

**Body Esteem and Self Criticism as Predictors of Selfitis
Behavior Among University Students**



By

SAHRISH KHAN

Dr. Muhammad Ajmal

NATIONAL INSTITUTE OF PSYCHOLOGY

Center of Excellence

Quaid-i-Azam University

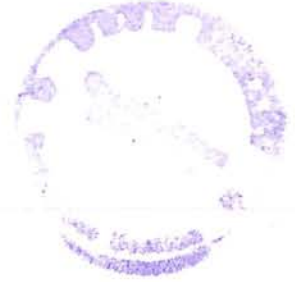
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A Research Report submitted in partial fulfillment of the
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By

Sahrish Khan

Approved By



**(Ms. Arooj Mujeeb)
Supervisor**



**(Dr. Asghar Ali Shah)
External Examiner**



**(Prof. Dr. Anila Kamal)
Director, NIP**

Certificate

This is to certify that M.Sc. research report on **Body Esteem and Self Criticism as predictors of Selfitis Behavior Among University Students** “prepared by **Sahrish Khan** has been approved for submission to the National Institute of Psychology, Quaid-i-Azam University, Islamabad.



(Arooj Mujeeb)
Supervisor

*Dedicated to my beloved
family*

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“Seek knowledge, make yourself known by it; practice it - you will so become a learned man”. (Hazrat Ali A.S).

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Abstract

The present study was designed to investigate the association between body esteem, self criticism and selfitis behavior among university students. Convenient sample ($N = 300$) comprising of female students ($N = 160$) and male students ($N = 140$) was collected from different universities of Rawalpindi and Islamabad. Instruments used in the present study were Selfitis Behavior Scale (Balakrishon, 2016), Body esteem Scale (Mendelson et.al, 2001) and The Level of Self Criticism Scale for measuring Selfitis Behavior, Self criticism and body esteem respectively. It was indicated that body esteem is negatively correlated to selfitis behavior and a strong positive relationship was found between selfitis behavior and self criticism. Regression analysis was conducted on demographics and study variables in which body esteem and self criticism were predicting selfitis behavior, environmental enhancement, social competition, attention seeking, mood modification, self confidence and subjective conformity. Results of regression indicates that sharing selfies, using filters, high self criticism and low body esteem are positively and highly predicting selfitis behavior through t-test it was found that male scored high on selfitis behavior and that they are more likely take and post selfies for their publicity. Limitations and further recommendations for the study were also discussed.

INTRODUCTION

Innovation in technology in this new world has been widened the scope of communication. These emerging trends on social media have some demerits and merits. For example, these are causing psychological problems in an individual like inadequate feelings about one self because they are not meeting up with their criteria of how they should look.

Selfitis behavior is the obsessive taking of selfies by an individual and the behavior of selfie posting regularly on different applications of social media (Sorokowski et al., 2016). In 2014, this term was first invented and declared as a psychological disorder by American Psychiatric Association (APA). Taking selfies and usage of filters is now a very common trend and people to catch the attention of others by taking more selfies and posting them on social media. They are enhancing their self-confidence through likes and comments on their selfies.

Selfitis behavior leads to self criticism which is defined as individuals being highly concerned about them; those individuals have fewer interpersonal goals and more self presentation goals (Sherry et al., 2016). Self criticized individuals always see the bad in themselves, they are not satisfied with what they are and they always compare themselves with others. This can lead to the anxiety and depression in an individual (Priel & Besser, 2000).

Body esteem refers to the perception and thoughts of an individual related to their body or their appearance. These thoughts can be positive or negative, because not every individual is same. They all are different in their looks, body shape and complexion. Those who are not satisfied with their looks are more prone towards the usage of filters in selfie taking that they become more and more attractive (Grogan, 2016)

Body Esteem

The perceptions and thoughts can be positive or negative regarding one's own body. Negative body esteem makes an individual unable to feel good about his/her own body (Moe, 1999). Body esteem refers to positive or negative evaluation of the body (Mayer & Eisenberg, 1988). A research conducted in Pakistan regarding this

mainly focused on body shape and the prevalence of eating disorders among schoolgirls in comparison with British adolescent females (Mumford et al., 2000).

Body esteem is described as someone's perception about the appearance of his or her own body (Moe, 1999). The concept of body esteem describes the extent to which people are dissatisfied or satisfied with their body and its appearance (Markham, Thompson, & Bowling, 2005). Body esteem means how much we are satisfied with our body, how we feel about it, and how much we respect and care for body esteem. It refers to an individual perception and thoughts about his or her own body (Grogan, 2016).

A research was conducted to find out the effects of pictures of models and celebrities on females. According to this research, after exposure to such pictures (pictures of slim women), low self-monitoring females are more likely to diminish body confidence. Even as high self-video display units may additionally inoculate themselves to a degree against the unfavorable outcomes of perfect picture advertisements. This low self-monitor may additionally have fewer mental assets available to deal with perfect if they are much less attracted and spend less time looking at such commercials. The less self-monitoring individuals may be able to recognize the fact that an ad tells her nothing about the item, but it may still make her feel insufficient about herself as she compares her physical appearance to the already built media picture (Henderson-King & Henderson-King, 1997).

Empirical research results have not supported the argument that media pictures of females have negative impacts on women's body image and self-esteem. By including social and individual differential variables, the current study shows that some women's self-evaluations are actually damaged by such pictures, while others' assessments are improved (Holmstrom, 2004).

Research have also been carried out on the relationship between body-esteem and numerous other variables including body esteem (Tiggemann & Polivy, 2010), ingesting disorder (Mumford et al., 2000) and melancholy (Davis & Katzman, 1997). Those relationships have raised worries about the issue of perceived body esteem, which may notably distress the folks who are closely inspired by means of the notion in their body esteem.

Physical appearance has always been a key domain for defining how appealing socially one is to others. In this sense, the sociocultural context obviously describes what others will praise and what others in terms of body weight and shape and how one can receive acceptance and rejection from others (Gilbert, 2004). The way of acceptance and rejection effects the body esteem of an individual. The praising will increase body esteem and rejecting will decrease the body esteem.

In fact, the perception that one's body may differ from what the social group considers being socially desirable can be related to the emotion of shame and may further involve in disordered eating behaviors as a means of preventing social inferiority (Pinto-Gouveia et al., 2014).

In this experience, it is possible to experience one's bodily look as shaming. If one feels shameful about one's body image, one may additionally view oneself as having unattractive, defective and rejectable bodily traits and for this reason chance being positioned down, excluded, exceeded by way of, or even damaged via others (Gilbert, 2004). It also focused at the affective size of body image, regularly conceptualizing the affective size as body esteem. Body esteem relates to one's bodies self-checks. Specially, whilst referring to body esteem, lecturers regularly discuss with the discontent or happiness of people with their body and appearance.

Body image avoidance through others of possible detrimental scrutiny instances can then be implemented as protecting inputs to guard the self from such alleged social threats, main to better problem and invalidation in one's lives (Gilbert & Miles, 2002). Because of one's bodily appearance, one may take part in crucial and unusual reactions to oneself inside the face of such perceived self-deficiencies. Self complaint has been described as a form of self-relatedness marked via damaging 4 judgments and checks that may be activated as a safety response inside the face of setbacks, failures or other self-threats (Gilbert, Clarke, Kempel, Miles, & Irons, 2004).

Body image shame is strongly correlated with binge eating and that this connection is partly mediated by the more pathogenic type of self criticism of hated self. This seems to suggest that binge eating may occur in the context of an enhanced sense of being a source of social threat to one's physical appearance (e.g. being criticized, excluded, or rejected by others) (Gilbert, 2004).

On this context, participation in a serious sort of self-criticism in which self complaint criticizes and attacks the self as one thinks others would possibly, may additionally stand up as a maladaptive way of coping with body image disgrace, further enhancing the commonplace effect of this emotion on binge eating. Consequently, those consequences verify that binge ingesting may be regarded face to face as a maladaptive prevention or break out method in face of emotional distress (Goldfield et al., 2012).

This highlights the particular position of body image shame and self-criticism. Social exclusion has a negative connection with all elements of body esteem. The connections between peer victimization and body appreciation may vary somewhat between women and men in terms of sex differences that is; bullied girls, but not bullied boys, tend to think that others regard their physical appearance with critical eyes. Girls were unhappy with the appearance of teasing (Lunde, Frisén, & Hwang, 2006).

Factors Associated to Body Esteem

Following are the factors associated with body esteem

Body dissatisfaction. Negative body esteem is much like body dissatisfaction in that it refers to self-opinions of one's frame look; however, frame esteem ratings replicate the diploma of satisfaction instead of dissatisfaction with one's body look. Body dissatisfaction is a chief hazard thing for the improvement of ingesting issues (Mendelson, Mendelson, & White, 2001).

Body esteem is similar to body dissatisfaction through referring to self-tests of one's frame look (Mendelson, Mendelson, & White, 2001) however; frame esteem consequences represent the diploma of consolation rather than discontent with one's frame look. Another research highlighted that the amount of time spent on Facebook was less essential than the level of exposure to appearance-specific media such as photo sharing, which was positively linked to body image issues. These results indicate that, apart from print media, present trends in television and the Internet are sources of unrealistic and so-called perfect pictures for teenagers (Meier & Gray, 2014).

