

ASSESSMENT OF SELFIE ADDICTION AMONG MEDIA STUDENTS OF UNIVERSITIES IN KARACHI

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ABSTRACT

Social media, advanced mobile technologies and the fast speed internet access have malformed the lifestyle and their daily routine where selfie taking phenomena has emerged as pivot activity of university students. The propensity of capturing own pictures has become into a noticeable truth of the digital culture of the Pakistani society. The main idea of the study is to investigate the popularity and various effects of selfie taking behavior among university students of mass communication and media studies in Karachi. Moreover, current study also examined the perception towards taking selfie and its contact with psychology of media students. The study was based on survey method was used structured questionnaire. 120 students were participated through convenience sampling method for this study from five universities' media studies and mass communication departments. The insights of the research showed that a good number of the of respondents admitted that they taking selfies send them on social media and feel happy when people like their selfies. 76(71.66%) of students states that taking a selfie can turn deadly. It was found from the study 62(51.66%) of the respondents determined with the statement taking selfies is a waste of time. The present study suggested that request to individuals, to follow a few safe selfie rules while capturing picture

Keywords: *Social Media, Selfie, Media Students, Mental Health, Self-Concept, Anxiety and Convenience Sampling*

INTRODUCTION

A digital generation has already grownup in Pakistan and social media is the vital element its survival, information, communication, and entertainment. Many media scholars and intellectuals several labels have been used to paint that kind of generation, such as “digital natives”, “Net Generation” and the

“Millennium generation”, they born in rich media environment used social networking sites, play online games, watch online movies, seek online job opportunities and active members of any virtual community.

Social media or “social networking” has almost become the integral part of our daily lives and being tossed around over the past few years. Internet use in Pakistan lies somewhere between 20 and 30 million people, of whom only 1 million have access to the broadband technologies that facilitate social media use. Selfies can be defined as “flash-blinded” image that invoked a self-representation of “bad taste” (Ahmad, 2020; Mazza, 2012).

Pakistan has second position in global killer-selfie rankings with nine deaths (Saleem, 2018). Samaa TV reported that on June 5, 2019, two boys sunk while tiresome to take a selfie in Gujrat’s Sarai Alamgir Pakistan. According to APP (2019) Similarly A selfie attempt cost the lives of two tourists from Karachi, a father and daughter duo when the young girl fell into the Swat River.

On May 13, 2018, Neelum Valley Bridge Collapsed as the 25 medical students were taking a selfie on the bridge when it collapsed, 6 students were missing while 12 have died (Naqash, 2018). The deadliest selfie-related accident that took place in Pakistan in 2017, when three members of a family drowned in the Neelum River after trying to take a selfie in the water (Kazi, 2017).

Joy & Venkatachalam (2019) noticed that there is no substantial variance in Selfie-liking behavior based on gender and zone of living. More deaths have occurred because of taking a selfie than from being attacked by a shark (Rizzo, 2015). Lamba et al (2015) calculated the data and revealed that the number of people who died, and the location where the selfie was being taken.

Table 1: Country-Wise Number of Selfie Casualties

Country	Number of Casualties
India	80
Pakistan	17
USA	8
Russia	6
Philippines	4
China	4
Spain	3
Indonesia, Portugal, Peru, Turkey	2
Romania, Australia, Mexico, South Africa, Italy, Serbia, Chile, Nepal, Hong Kong	1

**Country-wise number of selfie casualties, Lamba et al (2015) and Pakistani Media (2015- 2020).

The inclination of getting own clicks has become an addiction among the all aged members of the digital society of Pakistan including university students. Social media, Smartphone and post sharing are recognized as tags of new cyber culture where almost every member this society takes selfie and post on social media. Veena and Krishnamurthy (2015) noticed that self-photos taking is the modern phenomenon of the 21st century.

According to Veena and Krishnamurthy (2015), “It is entertaining and attracts the young mind. This enormous amount of self-portrait images captured and pooled on social media is modernizing the way individuals introduce themselves and the surround of their friends to the globe”. Actually, selfie is documented the personal memories (Kalayeh et al, 2015). Social media practice gratifies two elementary desires of belonging and need of self-presentation and selfie behavior is linked to these character nods (Nadkarni & Hofmann, 2012). According to Tifentale (2014) selfie is instantaneous distribution of an image via social media like Instagram. Moreover various studies mentioned that selfies as from a socio-psychological perspective (Chua & Chang, 2016).

