

PERCEPTION TOWARDS CAPTURING SELFIES AND ITS IMPACT AMONG STUDENTS OF MANGALORE UNIVERSITY: A STUDY

Veena.G

Research Scholar

Dept. of Library & Information Science

Mangalore University

E-Mail: veenanaik50@gmail.com

M.Krishnamurthy

DRTC, Indian Statistical Institute, Bangalore, India

Email: mkrishna_murthy@hotmail.com

Abstract

The survival of media, technology and the internet has transformed the society and their lifestyle today. The tendency of taking own pictures has turn into an observable fact of the new culture of the society. This study investigates the perception towards capturing selfies and its impact among students. The research employed survey method was conducted using a well structured questionnaire. 120 respondents participated through convenience sampling for this research. The finding of the study shows that majority 85(70.83%) of respondents after taking selfies send them via whatsapp, 76(71.66%) of students states that taking a selfie can turn deadly. It was found from the study 62(51.66%) of the respondents determined with the statement taking selfies is a waste of time. The present study suggested that request to individuals, to follow a few safe selfie rules while capturing pictures.

Keywords: ICT, Social media; Selfie; Impacts; University students.Mangalore University, India

Introduction

The continued existence of advanced information communication technology and the internet has revolutionized the society and their standard of living today (Ogbomo, 2008).New media technologies are changing the social status and lifestyle of human being in a paradigm shift in technological society (Wikipedia,2015) . The tendency of capturing own images has turn into a phenomenon of the recent culture of the society. The culture which has been gaining recognition as of these days has not merely increased the concentration of teenager, but also the adults (Tajuddin, Hassan, and Ahmad, 2015). Smartphone self-portraits or ‘selfies’ as named in social media tags, are enlarging drawing media consideration and sociological analysis.)In the last few years, capturing selfies has become a global phenomenon. Individuals from dissimilar socio-economic, sexual category, race and age groups take selfies

in different occasions (Bruno, and others 2014). It is entertaining and attracts the young mind. This enormous amount of self-portrait images captured and pooled on social media is modernizing the way individuals introduce themselves and the surround of their friends to the globe. While capturing photos of oneself can be seen basically as documenting personal memories (Kalayeh and others 2015). This research study seeks to analyze this integration to inspect why individuals upload images to different social media platforms and how it affects themselves.

About Selfie

“Selfie” is a modern phenomenon of the 21st century; the work of taking and sharing a selfie with friends/others pre-dates the Internet and was named the Oxford Dictionary Word for the year 2013. According to the Oxford dictionary, “a photograph that one has taken of oneself, typically one taken with a Smartphone or webcam and uploaded to a social media website” (Day, 2013). The work of sharing “cartes de visite,” or compact sized photos, dates back to the 1860s. In 1880, the photo cubicle was introduced, which caught the attention of people to capture self-photographs just as they immobile do today (Volpe, 2013). The discovery of the self-timer in the behind 1880s permitted for any human being capturing a photograph to fix their camera and let themselves 5 to 10 seconds to catch into a shot (Michael F, 1995). This is understood to be the beginning of what is at the present known as a selfie, or self-photograph. The first Polaroid camera was sold in the year 1948. This camera could be held at an arm’s length, which supported persons to capture more intimate self-photos. The terminology phrase “selfie,” though, first emerged in 2002 in an online post from Australia. Since November 19, 2013 when Oxford Dictionaries publicized selfie as “the international Word of the Year” (Wikipedia, 2015).

Need of the study

The selfie craze has gathered a lot of concentration and behind the recently-minted distinction from Oxford Dictionaries. Selfies are exploding up everywhere all over the world of social media, and most recently even a number of the world's most famous personalities of society – from prime ministers and the pope, to athletes, and politicians—not just teens are skipping on the bandwagon. Whereas a few people love them, others hate them, while they are still as popular as ever. Taking ‘selfies’ and sharing them through social media websites, has developed into one of the ‘trendy enjoyable activities, we can’t deny. But especially few of us, do identify the hidden facts after this addiction of ‘selfies’ is also flattering the foundation of numerous psychological mental illness and disorders and selfie Can Turn Deadly. In addition, the American Psychiatric Association (APA) had officially classified taking ‘Selfies’ as a mental disorder.

Philadelphia CBS news (Sep, 2015) reports states that, “more deaths have occurred as a result of taking a selfie than from being attacked by a shark this year”. The report declares that 12 people have died in 2015 while taking a selfie, while only 8 have died from shark attacks. “A cool selfie could cost you your life,” the interior ministry warned in a new leaflet packed with tips such as “a selfie with a weapon kills”. That warning comes after a string of

recent selfie-related accidents. In May, a 21-year-old woman accidentally shot herself in the head in Moscow while taking a selfie holding a pistol. The mobile phone with the selfie survived as a record. In May, a teenager in the Ryazan region died while attempting to photograph himself as he climbed on a railway bridge and accidentally came into contact with live electrical wires. “Before taking a selfie, everybody should think about the fact that racing after a high number of ‘likes’ could lead somebody on a journey to death and his last extreme photo could turn out to be posthumous,” Alexeyeva warned. The purpose of the present study is to examine the perception towards capturing selfie and its impacts on university students.

