

A Study on “Selfie as an Aesthetic way of Communication among Youth”

Priyanga G

Asst. Professor, Communication Media, Auxilium College, Vellore.

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Abstract

In today's digital world, mobile has become more important in everyone's life that the situation is without which one cannot survive. Most of the youngsters are having the smartphone with a front camera, which used to take a selfie (a self-portrait photograph of oneself). They also want to post those selfies on social networking site and most of them like to present them in an attractive way.

This study is to explore about how adolescent use selfie as a self-representation tool and the usage of make-up apps (You cam, cam cam, beauty plus) as an Aesthetic (appreciation of beauty) way of communication. A quantitative method was employed to understand the minds of youth on selfie among 50 samples in Auxilium College, Vellore, aged between 18-21. Results were analyzed through data interpretation.

Keywords: Selfies, Aesthetic, Make-up apps, Self-Representation

Introduction

In this digital world presenting oneself in a picture has become more popular. A self-image taken using front-facing camera has become a famous term as “selfie”. In 2013 Selfie is announced as the word of the year by Oxford dictionary. Taking Selfie is referred as an expression of a person to save the moment[1]. Anyone who has a Smartphone can take selfie but mostly youngsters are involved in this trend because the teens from 18-34 are the heavier users of digital technology than the older ones[2]. Due to photo-based networks like Instagram, and Snapchat, Selfie has become more popular[2]. Smartphone has become more important in our life that without which one cannot survive. Nearly 93 billion Selfies are taken in a single day. Among the age group of 18-34, every third picture taken is a selfie. InShot taking, posting and viewing selfie has become a daily habit for many youngsters[3]. India has the highest number of selfie-related death. A research says that 60% of selfie death occurs in India[4]. In a day more than 1million selfies are taken by youth with high resolution camera, which is build in smart phones[5]. They use to share such photos for likes and comments this unknowingly leads to selfie addiction disorder.

Objective of the Study

- To explore selfie as an expression of self representation
- To create awareness of selfie disorder among adolescent.

Hypothesis

- There is a relationship between selfie and self-representation.
- There is no relationship between selfie and self-representation.

Review of Literature

Selfie Phenomenon

the selfie phenomenon in recent years and its induction into American mainstream society, due to the development of photo sharing apps, Instagram, to provide framework for this study's investigation into the trend of sharing selfies among young women from age 18-29. Further research has been conducted to explain how women with a larger network size may be associated with a larger social networking circle, and thus, the larger social circle equates

E-mail Id: priyanganikandan.25@gmail.com

Orcid Id: <https://orcid.org/0000-0002-8670-0862>

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to more people to communicate with. Along with the larger size in social networking sites, it can intensify the need to self-disclose with varying levels of information, as it would mean higher feedback from friends and/or peers (Salehan&Negahban, 2013, p. 2634). This might shed light as to why women during their emerging adulthood stage are active agents in making choices about what cultural models to follow and how to project an image through sense of self-worth by uploading selfies.

Self- Presentation and its Implications [6].

Selfies have become immensely popular and a new medium for self-expression and self- presentation following innovative applications in ios and Android devices. It explores the act of publishing a selfie as an expression of self-presentation. It helps to understand the selfie phenomenon. A review of the literature indicates, there is a lack of research in the Indian context. A qualitative approach was employed to understand the selfie phenomenon. Results were analyzed using narratives. Focus group Discussion (FGD) was done on a sample of 8 willing selfie users – 2 males and 6 females aged 19-20 years. This FGD explored differences in frequency of taking a selfie and its posting based on personality characteristics, motives and their awareness of the Selfie syndrome. Results showed that selfies are taken based on accomplishment of the psychological needs of identity formation, uniqueness, and independence. Selfies were taken in the background of a not just natural environment but to also accentuate the physical attributes of oneself. They expressed a strong need for awareness on the negative implications of the Selfie syndrome.

Exploring the selfie phenomenon: the idea of self-preservation and its implications among young women [7].