In 1839, Robert Cornelius displayed first-ever selfie on his store. Oxford English Dictionary (2013) as a photograph that one has taken of oneself, typically one taken with a Smartphone or webcam and shared via social media) in 2013. Many researchers studied selfies for understanding psychological attributes of the selfies (Koliska & Roberts, 2015). This phenomenon also called new medium for self-expression and self- presentation (Lobo & Gowda, 2016). Selfies were closely related with narcissism and self-esteem those students used to share non-selfie posts and their superficial themes such as physical appearance, activity, event, location, affiliation with people (Barry et al 2017). The study suggested that the highest number of selfies is posted by the people with high self-esteem. Moreover, the individuals with low self-esteem levels take and post the lowermost number of selfies. The study discovered a significant relationship between low self-esteem levels and posting selfies to increase self-confidence (Alblooshi, 2015).

Selfies are also gratifying the base of various psychological mental illness and disorders and deadly activity as well. According to American Psychological Association (APA) had officially classified taking selfie can be refers as a “mental disorder” (As cited Singh & Tripathi, 2017). Same as, in the year 2017 various Psychological studies found a strong relationship between selfie-posting behaviors and narcissism (Som et al, 2017).

Bettykoshy (2018) conducted an important study in Parul University with 100 students and measured level of selfitis via using Selfitis Behavioral Assessment Scale and found that selfies are uncontrolled desires. Researcher also originated term behavioral addiction.

Dokur, Petekkaya and Karadag (2018) investigated that selfie-related trauma and injuries and deaths and found that majority of selfie victims were students. Selfie-related injuries and deaths were reported most frequently in India, the US, and Russia.

Literature Review

Foucault (1977) claimed that selfie ensues at the connection of penalizing dissertations of photography, sexual characteristics, and social media. In totaling to merging these corrective strands, the conversation of selfies also exemplifies Foucault's "capillary" beginning of influence as a degenerate social procedure keep fit across linkages through discourse. This is not a forthright obligation of supremacy on a subordinated marginal but an illustration of the legitimization of the ideologies of communal organization by feature of their seeming to initiate from everywhere. Beginning of standards can be used to examine the construction between the low rank of selfies and communal discipline.

Sekula (1986) and Tagg (1988) suggested that rules for selfie practice classification – in-between good and wanted from immoral and abnormal – are a vital constituent of this ordering, as slanted and random standards are used to defend a communal position relative to others. Although, the method in which selfies are gendered as feminine permits photographic argument to place females as the receivers of discipline and obedience with photographic parameter to establish "a form of respect to patriarchy" (Bartky, 1990). One key story of predictable photographic arrangement that has endured relatively unchanged across the analog-digital divide is the three-dimensional separation between photographed objects and the photographer's body. The portrayed scene is shaped from a place overdue the camera, a location almost always engaged by the photographer and later adopted by the viewer. Even though there is a esteemed antiquity of graphic self-portraiture (Lingwood, 1986), factually putting oneself in the image (Spence, 1986) relies on technical work-arounds like watchdogs or remote-control devices, the use of thoughtful surfaces, or a human proxy. Taking a conservative photograph means, as a rule, not existence in it.

Fraser (1990) noticed that the guideline of women's physical presentation

according to normative outlooks of femininity, selfie dissertation also outlines the principles for women's suitable entry into the public sphere. This primarily takes the form of boundaries on both the measure of selfies they yield and on how these pictures represent the subject in relative to others.