Review Literature

Wickel (2015) carried out a study aimed to investigate how social media has modified our developmental and behavioural personalities, and how social media, specifically the act of taking and posting selfies, is deemed to be a main contributor to the rise in narcissistic behaviors in recent generations. The study highlights that 73.5% of 93 Elon University respondents reported that they check or update their online profiles more than five times a day, 90.2% of the participants reported that they post pictures of themselves to social networking sites for the sole reason of receiving “likes” and comments from their online friends, (87.8%) responded that the use of social networking platforms as a way to maintain and build social relationships has changed how society interacts and perceives others 55% of participants agreed that posting of selfies to different social networking platforms encouraged their narcissism and selfish behaviours.

Nemer, and Freeman (2015) in their research findings suggest self-portraits as a way to hear the voices of some of the inhabitants in poor and marginalized regions. In all these ways, selfies were embedded in marginalized users’ everyday lives and perceived as a pathway to a more promising future. The study also identified that use and adoption of digital technologies among these marginalized users were not motivated by a shallow acknowledgement of their desire for entertainment but rather were situated in a contextualized reality.

The study revealed that practices of understanding, interpreting, and experiencing selfies are embedded in dense sociocultural contexts. The selfie users observed and interviewed in this study were living in marginalized areas (i.e., the favelas of Gurigica, Itararé, and São Benedito in Brazil) that were under constant surveillance by powerful drug lords.

Luca and others (2015) reported that 52% of respondents that never activated Face Unlock on their devices is very high, for Touch ID, 24 out of 158 participants (15%) decided to use authentication due to the availability of the biometric technology. For Face Unlock, 4 out of 20 participants (20%) made this decision. The lack of knowledge about the availability of Face Unlock on their devices (27% of nonusers) can be partially explained due to the fact that, with the exception of specialized media (e.g. computer magazines), this feature was not publicized at the time of our study. The importance of this is highlighted by the fact that the 8% of nonusers that mentioned security problems for not using Face Unlock were not aware

of current security improvements to the system like “Wink to Unlock” which requires the user to wink to prove that the camera is not recording a static image.

Sorokowski and others (2015) in their study examined three categories of selfies: own selfies; selfies with a romantic partner; and group selfies, controlling for non-selfie photographs. Women posted more selfies of all types than did men; women’s selfie-posting behavior was generally unrelated to their narcissism scores. The findings of the study provide the first evidence that the link between narcissism and selfie-posting behavior is comparatively weak among women than men, and provide novel insight into the social motivations and functions of online social networking. Study included a total of 748 people (355 women and 393men) aged between 17 and 47 years ($M = 21.64$; $SD = 3.41$). The participants were recruited from various university campuses across Poland.

Nguyen(2014) studied to explore how female users identify the act of uploading selfies as an expression of external affirmation or as an act of empowerment in terms of redefining beauty standards that are reinforced in society. The findings of the study shows that it is advantageous for social work clinicians to study adolescents and their behaviors on Instagram in order to understand the motivation behind the usage and the relationship to their self-esteem, especially for those whose work involves daily contact with young children and adolescents. The results of this study show that the usage of Instagram to share selfies has a minimal impact on their perceived sense of self-worth.

About Mangalore University

Mangalore University established in the year 1980, situated at Mangalagangothri campus, Konaje, 20 kms away from Mangalore city. The University campus is a self-contained facility that provides all the necessary facilities and infrastructure for the pursuit of excellence in higher education, enjoying the bounties of nature providing an ideal atmosphere for higher education. Today, the University is a major centre for the study of ecology and environment. The campus, which once housed a mere three postgraduate departments, now has more than 25 postgraduate departments in the campus offering higher education in various disciplines. Provide Excellent Academic, Physical, Administrative, infrastructural and Moral ambience. Promote Quality and Excellence in Teaching Learning and Research.

Objectives

The main objective of the study is;

- To examine the purpose of taking selfies
- To find out frequency of capturing selfies among students
- To determine the satisfaction from posting selfies on a social network
- To study the impact of taking selfies
- To identify the problems associated with taking selfies.

Methodology

To fulfil the above objectives of the study, this research employed survey method was conducted using a well structured questionnaire. 120 respondents participated through convenience sampling for this research. Respondents are Mangalore University Post Graduate students were chosen by various disciplines. The items in the questionnaire include demographic data, purpose of taking selfie, frequency of taking selfie and impacts of selfie. The collected data were classified, analysed and tabulated by using statistical methods.

