

## THE IMPACT OF SELFIE FOR STUDENTS SATISFACTION: A PROPOSED FRAMEWORK

Syahida Abd Kadir and Nur Zurain Zulfakho  
*Faculty of Information Management,  
Universiti Teknologi MARA (UiTM)  
Puncak Perdana Campus,  
UiTM Selangor, Malaysia*

### Abstract

The aim of this research is to identify how students are aware about selfie phenomenon. Selfie phenomenon has been understood in relation to rapid documenting of self-image on the social media network. This paper is to investigate the impact of selfie towards students and the satisfaction levels of students from posting selfie on the social network. From the research, we will know that selfie phenomenon is very important in our daily life because it can improve our self-esteem, increasing high confident level and narcissisms.

**Keywords:** selfie, social media, narcissisms, self-esteem, self-image.

### 1. Introduction

Nowadays, development of technology is growing rapidly. Selfie becomes popular through social media such as Facebook, Instagram, Wechat and others for a purpose to photo-sharing platforms. This phenomenon usually occurs in teenager, but it also occurs in adults. According to Senft & Baym, (2015), a selfie is a practice or a gesture that can send for different messages to different individuals, communities, and audiences. The self-expression in terms of personal admiration, social calibration, social probing and social feedback are associated with selfie. Sorokowski et al. (2015) in their study examined three categories of selfies which are own selfies, selfies with a romantic partner and group selfies, or controlling for non-selfie photographs.

The selfie phenomenon has been understood in relation to rapid documenting of the self as a socio cultural revolution about identity affirmation a condition of social media, a political convergence of the object and subject of photographic practice and as a neoliberal, even narcissistic but increasingly normative mode of “self-branding”. Nowadays, smart phones and social media are important in our life, so the selfie is necessary in order to promoting self-image in the social network. This research study is to investigate the impact of selfie in life of students and to determine the satisfaction levels of students from posting selfies on a social network.

In this research, we identify several impact of selfie for students and the satisfaction levels of students from posting selfie on social network. Based on our observation from the previous study, there are still some limitations about the impact and satisfaction levels of selfies among students which are the limitation sources to support our thought and description about selfie phenomenon, become more addicted with the selfie and narcissism behaviour becomes increase drastically. Selfie are exploding up everywhere all over the world of social media, whereas a few people love them or hate them but the hidden facts after this addiction of selfie is also flattering the

foundation of numerous psychological mental illness (G, Veena & M. Krishnamurthy, 2015). The satisfaction of using selfie can motivated them to convey the impression of happiness and physical appearance to enhance their self-esteem (Pounders et al. 2017). The aim of this study is to propose a framework to examine the selfie phenomenon among student.

The remainder of this paper is organized as follows. Section 2 is literature review. Proposed framework is in Section 3. Section 4 is expected outcome and final section contains some concluding remarks.

## 2. Literature Review

According Halpern, Katz & Carril, (2017) said in their research paper “the selfie phenomenon arrives as something new in social media culture”. So we decided to proceed deep investigation about the selfie phenomenon and we are identify the impact of selfie and the satisfaction level of students from posting selfie on the social network. Pounders et al. (2017), social media can be tools of communication for students to expressed their self-esteem as well as for relationship building and management in daily life and they conclude that the social culture can be transforms based from selfie phenomenon (Sung et al., 2016). Chua & Chang (2016) in their research findings revealed that their efforts in edited self-presentation and quest for peer recognition can make them feel to lower their self-esteem by posting in the social sharing network. These results have suggest that the selfie takers should usually have a lower self esteem but frequent groupie viewing behaviour led to increased self-esteem in taking and sharing selfies (Wang et al., 2017). According to Lyu (2016), positives feedback and praises are important to engross in keys of self-presentation and to sustain their self-esteem.

In order to maintain their confident from posting selfie on social media, students who have an attitude of narcissisms should have self motivated to gain attention and adoration of posting selfie. Based on the research paper by Sorokowski et al, (2015) & Kapidzic, (2013), they expressed the same opinion in the relationship of narcissism has been found to be a significant predictor of the motivation for selecting profile pictures. The attractiveness of the simple photographs are related to the narcissisms behaviour (Qiu et al., 2015). Besides that, Orekh et al. (2016), said that narcissisms are tends to be an admiration of oneself in posting selfie on social sharing network. According to Chen et al. (2017) said attitude narcissism and perceived behaviour control are very important to people intention to post selfie. In addition, people who have narcissistic behaviour usually perceived motivation of impression management in posted selfie (Kramer et al., 2017).