Wängqvist and Frisén (2013) discovered that teenagers with greater obligations to interpersonal identity also had more favorable opinions on how others

assessed their appearance. Similarly, boys with greater obligations to interpersonal identity more positively measured their own appearance. These results indicate that the picture of the body may enhance as the sense of self of the adolescent becomes more and more stable.

Negative body image among adolescents, which involves discontent with one's body form, size, or particular body part and body distortion (i.e. feelings that one is bigger than real size), can directly affect eating habits in an effort to visualize one's body into a perceived ideal and achieve a feeling of control. The connection between body dissatisfaction and the growth of disordered eating has been explained by the decreased self-esteem and negative feelings, such as anxiety, that tend to happen when body dissatisfaction is present, but these mediators have obtained equivocal outcomes across research (Reel, Voelker & Greenleaf, 2015).

Body image can indicate the attractiveness and position of women in the social universe (Buote, Wilson, Strahan, Gazzola, & Papps, 2011; Ferreira, Pinto-Gouveia, & Duarte, 2013; Pinto-Gouveia, Ferreira, & Duarte, 2014). Evolutionary and cultural methods have suggested that evolution has shaped the human brain as highly delicate social signs of acceptance and recognition (as opposed to criticism) and create processes to increase beneficial influence and self-confidence in others minds (Gilbert, 2014).

Gender. Research explained that socio-cultural influences are the interpreter of body dissatisfaction in every individual (respective if their gender). (Ricciardelli & McCabe, 2001). (Smolak & Stein, 2006) described that among socio-cultural factors, the social media plays a particular role in contributing muscularity in males.

Girls are more concerned to socio-cultural ideal regarding beauty and always tried to achieve that ideal but boys showed less concern to this socio-cultural ideal (McCabe & Ricciardelli, 2005). Males are less pressured to change their appearance as compared to the women who changed their appearance in order to conform to ideal appearance (Bardone-Cone, 2008).

Social media. Furnham, Badman and Sneade (2002) explained that the social media is one of the socio-cultural influences that has been measured, the effects on causal relationships and body esteem. In an earlier study (Polce-Lynch, Myers, Kilmaetin, Forssmann-Falck & Kliewer, 1998). They did not mention media as an

influencer for body perception, because they thought that young adults are unaware of those messages on social media. However, later in 2001 media was found to be a source to conform for their ideal appearance of an individual.

Strelan and Hargeaves (2005) found that the important source of appearance comparison in teenagers is media. Others studies also found that as compared to adolescent boys" adolescent girls are more influenced by media. Media specifically delivers the message to women that their value is measured through appearance and not through the person they are. McLaren and Kuh (2004) said that the exposure of thin women images on media develop weight dissatisfaction in women.

Media always portray images of thin women and this conveys a message that thinness is essential for women to be as more beautiful (McLaren & Kuh, 2004; Strelan & Hargreaves, 2005). As for influence from parents (Ricciardelli & McCabe, 2001) found that boys and girls receive strongest pressure from their mother to lose weight. In influencing weight loss behavior in adolescent girls both parents play important role (Vincent & McCabe, 2000).

Theoretical Framework of Body Esteem

Self objectification theory. The principle of self-objectification, these days formalized by using Fredrickson and Roberts (1997), is an angle that offers a more complicated account of the procedures worried in the emotional and behavioral responses of women to their desire to satisfy cultural beliefs and includes an emphasis on the significance of bodily appearance. Briefly, the theory of objectification claims that one result of being a woman in a society that objects the female body sexually for instance, through masculine gaze is that boys and females are gradually socialized to internalize the view of their physical self by an observer. They begin to treat themselves as an object to be looked at and evaluated, a process called "self objectification" (Fredrickson & Roberts, 1997).

Self objectification is described as a form of self-awareness, characterized by regular and constant monitoring of the outward appearance of the body. This usual tracking of the body results in a number of adverse mental and experiential effects. Specifically, internalizing the viewpoint of an observer can lead to a rise in both shame and anxiety about the body and appearance and a decline in consciousness of

inner body states and the capacity to motivate peak states. Finally, Fredrickson and Roberts argued that the accumulation of such experiences contributes to three specific psychological disorders predominantly experienced by females: unipolar depression, sexual dysfunction, and eating illnesses.

Fredrickson and Roberts (1997) postulated that during their years of reproductive potential, women were most targeted for objectification. As women age and their bodies become less sexually objective and relatively invisible. They may also be able to abandon the perspective of the internalized observer on themselves and the accompanying usual body monitoring, suggesting that they are giving less importance to their physical appearance.

This will then have beneficial effects on their emotional well-being, according to the theory. They should, in specific, experience less shame and anxiety about their bodies and a resulting reduction in disordered eating. To the extent that self-objection is the fundamental key causal element postulated by the theory of objectification, a very powerful model test is given by predicting that any age variations in body shame or disordered eating will be accounted for by variations in self-objection.

Self Criticism

Self-criticism refers to individual's ability to see one's own perceived flaws (Yasmeen & Yasien, 2017). It is a broader concept that influences mood, anxiety and other disorders. Self-criticism is not only associated with depression related processes (Starrs et al., 2015), rather it is a component of feeling degraded, ashamed, worthless, shrink, devaluated and self-criticized (Tangney et al., 2007).

Individuals who are being self criticized have more negative effects, they fewer request for support and whenever they request, they get worse support (Mongrain & Leather, 2006). Researchers have shown that individuals with self critical problems may also have different problems like anxiety, personality disorder, suicide, substance abuse and eating disorder. These individuals can experience stress, self criticism and loneliness (Kannan & Levitt, 2013).

The act of mentioning one's perceived flaws can be a healthy way to boom self attention and attain non-public growth; however, it is able to additionally show a barrier to at least one's self-worth and peace of mind (Gilbert et al., 2004). An inadequate self, referring to emotions of insecurity and inferiority and self-hatred,

characterized by self-punishment and emotions of disgust, hate and self-determination (Cavralho et al., 2011).

Research revealed that mothers with self critical nature are more prone to depression (Priel & Besser, 2000). Individuals with panic disorder score higher on self-criticism (Bagby et al., 2000). Those Individuals who have fewer interpersonal goals and more self presentation goals are being higher in self criticism (Mongrain, 2006). He also indicated that self criticism increase blaming and decrease agreeable comments among couples. A study showed that depression is due to high self criticism and immature dependence or attachment (Mongrain & Leather, 2006).

Sibley, Zuroff, Hankin, and Abela (2015) studied the purpose of different aspects related to individual's self concepts" definition and information of the 9-personality trait (self criticism and dependency) and also found the associations in further development of depression and anxiety. Girls' greater attention to, and vital enjoy of, our bodies as splendor objects is likely a key component in explaining their greater terrible body esteem relative to men's (Feingold & Mazzella, 1998; Franzoi & Chang, 2000; Tiggemann & Rothblum, 1997).

Social comparison and also resulting self criticism also decrease body esteem. A research indicates that upward social comparison can lead to self-improvement; it frequently results in decrease in self-esteem, especially when the higher standard is not in one's approach (Collins, 1996).

For both individuals there are few factors that are leading self criticism in them. For both men and women physical condition dimensions the physical attractiveness dimension for men and sexual attractiveness dimension for women (Franzoi & Shield, 1984). When the comparison process involves body, domains related to difficult to attain standards of physical attractiveness (Krahé & Krause, 2010; Tiggemann & Polivy, 2010).

Types of Self Criticism

The literature reports following are the types of self criticism.

Public self criticism. An individual who used to say sentences like: "Gosh, I must be stupid; I can't comprehend the topic you are discussing" (Bright, 2013). This is public self criticism in which an individual is criticizing himself in public.

Fatigued self criticism. Even though individual has positive views about himself but due to fatigue, negative thoughts prevail and diminish positive thoughts regarding one "s self (Knight, 2013).

Hindsight self criticism. According to Bright (2013), hindsight self criticism is a type of self-criticism in which individual criticizes himself for being unable to predict his future (foresight) by understanding failure of any present event (hindsight).

Pre event self criticism. The pre-event criticism is opposite to hindsight criticism. The event does not occur but pre-event criticizer criticizes himself. For example, a player starts a tough match and suddenly he experiences negative thoughts (Bright, 2013).

On-the-spot self criticism. In this type people criticize themselves and lose confidence in front of others (Bright & Waite, 2015).

Comparative self criticism. This means the negative evaluation of oneself by comparing with others. This focus on the unfavorable comparison of one with others (Thompson & Zuroff, 2004).

Internalized self criticism. The negative view of oneself due to our own personal standard and ideals and individuals with internalize self criticism tends view their success as their failure (Thompson & Zuroff, 2004).

The two forms of self-criticalness i.e. inadequate-self and hated-self are as follow (Gilbert et al., 2004). *Unitaticrefers* to the behavior of sensing personal inadequacy. For example, I am dissatisfied with myself. However, *Imitaticrefers* to the desire of persecuting oneself. For example, I am dissatisfied with myself that I want to hurt myself.

Theoretical Background of Self criticism

Self criticism can be explained in the light of theoretical perspective in a following way.