It is to explore how female users identify the act of uploading selfies as an expression of external affirmation or as an act of empowerment in terms of redefining beauty standards that are reinforced in society. In addition, this study attempts to provide a foundation for understanding the selfie phenomenon and its relationship to a perceived sense of self-worth in young women from the usage of Instagram. As the literature review indicates, there is a lack of research presented on the user's emotional state in relation to using Instagram. Thus, the most appropriate research design for this subject was a qualitative study. The interview questions were open-ended and structured to acquire knowledge about the participant's ability to believe in themselves, assumptions taught about what it means to be a woman, and about their aim and joy. The sample consisted of eleven participants. The findings in this study provide valuable information that builds on the current literature on social networking sites and it's implications on the users' emotional state. Results from the findings include handling rejection and criticism,

the conflict between external expectations and personal aspirations, comparison to others and independence. This study provides a framework for future explorations of identity construction through self-presentation and social media use in a rapidly changing, communication environment.

Selfie and self: The effect of selfies on self-esteem and social sensitivity [8].

The phenomenon of taking and sharing selfies has become widespread in everyday life. Using the social comparison theory, they focused on two psychological factors: social sensitivity and self-esteem. In the experiment, they manipulated the context of experiencing selfies. Participants reactions are analyzed using their reactions and asked to take a selfie. Some options were given either they can post it or save it on their mobile. The participants' RT to a social probe decreased and the size of their signature decreased after they took and shared their selfie. The researchers conclude that taking and sharing selfies could result in greater social sensitivity and lower self-esteem of selfie-takers.

Limitations

This study is limited because analysis of attitude surveys and analytical writing samples involve a degree of subjectivity. In addition despite the anonymity of the surveys, the participants may not have answered all the question honestly, because of the time limit, this research was conducted only on a small size of the population with 50 samples and only among young girls.

Research Methodology

A quantitative approach was employed in the understanding of selfie as self- representation using questionnaire method of data collection. This survey contains few close-ended and few -open-ended questions to ask young women(aged 18-21), around 50 samples were selected randomly, who is currently pursuing their degree in Auxilium college, Vellore.

Data Collection

Sampling – Primary Data

The sample youths are from auxilium college(for women) in vellore.

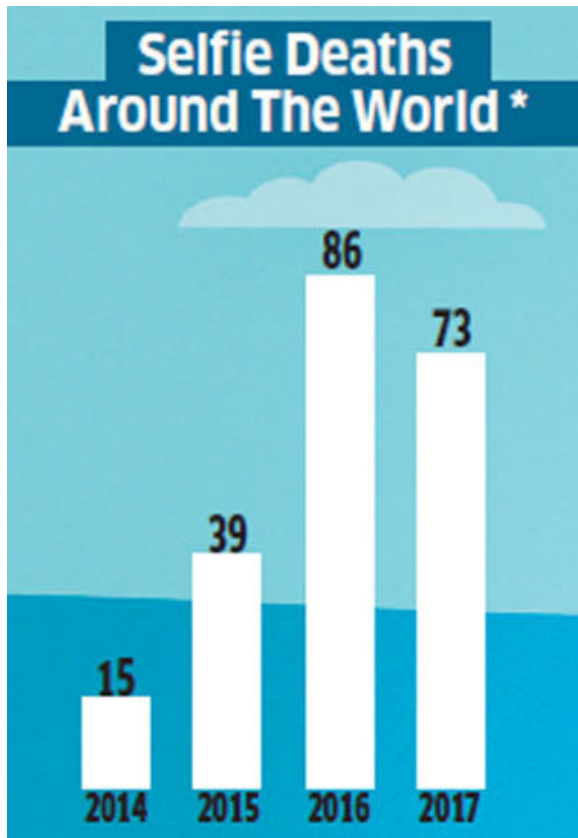
Sample size – 50

Sample age – 18-21

Secondary data [9].

Selfies can be deadly - and India leads the way On economic times.

A young man standing near to the railway track and says one moment then smile to camera. The driver of the train ask him to move but he ignores, that was also recorded in that video. The next moment the camera goes topsyturvy as the train evidently rams into him. T Shiva lands himself in the hospital with minor injuries. Shot in late January, the video clip went viral.



Look Before You Click Selfies resulting in death and serious accidents have been a global phenomenon, as has the tendency to post risky selfies with hashtags such as #dangerousselfie and #ultimateselfie. Many young Russians have repeated celebrity status out of their pictures of vertigo-inducing stunts, such as KirrilVselensky, a 24-year-old who has photos of climbing nearly every high-rise in Moscow (he's called a "roofer"). Or Angela Nikolau, a 24-year-old daughter of a trapeze artist, who is famous for her pictures on narrow ledges of skyscrapers or on the world's tallest crane. These people might have many trainings before doing this stunts. "We have been analysing Instagram posts with dangerous selfies and see that the ones resulting in death are often not the Russians, who are well-trained and have equipment," says PonnurangamKumaraguru, associate professor at IIITDelhi.