The study that was conducted by (Weiser, 2015) examine the cooperative link between narcissism and frequency of posting selfies on social networking sites. The attention-seeking and self-promoting behaviours in social media environments that will examining narcissism and they can reflected and extend previous findings supporting a positive association between narcissism and selfies (Sorokowski et al., 2015). Sung et al (2016) mention that the motivation of selfie-posting will lead to narcissism which is on selfie behaviour among students.

Narcissism, body dimorphism and psychosis are mental states that are usually linked to selfies in current growing literature (Sent & Baym, 2015). Cruz & Thornham (2015) discussed the modern understanding of selfies is related “documenting of the self” or being neoliberal (narcissist) identify affirmation are inherently an issue. The psychological and sociological framing by posting selfies are influenced by narcissism behaviour (Souza et al., 2015) while Katz & Crocker (2015) explained that taking selfie with narcissistic will enable new method of the communication. It means that if someone are intended to posting their self-image, is to add friends to communicate in social media. Besides that, narcissism related to selfie photographs among partner, group selfie and non-controlling selfie (G.Veena. & Krishnamurthy, 2016) and it will decreased self-indulgence or attention-seeking (Limjoco & Bautista, 2016).

According to Rashi & Pooja (2016), they divided into two types of person that always take a selfie which are they usually criticize narcissism for forcing people into taking selfies while the other appreciate people who take selfies as “self-confident”. Because of that, it will make them feel to be more comfortable with their own self-image, which could lead to their high level of confident in order to uploaded selfie in social media. The critical factor which is attitude in selfie posting behaviour on social media network will enhances their self confident in order to feel enjoyable by posting it and conclude that social media platforms can reflecting the fast growing phenomenon of selfies. (Kim et al., 2016).

This literature review also focus the satisfaction level of students in posting their photo selfie in social network. This phenomenon it’s common for individual who like selfie and the image will be uploaded on social networking sites such as Instagram and Facebook. Maybe they felt they were cute when selfie or they believe it is the best shot image. According to Diefenbach & Christoforakos (2017), the satisfaction can occur if a person can get a quick picture of oneself, anywhere, at any place, without help from others.

The level of satisfaction of selfie can measure on personal control in selfie and frequency a person is selfie and it upload on social networking sites. Re. et al. (2016) have mention that people who are demonstrated to narcissism usually who are always upload their selfie on social networking sites. However, Lim (2016) said who is unsatisfactory in their selfie can deleted and replaced by new selfie and he also mention why the people always upload their selfies on social network is to reach a larger follower or friends, and want to get many ‘likes’, comments or other desired behavior as possible from their followers. Someone who likes selfie-posting on the social network always make them effort to show they are the best in selfie to satisfy them (Kedzior & Allen, 2016). While, according to Flaherty & Choi, (2016) the ‘braggie’ can be define as selfies taken in intended locations aiming to rendering one’s social contacts jealous. The posting image on social network can allow people to show themselves by sharing activities in their daily life with others and the nature of desire to satisfy in getting popularity and having a fun life with friends (Pounders et al., 2016).

According to Weiser (2015), said who want to getting the attention and admiration they should get through self-posting on social network to satisfy narcissistic objectives. Kim et al. (2016) observed that factor growing the popularity in social

network based on the posting image selfie in Instagram or Facebook can increasingly communicate and will highlight them by posting the image on social network and automatically satisfy them. Sung et al. (2016) mention that four motivation can give satisfaction to someone in posting selfie on social network which are attention seeking, communication, archiving and entertainment.

Besides that, according to Dhir et al. (2016), said to identify the level of satisfaction in selfie can be measured by differences age and gender in selfie-taking and posting patterns. Satisfaction for women most likely prefers to take personal, grouping, and edit their photo selfie within crop photos and usually use photographic filters compared to men. In this article also mention the different of age for women can observed that young women between range 18 until 29 year old always share selfie on social media which is Instagram to get positive feedback 'likes' from their followers. When they have many 'likers' it will give satisfaction for themselves. According to Sorokowski et al. (2015), said that most women prefer more own selfie and group selfies than did men. Pamara et al., (2015) examine the frequency young adults to selfie posting more actively than older adults on social network. Williams & Marquez, (2015) stated that satisfaction in posting selfie can measure to the different tactics and language and they also assume definition by a different set of norms and rituals. According to Doring et al. (2016), stated that level of satisfaction posting selfie on a social network can be measured by two level of the persons creating the selfies 1) bring certain gender expression with them such as their attire or styling and 2) the gender expression in taking the selfies such as posture, facial expression or gaze in the photo. The Table 1 below explain about the literature review.

Table 1. Analysis of review.