Psychoanalytic perspective. According to Sigmund Freud id becomes active after the birth of an individual and it is based on pleasure principle (gratification of all needs and wishes). However super-ego is based on ideal principle (differentiating right or wrong and follows norms). Ego works on realistic principle (conflict between id and superego is resolved).

Super-ego self-observant and always prefers the self towards ideal. The reason to the cause of aggression towards ego is the strong desires. Self-critical super-ego leads the personality of an individual. Disturbance in id, ego and super-ego may increase the chances of anxiety and stress. Freud proposed that super-ego is internalized self-criticism. Likewise self-criticism can lead to generalized depression (Lear, 2015).

Fear of losing and fear of rejection leads to self criticism in children. These give rise to lack of self-worth and give birth to self-critical personality. Self criticism is rooted from the development events which are expecting higher output and 11 criticizing excessively. This leads to confirmation of acceptance, restoring status and importance in the others life (Blatt, 2008).

In childhood severe criticism may cause internalized tendencies to blame oneself and to surrender one's own self-critical attacks (Gilbert et al., 2004). In 1917, Freud suggested that self-evaluation, self-blaming and depression are interlinked which increases due to attack of superego on the ego and works to protect a person from anger. Self-criticism in childhood is a good forecaster of later adjustment and also related with depression and poor relationships (Zuroff et al., 1999).

In addition, Hartlage, Harduino and Alloy in 1998 found that self-criticism in personality can be predicted as a depression marker. Another research concluded that connection between childhood abuses from parents verbally and depression is mediated by self-criticism in late adolescences (Campos et al., 2010). It is clear from past content that depression and self-criticism play direct relationship, self-silencing on the other side has also proved to be important role in depression and self-criticism that causes harm to self-esteem and identity of an individual (Rajabi et al., 2015).

Blatt's concept of self criticism. According to Blatt and his colleagues, an individual's personality is formed on the basis of two parallel factors; involving interpersonal relatedness and introjective/self-definition. The ability of an individual to form satisfied mutual relationships is called internal personal relatedness however, formation of rational and integrated self-identity is known as introjections/self-definition. It is one of Sigmund Freud's defense mechanisms that happen when an individual internalizes other people's thoughts or voices. This conduct is frequently linked to internal authority internalization.

In the development of our personality, both factors contribute equally. Theory of personality development (Blatt, 1995) elaborates that enhancement in physical well-being and reduction in stress of individual is possible due to adequate coordination of both interpersonal relatedness and self definition of the individual. On the other hand, emphasis on any of the factor may lead to dysfunctional cognitions, problem solving and an attitude which may cause depression (Blatt, 1995).

Rector, Bagby, Segal, Joffe, and Levitt (2000) assessed that self critics have less effect on cognitive therapy relative to dependent individuals, but have influenced outcomes to the limit to which self-criticism could be modified. Child self-criticism is created because of parental styles, i.e. restrictive surroundings, less warmth and love, and unnecessary control. Analysis has discovered that self-centered, unwanted ideas are evaluative, blaming, condemning, and strongly linked to depression in the behavioral theory (Clarke, Hempel, Miles & Irons, 2004).

Selfitis Behavior

In December 2017, APA claimed that “Selfitis” is an actual mental condition, defined by people who feel compelled to continually taking of selfies and post pictures of themselves on social media. The rise of selfie culture is due to narcissism, self-esteem, hyperactivity and popular press (Singh & Tripathi, 2016). Latest look at have proven that self-stated frequency of selfie posts on social networking sites became notably correlated with self-pronounced narcissism among adult males (Fox & Rooney, 2015).

Balakrishan and Griffiths (2018) defined it as the wish of an individual to always look great to others. According to APA (2014), Selfitis has further three types including borderline, acute and chronic. Borderline selfitis refers to taking of selfies at least three times a day but do not posting them on social media. Acute refers to taking selfies three times per day and posting them all on social media. Chronic refers to uncontrollable taking of selfies and posting more than six selfies on social media.

Selfie is a picture taken without anybody else's help. Recent studies indicate that in a short time frame selfie have gained worldwide popularity (Katz & Crocker, 2015). Selfie sharing's popularity can be measured from the fact that millions of selfies are shared on a daily basis on social media. More than 238 million pictures had

the hashtag #selfie, and 128 million pictures had the hashtag #me on Instagram, according to Weiser (2015).

A similar trend to diagnose problematic behaviors has appeared more recently, with an emergence of selfitis (Balakrishnan & Griffiths, 2014). Different 13 components of selfitis behavior were identified that were as follow: attention seeking, mood swings, self-confidence, environmental enhancement, social competition and subjective conformity). Interestingly, the selfitis behavior elements recognized (environmental enhancement, social competition, attention seeking, mood change, self-confidence and subjective conformity) have virtually nothing in common with behavioral addiction.

According to some theorists' selfies are popular because they allowed us to actively control the image we project. They are a way to communicate that both selfie taker and his/her life is awesome, sexy, thoughtful, interesting and social and anymore. We take selfies when we are feeling glamorous and well dressed, or when we want to show off what we are doing. Sometimes, a selfie is meant to attract the attention of a certain someone whom the selfie taker knows to be following media account (Hess, 2015).

Therefore, selfitis behavior seems to be a very distinct structure from 'selfie advertising.' Those individuals who are suffering from a lack of self-confidence and are seeking to 'fit in' with those around them and those individuals are prone towards selfitis (Balakrishnan & Griffiths, 2018). Therefore, selfie taking is considered important in today's culture for the psychosocial development and well-being of individuals.

Despite the increasing popularity and extensive selfie sharing on internet, little is known about how privacy concerns moderate selfie behavior. Besides this, it is also unknown whether age-wide and gender specific concerns about privacy affect selfie conduct. Besides this age and gender effects are also widely unknown (Albery, 2015).

However, selfie taking is greater than just the taking of a photograph. It is able to encompass the enhancing of the coloration and contrast, the changing of backgrounds, and the addition of other consequences before uploading. Those delivered options and using integrative modifying have similarly popularized selfie taking behavior, specifically amongst teens and teenagers (Griffiths, 2018).

Human beings turn to social media for multiple purposes including communiqué and self-expression, linking with others, watching others, constructing new and enhancing cutting-edge relationships (Dhir, Kaur, Lonka & Tsai, 2017).

Most importantly, people use social media online to appear in computer mediated space (Haferkamp & Krämer, 2011). Research also found that unhappy individuals are more involved in social comparison as compare to the happy individuals. This makes the unhappy person more and unhappy but it doesn't affect the happy individual. This phenomenon of social comparison is correlated with depression and low self-esteem.

Online self presentation refers to the process of sharing content (like photographs, videos, status updates, and web links) for the purpose of influencing people's impression around the individual (Haferkamp & Kramer, 2010). Psychologists conclude that self-presentation is important for the well-being of an individual because it addresses their fundamental need for continued positive reactions and positive impressions on others (Goffman, 1949; Leary and Kowalski, 1990).

Females have this extreme desire to capture and share their own attractive and alluring portraits on the social media. Sexual orientation discrepancy is a focal thoughtfulness assembling the selfie taking susceptibility and selfie placement rehearses to web-base networking media (Haferkamp & Krämer, 2010).

Digital photos are commonly used on social media platforms to exercise self presentation online (Dhir, 2016). This is apparent from the growing number of pictures shared on social media online. Almost two billion Facebook pictures are shared on a daily basis, for instance. Although selfies can be taken and circulated in computer-mediated areas for a number of purposes, such as receiving feedback, interacting with surroundings, etc selfies are very often shared for purposes of self-presentation (Katz & Crocker, 2015).

Likewise, Svelander and Wiberg (2015) stated that the #selfie and #selfies hashtags contain 193 million Instagram pictures and videos. This statistical proof indicates that selfie sharing on various internet social media platforms is now a dominant activity. The possible reasons for this rise in social media self-sharing include identification and self portrayal (Katz & Crocker, 2015).

Adverse Psychological Effects of Online Selfie Sharing

As the trend of sharing pictures is increasing on the other hand its negative factors are also increasing. Such as the various social privacy threats to private self presentation objectives online include exposure to unknown individuals, adverse peer criticism, and tagging in an unattractive, incorrect, unwanted, and/or low-quality self presentation (Dhir et al., 2016; Lang & Barton, 2015).

Scholars also pointed out that such internet self presentation disturbances in personal privacy also result in online regret (i.e. adverse cognitive experience) (Wang et al., 2011; Kaur et al., 2016) this is mostly happen when a person is exposed to social media for first time, they just watch other individuals and try to be like them for example if one is sharing a single picture and getting more likes and comments the other will try to be like him. This adverse feedback on perceived social and self identities (Lang & Barton, 2015) and it can even influence the ongoing use of service and retention of customers (Dhir, 2016).

Scholars have discovered that female selfies are comparatively more common and more likely than men to take selfies (Qiu et al., 2015). First, Sorokowski et al. (2015) discovered women posting more private and group selfies than males. He also explained that women are more concerned about their privacy as compare to men, as women are not that much free in society to share their pictures on social media, they have to obey all that rules which are set by a society, for that they are more concern about their privacy as compare to men.