Like much ordinary cardinal photography, the selfie commands the steadiness between these forms of indexicality. The arrival of selfie as a "live" medium, using ordinal systems to attach speakers in universe rather than in time, brings it faster to an informal practice that draws descriptions and their referents into the immediate moment of discursive interaction (which applications like WhatsApp and particularly Snap chat both indorse and exploit). It also turns the chronological fluctuation of the photograph as suggestion (Durand, 1993) – between the "now" of watching and the "then" of the portrayed scene – into a three-dimensional vacillation between a proximal "here" and a distal "there." The sighting of the self-timer in the overdue 1880s allowable for any human being seizing a photograph to secure their camera and let themselves 5 to 10 seconds to hook into a potshot (Michael, 1995). This is assumed to be the commencement of what is at the current recognized as a selfie, or self-photograph. Various scholars referred selfies to narcissism, isolation, and even suicide, low self-esteem, social dependence or even attention seeking behavior. (Bushak, 2015; Lobo & Gowda, 2016). Safna (2017) reported that selfie fetches the adverse effect on adolescence such as skin damage, loss self-confidence and self-esteem, suicide, mental illness, damage real relationship, selfie deaths, plastic surgery on youth. In a Local study, Ahmed (2020) discovered that some dynamics such as religion, sex, customs, and geopolitical circumstances can affect the space-time, distribution of selfies around the world. The inclination of taking own portraits has chance into a noticeable fact of the new culture of the society. Additionally, there are notable variances between how females and males present themselves online. These differences reflect the traditional values of how men and women should present themselves in society. As well as selfies leads to Skin injury, Loss self-confidence & self-esteem, Suicide, Emotional illness, damage real relationships, Plastic surgery even Expiries particularly among adolescence.

Indexicality is the theoretical foundation of old-style photography theory. Based on Peirce's idea of the catalogue by means of a symbol that stands for its item through bodily or causal connection, it titles the sense that taking selfie is characteristic because what it portrays must have been positioned in front of the camera at the instant, the photograph was taken. The photograph

is labelled as an “emanation” (Barthes, 2000) of the referent, or a “quotation” (Sontag, 1977, pp 1-8) from actual, since it is shaped by light delicate material countering to the light reproduced from the spatiotemporal field uncovered before the lens. Pictorial structure usually refers to the preparation of fundamentals within the universe of a picture and their location to the site of the viewer (Kress & van Leeuwen, 2004).

The selfie is a procedure of interpersonal putting between the figures of the watched and spectators in a culture of adapted mobility, where one’s “here” and another’s “there” are equally associated but continually ever-changing (Weiser, 2015). Arty growths are foregrounded, they too seem to be pushy by device drives not primarily anxious with twin creation (Nightingale, 2007).

Chaudhari et al (2019) found that women were more engage extraversion and agreeableness in order to selfie-posting and selfie-editing.

The adolescent population, particularly students, is more likely to involve in this act. The appearance of mobile phones with camera and the quick increase in the usage of mobile internet makes it becomes available to students to upload their personality or group photos in social networking sites. In the United States alone in 2012, 86 percent of its inhabitants had already admittance to appliances which can take selfie and easily dossier and upload them (Rutledge, 2013). In 1880, the photo compartment was introduced, which fastener the consideration of people to seizure self-photographs just as they steady do today (Volpe, 2013). Frequency of taking selfies has become culture of the society in recent era (Tajuddin, Hassan, & Ahmad, 2015). Sharma (2016) disclosed that there are positive impacts of selfie on students’ self-imaging. According to sociologist, the selfie is supposed to have debuted in its current form in 2004, with its usage seemingly rise steeply by 17,000% since 2012 (Bennett, 2014).

Moreover, Keller (2014) expressed that selfie is letting others see you do and how you look like in a mirror. Others social psychologists propose that there is an optimistic impact in individuality formation, showing and strengthening an individual image on the growing web’s social stage. For some, it indicates an adequate and a lovelier self-imaging and overwhelming in a selfie. The convenience to implements and social media have cemented people to indulge in “selfie”. Mullai et al (2017) discovered a positive correlation between connectivity Selfie and Self-Esteem. Nguyen (2014)

explored that the usage of Instagram to share selfies has a negligible influence on users' sense of self-worth.

Wickel (2015) found that 55% of participants agreed that posting of selfies to diverse social networking platforms encouraged their narcissism and selfish behaviors. Sorokowski et al (2015) in their study inspected three categories of selfies: own selfies; selfies with an idealistic partner; and group selfies, regulatory for non-selfie photographs. Women displayed more selfies of all kinds than did men; women's selfie-posting conduct was generally unrelated to their egotism scores. Since of these many cases of trouble in the cyberspace graphed 1000 men aged 18-40 years old to find out the connotation of taking and uploading selfie to their characters using character questionnaires. Consequences revealed that placement images in Facebook could be related to advanced rate of self-admiration and psychopathy. In a study lead by (Sorokowski et al, 2015) originate that self-admiration and selfie-posting behavior is relatively weak among womenfolk than men. New findings suggested that ladies' participation in appearance concerns and body-image related practices, even though gentlemen's tryst in body-objectification deserve courtesy (Boursier, Gioia & Griffithsb, 2020).