AUTHORS	IMPACT			SATISFACTION
	Self - esteem	Self-confidence	Narcissistic	
Re. et al. (2016)	/		/	/
Kedzior,R. et al. (2016)	/			
Lim (2016)			/	/
Kedzior et al. (2016)			/	/
Pounders,K. et al (2016)	/			/
Dhir et al (2016)	/		/	/

Kim et al. (2016)	/	/	/	/
Sung et al. (2016)	/		/	/
Sorokowski,P. (2015)	/		/	
Weiser et al. (2015)			/	
Rashi, Gupta & Pooja (2016)		/		
Kapidzic, 2013			/	
Qiu et al., 2015			/	
Kramer et al., 2017			/	
Doring et al. 2016				/
Sent & Baym, 2015			/	
Cruz & Thornham 2015			/	
Souza et al., 2015			/	
Katz & Crocker (2015)			/	
Veena. & Krishnamurthy, 2016			/	
Limjuco & Bautista, 2016			/	
Diefenbach & Christoforakos (2017)				/
Flaherty & choi, (2015)				/
Pamara et al. (2015)				/
Williams & Marquez (2015)				/
Lyu (2016)	/			
Chen et al. (2017)			/	
Orekh et al. (2016)			/	
Halpern, Katz & Carril, (2017)	/			

### 3. Proposed Framework

Figure 1 is a proposed research framework that will be used to guide this research. Based on the previous study, the proposed theoretical framework illustrates a dependent variable (the phenomenon of selfie among UPSI students); and two independent variables (the impact of selfie in life of UPSI students ; the satisfaction level of students from posting selfies on a social network). The framework will be used to answer the main research question, that is, how well the impact of selfie and satisfaction level student can affect the selfie phenomenon among students?

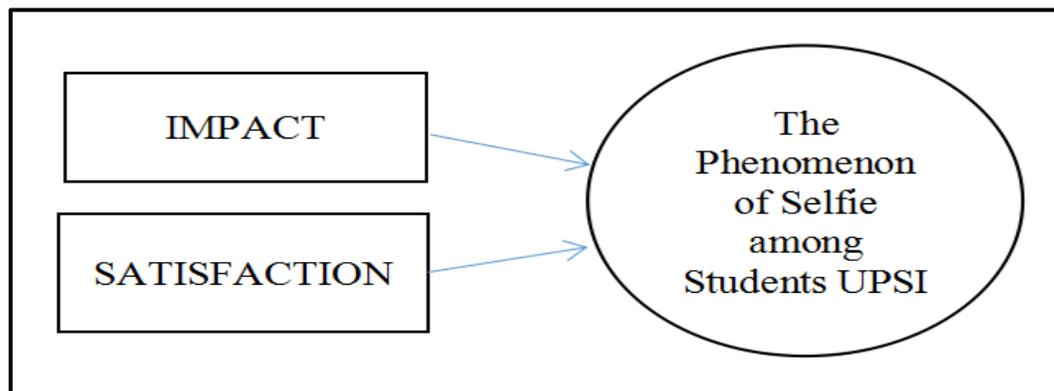


Figure 1. Proposed framework

In the case of selfie phenomenon among students, we study the impact of selfie and satisfaction students in posting photo selfie on a social network. In the impact of selfie in students life could be seen in positive context. The positive impact positive can be influenced by motivation in self-esteem, narcissistic tendencies and rise of self-confident. Meanwhile students level of satisfaction like to selfie and posting it on a social network. This is it because they want to get the highest ranking of the selfie in era of modernization. According to Dhir et al (2016), said to identify the level of satisfaction in selfie can be measured by differences age and gender in selfie-taking and posting patterns.

### 4. Expected Outcome

In doing this research, we expect our participants are understanding about the selfie phenomenon that can give the good impact for the students can will increase satisfaction levels of students in posting selfie in social media. Moreover, by doing this we want to get some comments from participants about their awareness towards the selfie phenomenon in their daily life. We sure students are not so concern about their actions towards the selfie phenomenon. So the result from the method that we use in this research which is Quantitative method by providing questioner to them is represents the results suit with our needs. Besides, through this study, we want to gain some more information about selfie and gain some knowledge about what selfie bring to

peoples. Cooperation from the audience which is a group of sample from students may accomplish well with good cooperation during the research question spread to them.

## 5. Conclusions

Selfie culture has been so popular in social media sites, particularly Twitter, Facebook and Instagram. Based on our research about “The selfie phenomenon among students” we found that there are many impact of taking a selfie whether in a good or bad impact for the students. We cannot represent the results of our method use to investigate the result on this research proposal yet because we are not reach that point. But , we are providing a lots of information where is most of researcher who’s doing a research towards the same field like what we do, most of them represents a results about the causes it actually come from themselves. Our investigation research are focus on tertiary education high level where we know University Students are constantly carry around a mobile device, which can be used for release their stress. Students should alert with the impact of selfie towards them as a students. Even-though the impact can be in a good ways, but they must investigate or know whether selfie can be harmful for them.

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