As demonstrated by the increase of Instagram, Snapchat and photo sharing services on Facebook and Twitter (Hu et al., 2014), sharing pictures on social media has become common. Instagram has over 400 million active monthly customers as of 2016 and uploads 80 million pictures daily. Self-portraits produced with a smart phone are among the pictures uploaded (Miller & Edwards, 2007).

Another research has shown that entertainment, attention seeking, communication, and motivates selfie posting on social networking sites (SNS), while also selfie posting frequency is also predicted by narcissi (Sung et al., 2016). A study in Italy suggested that in adolescents and adults' dissimilar selfie posting behavior was predicted by different personality traits (Baiocco et al., 2016).

A new addiction was resulted as 'Selfie fever' with the rapid growth of Social Networking Sites (SNS) and the increase in use of smart phones. It takes a new dimension known as 'selfitis' (Kundu, Patanic, & Sahu, 2016). The main purpose was to find the occurrence of selfitis in adults and teenagers. A research found two motives for selfie. Those are to gain the attention of others and the other is to present themselves through profile pictures, adding stories and posting pictures on different apps (Leary, 2013).

According to Sorokowska et al. (2016) motivation underlines that individual share their selfie behavior on social networking sites including accepting attention, archiving, making friends and narcissism. Social networking sites ensure that individual's perception of selfies is approved that this sense is approved by others. He also explained that as far as we need for expecting attention is concern happiness is nothing.

Nowadays it is a trend to post pictures on social media, whether individuals are having for or they get a new outfit. Likes and comments matters a lot, everyone wants more and more and more positive comments and this increases their self-esteem. A research indicated that if a person posts picture and didn't get enough likes, he uses to delete that post (Fierstien, 2014).

Taking selfies and posting them improves one's social status and makes an individual good to see the likes and comments (Dinhopal & Gretzel, 2016). Self-esteem of a person is dependent on the likes and comments of others on your post. They also said that likes and comments don't increase one's confidence it always affects their self-esteem.

Theoretical Background of Selfitis Behavior

Social comparison theory. Researches explained that mostly every individual evaluate their attractiveness, wealth, success, intelligence with the others around them, in this the objective means of evaluation is absent. Individuals found similar other individual for their own comparison (Leon & Festinger, 1954). He also explained that social comparison is also being a source of motivation in few aspects like if someone scores well in test we always compare our marks, to get those highest marks we struggle more. It also makes us more grateful related to the tough times in

our life. Like in those times we always look for that individual who is even more unfortunate than me.

Other examples of this move away from the group level and toward the individual level of analysis could be cited, but the implication for the present chapter is clear. The theory of social comparison processes exists at the level of the individual, but because of its historical origins, can be expected to have a number of implications for group process. These implications will need to be made explicit, and that is the purpose of the present chapter.

Self-verification theory. It is a social psychological theory that focuses on people's desire to be known and understood by others. The theory suggests that people may begin to shape others' evaluations before it begins interacting with them.

Displaying identity cues, Physical appearances are particularly common type of identity cue such as the clothes one wears, for instance can advertise self-views and at some cases these identity cues may somewhat give an impact on one's level of self esteem. Self-verification principle predicts that in to date as people are prompted to deliver others to verify their self-conceptions, they should accentuate some efforts to elicit self-confirmatory reactions while they suspect that others might be misconstruing them.

Researchers tested this idea by way of informing participants who perceived themselves as either likeable or dislikeable that they could be interacting with folks who perceived them favorably or unfavorably. There have been key findings. First, there has been a trendy tendency for all participants to elicit reactions that confirmed one's self-views. That is social environment to fulfill their desires.

Pakistani Perspective

A research was performed to detect the effect of university learners on their body image in Karachi. The sample consisted of 783 under graduate girls and boys; there age range was 18-25 years. The data was collected from 7 private universities, 358 participants scored high on body dissatisfaction while 426 reported low on body satisfaction. Individuals who respond negative body image were mostly girls (Khan, Khalid, Khan & Jabeen, 2011).

Rationale

Selfitis behavior is one of the popular and trending topics on social media nowadays. Selfitis, the obsessive taking of selfies on smart phone, appears to be a real condition to a new study to explore more about the difference between mental disorder and a trend. Many researches emphasize on the impact of selfie behavior on self-esteem and happiness and how it is influencing someone's confidence, standard of living and self-satisfaction (Dahir, 2016). Therefore, present study aims to determine the possible relation of body esteem, self criticism and selfitis behavior. Its aim is to find out whether the occurrence of selfitis behavior in an individual is due to body-esteem or self-criticism.

As selfitis behavior is becoming more common nowadays mainly in youth and it is one of the so called trends. Individuals are taking selfies, well taking one or two at a time is quite common but taking more than six selfies at once and posting them regularly on social media is something serious. It's an addiction and our youth are indulging in it. So, this research will provide awareness in an individual.

This study will explore the link between these three study variables more deeply along with demographic variables (selfies per day, selfies posted per day. Filters, Instagram posts etc). There are few researches available on body esteem and self criticism. This will explore it in sense of different demographic variables also (relationship status, gender. education etc.)

All studies in Pakistan till date have assumed that negative body esteem is always negative and leads to unhealthy eating practices and eating disorders Khan, Khalid, Khan & Jabeen, 2011). Here in Pakistan it is very important to work on body esteem and its psychological aspects. Mostly individuals over here are being criticized for their body form, we commonly call that a comment but we are unaware of this thing that how a single comment is affecting our mental health. This research will help everyone about the affects of bulling on our mental health. This will be also helpful for future researchers about the awful consequences of negative body esteem on the personality and psychology of a well bring.

METHOD

Objectives

1. To explore relationship between body esteem, self criticism and selfitis behaviors.
2. To investigate the role of demographics (age, gender, education, relationship status etc.) with reference to study variables.

Hypothesis

1. Body esteem will have a negative relationship with selfitis behavior among university students.
2. Self criticism will have a positive relationship with selfitis among university students.
3. Female students will score higher on selfitis behavior as compared to male students.
4. Average likes and average comments will positively predict selfitis behavior.
5. Body esteem will negatively predict selfitis behavior among university students.
6. Self criticism will positively predict selfitis behavior among university students.

Operational definitions

Self criticism. Self-criticism is feeling of being degraded, shame, feeling worthless, and shrink, self devaluing and self critical (Starrs, 2015). In current research, self criticism was operationalized as score on Levels of Self Criticism Scale where high scores indicated high selfitis behavior and low scores indicated low selfitis behavior.

Body esteem. This refers to the perception and thoughts of an individual related to their body or their appearance. In current research, body esteem was operationalized as scores on 23 Items Body Esteem Scale where high scores indicated the positive perception of an individual towards body appearance and low scores indicated the negative perceptions regarding their body appearance.

Selfitis behavior. Selfitis is an actual mental condition, defined by people who feel compelled to continually post pictures of themselves on social media. In current selfitis behavior was operationalized as scores on Selfitis Behavior Scale where high scores indicated high selfie taking and low scores indicated low selfitis behavior.

Instruments

Three different scales are used to conduct this research.

1. Selfitis Behavior Scale (SBS)
2. Body esteem Scale (23 items)
3. The Levels of Self-criticism Scale

23-item body esteem scale. The scale has 23 items and the respondents indicated their degree of agreement on a 5-point Likert scale ranging from 1 (never) to 5 (always). There are nine negative items that were reverse-scored. Mendelson et al. (2001) found a three-factor solution: Attribution, Weight, and Appearance. The first factor, Appearance (general feelings about appearance), consisted of 10 items (1,6,7,9,11,13,15,17,21,23) the second factor, Weight (weight satisfaction), consisted of 8 items (3,4,8,10,16,18,22) and Attribution (action of regarding a quality) consisted of 5 items (2,5,12,14,20).

The level of self-criticism scale. The LOSC Scale, consisting of 22 items. There were 12 CSC (Comparative Self-Criticism) items and 10 ISC (Internalized Self-Criticism) items. The scale scores were derived by summing the scores on the items in each scale. Internal consistency for the two scales was acceptable (CSC $\alpha=0.81$, ISC $\alpha=0.87$). 7 point Likert scale ranging from 1(strongly disagree) to 7(strongly agree).

Selfitis behavior scale. Selfitis behavior was assessed by selfitis behavior scale. In the present study it is used to measure selfie usage among university students. It consists of twenty items. Responses are rated on 5-Likert type scale. The reliability of scale is .87. It has 6 subscales included environmental enhancement (1,7,13,19), social competition (2,8,14,20), mood modification (3,9,15), attention seeking (4,10,16), self-confidence (5,11,17), and subjective conformity.

Sample

The sample consists of 300 individuals. The sample consists of adults (university students). There was an equal ratio of both male and female. Students from different culture and ethnic group were participated in this present study. The sample was taken from Rawalpindi and Islamabad.

Procedure

Subjects were individually approached. All the instructions were briefly explained first related to the given questionnaire. Subject was being informed about his/her confidentiality related to the data that they are giving.

The instructions were given that how to fill that questionnaire. The respondent was instructed related the demographics. They were requested to fill the questionnaire and at the end we thanked them for their time and support.

