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RESEARCH PAPER

The Relationship of Loneliness, Self-Motives, and Selfie-Posting Behavior among Selfie Lovers

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ABSTRACT

The current study is designed to explore the relationship of loneliness, self-motive, and selfie-posting behavior among selfie lovers. Self-posting is common among individuals; however, individuals with a poor self-image and inclinations toward loneliness are more likely to engage in self-posting activities. This behavior is a primary contributor to social media addiction and 300 students (150 male and 150 female) from different universities in Karachi and Faisalabad. The age range of the participants covered the years 18 to 25. The sample was taken using a simple random sampling technique. These measures were used to assess the findings i.e., demographic form, selfitis behavior scale, self-posting motives scale, and loneliness scale were used to assess the selfitis behavior of selfie lovers. The findings indicated there is a significant and positive relationship between self-motive and selfitis. Self-motives are a significant and positive predictor of selfies among selfie lovers. Further, it also found a significant and negative relationship between loneliness and selfies. Loneliness is a significant negative predictor of selfitis behavior among selfie lovers. Social gathering and support are significant contributors to productive and healthy behaviors.

Keywords: Selfitis Behavior, Loneliness, Personality, Selfitis Behavior, Self-motive

Introduction

"Selfie" usually describes portrait shots that are taken using a self-timer or remote, which is essentially what the camera instructs (Hsu et al.,2022). On the other hand, a selfie might cover several topics. It is considered a selfie if the person taking the photo is involved in each of the main elements. A selfie could be an image taken by the person himself, not another person's help (Barbala, 2017). A selfie may be a picture taken by the person himself but not another person's facilitate. A selfie may be a quick portrait created with a smartphone's camera and in real-time distributed into a social network for fast communication of where we are inclined to face life, what we are inclined to try to, World Health Organization (WHO), we tend to predict we incline to face life and World Health Organization we tend to predict is observation (World Health Organization, 2004). Oxford English Wordbook declared that selfie is the most international Word of the Year 2013. Numerous believe that self-imaging might be we tend to be a style through which we tend to validate our existence, though it's viewed to be a projection of self-interest by many (Carlson & Albright, 2012)

The personality traits among university students (Hussain et al., 2023), an individual is taking and sharing selfies and feeling glad to listen to smart appraises from others. Several believe that self-imaging could be a method during which we tend to validate our existence, though it's viewed to be a projection of self-love by several likewise (Wadi et al., 2023). The term "selfie," which is a portrait photo taken by an individual with a camera or smartphone, has gained popularity among younger people in recent years due to its foolishness. People these days, especially the younger ones, are frequently seen holding

cameras at arm's length and encouraged to take pictures in almost any situation (Georgakopoulou, 2016). For example, snapping selfies has grown to be a popular way for people to show who they are to the world and society. Usually, they share the selfie pictures with friends in their networks after uploading them to social networking sites (SNSs) like Facebook and Instagram. Selfies allow users to promote self-disclosure, however some negative characteristics associated with this habit have drawn criticism (Weiser, 2018)

