Original Article

Association of Self-Esteem, Narcissistic Tendencies, and Selfie-Posting Behavior among Young Adults

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ARTICLE INFO

ABSTRACT

Self-posting among many adults but people with low self-image and narcissistic tendencies more focus on self-posting activities and this thing is a leading cause of social media addiction. **Objective:** To explore the relationship between self-esteem, narcissistic tendencies, and self-proof behavior among young adults. **Methods:** 400 students (200 male and 200 female) from different universities in Karachi and Faisalabad. The age range of the participants covered the years 12 to 30. The sample was taken using a simple random sampling technique. The following measures were used to assess the findings i.e., demographic form, selfie-posting behavior scale, Rosenberg self-esteem scale, and narcissistic personality inventory-16 scale used to assess the selfie-posting behavior among young adults. **Results:** Findings indicate a significant and negative relationship between self-esteem and selfie-posting behavior. Self-esteem significantly predicts selfie-posting behavior among young adults. furthermore, statistics also indicate there is no significant relationship between narcissism and selfie-posting behavior among adolescents. Narcissism is not a significant predictor of selfie-posting behavior among young adults. **Conclusions:** It is concluded that individuals who take more selfies have low or no self-esteem compared to those who do not take self-imaging. Additionally, those who have posted more selfies online tend to have narcissistic dispositions because they believe that other people find value in what they do.

INTRODUCTION

Selfies are digital photos of oneself that are usually taken using a smartphone or electronic camera. Typically, a selfie stick or arm's length hold would support the camera, rather than a self-timer or remote [1]. Selfie" typically refers to portrait photos gaga the camera commands at length, as essentially those taken by using a self-timer or remote [2]. Selfitis is outlined as an associate degree psychoneurotic urge to require photos and post them on social media. Selfies are a part of society as way as new age school is concerned, but this has been around quite you think that [3]. The American Psychiatric Association (APA) has formally deemed taking selfies as folia named selfies. In step with APA their area unit 3 levels of selfitis. Taking Selfies, a minimum of thrice each day, however not posting them on social media is thought of as Borderline selfitis [4]. Taking Selfies, a minimum of thrice each day and sharing all of them on social media is thought of as acute selfitis [5]. A selfie could also be an illustration-type image, typically gaga smartphones which might be commanded inside the pointer or maintained by a selfie stick. Selfie units of measurement are typically common on social networking services like Facebook, Twitter, Snapchat, and Instagram [6]. According to Abbas and Dodeen, the main motivations behind people taking and sharing selfies are to attract

attention, to escape boredom, to increase shallowness, and because using social media is enjoyable [7]. This investigation focused on the reasons for young adults' selfie behaviors and narcissistic tendencies, even though their geographical unit has entirely distinct motives for people to post selfies [8]. The related level of overall positive or negative analysis of oneself is known as self-esteem [9]. Using social media to engage in interpersonal communication is the simplest approach to meet demands related to self-esteem. This may allow those with low self-esteem to act more freely without fear of embarrassment or social anxiety [10]. According to a University of Salford study on the impact of social media on self-esteem, 298 individuals, or 50% of the participants, found that using social media sites like Facebook and Twitter had made their lives worse [11]. Varnali asserts that sharing selfies can be a sign of strong self-esteem since they can also boost one's self-esteem because they can highlight an idealized, controlled appearance [12]. Selfie uploading has been shown to increase self-esteem, according to researchers, since people may choose how they want to present themselves [13, 14]. Selfies are a confusing tool. While sharing photos can also provide confidence to many of us, for others they serve as a trigger for feelings of insecurity about their appearance and a reason to feel unsafe in their life [15]. Diefenbach and Christoforakos state that to appear interesting to others and so increase their self-esteem, the majority of teenagers spend a significant amount of time and money [16]. Selfies are a common way for people to improve their shallowness, according to a study that found this [17]. Although people's self-esteem is boosted by selfies, excessive use of them has been shown to lower life satisfaction [13]. Additionally, the initiative studies the traits related to taking selfies conducted employing a sample from the population of the United States. It cantered on the relationship of selfies with egocentrism, autocracy, as well as mental disease [18]. The word "narcissism" originates from the Greek story of Narcissus (Greek: Νάρκισσος, Narkissos), a handsome young Greek poet who, according to the poet, turned down the nymph Echo's desperate advances. Personality traits among university students, narcissism is the pursuit of gratification from vainness or egotistic admiration of one's glorious self-image [19, 20]. Narcissus collapsed upon his reflection in the water as a result of this. Additionally, the researchers find a link between egocentrism and selfies. Selfie-liking is outlined during this study because of the level at which individuals reveal their feelings associated with photos and integrate them into their everyday routines [21]. The World Health Organization states that individuals typically find selfies fascinating and view them as an integral part of their daily routine. Moreover, they forever explore new places wherever they will take selfies and they become upset if they are restricted from taking selfies of themselves[22].

The present research focused on personality traits that are connected with taking and posting selfies including self-centeredness, behavior of attention-seeking, and egocentric behavior. Particularly, narcissism and attention-seeking behavior as well as egocentric behavior were represented as 'the dark triad of personalities' related to selfies. The conclusion of this research would offer extra awareness into some personality traits and characteristics.