RESULTS

The present study was aimed to explore the relationship between selfitis behavior, self criticism and body esteem. The SPSS-21 was used and appropriate statistical procedures were applied for data analysis. For all of the scales Cronbach's Alpha Coefficient was computed to determine the reliability. Descriptive statistics showed the normality of the data. Correlation coefficient was computed to find the relationship between variables. To find mean differences independent t-test was applied. To check the predictability regression analysis was applied.

Table 1

Demographic Characteristics of Study Variables (N = 300)

Demographics	Frequency	Percentage (%)
Gender		
Male	134	44.7%
Female	166	55.3%
Education		
Undergraduate	169	56.3%
Graduate	131	43.7%
Relationship Status		
Single	218	72.7%
Engaged	34	11.3%
In a relationship	23	7.7%
Married	25	8.3%

Table 2

Means, Standard Deviation and Alpha Reliability of Study Variables (N = 300)

Scales	K	M	SD	α	Range		Skewness	Kurtosis
					Actual	Potential		
SBS	20	57.27	15.54	0.92	20-97	20-100	0.11	0.91
EE	4	9.63	2.51	0.63	5-20	4-20	-0.46	-0.29
SC	4	10.71	3.45	0.7	5-20	4-20	0.01	-0.61
AS	3	8.35	2.79	0.7	5-15	3-15	-0.16	-0.57
MM	3	8.65	2.8	0.75	5-15	3-15	-0.19	-0.74
SC	3	8.85	2.86	0.74	5-15	3-15	-0.24	-0.67
SUB	3	7.63	2.76	0.74	5-15	3-15	0.23	-0.59
S.CRI	22	98.55	20.58	0.87	38-150	7-154	-0.21	0.06
INTE	10	44.78	10.64	0.81	13-70	7-70	-0.35	-0.04
COM	12	53.76	11.37	0.75	21-89	7-84	-0.06	0.07
B.EST	23	74.71	14.57	0.85	30-113	5-115	0.42	1.04

Note. SBS = Selfitis Behavior Scale, EE = Environmental Enhancement, SC = Social Competition, AS = Attention Seeking, MM = Mood Modification, SC = Self-Confidence, SUB = Subjective Conformity, S.CRI = Self-Criticism, INTE = Internalized Self-Criticism, COM = Comparative Self-Criticism, B.EST = Body-Esteem.

Table 2 shows the descriptive statistics for all the variables involved in the present study. Findings depict acceptable alpha reliability values for study variables. *Cronbach Alpha* reliability of selfitis behavior scale is .92; the reliability of the subscales of selfitis behavior scale is .63 of environmental enhancement, .70 social competition, .70 attention seeking, .75 mood modification, .74 self-confidence, .74 subjective conformity. The reliability of self criticism scale is .87 and the reliability of subscales is .81 is of internalized self-criticism, .75 is of comparative self criticism. Additionally, the reliability of body-esteem scale is .85.

Table 3

Correlation Matrix for all Study Variables (N = 300)

Variable	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
SPD		-	.13*	.17**	.02	.25**	.35**	.07	.34**	.21**	.05	.02	.11*	.06	.02	.02	.02	-.00	.00	-.01	.08
SPOST			-	.47**	.36**	.18**	.13*	.05	.07	-.01	.08	.02	.09	.12*	.06	.05	.03	.02	-.01	.05	-.05
AV. LIKES				-	.63**	.14**	.09	.13*	.11*	.01	.16**	.06	.19**	.16**	.09	.11*	.14*	.04	.02	.05	.09
AV.COM					-	.05	.00	.07	.05	.00	.09	.04	.17**	.08	-.00	.05	.07	.07	.08	.04	.13*
INSTA						-	.29**	.23**	.29**	.16**	.15**	.04	.11	.21**	.14*	.13*	.11*	.15**	.15**	.14*	-.05
WHTSAP							-	.11	.22**	.17**	.27**	.18**	.23**	.18**	.23**	.20**	.26**	.09	.10	.07	.07
FB								-	.03	.15**	.04	.01	.01	.08	.02	-.02	.09	.00	.05	-.04	-.01
OTHERS									-	.09	-.02	-.04	-.01	.01	-.04	-.03	-.01	.03	.06	.00	.02
FILTERS										-	.28**	.29**	.20**	.19**	.26**	.22**	.13**	.07	.08	.06	.08
ST											-	.71**	.85**	.75**	.81**	.80**	.82**	.26**	.20**	.28**	-.26*
EE												-	.47**	.35**	.49**	.42**	.42**	.12*	.12*	.11*	-.15*
SC													-	.62**	.62**	.60**	.75**	.23**	.19**	.24**	.34**
AS														-	.53**	.53**	.62**	.26**	.18**	.30**	.13*
MM															-	.73**	.59**	.24**	.17**	.27**	.15**
SCON																-	.63**	.20**	.15**	.23**	-.17*
SUB																	-	.22**	.17**	.23**	.28**
S.CRI																		-	.93**	.93**	.44**
INTER																			-	.74**	.39**

Note. SBS = Selfitis Behavior Scale, EE = Environmental Enhancement, SC = Social Competition, AS = AttentionSeeking, MM = Mood Modification, SC = Self-Confidence, SUB = Subjective Conformity, S.CRI = Self-Criticism, INTE = Internalized Self-Criticism, COM = Comparative Self-Criticism, B.EST = Body-Esteem

Table 3 showed the correlation of demographics with study variables. Relationship status is positively and strongly correlated with social competition, self-confidence and subjective conformity. Selfies per day is strongly related to social competition and it is negatively correlated with self-criticism and comparative self criticism. Selfies posted per day are positively correlated with attention seeking and negatively correlated with internalized self-criticism and body esteem.

Average likes are positively and strongly correlate with selfitis behavior, social competition, attention seeking, self confidence and subjective conformity. Average comments are positively correlated with social competition and body esteem. Instagram posts are positively correlated with selfitis behavior, attention seeking, mood modification, self confidence, subjective conformity, self-criticism, internalized self criticism and comparative self criticism. It is negatively correlated with body esteem.

WhatsApp status is positively correlated with selfitis behavior, environmental enhancement, social competition, attention seeking, mood modification, self confidence and subjective conformity. Facebook post is negatively correlated with self confidence, comparative self criticism and body esteem. The use of selfie filters are strongly and positively correlated with selfitis behavior, environmental enhancement, social competition, attention seeking, mood modification, self confidence and subjective conformity.

Table 4

Gender Difference on all the Study Variables (N=300)

Variables	Male (n = 134)		Female (n = 165)		t	P	95% CI		Cohen's D
	M	SD	M	SD			LL	UL	
ST	57.99	14.28	56.86	16.42	.62	.53	-2.4	4.67	-
EE	9.58	2.50	9.67	2.53	-.33	.74	-.67	.48	-
SC	11.20	3.27	10.36	3.53	2.1	.03	.05	1.62	.25
AS	8.60	2.75	8.18	2.79	1.3	.19	-.21	1.05	-
MM	8.36	2.64	8.91	2.91	-1.5	.19	-1.12	.15	-
SC	8.80	2.72	8.92	2.95	-.34	.72	-.76	.53	-
SUB	8.08	2.70	7.27	2.75	2.5	.01	.19	1.4	.30
S.CRI	97.81	21.59	99.23	19.80	-.59	.55	-6.14	3.2	-
INTR	44.29	10.97	45.21	10.41	-.74	.45	-3.16	1.5	-
COM	53.52	12.03	54.02	10.8	-.37	.70	-3.11	2.1	-
B.ES	76.88	16.12	72.9	13.01	2.2	.02	.501	7.28	.21

Note. ST = Selfitis Behavior Scale, EE = Environmental Enhancement, SC = Social Competition, AS = Attention Seeking, MM = Mood Modification, SC = Self-Confidence, SUB = Subjective Conformity, S.CRI = Self- Criticism, INTR = Internalized Self-Criticism, COMP = Comparative Self Criticism, B.ES = Body-Esteem.

Table 4 illustrates the results of *t*-test for comparison of male and female. These findings show significant mean difference on social competition, subjective conformity and body esteem. Males scored high on social competition, sub conformity and body esteem as compared to females.

Table 5

Mean Difference of Education among Study Variables (N = 300)

Variables	Graduates (n=131)		Undergraduates (n=169)		<i>t</i>	<i>P</i>	95% CI		Cohen's D
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			<i>LL</i>	<i>UL</i>	
	ST	55.50	16.62	58.65			14.54	1.74	
EE	9.33	2.55	9.85	2.46	1.79	.67	-.05	1.09	-
SC	10.51	3.35	10.86	3.53	.87	.38	-.44	1.14	-
AS	7.84	2.78	8.74	2.74	2.67	.00	-.26	1.53	-
MM	8.22	2.88	8.98	2.69	2.34	.02	.12	1.34	.30
SC	8.56	2.91	9.07	2.81	1.54	.12	-1.42	1.16	-
SUB	7.52	2.75	7.71	2.78	-.56	.57	-.45	.81	-
S.CRT	101.25	18.16	96.45	22.10	-2.01	.04	-9.37	-.21	.23
INTER.	46.16	9.20	43.71	11.55	-2.03	.04	-4.80	.08	.23
COMP.	55.09	10.14	52.73	12.17	-1.82	.00	-4.89	-1.86	.21
B.ES	76.38	14.34	77.42	14.67	-1.73	.08	-6.28	.36	-

Note. ST = Selfitis Behavior Scale, EE = Environmental Enhancement, SC = Social Competition, AS = Attention Seeking, MM = Mood Modification, SC = Self Confidence, SUB = Subjective Conformity, S.CRT = Self-Criticism, INTER = Internalized Self-Criticism, COMP = Comparative Self- Criticism, B.ES = Body-Esteem.

