



Selfie Behavior and Self-Evaluation of One's Attractiveness

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What is selfie?

It is a self-portrait photograph of oneself (or of oneself and other people), taken with a (phone) camera held at arm's length or pointed at a mirror, that is usually shared through social media (Sorokowski et al., 2015).

Who is taking and posting selfies?

93 000 000 000 selfies are taken per day by Android phone users (Brandt, 2014). Every day Facebook users post 300 000 000 photos. Every minute they get 500 000 comments and likes.

72% of Russian teenagers take selfies, 21% take them 2 and more times per week, 69% post their selfies in Instagram and V Kontakte (Yadrikhinskaya, 2017).

Participants: N=50: 36 girls, 14 boys, mean age 22.17, Russian psychology students.

Variables:

- Self-evaluations of actual and desired attractiveness, sociability and number of friends.
- Age, gender, marital status, number and age of children, education, hobby, sport activities, pets.
- Number of on-line friends and number of close friends in real life.
- How many photos are posted per month and how often the responses are viewed.
- Selfie questionnaire about the reasons of taking and posting selfies.
- Perceived Social Support Scale SOZU-22: emotional support (to be liked and accepted by others, to share feelings), practical assistance (practical help in everyday problems), social integration (belonging to a circle of friends), and satisfaction with social support.