Seven drown in Ganga while taking selfie [9].

Kanpur: Clicking a selfie turned out to be fatal for a youth as well as six of his friends, who drowned in the Ganga today while trying to save one another.



This drown incident happened when six youths from Juhu area had gone to take a bath in the river after rainfall, SSP ShalabhMathur said.

One among them is Shivam who clicks a selfie while bathing following which he lost his balance and started drowning in the river, another friend tried to save Shivam but due to heavy water level he too lost his balance, frequently all the other friends also drowned into the river. Then a divers team tried to save the youth but after two hours they recovered their bodies.

Youth falls in gorge while taking selfie in Jammu and Kashmir[9]

(07 Jun 2016) A youth had a narrow escape when he fell into a 50-feet deep gorge while taking a selfie with his mobile phone in Reasi district here, police said yesterday. One of the resident of Rajouri district, fell into a gorge yesterday when he was trying to take a selfie near Sehad Baba in Reasi district.

The boy sustained minor injuries and was rescued by the locals with the help of police, a police officer said. "It is no less than a miracle that this boy survived after falling into a 50-feet deep gorge", the officer added. **Five tourists fall off cliff while clicking selfie in Goa** (03 Mar 2016) **Panaji:** Five tourists were injured, two of them severely, when they fell off a cliff while clicking selfies at Anjuna village here.



Goa police have asked a sub-divisional magistrate to record the statement of two of the women who were seriously injured in the incident and admitted to hospital. The five persons fell off the cliff on February 22 when the gate of the railing on which they were leaning opened, police said.

Analysis of Data

1.What type of mobile do u have?

Gender	Female	
Options	No of responds	Percentage%
a) normal keypad mobile	0	0
b)Android mobile	47	94
c) Iphone	2	4
d)other	1	2
Total	50	100

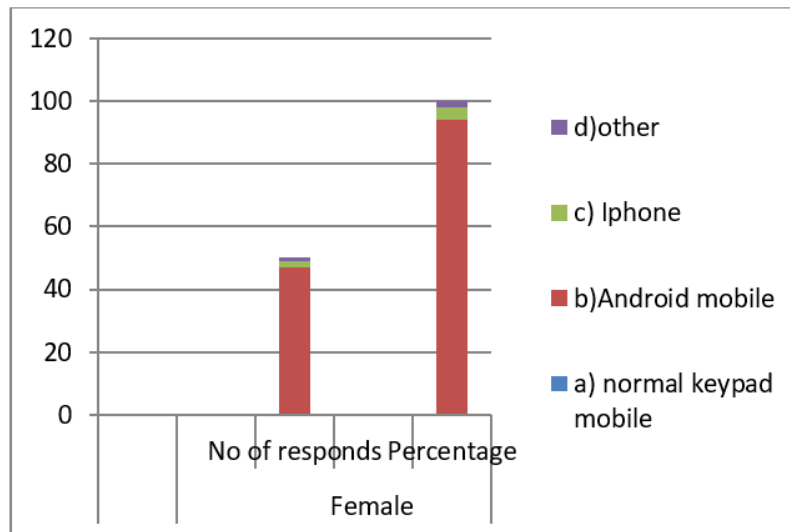
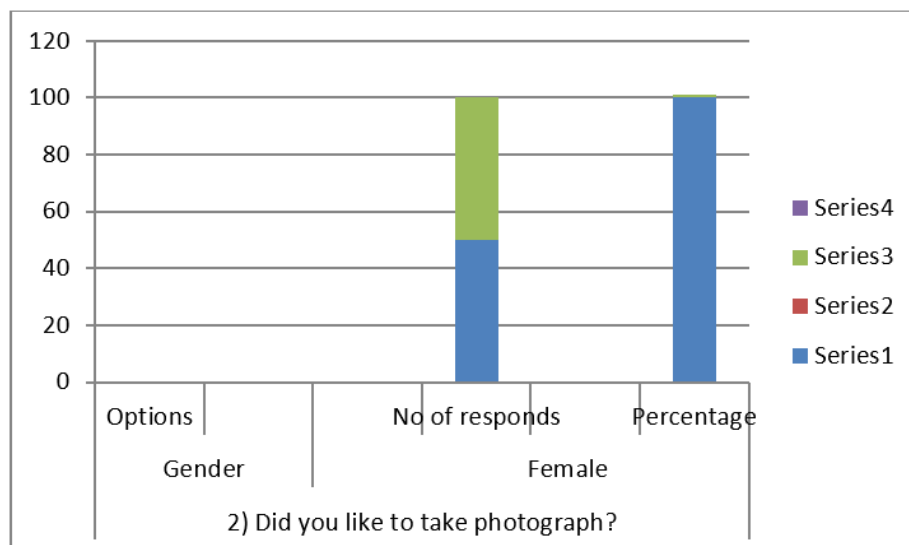