Table 5 shows the results of *t*-test for comparison of graduates and under graduates. The findings indicated significant mean differences on mood modification, self criticism, internalized self criticism and comparative self criticism. Under graduates scored high on attention seeking, self confidence and body esteem as compare to the graduates.

Table 6

Regression Analysis for Predicting Selfitis Behavior Through Body Esteem and Self Criticism (N = 300)

	Variables	B	SE	β	ρ	R ²	ΔR^2	F
Step 1	Constant	42.36	2.46	-	.000			
	SPD	-.11	.08	-.08	.18			
	SPOST	-.03	.15	-.06	.79			
	AV. LIKES	.04	.02	.16	.02			
	AV.COM	.00	.01	.00	.97			
	INSTA	.78	.53	.08	.14			
	WHATSAP	1.94	.47	.240	.00			
	FB	-.12	.11	-.05	.30			
	Others Post	-1.78	.89	-.11	.04			
	FILTERS	4.64	.97	.26	.00	.18		6.75***
Step 2	(constant)	20.66	5.00		.000			
	SPD	-.10	.08	.08	.18			
	SPOST	-.00	.14	-.07	.99			
	AV. LIKES	.04	.02	.00	.04			
	AV.COM	-.00	.01	.14	.76			
	INSTA	.66	.53	-.02	.21			
	WHATSAP	1.79	.46	.07	.00			
	FB	-.06	.11	.22	.56			
	Others Post	-1.66	.86	-.03	.05			
	FILTERS	4.26	.94	-.10	.00			
	S.CRI	.27	.11	.24	.01			
	INTER	-.34	.21	.36	.10			
	COMP	.11	-.05	.04	.15			
B.EST	.15	.06	-.23	.08	.25	-.07	7.62***	

Note. SPD = Selfies Per Day, SPOST = Selfies Posted Per Day, AV. LIKES = Average Likes, AV.COM = Average Comments, INSTA = Instagram, WHATSAP = WhatsApp, FB = Facebook, Others, FILTERS = Selfie Filters, ST = Selfitis Total, EE = Environmental Enhancement, SC = Social Competition, AS = Attention Seeking, MM = Mood Modification, SCON = Self-Confidence, SUB = Subjective Conformity, S.CRI = Self-Criticism, INTER = Internalized Self-Criticism, COMP = Comparative Self-Criticism, B.EST = Body-Esteem

According to Step 1 average likes, WhatsApp status, other posts on different apps and selfie filters are positively predicting the selfitis behavior. According to Step 2 average likes, WhatsApp status, other posts on different apps, selfie filters and self criticism are positively and significantly predicting the selfitis behavior.

Table 7
Regression Analysis for Predicting Environmental Enhancement Through Body Esteem and Self Criticism (N = 300)

	Variables	B	SE	B	P	R ²	ΔR ²	F
Step 1	Constant	7.40	.40	-	.00			
	SPD	-.02	.01	-.12	.05			
	SPOST	-.00	.02	-.02	.70			
	AV. LIKES	.00	.00	.18	.01			
	AV.COM	-.00	.00	.00	.64			
	INSTA	-.07	.08	-.08	.38			
	WHATSAP	.24	.07	.07	.00			
	FB	-.01	.01	-.01	.34			
	OthersPost	-.24	.14	.14	.09			
	FILTERS	.79	.16	.16	.00	.15		5.25***
Step 2	(Constant)	5.31	.85	-	.00			
	SPD	-.02	.01	-.12	.04			
	SPOST	.00	.02	.00	.96			
	AV. LIKES	.00	.00	.18	.01			
	AV.COM	-.00	.00	-.06	.34			
	INSTA	.08	.09	.05	.36			
	WHATSAP	.22	.07	-.16	.00			
	FB	-.01	.01	-.05	.32			
	OthersPost	-.25	.14	-.10	.07			
	FILTERS	.76	.16	.26	.00			
	S.CRI	-.01	.01	-.10	.48			
	INTER	.04	.03	.18	.21			
	COMP	.01	.04	-.03	.04			
	B.EST	.02	.01	.12	.05	.18	-.03	4.88***

Note. SPD = Selfies Per Day, SPOST = Selfies Posted Per Day, AV.LIKES = Average Likes, AV.COM = Average Comments, INSTA = Instagram, WHATSAP = WhatsApp, FB = Facebook, Others, FILTERS = Selfie Filters, ST = Selfitis Total, EE = Environmental Enhancement, SC = Social Competition, AS = Attention Seeking, MM = Mood Modification, SCON = Self-Confidence, SUB = Subjective Conformity, S.CRI = Self- Criticism, INTER = Internalized Self-Criticism, COMP = Comparative Self-Criticism, B.EST = Body- Esteem

In this table average likes, WhatsApp status and selfie filters and comparative self criticism are positively predicting environmental enhancement.

Table 8

Regression Analysis for Predicting Social Competition Through Body Esteem and Self Criticism (N = 300)

Variables	B	SE	B	ρ	R ²	ΔR^2	F
Step 1 Constant	7.93	.56	-	.000			
SPD	.01	.02	.01	.76			
SPOST	-.02	.03	-.03	.63			
AV. LIKES	.01	.00	.13	.08			
AV.COM	.00	.00	.11	.11			
INSTA	.09	.12	.04	.43			
WHATSAP	.36	.11	.20	.00			
FB	-.03	.03	-.07	.22			
Others Post	-.36	.20	-.11	.08			
FILTERS	.68	.22	.175	.00	.15	.12	5.10***
Step 2 (constant)	2.46	1.13	-	.03			
SPD	.00	.02	.01	.91			
SPOST	.00	.03	.00	.96			
AV. LIKES	.01	.00	.11	.12			
AV.COM	.00	.00	.07	.29			
INSTA	.12	.12	.05	.32			
WHATSAP	.32	.10	.17	.00			
FB	-.02	.03	-.04	.37			
Others Post	-.34	.19	-.10	.07			
FILTERS	.59	.21	.15	.01			
S.CRI	.03	.02	.19	.20			
INTER	-.04	.05	-.13	.37			
COMP	.02	.00	.05	.07			
B.EST	.06	.01	.26	-.02	.24	.20	6.84***

Note. SPD = Selfies Per Day, SPOST = Selfies Posted Per Day, AV.LIKES = Average Likes, AV.COM = Average Comments, INSTA = Instagram, WHATSAP = WhatsApp, FB = Facebook, Others, FILTERS = Selfie Filters, ST = Selfitis Total, EE = Environmental Enhancement, SC = Social Competition, AS = Attention Seeking, MM = Mood Modification, SCON = Self-Confidence, SUB = Subjective Conformity, S.CRI = Self- Criticism, INTER = Internalized Self-Criticism, COMP = Comparative Self-Criticism, B.EST = Body- Esteem

In the above table Step 1 shows that WhatsApp status, selfie filters are positively predicting social competition and in Step 2 WhatsApp status and selfie filters are positively predicting social competition and body-esteem is negatively and significantly predicting social competition.

Table 9
Regression Analysis for Predicting Attention Seeking Through Body Esteem and Self-Criticism (N = 300)

Variables	<i>B</i>	<i>SE</i>	<i>B</i>	ρ	<i>R</i> ²	ΔR^2	<i>F</i>
Step 1 Constant	6.36	.54	-	.00			
SPD	-.02	.02	-.05	.40			
SPOST	.02	.03	.03	.56			
AV. LIKES	.00	.00	.15	.05			
AV.COM	-.00	.00	-.02	.71			
INSTA	.29	.12	.15	.01			
WHATSAP	.21	.11	.12	.05			
FB	-.00	.03	-.00	.98			
Others Post	-.22	.19	-.07	.25			
FILTERS	.61	.21	.16	.00	.11		3.72***
Step 2 (constant)	2.71	1.11	-	.01			
SPD	-.01	.02	-.03	.57			
SPOST	.01	.03	.02	.66			
AV. LIKES	.01	.00	.13	.07			
AV.COM	-.00	.00	-.02	.76			
INSTA	.22	.12	.11	.06			
WHATSAP	.19	.10	.11	.06			
FB	.02	.02	.03	.52			
Others Post	-.18	.19	-.05	.35			
FILTERS	.55	.21	.14	.01			
S.CRI	.10	.02	.63	.00			
INTER	-.14	.05	-.45	.00			
B.EST	.00	.01	.01	.87	.18	.07	5.03***

Note. SPD = Selfies Per Day, SPOST = Selfies Posted Per Day, AV.LIKES = Average Likes, AV.COM = Average Comments, INSTA = Instagram, WHATSAP = WhatsApp, FB = Facebook, Others, FILTERS = Selfie Filters, ST = Selfitis Total, EE = Environmental Enhancement, SC = Social Competition, AS = Attention Seeking, MM = Mood Modification, SCON = Self-Confidence, SUB = Subjective Conformity, S.CRI = Self-Criticism, INTER = Internalized Self-Criticism, COMP = Comparative Self-Criticism, B.EST = Body- Esteem

In Step 1 average likes, Instagram posts, WhatsApp status and selfie filters are positively and significantly predicting attention seeking. In Step 2 selfie filters, self-criticism and internalized self-criticism are significantly predicting attention seeking.