Data Analysis and Interpretation

Table: 1. Gender wise distribution of respondents

Gender	No. of respondents	Percentage
Male	65	54.16%
Female	55	45.84%
Total	120	100.00%

The above table shows that out of 120 respondents 65(54.16%) are male and remaining 55(45.84%) of the respondents are female.

Table: 2. Frequency of taking selfies (with a phone or a camera)

Frequency	No. of respondents	Percentage
Regularly	78	65.00%
Sometimes	24	20.00%
Rarely	13	10.83%
Never	05	04.17%
Total	120	100.00%

The above table indicates that 78(65.00%) of respondents take selfies regularly ,whereas 24(20.00%) are sometimes,13(10.83%) rarely and 05(04.17%) of respondents never take selfies.

Table: 3. The Purpose of take and post selfies

Purpose	No. of respondents	Percentage
It gives me an excuse to get all cute	28	23.34%
It makes me feel pretty	16	13.34%
I get a lot of likes and comments	43	35.83%
Sometimes I have nothing to do and I get quite bored.	13	10.83%
Self-presentation/Self-expression	20	16.66%
Total	120	100.00%

The above table shows that 43(35.83%) of the survey respondents reported that they take and post selfies of themselves to social networking sites for the purpose of receiving likes and comments from their online friends. However, 28(23.34%) of respondents stated it gives me an excuse to get all cute, 20(16.66%) for self-presentation/self-expression.

Table: 4. When you take selfies, how do you share them.

	No. of respondents	Percentage
Send them via whatsapp	85	70.83%
Post it through Facebook or Instagram	28	23.33%
Share them on Twitter	02	01.66%
Others	05	04.18%
Total	120	100.00%

The above table demonstrates that majority 85(70.83%) of respondents after taking selfies send them via whatsapp, followed by 28(23.33%) of respondents post it through Facebook or Instagram and 02(01.66%) share them on Twitter.

Table: 5. When taking selfies, do you take several pictures in numerous poses or just take a few pictures in the same pose

Pictures	No. of respondents	Percentage
Several pictures	32	26.66%
Just a few	18	15.00%
Depends on the day	70	58.34%
Total		100.00%

The above table explains that 70(58.34%) of the respondents take selfies depends on the day, whereas 32(26.66%) of respondents stated that they take several pictures and only 18(15.00%) take just a few pictures.

Table: 6. To what extent do you agree with each of the following statement

	Strongly agree	Agree	Neutral	Dis agree	Strongly Disagree	Total
I frequently take and post selfie to my social network account.	40 (33.34%)	68 (56.66%)	12 (10.00%)	00.00%	00.00%	120 (100.00%)
I take and post selfie when I am bored	14(11.66%)	82 (68.35%)	19 (15.83%)	05 (04.16%)	00.00%	120 (100.00%)
Posting selfies is a way to express myself	14 (11.67%)	79 (65.83%)	16 (13.33%)	11 (09.17%)	00.00%	120 (100.00%)

I post selfies to attract attention from a specific person	11 (09.18%)	73 (60.83%)	20 (16.66%)	16 (13.33%)	00.00%	120 (100.00%)
I post selfies because my friends do so	25 (20.83%)	31 (25.83%)	62 (51.67%)	02 (01.67%)	00.00%	120 (100.00%)
I post selfies because I believe there is an artistic value towards it	10 (08.33%)	32 (26.66%)	73 (60.83%)	05 (04.178%)	00.00%	120 (100.00%)
I post selfies to get attention from as many people as possible	08 (06.66%)	29 (24.16%)	67 (55.83%)	16 (13.35%)	00.00%	120 (100.00%)
Posting selfies makes me feel acknowledge and recognized by others	14 (11.66%)	61 (50.83%)	22 (18.34%)	23 (19.17%)	00.00%	120 (100.00%)

The table 6 shows that out of 120 users 68(56.66%) of respondents agree to I frequently take and post selfies to my social network account. All the strongly disagree statements are 00.00% response. 82(68.35%) of the students agree to I take and post selfie when I am bored and, 79(65.83%) stated Posting selfies is a way to express myself, 73(60.83%) I post selfies to attract attention from a specific person, 62(51.67%) pinioned that I post selfies because my friends do so, 67(55.83%) states that I post selfies to get attention from as many people as possible.

Table: 7. Do you get some sort of satisfaction from taking and posting selfies on a social network.

Satisfaction	No. of respondents	Percentage
Selfies are a great way to get in touch with ourselves ,to respect and love our bodies	62	51.67%
When other people like it then it's like a mini boost of confidence	26	21.66%
Uploading selfies make me understand how I look and what other people see	18	15.00%
I am always eager to upload my pictures to social media sites so everyone else can see my good looks	14	11.67%
Total	120	100.00%

From the above table indicates the satisfaction of taking and posting selfies on a social network. About 62(51.67%) of respondents opined that Selfies are a great way to get in touch with ourselves, to respect and love our bodies, while 26(21.66%) states when other people like it then it's like a mini boost of confidence, 18(15.00%) pinioned uploading selfies make me understand how I look and what other people see and 14(11.67%) states I am always eager to upload my pictures to social media sites so everyone else can see my good looks.