METHODS

The number of participants was calculated through G-Power software. In this study, 436 participants were targeted and 400 participants met the study criteria. All the participants were university students and they were taken from different public and private universities in Karachi and Faisalabad. Sample was comprised of 200 male and 200 female undergraduate students. Participants' age range was 18 to 25 years including day scholar and boarding students. All the participants were taken from middle socioeconomic. The sample was taken using a random sampling technique. All the participants were regular students enrolled in the university undergraduate program were selected for this study. It was screened that participants who were posting selfie more than 3 in a days and less than 15 were included in the study. Secondly, those participants were taken who are spending time on facebook and other social media networks more than 3 hours per day since at least last one month were included. Participants who were not regular students, doing part time jobs, age < 18 and > 25 years, having any kind of psychological disturbance or physical disability were excluded from the study. Demographic form was used to collected the personal information (i.e. age gender, birth order, family structure, socio-economic status etc. Balakrishnan and Griffiths developed the Selfitis Behavior Scale (SBS) to identify selfitis behavior in college students [23]. 400 college students participated in the scale's development. There were twenty items on the scale with Likert-type response options of five points each. The six components of the SBS (α:.88) were as follows: Social Competition (SBS-SC, α:.83), Attention-Seeking (SBS-AS, α:.81), Mood Modification (SBS-MM, α:.82), Self-confidence (SBS-S, α:.79), Environmental Enhancement (SBS-EE, α:.84), and Subjective Conformity (SBS-SCon, α:.75). The Rosenberg self-esteem scale has ten items on it. Research vanity is acceptable throughout the world according to RSES. Each claim was scored using a four-point Likert scale that ranges from "strongly disagree" to "strongly agree." The items received a poor score because of their

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wording. Items 1, 2, 4, 6, and 7 were fully phrased, while items 3, 5, 8, 9, and 10 were negatively phrased. High scores were indicative of great vanity. Sixteen forced-choice dyads make up the NPI [24]. Participants chose between the self-loving (recorded as one) and non-narcissistic (recorded as zero) responses, such as "I choose to mix in with the throng" and "I prefer to be in the middle of attention." A total of the sixteen items were calculated (α = 71). The several Punjab Province cities' traffic warden headquarters were then consulted for clearance. The researchers built a connection with the participants by giving a brief introduction to themselves after obtaining authorization from universities. The consent form asking for their willingness to engage in the research was also given to the students. Confidentiality and the option to withdraw from the research if uncomfortable were discussed in the consent form. Following the completion of the data collection, the researchers expressed their gratitude to each volunteer. The duration of the study was August 2022 to September 2023. The study was approved by the Government College University Faisalabad Internal Review Board at Department of Applied Psychology. A descriptive statistic and inferential statistic was calculated to draw a meaningful conclusion from the data. SPSS version-21.0 was used for all analyses.

R E S U L T S

Table 1 shows the demographic characteristics of the participants in terms of frequency, percentage, valid percentage and cumulative percentage.

Table 1: Demographic Characteristics of University Students (N= 400)

Variables		Frequency (%)
Gender	Male	200 (42.7)
	Female	200 (57.3)
	Total	400 (100.0)
Marital Status	Married	7 (1.5)
	Unmarried	393 (98.5)
	Total	400 (100.0)
Family System	Nuclear	200 (49.1)
	Joint	200 (50.9)
	Total	400 (100.0)
Monthly Income	Lower Class	70 (12.8)
	Middle Class	230 (49.1)
	High Class	100 (38.0)
	Total	400 (100.0)
Education	Intermediate	200 (48.1)
	Bachelor	100 (39.1)
	Master	45 (9.6)
	M.Phil. / M. S	13 (2.8)
	Ph.D.	42 (0.4)
	Total	400 (100.0)

It was hypothesized that there would be a predictive relationship between self-esteem and selfitis behaviour among young adults. Keeping this in view, linear regression analysis was performed. Findings in table 2 show there is a significant predictive relationship between Self-Esteem and Selfitis behavior among young adults [R^2 , .284; $F(1, 185.8) = 467$, $p < .001$].

Table 2: Linear Regression Analysis Statistic of Self-Esteem with Selfitis behavior among Young Adults

Model	R	R^2	Adj. R^2	SEE	F	df1(df2)	Sig
Self-Esteem	.53	.28	.284	11.5	185.89	1(466)	.000

SEE = Std. Error of the Estimate, R2 Change= R Square Change

Keeping the above mentioned hypothesis in view, further coefficient statistics were performed as shown in table 3, which indicate that there is a significant and negative relationship between self-esteem and selfitis behaviour. Self-Esteem is a significant predictor of selfitis behaviour among young adults ($\beta = -.534$, $p < .001$).