Table 10
Regression Analysis for Predicting Mood Modification Through Body Esteem and Self-Criticism (N = 300)

	Variables	B	SE	β	P	R ²	ΔR^2	F
Step 1	Constant	6.32	.45	-	.00			
	SPD	-.02	.01	-.10	.08			
	SPOST	.01	.02	.01	.79			
	AV. LIKES	.01	.00	.14	.05			
	AV.COM	-.00	.00	-.09	.18			
	INSTA	.15	.09	.09	.11			
	WHATSAP	.31	.08	.21	.00			
	FB	-.02	.02	-.06	.26			
	Others Post	-.31	.16	-.11	.05			
	FILTERS	.81	.18	.25	.00	1.30		4.33***
Step 2	(constant)	3.37	.93	-	.00			
	SPD	-.02	.01	-.09	.12			
	SPOST	.01	.02	.01	.79			
	AV. LIKES	.01	.00	.13	.07			
	AV.COM	.00	.00	-.09	.16			
	INSTA	.11	.09	.06	.26			
	WHATSAP	.29	.08	.20	.00			
	FB	-.01	.02	-.03	.52			
	Others Post	-.28	.16	-.10	.07			
	FILTERS	.76	.17	.23	.00			
	S.CRI	.06	.02	.45	.00			
	INTER	-.07	.03	-.29	.04			
	COMP	.03	.00	.15	.05			
B.EST	.01	.01	.03	.53	1.05	.25	5.35***	

Note. SPD = Selfies Per Day, SPOST = Selfies Posted Per Day, AV.LIKES = Average Likes, AV.COM = Average Comments, INSTA = Instagram, WHATSAP = Whatsapp, FB = Facebook, Others, FILTERS = Selfie Filters, ST = Selfitis Total, EE = Environmental Enhancement, SC = Social Competition, AS = Attention Seeking, MM = Mood Modification, SCON = Self-Confidence, SUB = Subjective Conformity, S.CRI = Self-Criticism, INTER = Internalized Self-Criticism, COMP = Comparative Self-Criticism, B.EST = Body- Esteem

In table 10 it is shown that average likes, WhatsApp status, other posts, selfie filters, self-criticism and internalized self-criticism are significantly predicting mood modification.

Table 11

Regression Analysis for Predicting Self Confidence Through Body Esteem and Self Criticism (N = 300)

Variables	<i>B</i>	<i>SE</i>	β	<i>P</i>	<i>R</i> ²	ΔR^2	<i>F</i>
Step 1 Constant	6.52	.46	-	.000			
SPD	-.02	.01	-.08	.15			
SPOST	-.01	.02	-.02	.66			
AV. LIKES	.008	.004	.14	.06			
AV.COM	.000	.003	-.01	.86			
INSTA	.18	.102	.11	.07			
WHATSAP	.27	.09	.18	.00			
FB	-.04	.02	-.11	.05			
Others Post	-.28	.17	-.10	.09			
FILTERS	.71	.18	.21	.00			
Step 2 (constant)	3.79	.97	-	.00	.13		4.52***
SPD	-.02	.01	-.08	.17			
SPOST	-.01	.02	-.02	.74			
AV. LIKES	.01	.00	.13	.08			
AV.COM	-.00	.00	-.02	.74			
INSTA	.15	.10	.09	.12			
WHATSAP	.25	.09	.17	.00			
FB	-.03	.02	-.09	.11			
Others Post	-.26	.16	-.09	.12			
FILTERS	-.66	.18	.20	.11			
S.CRI	.04	.02	.31	.04			
INTER	-.05	.04	-.20	.18			
COMP	.02	.01	.22	.03			
B.EST	.01	.01	.07	.23	.16	-.03	4.48***

Note. SPD = Selfies Per Day, SPOST = Selfies Posted Per Day, AV.LIKES = Average Likes, AV.COM = Average Comments, INSTA = Instagram, WHATSAP = WhatsApp, FB = Facebook, Others, FILTERS = Selfie Filters, ST = Selfitis Total, EE = Environmental Enhancement, SC = Social Competition, AS = Attention Seeking, MM = Mood Modification, SCON = Self-Confidence, SUB = Subjective Conformity, S.CRI = Self-Criticism, INTER = Internalized Self-Criticism, COMP = Comparative Self-Criticism, B.EST = Body- Esteem

This table is showing that in step 1 WhatsApp status and selfie filters are positively and significantly predicting self confidence and in model 2 self-criticism and comparative self criticism are significantly and positively predicting the self-confidence.

Table 12

Regression Analysis for Predicting Subjective Conformity Through Body Esteem and Self Criticism (N = 300)

	Variables	<i>B</i>	<i>SE</i>	β	<i>P</i>	<i>R</i> ²	ΔR^2	<i>F</i>
Step 1	Constant	5.85	.45	-	.00			
	SPD	-.02	.01	-.08	.15			
	SPOST	-.03	.02	-.07	.25			
	AV. LIKES	.00	.00	.16	.03			
	AV.COM	-1.42	.00	.00	.10			
	INSTA	.08	.09	.05	.39			
	WHATSAP	.37	.08	.25	.00			
	FB	.01	.02	.03	.57			
	Others Post	-.20	.16	-.07	.21			
	FILTERS	.30	.18	.09	.08			
Step 2	(constant)	2.00	.93	-	.03	1.31		4.35***
	SPD	-.02	.01	-.09	.12			
	SPOST	-.02	.02	-.04	.42			
	AV. LIKES	.00	.00	.14	.05			
	AV.COM	-.00	.00	-.03	.67			
	INSTA	.08	.09	.05	.38			
	WHATSAP	.34	.08	.24	.00			
	FB	.02	.02	.05	.33			
	Others Post	-.19	.16	-.07	.23			
	FILTERS	.24	.17	.07	.16			
	S.CRI	.03	.02	.26	.09			
	INTER	-.04	.03	-.18	.21			
	COMP	.03	-.01	.06	.03			
	B.EST	.03	.01	.20	.00	.19	1.12	5.46***

Note. SPD = Selfies Per Day, SPOST = Selfies Posted Per Day, AV.LIKES = Average Likes, AV.COM = Average Comments, INSTA = Instagram, WHATSAP = WhatsApp, FB = Facebook, Others, FILTERS = Selfie Filters, ST = Selfitis Total, EE = Environmental Enhancement, SC = Social Competition, AS = Attention Seeking, MM = Mood Modification, SCON = Self-Confidence, SUB = Subjective Conformity, S.CRI = Self- Criticism, INTER = Internalized Self-Criticism, COMP = Comparative Self-Criticism, B.EST = Body- Esteem

Table 12 showed that in Step 1 it is showed that average likes and WhatsApp status significantly predicting the subjective conformity. In Step 2 WhatsApp status, comparative self criticism and body esteem are significantly predicting subjective conformity.

Chapter 4

DISCUSSION

The current study aim was to find out the relationship between body esteem, self criticism and selfitis behavior among the university students (graduates and under graduates). The research attempts to find out different factors leading to the phenomenon of selfitis. Six components of selfitis behavior, environmental improvement, social competition, attention seeking, mood modification, self-confidence and subjective conformity were included in current study. The sample ($N = 300$) comprised of adults from different universities of Rawalpindi and Islamabad. The main variables of the study were assessed by using Selfitis behavior scale, the level of self criticism scale and 23 Items Body Esteem Scale.

To test the first hypothesis of the study Pearson product moment coefficient was calculated to determine the correlation between body esteem, self criticism and selfitis behavior. The results showed that body esteem is negatively correlated to selfitis behavior which confirms the second hypothesis of this study which states that when body esteem is increases there is a decrease in selfitis behavior. The results are also supported by a previous research which revealed that body dissatisfaction leads to selfitis and body dissatisfaction means low body esteem, this means that individuals become more involved in selfitis behavior for their satisfaction like if they are ugly, they can increase their beauty through different selfie filters and satisfy themselves (McLean, Paxton, Wertheim, & Masters, 2015).

To test the second hypothesis, Pearson product moment coefficient was performed to determine correlation among all study variables (body esteem, self criticism and selfitis behavior). A strong positive relationship was found between selfitis behavior and self criticism. A study supports this hypothesis that individuals who had been bullied for physical beauty related issues, they particularly perceived the need to present themselves as pretty and as flawless as they could (Chua & Chang, 2016).

The relationship between demographics and study variables was study by Pearson Product Moment Coefficient. Relationship status is positively and strongly correlated with social competition, self confidence and subjective conformity. Selfies per day is strongly related to social competition and it is negatively correlated with

self-criticism and comparative self-criticism. Selfies posted per day are positively correlated with attention seeking and negatively correlated with internalized self-criticism and body-esteem

Average likes are positively and strongly correlated with selfitis behavior, social competition, attention seeking, self confidence and subjective conformity. Average comments are positively correlated with social competition and body-esteem. Instagram posts are positively correlated with selfitis behavior, attention seeking, mood modification, self confidence, subjective conformity, self criticism, internalized self-criticism and comparative self-criticism. It is negatively correlated with body esteem.

