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SELFIE ADDICTION AMONG YOUTH IN KOLLAM CITY

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ABSTRACT

Selfie addiction among youth is a matter which needs to be seriously addressed. It has both positive and negative impacts. The negative impacts can cause irreparable damage to a person's character, personality, attitude and his way of living. There are several instances where numerous lives have been claimed due to selfie accidents. The carelessness, ignorance and vibrant spirit of youth have often resulted in these accidents. Several restrictions are followed in many places to regulate the use of taking selfies in dangerous places. Thus the study on "Selfie addiction among youth" helps to analyse and determine the levels of selfie addiction.

KEYWORDS

selfie, selfie addiction.

INTRODUCTION

A picture is worth a thousand words. In recent times, selfies have gained immense popularity among youth, celebrities and people from all walks of life. It has become a phenomenon which is used as a lifestyle statement. People take selfies to document the amount of risks they have undertaken as well as to post it on social networking sites to cherish the good times they have had. Selfies have become a trend equally among youth as well as the older generation. Selfies may be taken either individually or as a group.

Selfie addiction among youth is a matter which needs to be seriously addressed. It has both positive and negative impacts. The negative impacts can cause irreparable damage to a person's character, personality, attitude and his way of living. Insomnia, relationship problems, anxiety, depression and poor academic performance are consequences as well as symptoms of the problem. Youth tend to take their selfies in hazardous locations and these often cause accidents. It is at this point that the study on selfie addiction among youth becomes relevant.

There are several instances where numerous lives have been claimed due to selfie accidents. The carelessness, ignorance and vibrant spirit of youth have often resulted in these accidents. Several restrictions are followed in many places to regulate the use of taking selfies in dangerous places. The use of social media can be a great way for teenagers to relate to their peers and to express themselves but excessive internet use can have serious negative consequences. Studies began linking the photo-taking habit to narcissism, addiction and other mental health issues.

A less obvious but equally important "currency" that selfies can be bartered for is that which is appreciated by marketing professionals and social media junkies: the currency of "followers", "likes" and "shares". From large corporations to small businesses, and from prime ministers to your next-door neighbour, everyone has discovered that selfies are a quick and efficient way to increase one's social media presence.

Thus with smart phones gaining entry into every person's pocket and selfies becoming the newest trend to catch the attention of the virtual world, the most unsettling fact is that these platforms have more negative effect on young minds. The selfie trend is still in its nascent stages, and it will take a few years before its deeper impact on society is understood.

STATEMENT OF THE PROBLEM

Selfie addiction has become an alarming phenomenon especially among youth. It often leads to excessive narcissism, isolation, depression and anxiety. Selfie accidents are reported frequently which have resulted in loss of numerous lives. Of late, parents are finding it a challenge to handle strange behavioural problems of their children. The most common complaint that tops the list is selfie addiction. The glamour of the virtual world is literally pushing the youth to take selfies and post them online and secure the maximum number of likes. Thus the study on "Selfie addiction among youth" helps to analyse and determine the levels of selfie addiction.

SIGNIFICANCE OF THE STUDY

The growing trend of taking smart phone selfies is linked to mental health conditions that focus on a person's obsession with looks. The reasons why people posted selfies on social networking sites ranged from capturing the moment when they look their best to communicating their mood instead of updating their profile status - but most common was to get attention from likes and comments. Selfie addiction can leave serious harmful impacts on the character and personality of a person. Selfie addiction affects the self-worth, personality and behavior of a person. The study on selfie addiction among youth helps to know the levels of selfie addiction among youth. The study helps to know the mentality and attitude of youth in taking a selfie.

SCOPE OF THE STUDY

This particular study was conducted in Kollam city. In this survey, upto 100 respondents were studied. The study shows the degree of selfie addiction among youth. It helps to determine the attitudes, intention and purpose of taking a selfie.

OBJECTIVES OF THE STUDY

1. To determine the degree of selfie addiction among youth.
2. To analyze the frequency of taking a selfie.
3. To know the interest among respondents in taking a selfie in risky/adventurous spots.
4. To evaluate the intention behind taking a selfie
5. To determine whether respondents use special smart phone applications to take a selfie.