Veena (2015) reported that majority 85(70.83%) of respondents after taking selfies send them via WhatsApp, majority (71.66%) of students said that taking a selfie can turn deadly. Moreover, 51.66% of the respondents resolute that taking selfies is a waste of time. That study also suggested that request to individuals, to follow a few safe selfie rules while capturing pictures. Priya, Venkatesan & Vijayalakshmi (2018) found a strong correlation between academic performance and selfie addiction in Arts College of India. Results revealed that more than half of the undergraduates (53%) were identified with moderate Selfie addiction, 41% had slight addiction, less no of students (4%) were addicted severely and 2% of the students were not habituated.

Saroshe et al (2016) concluded that 11% Indian people take selfies daily, they may or may not post it on any social media, either way they are suffering from selfies, while 4% said they feel satisfaction after posting selfies on SNSs which is the sign of narcissism among Indian people. Moreover, 7% respondents said that they supposed to be insecure after taking selfies. 16% have had a negative experience with posting selfies – this designates the objectification and narcissism. Furthermore, half of the respondents admitted that taking selfies might become an addiction. On the other hand, Mohamed

& Karim (2019) found an insignificant alteration between stages of selfie behavior and body image, academic achievement, and self-esteem among students. One of the core Research showed that posting selfies may influence upon self-esteem and that feedback in the form of ‘likes’ may alteration how young people feel about themselves (Coulthard & Ogden; 2018).

The Pakistani doctor’s research paper was published in an American medical journal called “The Annals of Emergency Medicine” and is available online. His research shows that 75 died from 2014 to mid-2016 in 52 different attempts while taking selfies. There were 49 deaths in 2015 alone with most of the fatalities occurring in the age group of 14-32 years. Around 75% of the victims were male. According to Mehmood (2017), “It seemed that the medical fraternity did not recognize taking risky selfies as a potential health hazard.”

Tarar et al (2017) conducted a study in Tehsil Dera Ghazi Khan, Pakistan and explored that Younger generation was awfully involved in selfie taking at diverse events for the tenacity of documenting memories. Boys took selfies for entertainment than girls were not posting their selfies due to religious bounders. Hassan et al (2020) scrutinized the relationship between selfie taking behaviors and personality traits among the university students in Lahore, Pakistan. This study reported that there are positive effect of selfie-taking behaviors for males and females both; while students believed that selfie can be a source of increasing their confidence. Findings also presented some negative outcome of selfie-taking behaviors like students misused their time to manipulate their images before they post it onto social networking sites, which harmed their personalities.

These facts motivated to the researcher to in conduct an in-depth study on selfie. This is one the first full length study in this regard in Pakistan.

Objectives of the research:

1. To inspect the determination of capturing selfies among media students
2. To explore tendency of capturing selfies
3. To examine the purposes selfies taking among media students
4. To find out the effects of capturing selfies behavior on students’ mental health and personality

5. To study the influence of taking selfies
6. To recognize pictures posting ratio on social media.

METHODOLOGY

The main idea of the study is to investigate the popularity and various effects of selfie taking behavior among university students of mass communication and media studies in Karachi. Moreover, current study also examined the perception towards taking selfie and its contact with psychology of media students. The study was based on survey method was used structured questionnaire. 120 students were participated through convenience sampling method for this study from five universities' media studies and mass communication departments.

Research Questions and Hypotheses

These research questions and hypotheses were directed the research.

RQ₁: Are females tend to get extra satisfaction in taking selfies more than males?

H₁: Female students tend to get more satisfaction in order to take selfies more than male counterparts.

H₀: Female students do not tend to get more satisfaction in order to take selfies more than male counterparts

RQ₂: What are the main reasons to take selfies among the university students?

H₂: University students take selfies for different purposes.

H₀: University students do not take selfies for different purposes.

DATA ANALYSIS

Data Analysis and Interpretation have done on SPSS-25. There were 131 questionnaires were returned in which 8 were rejected those were not fully filled or not replied any answer. So that 120 respondents were the final sample size. Data collection process was done by self-administrator both researchers were involved in primary data collection process. The descriptive statistics used to analyze the research variables comprised means and standard deviation. The statistical tests used to analyze the variables included the regression statistical test, in order to find whether a correlation exists between the variables, and the Cross tabs along with a Chi Square test, Phi and correlations.