WhatsApp status is positively correlated with selfitis behavior, environmental enhancement, social competition, attention seeking, mood modification, self confidence and subjective conformity. Facebook post is negatively correlated with self-confidence, comparative self-criticism and body-esteem. The use of selfie filters is strongly and positively correlated with selfitis behavior, environmental enhancement, and social competition. Attention seeking, mood modification, self confidence and subjective conformity. Previous research also support these findings and state the use of social networking websites and applications like Facebook, WhatsApp, twitter, Instagram and snapchat are facilitating individuals to showoff them (Masha et al., 2019).

The fourth hypothesis of this present study was that as compared to male female students will score high on selfitis behavior. Through *t*- test, the study finds that male students scored high on selfitis behavior as they are more conscious about their publicity. A previous research support this, Kim and Chock's (2015) study states that selfie behavior is more significantly found in men but not in women in the sense of popularity. They can post different sort of pictures in sense of their dressing like unbuttoned shirt or shirtless, but in this aspect, it is not feasible for a woman.

Regression analysis was used to find out that how predictors (body esteem, self criticism) are predicting the selfitis behavior. Through regression it was found that sharing selfies, using filters, high self criticism and low body esteem are positively and highly predicting selfitis behavior. These findings were proposed by a previous research which concluded that highly self criticized individuals are more

proving themselves as better as they can (Balakrishan & Griffiths, 2018). For example, if they are not beautiful, they will enhance their beauty through selfie filters and if they are suffering from lack of attention, then through posting more pictures they will gain attention of others.

Conclusion

The study was aimed to investigate relationship between body esteem, self criticism and selfitis behavior among adults. The results of present study showed that their negative correlation between body esteem and selfitis behavior. The results on gender differences showed that males scored high on selfitis behavior as compare to females. Regression analysis was used to find out that how predictors (body esteem, self criticism) are predicting the selfitis behavior.

Through regression it was found that sharing selfies, using filters, high self criticism and low body esteem are positively and highly predicting selfitis behavior. These findings were proposed by a previous research which concluded that highly self criticized individuals are more proving themselves as better as they can (Balakrishan & Griffiths, 2017). For example, if they are not beautiful, they will enhance their beauty through selfie filters and if they are suffering from lack of attention, then through posting more pictures they will gain attention of others.

Limitations

1. This research cannot be generalized to the all university students because the data is collected from selective universities. For generalization we have to do a wide range of research in each and every institute.
2. The main focus of this research is on young adults, in future we should have to increase the age range and it should be on different individuals of different age.
3. This study used the self-report measure that can be bias. So, the further researches should use other methods than self-report measures to control on biases.
4. The population and the area were too limited (Rawalpindi and Islamabad). This should be change for further research because we only focus on urban areas and it is quite difficult for us to generalize these results in rural areas.

Implications

1. The research will be helpful for general awareness among university students and the other individuals about the confrontational consequences of too much selfie taking.
2. The present research will be helpful for counselors, clinical psychologist, educational institutions and work place to provide insight awareness about the disorder and its increasing rate among students.
3. For scholars and professionals, the current research has specific theoretical and practical consequences. The present results of the research substantially contribute to the interdisciplinary literature on human-computer interaction, new media, computer-mediated communication and developmental psychology.

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APPENDICES

Informed consent

I am a M.Sc. research scholar at National Institute of Psychology, Quaid-I-Azam University, Islamabad. I am conducting a research that aims to explore the relationship between Selfitis Behavior, Social Sensitivity, Phubbing, Level of Self-Criticism and 23- items Body-Esteem Scale. I request you to support my purpose and participate in this research. I assure you that information provided will be kept confidential and will only be used for research. You have all the right to quit at any stage of data collection.

Your help support and participation will be highly appreciated.

Participation in this research is completely based on your willingness to participate. If you agree to participate then please sign below.

Thank you!

Signature_____

Demographic sheet

Gender: a) Female b) Male

Education: _____

Age: _____

Relationship status: a) single b) engaged c) in a relation d) married

No. of selfies per day: _____

No. of selfies posted on social media per day: _____

Average no. of likes on selfies: _____

Average no. of comments on selfies: _____

Number of daily selfies posted on following apps

- I. Instagram: _____
- II. Whatsapp : _____
- III. Facebook: _____
- IV. Others: _____

Usage of selfie filters

- I. Never
- II. Sometimes
- III. Often
- IV. Always

Selfitis Behavior Scale

Please read the following items carefully and indicate the number that best reflects your agreement with the statement.

Sr.	Statement	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1.	Taking selfies gives me a good feeling to better enjoy my environment.					
2.	Sharing my selfies creates healthy competition with my friends and colleagues.					
3.	I gain enormous attention by sharing my selfies on social media.					
4.	I am able to reduce my stress level by taking selfies.					
5.	I feel confident when I take a selfie.					
6.	I gain more acceptance among my peer group when I take selfies and share them on social media					
7.	I am able to express myself more in my environment through selfies.					
8.	Taking different selfie poses helps increase my social status.					
9.	I feel more popular when I post my selfies on social media.					
10.	Taking more selfies improves my mood and makes me feel happy.					
11.	I become more positive about myself					

	when I take selfies.					
12.	I become a strong member of my peer group through selfie postings.					
13.	Taking selfies provides better memories about the occasion and the experience.					
14.	I post frequent selfies to get more 'likes' and comments on social media.					
15.	By posting selfies, I expect my friends to appraise me.					
16.	Taking selfies instantly modifies my mood.					
17.	I take more selfies and look at them privately to increase my confidence.					
18.	When I don't take selfies, I feel detached from my peer group.					
19.	I take selfies as trophies for future memories.					
20.	I use photo editing tools to enhance my selfie to look better than others.					

Appendix-D

The levels of Self-Criticism Scale

The questionnaire contains items that measure the dysfunctional personality style. For each of the items, indicate the degree to which you think the item is true for you by circling one of the response that appear below the item.

Sr.	Statement	Strongly disagree	disagree	More or less disagree	neutral	More or less agree	agree	Strongly agree
1.	I am very irritable when I have failed.							
2.	I have a nagging sense of inferiority.							
3.	I am very frustrated with myself when I don't meet the standards I have for myself.							
4.	I am usually uncomfortable in social situations where I don't know what to expect.							
5.	I often get very angry with myself when I fail.							
6.	I don't spend much time worrying about what other people will think of me.							
7.	I get very upset when I fail							

8.	If you are open with other people about your weaknesses, they are likely to still respect you.							
9.	Failure is a very painful experience for me.							
10.	I often worry that other people will find out what I'm really like and am upset with me.							
11.	I don't often worry about the possibility of failure.							
	I am confident that most of the people I care about will accept me for who I am.							
12.	When I don't succeed, I find myself wondering how worthwhile I am.							
13.	If you give people the benefit of the doubt, they are likely to take advantage of you.							
14.	I feel like a failure when I don't do as well as I would like.							
15.	I am usually comfortable with people asking me about myself.							

16.	If I fail in one area, it reflects poorly on me as a person.							
17.	I fear that if people get to know me too well, they will not respect me.							
18.	I frequently compare myself with my goals and ideals.							
19.	I seldom feel ashamed of myself.							
20.	Being open and honest is usually the best way to keep others' respect.							
21.	There are times that it is necessary to be somewhat dishonest in order to get what you want.							

23-Item Body Esteem Scale

Please read each of the items carefully and indicate the number

Sr.	Statement	Strongly disagree	disagree	neutral	agree	Strongly agree
1.	I really like what I weigh.	1	2	3	4	5
2.	I am satisfied with my weight.	1	2	3	4	5
3.	I am preoccupied with trying to change my body weight.	1	2	3	4	5
4.	Weighing myself depresses me.	1	2	3	4	5
5.	My weight makes me unhappy.	1	2	3	4	5
6.	I feel I weight the right amount for my height.	1	2	3	4	5
7.	I think I have a good body.	1	2	3	4	5
8.	I'm proud of my body.	1	2	3	4	5
9.	People my own age like my looks.	1	2	3	4	5
10.	Other people consider me good looking.	1	2	3	4	5
11.	My looks help me to get dates.	1	2	3	4	5
12.	I'm as nice looking as most people.	1	2	3	4	5
13.	I think my appearance would help me get a job.	1	2	3	4	5
14.	I like what I see when I look in the mirror.	1	2	3	4	5
15.	I wish I looked like someone else.	1	2	3	4	5
16.	There are lots of things I'd change about my looks if I could.	1	2	3	4	5
17.	I wish I looked better.	1	2	3	4	5
18.	I worry about the way I look.	1	2	3	4	5
19.	I feel ashamed of how I look.	1	2	3	4	5

20.	I'm pretty happy about the way I look.	1	2	3	4	5
21.	My looks upset me.	1	2	3	4	5
22.	I look as nice as I'd like to.	1	2	3	4	5
23.	I like what I look like in picture.	1	2	3	4	5