Since 2011, newspapers and the tutorial community have given selfie-posting a great lot of attention (Deeb-Swihart et al., 2017). According to earlier research, women are significantly more likely than men to take and share their individual, partner, and group selfies on social media (Qutub, 2021). According to a more comprehensive study of computer-mediated communication, particularly online self-presentation, women are much more likely than males to use images to manage their perception of themselves (Georgakopoulou, 2016). Finding the psychological reasons for selfie-posting activity is an intriguing topic, as it could help us better understand its underlying mechanism, especially considering the prevalence of this conduct, particularly among young women (Zhao & Zappavigna, 2018). The consensus among students is that the act of sharing selfies is a relatively new but widely accepted idea of online self-presentation. The selfie sets itself apart from other entirely distinct types of social media self-promotion. Therefore, users can expand their self-portrait in Associate in Nursing by passing a great deal of comprehensive approaches, periodically displaying a portrait of each physical attribute and temperamental trait. In particular, it appears that the finest forms of ostentation and self-propagation are inherently present in selfies (Tiidenberg & Gómez Cruz, 2015). According to (Najjar et al., 2013), selfies are seen by the public as a sign of "social media-driven narcissism," implying that sharing portrait photographs online is a self-promotional endeavor. A widespread pattern of favoritism, a desire for adoration, and an exaggerated sense of self-importance are some ways that the trait is occasionally made public. In particular, narcissists and occasionally lonely people use social relationships to validate the positive illusions of their physical appeal (Dufner et al., 2013). When a person feels that the quantity and quality of their social contacts are not as great as they would like, they can suffer the uncomfortable feeling of loneliness. A person is usually alone and does not feel lonely, but they may feel lonely even when they are with other people. The sense of loneliness is quite subjective. Psychologists generally consider loneliness to be a stable quality, meaning that people may have varying thresholds for experiencing loneliness, which they may vary about in response to various life circumstances. People's feelings of loneliness usually don't change much during adulthood until they are between 75 and 80 years old, at which point they start to rise. Extended isolation is linked to depression, inadequate social support, mental health issues, and introversion (Back et al., 2010). According to studies, loneliness increases a person's chance of physical illness, which should reduce their lifespan. Perhaps a complex and typically unpleasant emotional reaction to loneliness is loneliness. Anxious sensations of disassociation or lack of communication with different beings are often present in the early stages of loneliness and become more severe over time (Jurblum et al., 2020). Therefore, even when surrounded by people, loneliness is typically experienced. Loneliness has many different reasons, including psychological, physiological, emotional, and social issues. According to research, loneliness is pervasive in society and affects those in marriage, partnerships, families, the military, and other professions that bring in a good living (Nguyen et al., 2023)

The purpose of this study is to spot the motivations for selfie behaviors among young adolescents. Further, this study explores the association of selfies with self-posting motives and loneliness among university students. Those students have a lower vanity level than others. The people who take selfies argue that their association will gift indirectly through behavior that's powerfully joined to self-centeredness, together with attention-seeking behavior and egotistical behavior. Self-presentation involves the performance of the private

image that people need to be perceived by others. People who take additional selfies, they mechanically isolated or lonely from others.

Hypotheses

After a review of the literature, these are the following hypotheses:

- 1. There would be a predictive relationship between self-motive and selfie posting behavior among selfie lovers
- 2. There would be a predictive relationship between loneliness and selfie posting behavior among selfie lovers

Materials and Methods

In this study, 336 participants were targeted and 300 participants met the study criteria. All the participants were university students and they were taken from from different public and private universities in Karachi and Faisalabad. Sample was comprised of 150 male and 150 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.

Inclusion and Exclusion Criteria

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 nekworks more than 3 hours per day since at least last one month were included. Participants who were not regular students, doing part time jobs, having any kind of psychological disturbance or physical disability were excluded from the study.

Measurements

Demographic Information

The results on the demographics of the participants specifically, gender of the participants, age of participants, the quality origin of the participants, and university year of the participants were analyzed.

Selfitis Behaviour Scale ((Balakrishnan & Griffiths, 2018)**)**

Balakrishnan and Griffiths (2018) developed the Selfitis Behavior Scale (SBS) to identify selfitis behavior in college students. 400 college students participated in the scale's development. There are twenty items on the scale with Likert-type response options of five points each. The six components of the SBS (α :.88) are 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 results of the SBS's linguistic equivalency study showed that, on the whole scale, there was a.98 correlation between the Turkish version and the original form.

Self-posting motives scale 38 items (Sung et al. 2016)

Measures of motivation were evaluated using the 38-item Sung et al. scale (2016). The response options range from 1 (strongly disagree) to 7. (strongly agree). Four dimensions were calculated, same as in the original study: distraction (3 things, e.g., "To pass

the time," α =.69), archiving (5 things, e.g., "To record a particular moment," α =.85), communication (5 things, e.g., "To confine bit with friends," α =.92), and attention-seeking (6 things).

Loneliness scale (Russell 1996)

A 20-item measure created to help people compare their subjective experiences of social isolation and loneliness. Every item is rated by participants on a scale of 1 (Never) to 4. (Often). This biography may serve as a Holy Scripture for both the original and revised versions of the UCLA Loneliness Scale. Ten of the twenty original items were created with a reverse score during the first version. The second revision changed the dimensions, so people with lower levels of education might notice it (Russell, 1996).