Table: 8. In your opinion, how are selfies different than any other picture you take.

Opinion	No. of respondents	Percentage
Taking selfies feel more real than traditional portraits	53	44.18%
Selfies turn everyone into storytellers	16	13.34%
Selfies define our uniqueness	19	15.83%
Taking Selfies is fun	14	11.66%
Selfies allow me to control how to present myself	05	04.16%
Selfies are empowering	13	10.83%
Total	120	100.00%

The above table indicates that 53(44.18%) of students pinioned that taking selfies feel more real than traditional portraits, followed by 19(15.83%) states Selfies define our uniqueness,14(11.66%) taking Selfies is fun, and 13(10.83%) of respondents pinioned that taking selfies are empowering.

Table: 9. Impact of capturing selfies

Impact	No. of respondents	Percentage
I am addicted to clicking pictures of myself and I just love it	17	14.17%
I feel everyone is going to judge me so I avoid taking pictures of myself	07	05.83%
I believe taking selfies is a waste of time	62	51.66%
Selfies offers us the ability to create a life narrative through images	12	10.00%
My grades getting lower because of the amount of time I spend on capturing Selfies	10	08.34%
When I post a new picture of myself and if no one comments on it then I get upset	12	10.00%
Total	120	100.00%

As exhibited in above table that 62(51.66%) of the respondents determined with the statement taking selfies is a waste of time, while 17(14.17%) I am addicted to clicking pictures of myself and I just love it, 12(10.00%) selfies offers us the ability to create a life narrative through images and 10(08.34%) states that my grades getting lower because of the amount of time I spend on capturing selfies.

Table: 10. Problems encountered while taking selfies.

Problems	No. of respondents	Percentage
Taking a Selfie can become addictive	16	13.34%
Taking a Selfie can turn deadly	86	71.66%
A Selfie sends the message that “You Are Not Home”	06	05.00%
A Selfie gives out personal information	04	3.34%
A Selfie reveals others’ identities	08	06.66%
Total	120	100.00%

The above table highlights the problems encountered while taking selfies, the findings revealed that Majority 76(71.66%) of students states that taking a selfie can turn deadly, followed by 16(13.34%)of respondents pinioned that taking a selfie can become addictive,06(05.00%) a selfie gives out personal information.

Findings

- Out of 120 respondents 65(54.16%) are male and remaining 55(45.84%) of the respondents are female.
- About 78(65.00%) of respondents take selfies regularly, whereas 24(20.00%) are sometimes.
- It was found from the study 43(35.83%)of the survey respondents reported that they take and post selfies of themselves to social networking sites for the purpose of receiving likes and comments from their online friends.
- Majority 85(70.83%) of respondents after taking selfies send them via whatsapp, followed by 28(23.33%) of respondents post it through Facebook or Instagram.
- About 62(51.67%) of respondents opined that selfies are a great way to get in touch with ourselves, to respect and love our bodies.
- 53(44.18%) of students pinioned that taking selfies feel more real than traditional portraits, 14(11.66%) taking Selfies is fun.
- It was found from the study 62(51.66%) of the respondents determined with the statement taking selfies is a waste of time, while 17(14.17%) I am addicted to clicking pictures of myself and I just love it.
- Majority 76(71.66%) of students states that taking a selfie can turn deadly, followed by 16(13.34%)of respondents pinioned that taking a selfie can become addictive,06(05.00%) a Selfie gives out personal information.

Conclusion and suggestions

The explosion of Smartphones by cameras that can capture self-portraits or selfies as they are usually called has enlightened us. In recent tendency individuals are trying newer and

dangerous behaviour to capture something out of the world and instantly share it with the world through them many of social networking websites. However, some consider that the continual quest to take the eventual selfie is causing individuals to take unnecessary dangers that in some cases are proving to be deadly! The present study suggested that latest campaign is a request to individuals, to follow a few safe selfie rules while capturing pictures. The notices advise individuals not to capture selfies while standing at the railway tracks, on the border of a boat, standing on the rock face or near the stairs. This seems to be a helpful plan to increase awareness concerned for the public safety. While these methods may help decrease the happenings, the only way to stop selfie-related injuries and deaths is if everybody takes responsibility - Not just for themselves, but also, their friends. He /She does while selfie in public places activities based upon in their knowledge out side the public premises because simply having universal access to technology has changed assumptions about pedagogy. That is nothing at all peculiar to public places, it is happening all over the world.

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