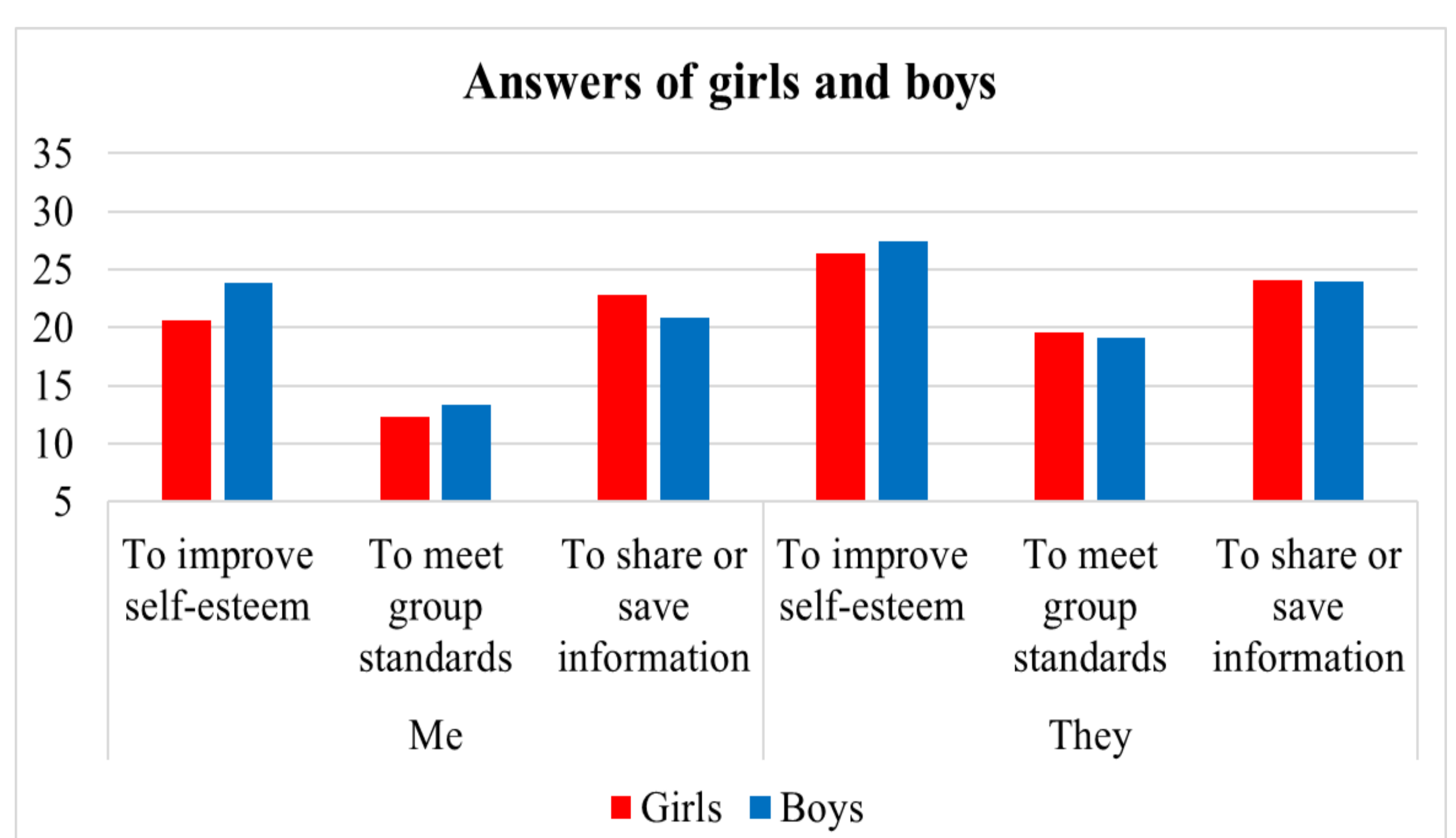
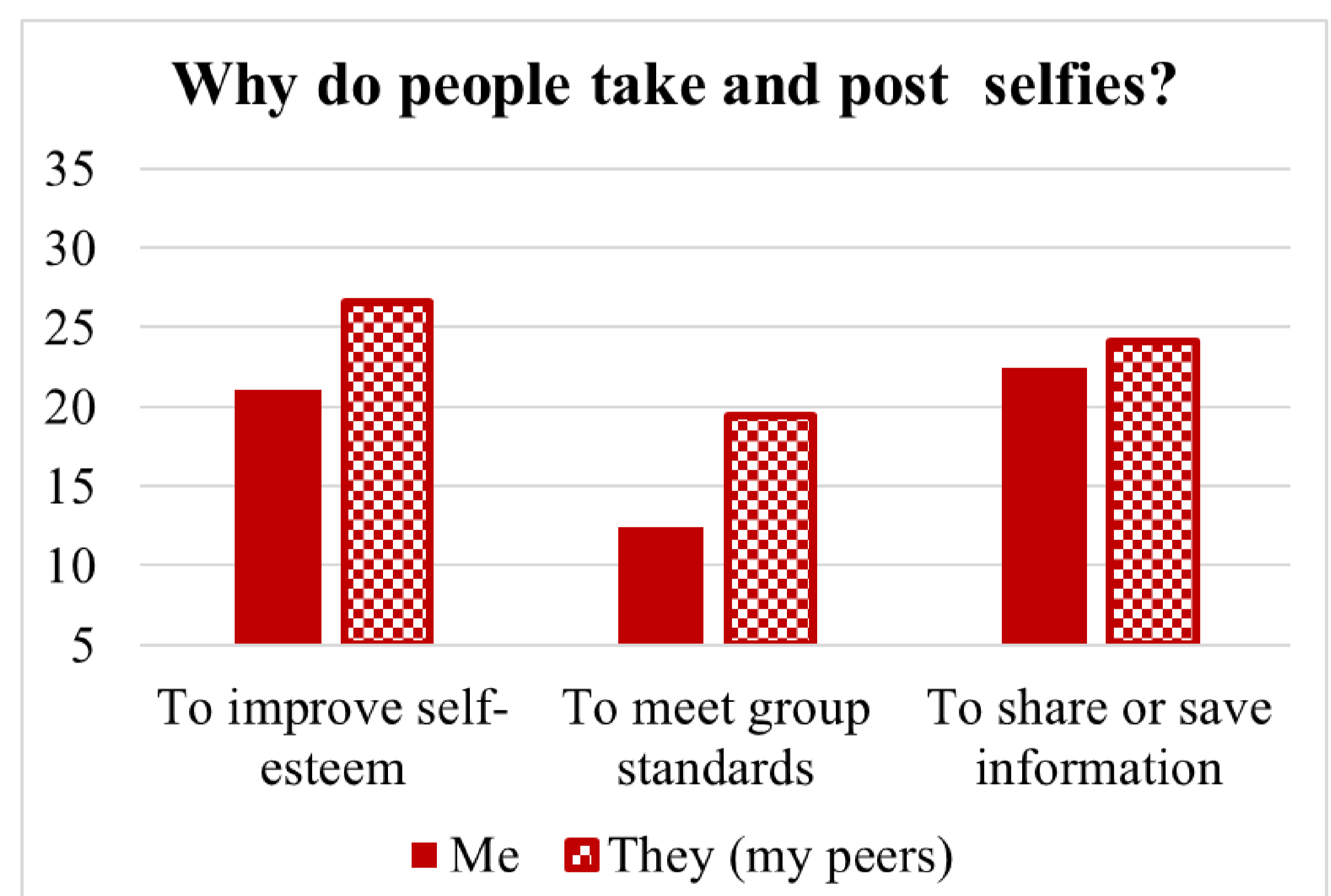
What are the reasons to take selfies?

Self-exploration, self-promotion and social competition, attention seeking, communication, entertainment etc. (Sung et al., 2016; Balakrishnan et al., 2017; Diefenbach et al., 2017; Brewster, 2018).

Is there a relationship with individual and personal characteristics?

Most studies show that women take more selfies a day than men (Dhir, 2016). Selfie posting behaviors are associated with narcissism and self-esteem among men (Sorokowski et al., 2015; Sorokowska et al., 2016; Arpaci et al., 2018). Social exhibitionism and extraversion are related to the frequency of online selfie-posting in men and women (Sorokowska et al., 2016).

Results



Discussion

The young men and women take and post selfies to improve self-esteem, maintain social ties, and preserve and exchange information. Respondents indicate that their own main reason to post photos is to share and save information, while their peers do it to attract the interest of others and follow the group norms.

Those who are not satisfied with social support, and who do not have enough close friends post more photos to improve self-esteem.

Those who are not satisfied with their attractiveness have more on-line friends.