Table 2: Institutes Wise Frequency Distribution

Name of Institute	Frequency	Percent
Aawaz Institute of Media Sciences	22	18.3
Greenwich University	41	34.2
Ilma University	23	19.2
University of Karachi	19	15.8
Sindh Madressatul Islam University	15	12.5
Total	120	100.0

Table 3: Distribution of Selfie User According to Demographics

In the discussed study sampling was based on various dynamics such as age groups, gender, house hold monthly and income.

Variable	Frequency	%
Gender		
Male	77	64.2
Female	43	35.8
Total	120	100.0
Age Group		
16-20 years	18	42.0
21-25 years	87	52.9
26-30 years	10	3.8
Plus 30 years	5	2.2
Total	112	100.0
Household income (PK Rs. per month)		
Up to 10,000	4	3.3
11000-30,000	11	9.2
31,000 to 60,000	19	15.8
Plus 60,000	85	70.8
No Response	1	.8
Total	120	100.0

Table 4: Opinion about Selfies?

Majority of the respondents (58.3%) like only 10% hate to take selfies.

What is your opinion about selfies?	Frequency	Percent
Like them	70	58.3
Hate them	12	10.0
No comments	37	30.8
No Response	1	.8
Total	120	100.0

Table 5: Selfie Taking Tendency Per Day

Half of the respondents said that they capture their own pictures one to three times per day while 36.7% never took a selfie.

How frequently do you take and post selfies each day?	Frequency	Percent
1 to 3 times	60	50.0
4-10 times	7	5.8
More than 10 times	8	6.7
Never	44	36.7
Did not Mention	1	.8
Total	120	100.0

Table 6: Important Reason of Selfies

Results of this question are proved that 36.7% students take selfies just for pass the time than 33.3% just for entertainment.

What is the most important reason of your selfies?	Frequency	Percent
For adventure	9	7.5
For entertainment	40	33.3
For self-promotion	12	10.0
For pass time	44	36.7
Any other	13	10.8
No response	2	1.7
Total	120	100.0

Table 7: Face Selfies

It is proved that 55.0% respondents take selfies of their faces while 31.7% said no in that regard.

Are your take selfies mostly of your face?	Frequency	Percent
Yes	66	55.0
No	38	31.7
Don't know	15	12.5
Did not answer	1	.8
Total	120	100.0

Table 8: Selfies' Reasons

47.5% respondents said that they wanted to see their personalities in the own selfies while 25 % said confidence and 12.5 % own beauty respectively.

What do you want to see in your selfies?	Frequency	Percent
Yours personality	57	47.5
Yours beauty	15	12.5
Your confidence	30	25.0
Something else	17	14.2
No response	1	.8
Total	120	100.0

Table 9: Selfie capturing places

Majority of the students rejected the option that university is the good place to take selfies. Students love to take selfies more likely at alone, in public and at home.

Where do you most often take selfies?	Frequency	Percent
Alone	29	24.2
At Home	25	20.8
In Public	29	24.2
At University	1	.8
At work	10	8.3
Other	26	21.7
Total	120	100.0

Table 10: Selfie Taking Reasons

39.2% respondents admitted that most common reason of selfies is to share on social media sites, while 23.3% involve in that activity when bored and 11.7% sent to friend respectively.

What is the most common reason why you take selfies?	Frequency	Percent
To send to a friend	14	11.7
To put on social media	47	39.2
To show people	3	2.5
To ask for attention	3	2.5
Because I am bored	28	23.3
To share my current face with family and friends	10	8.3
Other	15	12.5
Total	120	100.0

Table 11: Sort of Satisfaction

Relationship with sort of satisfaction is not clear 39.2% students said that did not get satisfaction. On the other hand, 36.7% revealed that they were satisfied after taking selfies.

Do you get some sort of satisfaction from posting selfies on a social networking site?	Frequency	Percent
Yes	44	36.7
No	47	39.2
Don't Know	29	24.2
Total	120	100.0

Table 12: The Number of Likes

35% respondents said that they feel good after getting likes on their selfies when 30.8% gave negative response whereas 33.3% showed no interest.