Table 3: Coefficient Statistics of Self-Esteem and Selfitis behavior among Young Adults. (N=400)

Model	Unstandardized Coefficients	Standardized Coefficients		t	Sig.
	Beta	Std. Error	β		
(Constant)	88.509	2.631	–	33.6	.000
Self-Esteem	–1.613	.118	–.534	–13.6	.000

The alternative hypothesis was that there would be a predictive relationship between narcissism and selfitis behavior among young adults. Keeping it in view, the findings of linear regression show that the relationship between narcissism and selfitis behavior isn't significant among young adults [R^2, .475; $F(1,466) = 421.558$, $p > .05$] (table 4).

Table 4: Linear Regression Analysis Statistic of Narcissism with selfitis behavior among Young Adults.

Model	R	R^2	Adj. R^2	SEE	F	df1(df2)	Sig
Narcissism	.68	.475	.474	9.86	421.558	1(466)	.000

SEE = Std. Error of the Estimate, R2 Change= R Square Change

Keeping the alternative hypothesis in view, further coefficient statistics, as given in table 5, indicate there is no significant relationship between narcissism and selfitis behavior among adolescents. Narcissism is not a significant predictor of selfitis behavior among young adults ($\beta = .689$, $p > .05$).

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Table 5: Coefficient Statistic of Narcissism and Selfitis behaviour among Young Adults (N= 400)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Beta	Std. Error	B		
Narcissism	27.520	1.33	-	20.5	.000
	3.289	.160	.689	20.5	.000

DISCUSSION

The findings of the first hypothesis of the study showed that self-esteem is the vital predictor of selfitis behavior among young adults [R^2, .284; $F_{(1, 185.8)}$ = 467, p< .001] which is similar to the study that concluded that low self-esteem, social reliance, or attention-seeking behavior are linked to selfies [25]. Shabahang et al., argued that sharing selfies is a sign of high self-esteem and that it also highlights one's shallowness because the images might highlight an idealized, controlled version of oneself [26]. According to a study, many people who share selfies on social media do so to increase their perceived shallowness [27]. People were prepared to temporarily boost their self-esteem sixteen because of the way they are portrayed in their social media profiles. Selfies boost one's self-esteem, but excessive use of them has been linked to lower life satisfaction [28]. According to Wilcox and Stephen, the most common reasons people take and share selfies are to attract attention, to brag, to express displeasure, to indulge in vanity, and because using social media is enjoyable [29]. The range of Rosenberg's self-esteem scores is 0 to 30. A self-esteem score of 0 to 15 denotes poor self-esteem, 16 to 25 traditional levels of self-esteem, and 26 to 30 high levels of self-esteem. Low self-esteem has been linked to depression, social anxiety, loneliness, alienation, activity problems, and subpar teaching performance [30]. Kibe also notes that people who try to attract attention may engage in excessive and increasingly offensive behaviors of taking selfies [31]. Those who have strong self-esteem experience a little boost in confidence whenever one of their postings receives a like or a good comment. The person who uploads a lot of selfies may even be sobbing uncontrollably for help [32]. Another plausible explanation could be that those who share a lot of selfies and have high levels of shallowness are egotistical and frequently seek self-verification. Wilcox and Stephen have observed that people with egotism have a high sense of self-worth and are always seeking validation from others. 37 people use social media to share selfies and become self-verified through likes and encouraging remarks to fulfill their self-love [33]. Likewise, another study has also discovered a strong correlation between self-love and sharing selfies [34]. People who post a lot of selfies also make an effort to cultivate an engaging online identity [35]. The finding of the second hypothesis advised that egoism

isn't the many predictors of selfitis behavior among young adults [R^2, .475; $F_{(1,466)}$ =421.558, p> .05]. Narcissism is characteristically illustrated as an Associate in Nursing affinity to believe one's self to be superior over others, to unendingly pursue adoration from others, and to participate in egotistical thinking and behavior [36]. Regarding their emotional and psychological well-being, developing young adolescents may be at risk from escalations in the egoism effect. People who use private communication as a means of self-improvement and self-promotion are said to exhibit egoism, which prevents them from building meaningful relationships with one another. As a result, this could harm a person's capacity to build wholesome, mutually beneficial relationships [37]. Furthermore, those who exhibit high degrees of egoism are more likely to react violently and aggressively when they get criticism. Online interactions tend to attract narcissists, and UN agencies are notoriously unable or unable to establish lasting friendships that require time or emotional commitment [38]. Narcissism is anxiety with noteworthy thoughts from society. Particularly in recent years, several types of research on this ground tend to concentrate on issues of assessment and investigation that what means that egoism is anxious with vanity, and alternative affectional life issues [39]. Another behavior that's coupled with egoism and may also be related to selfie-liking is egocentric behavior. Generally, people with egocentric behavior tend to worry additional about themselves than people [37]. Moreover, this finding prompts a reconsideration of intervention strategies and educational programs designed to address excessive selfitis behavior.

CONCLUSIONS

It is concluded that individuals who take more selfies have low or no self-esteem as compared to the people who do not indulge in self-imaging. Additionally, those who have posted more selfies online tend to have narcissistic dispositions because they believe that other people find value in what they do.

Authors Contribution

Conceptualization: HI
Methodology: HI, SK, MS, SR
Formal analysis: HI
Writing-review and editing: HI, SK, MS, SR

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Conflicts of Interest

The authors declare no conflict of interest.

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