Procedure

This study began properly following permission from the Board of Advance Studies (BAS). 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. In compliance with APA ethical guidelines, the consent form was created, outlining the purpose and length of the research as well as the participants' rights to confidentiality and privacy and other rights. 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.

Statistical analysis

A descriptive statistic was calculated to give a more thorough statistical summary of the sample's demographics. The inferential statistic was calculated in addition to the descriptive statistic to draw a meaningful conclusion from the data. Version 21 of the Statistical Package for Social Sciences (SPSS) was used for all analyses.

Ethical Issues in Research

Approved by the Government College University Faisalabad Internal Review Board, the study was carried out. Competence, responsibility, honesty, and respect for the rights and dignity of every individual were the four core ethical principles that we upheld throughout our studies.

Results and Discussion

Table 1
Demographic Characteristics of University Students (N= 300)

		Frequency	Percent	Valid Percent
Condon	Male	150	42.7	42.7
Gender	Female	150	57.3	57.3
Marital Status	Married	7	1.5	1.5
Marital Status	Unmarried	293	98.5	98.5
Family System	Nuclear	150	49.1	49.1
	Join	150	50.9	50.9
Monthly Income	Lower Class	50	12.8	11.8
	Middle Class	200	49.1	50.1
	High Class	50	38.0	38.0
Education	Intermediate	150	48.1	48.1

Bachelor	50	39.1	39.1
Master	45	8.6	9.6
M.Phil. / M. S	13	3.8	2.8
Ph.D.	42	.4	.4

Table 2
Linear Regression Analysis Statistic of Self-Motives with selfitis behavior among selfie lovers. (N=300).

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Model	R	\mathbb{R}^2	AdjR ²	SEE	F	df1(df2)	Sig.
Self-motives	.464a	.215	.214	12. 0	127.888	1(466)	.000

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

Finding show (Table 2), there is a significant predictive relationship between self-motives and selfitis behavior among adolescents. [R^2 , .215; F (1, 467) = 127.8, p< .001].

Table 3
Coefficient Statistic of self-motives and selfitis behavior among selfie lovers.

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Model	Unstandardized Coefficients		Standardized	t	Sig.
			Coefficients		
	Beta	Std. Error	β		
Self-motives	-5.3	5.2		-1.02	.308
	.938	.083	.464	11.3	.000

Further coefficient statistic (Table, 3) indicates there is significant and positive relationship between self-motives and selfitis. Self-motives is a significant and positive predictor of selfitis among adolescents. ($\beta = .464$, p < .001).

Table 4
Linear Regression Analysis Statistic of Loneliness with Selfitis among selfie lovers.

		,					
Model	R	\mathbb{R}^2	Adj. R ²	SEE	F	df1(df2)	Sig.
Loneliness	.470a	.221	.219	12.0	132.1	1(466)	.000

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

Finding in (Table, 4) show there is a significant predictive relationship between loneliness and selfitis behavior among adolescents [R^2 , .221; F(1,467) = 132.1, p<.001).

Table 5
Coefficient Statistic of Loneliness and Selfitis behavior among selfie lovers.

Model	Unstandardized Coefficients	Standardized Coefficients		t	Sig.
	Beta	Std. Error	β		
Landings	107.5	4.74		22.6	.000
Loneliness	975	.085	470	-11.4	.000

Further coefficient statistics (Table, 5) indicate there is a significant and negative relationship between loneliness and selfitis. Loneliness is a significant predictor of selfitis behavior among adolescents. (β = -.470, p<.001).