RESEARCH METHODOLOGY**SAMPLING DESIGN**

The validity of any research is based on the systematic method of data collection and analysis of the data collected. The study is based on the data collected from college students. The students are selected by random sampling technique.

SAMPLE SIZE

The study is based on responses of 100 college students.

HYPOTHESES

The following hypotheses have been framed for the study:

- There is a significant difference between gender and interest to take selfie in risky/adventurous spots.
- There is a significant difference between gender and frequency of taking selfies.

STATISTICAL TOOLS

The following statistical tools are used to analyze and interpret the data collected:

- Data representation
- Table
- Percentage
- The data is analysed by using the following statistical technique:
- Chi-Square test.

DATA ANALYSIS AND INTERPRETATION**GENDER OF RESPONDENTS**

Gender of respondents helps to analyse the usage of mobile phones and tendency to take selfies among both male and female students

TABLE 1: GENDER

| GENDER | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------|
| MALE | 52 | 52 |
| FEMALE | 48 | 48 |
| TOTAL | 100 | 100 |

Source: Primary Data

There is almost equal gender composition with 52% male and 48% female respondents. This comprises of 100 respondents as the sample size for the study. This ensures almost equal proportion of opinions.

POSSESSION OF SMART PHONE

This helps to know to the percentage of students possessing a smart phone.

TABLE 2: POSSESSION OF SMART PHONES

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------|
| YES | 100 | 100 |
| NO | 0 | 0 |
| TOTAL | 100 | 100 |

Source: Primary Data

All the respondents possess a smart phone. This shows that all the respondents have equal opportunity to use a smart phone and take a selfie.

FREQUENCY OF TAKING A SELFIE

A survey was made among the respondents about the frequency of taking a selfie. It indicates the time spent on taking a selfie.

TABLE 3: FREQUENCY OF TAKING SELFIE

| TIME PERIOD | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------|
| DAILY | 12 | 12 |
| WEEKLY | 24 | 24 |
| MONTHLY | 10 | 10 |
| OCCASIONALLY | 54 | 54 |
| TOTAL | 100 | 100 |

Source: Primary Data

About 54% of the respondents take selfies occasionally. Respondents who take selfies on a daily and weekly basis give a combined total of 36%. Whereas only 10% are interested in taking selfies on a monthly basis. This shows that there is no specific time period for taking a selfie and most of the respondents prefer taking selfies at various occasions or events.

INTEREST TO TAKE SELFIE IN RISKY/ADVENTUROUS SPOTS

This helps to know the level of interest among the respondents to take selfies in risky /adventurous spots.

TABLE 4: INTEREST TO TAKE SELFIE IN RISKY/ADVENTUROUS SPOTS

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------|
| YES | 35 | 35 |
| NO | 65 | 65 |
| TOTAL | 100 | 100 |

Source: Primary Data

65% of the respondents prefer taking selfies in risky/adventurous spots. Whereas 35% of the respondents are not interested in it. This shows that most of the college students are willing to visit adventurous spots and take a selfie without considering the risk factors associated with it.

INTENTION BEHIND TAKING A SELFIE

A survey was done to analyse the reasons for taking a selfie.

TABLE 5: INTENTION BEHIND TAKING A SELFIE

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|-----------------------|-------------------|------------|
| FOR FUN | 30 | 30 |
| SELF SATISFACTION | 22 | 22 |
| TO CHERISH THE MOMENT | 48 | 48 |
| TOTAL | 100 | 100 |

Source: Primary Data

About 48% of the respondents take selfies to cherish the moment. 30% and 22% of the respondents take selfies for fun and self satisfaction respectively. This shows that youth prefer taking a selfie to capture the moment so that they can go through it and enjoy it later.

HESITATION TO TAKE SELFIE ON HEARING ABOUT SELFIE ACCIDENTS

A survey was conducted to know if respondents are hesitant to take a selfie on hearing about selfie accidents.

TABLE 6: HESITATION TO TAKE SELFIE ON HEARING ABOUT SELFIE ACCIDENTS

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------|
| YES | 26 | 26 |
| NO | 74 | 74 |
| TOTAL | 100 | 100 |

Source: Primary Data

About 74% of the respondents are not hesitant to take a selfie on hearing news of selfie accidents. Whereas the balance 26% are hesitant to do so. Thus a major portion of the respondents are unaffected by news of selfie accidents.

