality and Social Psychology.* 71 (6):1130–1141. doi:10.1037/0022-3514.71.6.1130. PMID 8979382.

Cooley, C. (1902). *Human nature and the social order.* New York: Scribner's Sons.

Coopersmith S. (1967). *The antecedents of self-esteem*, San Francisco: W.H. Freeman and company.

Dhar and Dhar (2015). *Self-Esteem Scale.* Agra: National Psychological Corporation.

Dhir A., Pallesen S., Torsheim T., Andreassen C. S. (2016b). Do age and gender differences exist in selfie-related behaviours? *Comput. Hum. Behav.* 63 549–555. 10.1016/j.chb.2016.05.053

Katz, J.E. & Crocker, E.T. (2015). Selfies and photo messaging as visual conversation: Reports from the United States, United Kingdom and China. *International Journal of Communication*, 9, 1861-1872.

Larsen, K. S., Martin, H. J., Ettinger, R. H., & Nelson, J. (1976). Approval seeking, social cost, and aggression. A scale and some dynamics. *Journal of Personality*, 94, 3–11. http://dx.doi.org/10.1080/00223980.1976.9921389

Lobo, S.S. & Gowda, P.C.Y. (2016). The Selfie Phenomenon: Self- Presentation and Its Implications. *International Journal of Computational Research and Development*, Volume 1, Issue 1, 147-153.

Martin, H.J. (1984). A revised measure of approval motivation and its relationship to social desirability. *Journal of Personality Assessment, 48*, 508-519.

Olsen, A. (2017). *Selfie.* Albin Michel Publication.

Oxford Dictionaries. *The Oxford Dictionaries Word of the Year 2013 is….* OxfordWords blog. [Online]November 18, 2013. http://blog.

oxforddictionaries. com/2013/11/word-of- the-year-2013-winner/

Rosenberg M. (1965). *Society and the adolescent self-image.* New Jersey: Princeton University Press

Seiter, C. (2015). *The psychology of selfies: why we love taking and viewing photos of faces.* Retreived from https://blog.bufferapp.com/psychology-of-selfies

Shulman, A.D. & Silverman, I. (1974). Social desirability and need approval: Some paradoxical data and a conceptual re-evaluation. *British Journal of Social and Clinical Psychology, 13*, 27-32.

Singh, S. and Tripathi, K.M.(2016). *Selfie: A New Obsession.*

Sorokowska A., Oleszkiewicz A., Frackowiak T., Pisanski K., Chmiel A. & Sorokowski P. (2016). Selfies and personality: Who posts self-portrait photographs? *Personality and Individual Differences*, 90, 119-123.

Sorokowski, P., Sorokowsk, A., Oleszkiewicz, A., Frackowiak, T., Huk, A., & Pisanski, K. (2015). Selfie posting behaviors are associated with narcissism among men. *Personality and Individual Differences*, 85, 123-127. doi: 10.1016/j.paid.2015.05.004

Tripathi, N.K.M. and Tripathi, L.B. (2013, 1980). *Approval Motivation Scale.* Agra: National Psychological Corporation.

United Nations General Assembly (2001). *Implementation of the World Promme of Action for Youth to the Year 2000 and beyond, Report of the Secretary-General available at* http://www.youthpolicy.org/basics/2001_WPAY_Implementation_Report.pdf, accessed 22March 2016

Varnali, K. (2015). Self-disclosure on social networking sites. *Social Behavior and Personality*, 43(1), 1-14. doi: http://dx.doi.org/10.2224/sbp.2015.43.1.1

Wade (2014). Selfie. *Oxford Advanced Learner's Dictionary* at OxfordLearnersDictionaries.com.

Elderly People: Their Problems, Condition and Contributions in the Society

• **Kirti Raj Singh** • **Patanjali Aryabhatt** • **Smrity Sinha**
• **Tapashi Bhattacharjee**

Abstract :   *Old age refers to ages nearing or surpassing the life expectancy of human beings and thus heralding the end of the human life cycle. The organic process of ageing is called senescence, the medical study of the ageing process is called gerontology and the study of diseases that afflict the elderly is called geriatrics. The elderly also face other social issues related to retirement, loneliness and ageism. From the sociological point of view old age is not a definite biological stage, as the chronological age denoted as "old age" varies culturally and historically. Since 'ageing' is a process, it is very difficult to define the term 'aged'. There is no single definition which is unanimously accepted worldwide. In this context, chronological age is often a poor criteria for distinguishing between the young and the old. The old people are those, to whom society categorizes as old. It is a social construct rather than a biological-stage. It's a natural process of becoming older and older. It is universal reality. In India elderly people have been facing various socio-economic, psychological, physical and mental health problems. In our old scriptures, respect was given to old people and they were cared in the family. The younger generation are becoming too much careerist and have no time to take care of these old age people rather the old people are being abused in various families. It has been observed that an old man today is a 'tattered coat hanging to a stick'. Age is nothing but a number, according to new research – you are only as old as you let yourself feel. Old age is simply a state of mind – enjoying life to the fullest can keep you young.*

Keywords : *Chronological age, Elderly people, Gerontology, Senescence, Social construct.*

Kirti Raj Singh
B.A. III year, Sociology (Hons.), Session: 2016-2019,
Patna Women's College, Patna University, Patna,
Bihar, India

Patanjali Aryabhatt
B.A. III year, Sociology (Hons.), Session: 2016-2019,
Patna Women's College, Patna University, Patna,
Bihar, India

Smrity Sinha
B.A. III year, Sociology (Hons.), Session: 2016-2019,
Patna Women's College, Patna University, Patna,
Bihar, India

Tapashi Bhattacharjee
Head, Department of Sociology,
Patna Women's College, Bailey Road,
Patna–800 001, Bihar, India
E-mail : tapashibhattacharjee63@gmail.com