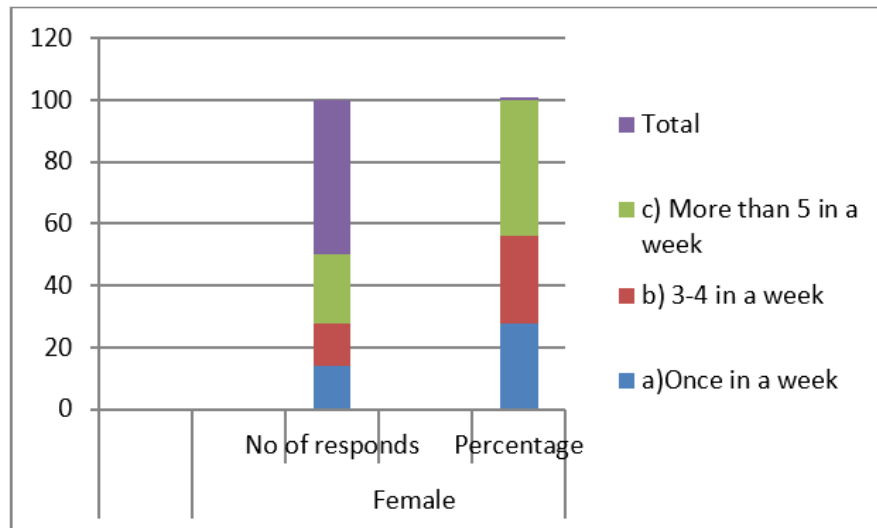
Table 2.Did you like to take photograph?

Gender	Female	
Options	No of responds	Percentage%
a)YES	50	100
b)No	0	0
Total	50	100



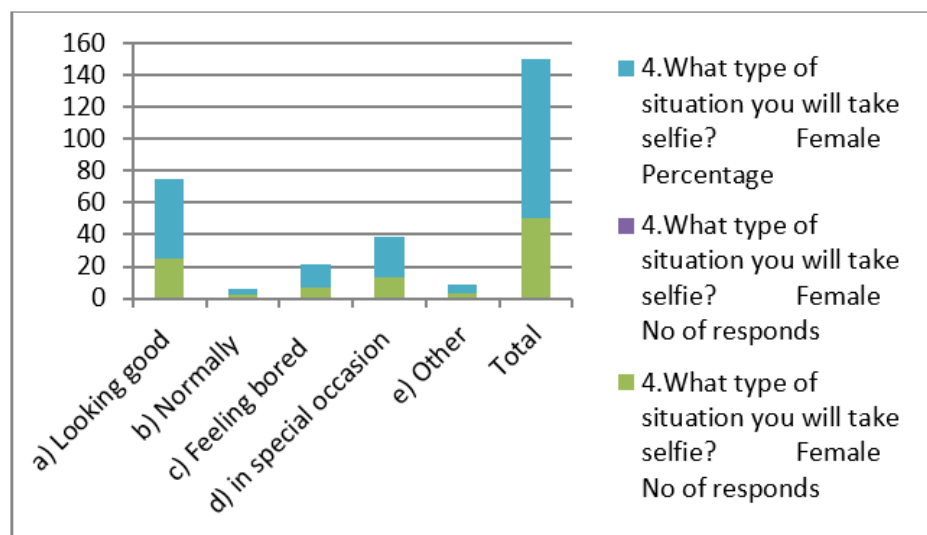
3.How many times you will take a selfie in a week?

