

Selfie Addiction Among College Students – A Cross- Sectional Study

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Abstract: Selfie-taking has emerged as a popular phenomenon among young adults. This cross-sectional study aimed to assess the influence of selfie-taking on self-esteem and body image among undergraduates. A total of 200 students aged 17–24 years completed the Selfie Questionnaire, Rosenberg Self-Esteem Scale, and the Body Image Questionnaire. Analysis indicated that frequent selfie-taking was associated with improved self-esteem and body image ($p < 0.05$), with no significant differences between medical and arts & science students. Female students showed higher engagement than males. Findings suggest selfies, while viewed as addictive, may also enhance confidence and self-perception in undergraduates.

Keywords: Selfie addiction, Self-esteem, Body image, Undergraduate students.

INTRODUCTION

The popularity of selfies has grown with the rise of smartphones and social media platforms. While selfies are often used for self-expression, taking too many can affect mental health—a condition known as 'selfitis.' Self-esteem describes a person's sense of worth, while body image involves how one perceives their own body. Evidence on the effects of selfies is mixed; some studies show positive outcomes, while others connect them to narcissism and dissatisfaction. This study aimed to compare selfie-taking habits among medical and arts & science students and investigate its effects on self-esteem and body image. A selfie is a self-portrait, usually taken with a digital camera or a smartphone held in hand or supported by a selfie stick. After taking a selfie, individuals typically upload and share it on social networking sites like Twitter, Facebook, Instagram, and Snapchat. The Oxford Dictionary (2013) defined a selfie as “A photograph that one has taken of oneself, typically one taken with a smartphone or webcam shared via social media.” Taking selfies can be enjoyable. This inspired the development of the selfie camera. However, developers also noticed an increase in narcissism, which is the desire for excessive attention and admiration. This trend has created an obsession among many, particularly among youth. This study explored why people enjoy taking selfies and posting them online, which can influence their self-esteem and body image.

Self-esteem: According to Rosenberg (1965a), self-esteem refers to one's positive or negative attitude towards oneself and how one evaluates their own thoughts and feelings. In this study, self-esteem is considered in the context of selfie addiction since some people take many selfies while others do not, affecting their self-esteem. The Rosenberg Self-Esteem Scale was used to assess participants' self-esteem.

Body image: Body image relates to how people think and feel about their own bodies. It involves a person's perception, feelings, and thoughts regarding their body, often including body size estimation, evaluation of physical attractiveness, and emotions related to body shape and size. The Body Image Questionnaire (BQI), an extended scale, was used to evaluate their thoughts about body image.

METHODOLOGY

This cross-sectional study included 200 undergraduate students (17–24 years) selected by convenience sampling. Assessment tools included: (1) Selfie Questionnaire, (2) Rosenberg Self-Esteem Scale, and (3) Body Image Questionnaire (BIQ). Data were collected via self-administered questionnaires. Postgraduates were excluded.

Statistical Analysis

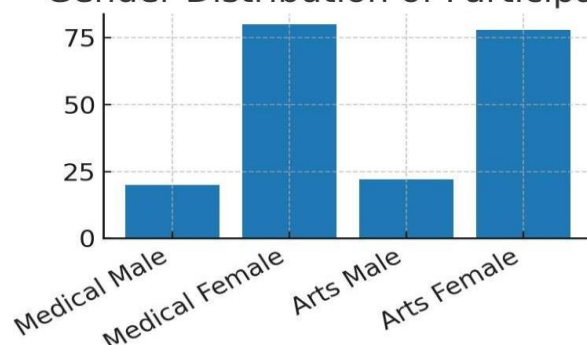
Data were analyzed using SPSS 21.0. Descriptive statistics summarized demographics. Paired sample t-tests compared medical and arts & science students. Significance was set at $p < 0.05$.

Table 1. Demographic Characteristics of Participants

Group	Count
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Medical Male	20
Medical Female	80
Arts Male	22
Arts Female	78

Figure 1. Gender distribution among participants
Gender Distribution of Participan



CONCLUSION

Frequent selfie-taking was significantly associated with higher self-esteem ($p < 0.05$) and improved body image ($p < 0.05$). No significant difference was found between medical and arts & science students. Female students showed higher selfie-taking behavior. Selfies, though often considered addictive, may enhance confidence and self-perception among undergraduates.

Limitations

- Small sample size.
- There were more female participation.
- Recommendations
- Study can be done on different age group.
- Study can be done for school students in other different districts and states.
- Further use for randomized controlled study

Clinical Implications

Occupational therapist has many therapeutic intervention strategy in order to improve body image & self esteem .How ever the area of selfie taking behaviour not as an addiction, but as a behaviour can be used as an intervention strategy to improve self esteem & body image, this study can be used effectively in occupational therapeutic interventions.

DECLARATION: The authors have no conflict of interest

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