SELFIE ADDICTION

This helps to know the degree of selfie addiction among respondents.

TABLE 7: SELFIE ADDICT

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------|
| YES | 48 | 48 |
| NO | 52 | 52 |
| TOTAL | 100 | 100 |

Source: Primary Data

48% population agree that they selfie addicts. Whereas 52% are not selfie addicts. Therefore, even though majority of the youth prefers to take selfies they are not addicted to it. They simply want to capture the picture perfect moment and cherish it later.

USAGE OF MOBILE APPLICATIONS TO TAKE SELFIES

A survey is conducted to know if the respondents use mobile phones applications to take selfies.

TABLE 8: USAGE OF MOBILE APPLICATIONS TO TAKE SELFIES

| RESPONSE | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------|
| YES | 79 | 79 |
| NO | 21 | 21 |
| TOTAL | 100 | 100 |

Source: Primary Data

79% of the population use mobile phone applications to take selfies. 21% of the respondents take selfies without it. It shows that youth are more conscious of their selfies that prefer editing and modifying their selfies using various mobile applications.

TESTING OF HYPOTHESIS

“There is a significant relationship between gender and interest to take selfie in risky/adventurous spots”.

To test the above hypothesis chi square test has been used.

TABLE 9

| GENDER | INTERESTED | NOT INTERESTED | TOTAL |
|--------------|------------|----------------|------------|
| MALE | 30 | 22 | 52 |
| FEMALE | 12 | 36 | 48 |
| TOTAL | 42 | 58 | 100 |

Source: Primary Data

TABLE 10: CHI-SQUARE TEST

| O | E | O-E | (O-E) ² | (O-E) ² /E |
|----|-------|-------|--------------------|-----------------------|
| 30 | 21.84 | 8.16 | 66.59 | 3.05 |
| 22 | 30.16 | -8.16 | 66.59 | 2.21 |
| 12 | 20.16 | -8.16 | 66.59 | 3.30 |
| 36 | 27.84 | 8.16 | 66.59 | 2.39 |
| | | | TOTAL | 10.95 |

DEGREES OF FREEDOM

$V = (r-1)(c-1)$

$V = (2-1)(2-1)$

$V = 1$

At 1 degree of freedom, 5% level of significance is 3.841

The calculate value (10.95) is more than the table value. So hypothesis is rejected

CONCLUSION

Hence it is concluded that “there is no significant relationship between gender and interest to take selfie in risky/adventurous spots”.

TESTING OF HYPOTHESIS

“There is a significant difference between gender and frequency of taking selfies”.

OBSERVED FREQUENCY

TABLE 11

| TIME PERIOD | MALE | FEMALE | TOTAL |
|--------------|-----------|-----------|------------|
| DAILY | 4 | 8 | 12 |
| WEEKLY | 18 | 6 | 24 |
| MONTHLY | 7 | 3 | 10 |
| OCCASIONALLY | 45 | 9 | 54 |
| TOTAL | 74 | 26 | 100 |

Source: Primary Data

TABLE 12: CHI-SQUARE TEST

| O | E | O-E | (O-E) ² | (O-E) ² /E |
|----|-------|-------|--------------------|-----------------------|
| 4 | 8.88 | -4.88 | 23.81 | 2.68 |
| 18 | 17.76 | 0.24 | 0.06 | 0.00 |
| 7 | 7.4 | -0.4 | 0.16 | 0.02 |
| 45 | 39.96 | 5.04 | 25.40 | 0.64 |
| 8 | 3.12 | 4.88 | 23.81 | 7.63 |
| 6 | 6.24 | -0.24 | 0.06 | 0.01 |
| 7 | 7.24 | -0.24 | 0.06 | 0.01 |
| 3 | 2.6 | 0.4 | 0.16 | 0.06 |
| 9 | 14.04 | -5.04 | 25.40 | 1.81 |
| | | | TOTAL | 12.86 |

Degrees of Freedom

$V = (r-1)(c-1)$

$V = (4-1)(2-1)$

$V = 3$

3 degrees of freedom 5% level of significance is 7.815

The calculate value (12.86) is more than the table value. So hypothesis is rejected.