Gender	Female	
Options	No of respond	Percentage%
a) Once in a week	14	28
b) 3-4 in a week	14	28
c) More than 5 in a week	22	44
Total	50	100



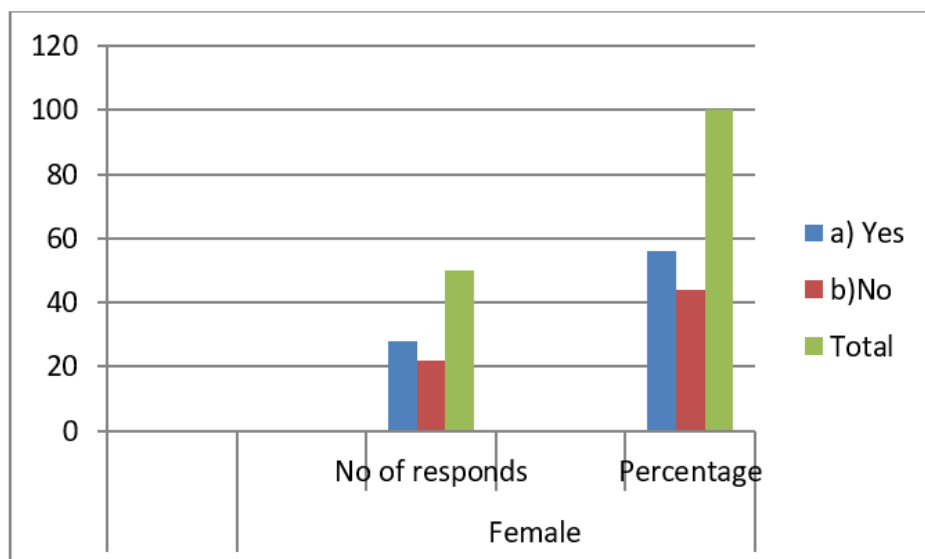
4.What type of situation you will take selfie?

Gender	Female	
Options	No of responds	Percentage
a) Looking good	25	50
b) Normally	2	4
c) Feeling bored	7	14
d) in special occasion	13	26
e) Other	3	6
Total	50	100



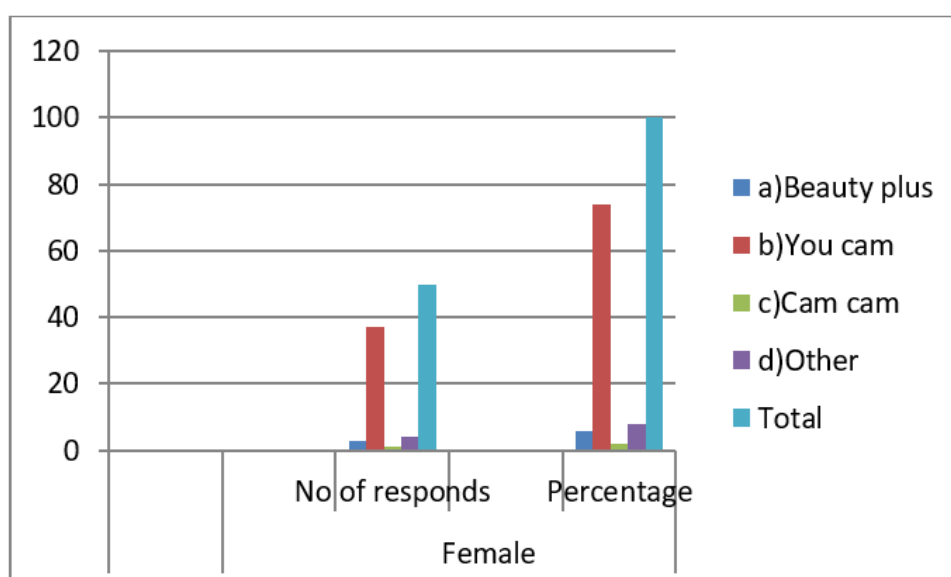
5. Did you use make-up app to take selfie?

Gender	Female	
Options	No of responds	Percentage%
a) Yes	28	56
b)No	22	44
Total	50	100