Does the number of likes on your picture directly correlate to how good you feel about yourself?	Frequency	Percent
Yes	42	35.0
No	37	30.8
Not interested	40	33.3
No response	1	.8
Total	120	100.0

Table 13: Feel of Insecurity

Majority of participants (70.8%) said that they did not feel insecure after taking selfies just 6.7% admitted feel insecure

Do you feel insecure after taking selfies?	Frequency	Percent
Yes	8	6.7
No	85	70.8
Sometimes	19	15.8
Don't know	8	6.7
Total	120	100.0

Hypotheses

H₁: Female students tend to get more satisfaction in order to take selfies more than male counterparts

Table 14: Gender * Levels of Satisfaction Crosstabulation

Gender			Sort of Satisfaction			Total
			Yes	No	Do not Know	
Gender	Male	Count	28	30	19	77
		% within Gender	36.4%	39.0%	24.7%	100.0%
	Female	Count	16	17	10	43
		% within Gender	37.2%	39.5%	23.3%	100.0%
Total		Count	44	47	29	120
		% within Gender	36.7%	39.2%	24.2%	100.0%

Table 15: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.031 ^a	2	.985
Likelihood Ratio	.031	2	.985
Linear-by-Linear Association	.024	1	.878
N of Valid Cases	120		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.39.

Table 16: Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.016	.985
	Cramer's V	.016	.985
N of Valid Cases		120	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Results proved that female students got slightly more (37.2%) satisfaction in taking selfies as compare to male students(36.4%) . the Pearson chi-square statistic is 0.031 and the p-value = 0. .985. The likelihood chi-square statistic is 0.031 and the p-value = 0.985. Linear-by-Linear Association = 0.024 and the p-value = 0. .878 Therefore, at a significance level of 0.05, Statistical analysis suggested that the association between the variables is statistically insignificant. So we accepted the alternative hypothesis whereas null hypothesis is rejected. Moreover results showed that a weak relationship between male and female (phi =0.016)

H₂: University students tend to take selfies for different purposes.

Table 17: Age Group * Selfie Reasons Crosstabulation

Age Group		Selfie Reasons						Total
		For adventure	For entertainment	For self-promotion	For pass time	Any other	No response	
16-20 years	Count	1	4	2	8	2	0	17
	% within Age Group	5.9%	23.5%	11.8%	47.1%	11.8%	0.0%	100.0%
21-25 years	Count	8	28	5	34	11	1	87
	% within Age Group	9.2%	32.2%	5.7%	39.1%	12.6%	1.1%	100.0%
26-30 years	Count	0	4	4	2	0	0	10
	% within Age Group	0.0%	40.0%	40.0%	20.0%	0.0%	0.0%	100.0%
More than 30 years	Count	0	4	0	0	0	1	5
	% within Age Group	0.0%	80.0%	0.0%	0.0%	0.0%	20.0%	100.0%
Total	Count	9	40	11	44	13	2	119
	% within Age Group	7.6%	33.6%	9.2%	37.0%	10.9%	1.7%	100.0%

Table 18: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.026 ^a	15	.005
Likelihood Ratio	26.469	15	.033
Linear-by-Linear Association	4.770	1	.029
N of Valid Cases	119		

a. 17 cells (70.8%) have expected count less than 5. The minimum expected count is .08.

Table 19: Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.527			.005
	Cramer's V	.304			.005
Interval by Interval	Pearson's R	.201	.156	2.220	.028 ^c
Ordinal by Ordinal	Spearman Correlation	-.127	.083	-1.382	.170 ^c
N of Valid Cases		119			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Results suggested that young students(16-20 years old) get selfie (40.0%) for or self-promotion whereas oldest participants(30+ old) . The Pearson chi-square statistic is 33.026 and the p-value = 0.005. The likelihood chi-square statistic is 26.469 and the p-value = 0.033. Linear-by-Linear Association = 0.024 and the p-value = 4.770 Therefore, at a significance level of 0.029, Statistical analysis suggested that the association between the variables is statistically insignificant, and value is lesser at 0.05. So we accepted the null hypothesis whereas alternative hypothesis is rejected. Moreover results showed that a moderate relationship in various age groups (phi =0. .527).

CONCLUSION AND SUGGESTIONS

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

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