Conclusion

Thus it is concluded that there is no significant relationship between gender and frequency of taking selfies.

FINDINGS AND SUGGESTIONS OF STUDY

FINDINGS OF STUDY

The following are the findings of study:

1. There is almost equal gender composition with 52% male and 48% female respondents. This comprises of 100 respondents as the sample size for the study.
2. All the respondents possess a smart phone. This shows that all the respondents have equal opportunity to use a smart phone and take a selfie.
3. About 54% of the respondents take selfies occasionally. Respondents who take selfies on a daily and weekly basis give a combined total of 36%. Whereas only 10% are interested in taking selfies on a monthly basis.
4. 65% of the respondents prefer taking selfies in risky/adventurous spots. Whereas 35% of the respondents are not interested in it.
5. About 48% of the respondents take selfies to cherish the moment.30% and 22% of the respondents take selfies for fun and self satisfaction respectively.
6. About 74% of the respondents are not hesitant to take a selfie on hearing news of selfie accidents. Whereas the balance 26% are hesitant to do so.
7. 48% population agree that they selfie addicts. Whereas 52% are not selfie addicts.
8. 79% of the population use mobile phone applications to take selfies.21% of the respondents take selfies without it.
9. Chi-square test has been used to test the significant relationship between gender and interest to take selfie in risky/adventurous spots. The hypothesis has been rejected. There is no relationship between gender and interest to take selfie in risky/adventurous spots.
10. Chi-square test has been used to test the significant relationship between gender and frequency of taking selfies. The hypothesis has been rejected. There is no relationship between gender and frequency of taking selfies.

SUGGESTIONS OF STUDY

The following are the suggestions of the study:

1. Awareness needs to be generated about the risks of taking selfies in risky /adventurous spots.
2. Boards with signs such as 'No selfie zone' should be put up in risky/dangerous areas or tourist spots.
3. The countless hours spent to perfect a selfie should be diverted towards other productive activities. This is necessary as there is a tendency to be self-conscious and narcissistic while taking selfies which affects the mental health.
4. Selfie addiction can be reduced to a great extent by switching off the mobile phone for a couple of hours and focusing on other means of entertainment such as playing outdoor games, chess etc.
5. Keeping the mind occupied with other activities is another solution to reduce selfie addiction.
6. Other different ways must be pursued to get the experience of connection, power, and self-worth rather than depending on the number of likes a picture gets on social media. Facing fears, helping the less privileged are some ways to attain self worth.

CONCLUSION

The rise in selfie culture is a product of technology and modern era. The trend of taking pictures of oneself could cause narcissism, addiction and mental illness. A large section of the youth has fallen prey to selfie addiction due to lack of awareness about such a disorder as well as the weak legal implementation framework. Apart from the desire for attention, image management has also become a necessity now. People are trying to project positive images of themselves while having fun or doing something dangerous.

The psychology behind clicking so many selfies and uploading them on social media is the negative self-esteem and self-image of a person. In order to attract attention and get maximum likes and comments on social media, youth are engaging in this type of behaviour. The number of likes or comments goes some way into improving their self-image. Social acceptance and gaining it through social media has many pitfalls. People are getting into the habit of relating more with their smartphones than with real people. This addiction is a product of culture and there is a need to sensitize people of the risks involved.

Awareness needs to be generated about the risks of taking selfies in risky /adventurous spots. Boards with signs such as 'No selfie zone' should be put up in such areas or spots. The countless hours spent to perfect a selfie should be diverted towards other productive activities. Selfie addiction can be reduced to a great extent by switching off the mobile phone for a couple of hours and focusing on other means of entertainment such as playing outdoor games, chess etc. Other different ways must be pursued to get the experience of connection, power, and self-worth rather than depending on the number of likes a picture gets on social

media. Facing fears, helping the less privileged are some ways to attain self worth. Thus selfies have a huge impact on the overall personality and lifestyle of a person. It affects the perceptions and opinions which one holds about life.

Many selfies are intended to present a flattering image of the person. Thus selfie addiction is a matter which needs to be given serious consideration. The solution is not to stop taking selfies and posting them online because that still leaves one's desires unfulfilled. It is to fill those desires in other ways so that one need not depend on selfies and thus their importance diminishes.

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