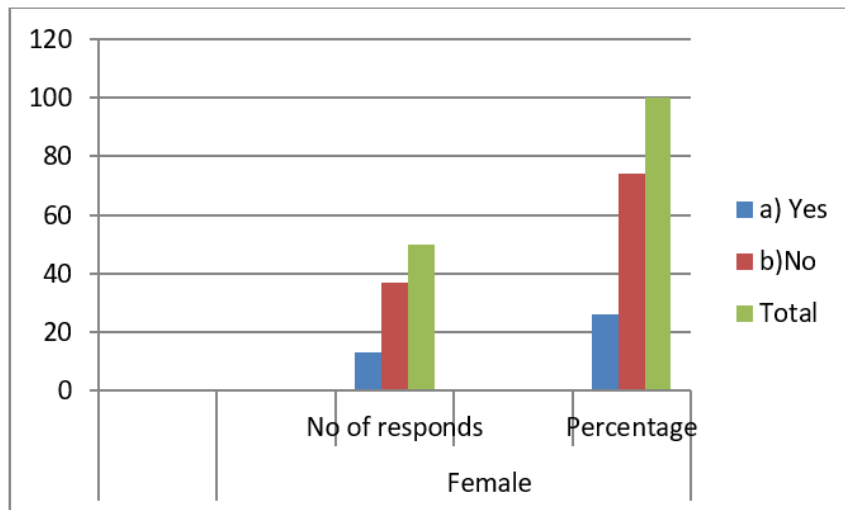
6. What type of makeup app you use?

Gender	Female	
Options	No of responds	Percentage
a)Beauty plus	3	6
b)You cam	37	74
c)Cam cam	1	2
d)Other	4	8
Total	50	100



7. Did you post your selfie on social media?

Gender	Female	
Options	No of responds	Percentage
a) Yes	13	26
b) No	37	74
Total	50	100

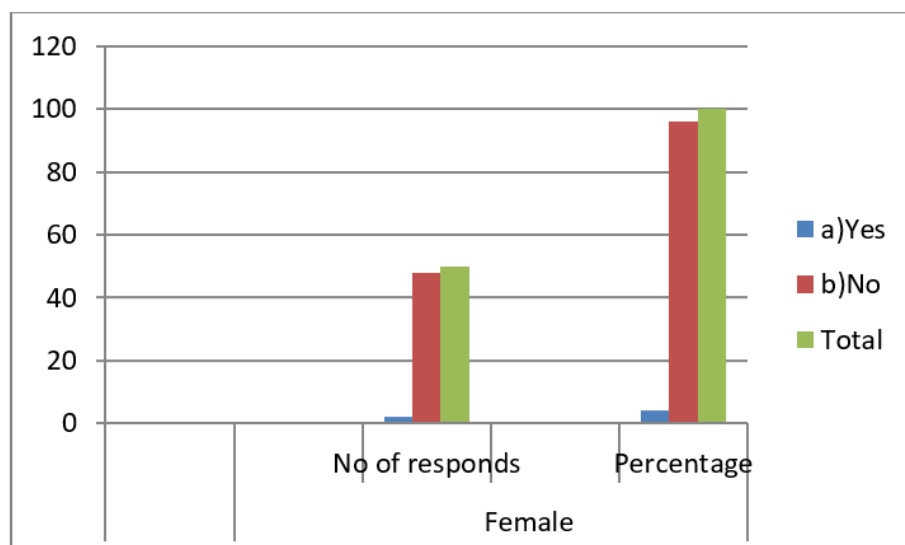


8. What sort of expectation do you have after posting your selfie?

- Waiting to get likes- 12
- Comments-10
- Views-4

9. Did selfie affects your life?

Gender	Female	
Options	No of responds	Percentage
a) Yes	2	4
b) No	48	96
Total	50	100