Discussion

The first finding of the hypothesis showed that self-motive is the vital predictor of selfitis behavior among adolescents $[R^2, .215; F(1, 467) = 127.8, p < .001]$ as similar to earlier research (Dhir et al., 2016) suggested that compared to male social networking users, females are more active in taking and sharing their own, partner, and cluster selfies. The reasons people post and feel are supported by research. Posting and emotional activities ought to be acts of communication (Sorokowski et al., 2016). Furthermore, there are wildly

divergent views regarding the reasons for people's postings in empirical research. First off, there is a close correlation between posting habits and social activities. (Goh et al., 2019) investigation shows that the majority of young adults' Facebook posting activities are related to communicating with friends who already have a pre-existing relationship offline. According to certain research, taking selfies is also linked to characteristics like self-interest (Wohn et al., 2012). (Guo et al., 2009) looked into the victimization of selfie-stick users and found that they were seen as less socially engaged. He also examined the roles of self-interest, thoughtfulness, and social attraction towards selfie behavior (Wohn & Ahmadi, 2019) noting that people use selfies in both social and private contexts and that users typically engage with others in both settings. To begin with, shooting a selfie is just snapping a picture. It can also involve editing the image with different effects, and dynamic settings, and writing color and contrast before posting it to a social media site. Selfie-taking has become more common due to these more options and the use of integrative writing (Moreno, 2018). Users of selfies will look back on their creations and see how beautifully they mirror them (Kumar et al., 2022)

According to (Qutub, 2021), social functions such as social identity, social presence, preserving social connectedness, and social sweetening are mostly linked to the motivations behind posting. A different study might find that social media users' motivation for enjoyment is equally important. According to (Throuvala et al., 2019), social media use is mostly driven by fun, which is followed by social circle and quality. It suggests that people check each other's posts and the main post for amusement rather than for social interaction. According to some academics, snapping selfies is frowned upon as being stingy because people often worry too much about how they appear in the pictures, which causes them to ignore other people. Some have also suggested that taking too many selfies might lead to egotistical tendencies and have a bad effect on how people interact with others around them (Liu et al., 2019)

The finding of the second hypothesis suggested that loneliness is the vital predictor of selfitis behavior among adolescents $[R^2, .221; F(1,467) = 132.1, p < .001)$. According to a recent study, those who frequently take and share selfies are more likely than others to be conceited, attention-seeking, anxious, and lonely (Weiser, 2018). Positively, the study discovered that some prior research had discovered a connection between mental illness and selfie posters. All things considered, they should be only conceited and alone. An advanced and usually unpleasant emotional reaction to isolation could be loneliness (Barry et al., 2019). Anxious sensations and a lack of connection or communication with other beings are typically present in loneliness, starting from the gift and getting worse with time. As a result, loneliness frequently persists even in social situations (Tan & Yang, 2021) Loneliness has many different reasons, including psychological, emotional, physiological, and societal issues. People use social media for a variety of purposes, such as entertainment, information, and news, or simply to communicate with people (Batool et al., 2022)

According to experts, lonely people men and women alike tend to take more selfies in an attempt to win over other people. "Those who report feeling more alone tend to like selfies more frequently (Charoensukmongkol, 2016)." Higher levels of loneliness are associated with higher levels of selfie liking (Kim et al., 2021). 'Selfies provide people the ability to manipulate what other people see in the picture, therefore it's not unexpected that those with narcissistic traits enjoy taking selfies since they serve their purpose (Scott et al., 2018). Even while many individuals find shooting selfies to be a fun pastime, those who do so should be aware of any potentially harmful habits that may be linked to this practice. Hence, the conclusion of this research can offer extra awareness into some personality traits and characteristics that designate why most individuals are attracted to taking and posting photos of themselves and presented by others

Conclusion

It is concluded that individuals who take more selfies have more self-motives as compared to the people who do not take self-imaging. Further, individuals with self-motive behaviors, they are taking selfies of themselves and post their selfies on social media Additionally, those who have posted more selfies, have fewer tendencies of loneliness.

Recommendations

- Due to the sample data being collected from different government faculties and universities in Punjab, Pakistan, the current study is limited in its capacity to make generalizations.
- This analysis could bring something new to the body of knowledge about diseases linked
 to technology use. The new study offers essential information for practitioners and
 researchers in addition to the psychological implications, which may also be both
 beneficial and bad.
- While the idea of snapping selfies may change as technology develops, the six criteria
 that the gift research identified as likely contributing to the development of selfitis are
 likely useful in understanding this type of human-computer interaction on mobile
 devices.
- More psychological research is needed to examine several characteristics, including temperament, motivations, attitudes, and cognitive processes, that are likely to be involved in the onset, growth, and maintenance of self-itis.

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