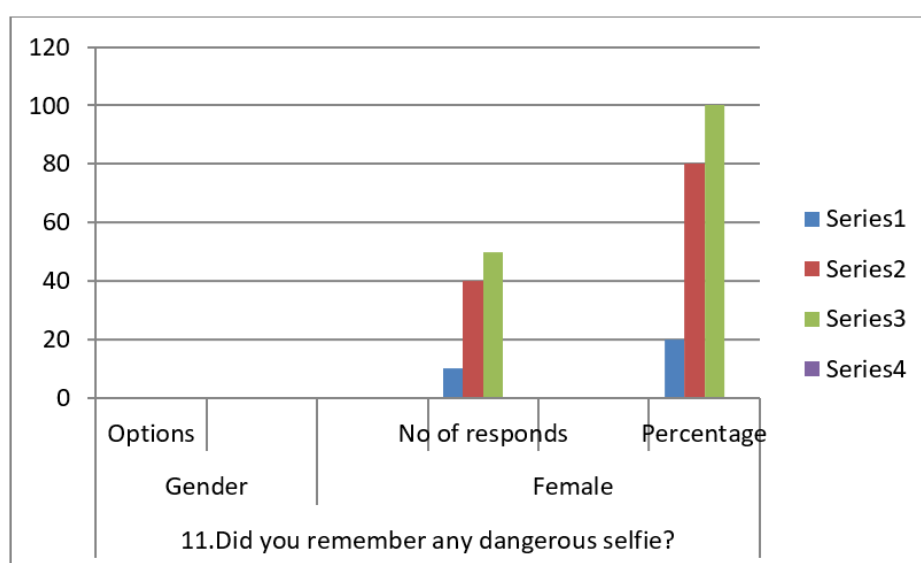


10.State anyone unforgettable selfie you have seen

- Selfie with friends -30%
- With family -24%
- On special occasion -22%
- In theater -4%
- No responds -20%

11.Did you remember any dangerous selfie?

Gender	Female	
Options	No of responds	Percentage
a)Yes	10	20
b)No	40	80
Total	50	100

**12. What type of awareness do the youth need about the selfie addiction ?**

Awareness can be given through Advertisements, conducting selfie addiction seminars in colleges, social media and television.4% doesn't need any awareness, because they are happy with taking selfies.

Suggestions:

Not to take selfies

- Traveling by bike
- In railway stations
- Hill stations
- On roller caste ride
- Risky areas

Key Findings

This research is about "selfie as an Aesthetic communication". The research examines that how adolescent like to present them in a beautiful way. Almost all the samples are

interested in taking selfies and they also often use makeup-apps, especially Youcam to present them as a beautiful, fairer woman. They mostly give importance to represent their beauty(aesthetic). 44% of women take more than 5 selfies in a week but often they don't want to post them on social media, but sometimes they post to get likes and comment. This shows that they are in borderline selfitis (initial mental disorder)list. Youth want to take selfies when they look beautiful and to grab the attention of others(by sharing selfies). Most of them are not aware of the dangers of the selfie, but they need awareness for selfie addiction through advertisements and conducting seminars in colleges, which will help them to be safe.

Suggestions:

Not to take selfies

- Traveling by bike
- In railway stations
- Hill stations
- On roller caste ride
- Risky areas

Conclusion

The researcher began the research with a finalized topic for her research along with objectives, hypothesis, chosen samples with age limit and also with limitations in research.

Questions have been prepared in related to the hypothesis and objectives framed already. Then the researcher goes through with the corrected questions for further process.

The researcher then distributed the questionnaire to the selected samples with a restricted age limit. The given questionnaire has got back within the time interval from the sample by the researcher followed by interpretation of the result. Then after the interpretation process, the researcher defines the findings from the samples answers. Thus the research done by the researcher ends with the finalized solution given.

The researcher experienced from the research that selfie plays a major role in youth's day to day life and creating an impact on them. Youth want to present them in a beautiful way to get more attention in the society through post by getting many likes and comments. They also need some awareness to overcome from selfie addiction.

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Appendix

Questionnaire

A STUDY ON" SELFIE AS ASTHETIC WAY OF COMMUNICATION AMONG YOUTH"

NAME: Lavanya K. GENDER: Female

AGE: 21 QUALIFICATION: B.D

1. What type of mobile do u have?
 a) Normal keypad mobile b) ☒ Android mobile c) I phone d) other

2. Did you like to take photograph?
 a) ☒ Yes b) No

3. How many times you will take a selfie in a week?
 a) Once in a week b) 3-4 in a week c) ☒ more than 5 in a week

4. What type of situation you will take selfie?
 a) ☒ Looking good b) Normally c) Feeling bored d) in special occasion e) Other

5. Did you use make-up app to take selfie?
 a) ☒ Yes b) No
 If yes state reason.
 1. To Look beautiful

6. What type of makeup app you use?
 a) Beauty plus b) ☒ You cam c) Cam cam d) Other

7. Did you post your selfie on social media?
 a) ☒ Yes b) No
 If yes state reason.
 1. To Get likes

8. What sort of expectation do you have after posting your selfie?

To know how many likes

9. Did selfie affect your life?

(a) Yes (b) No

If yes state reason.

1. Waste of time.

10. State anyone unforgettable selfie you have seen.

Selfie with family

11. Did you remember any dangerous selfie?

(a) Yes (b) No

If yes state reason.

1.

12. What type of awareness do the youth need about the selfie addiction?

Suggestions Awareness through govt.

Field proof photo