



# If You Feel Urge to Take selfies, You May Have Psychological Problem



## Selfitis is Genuine Mental Disorder

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### Introduction

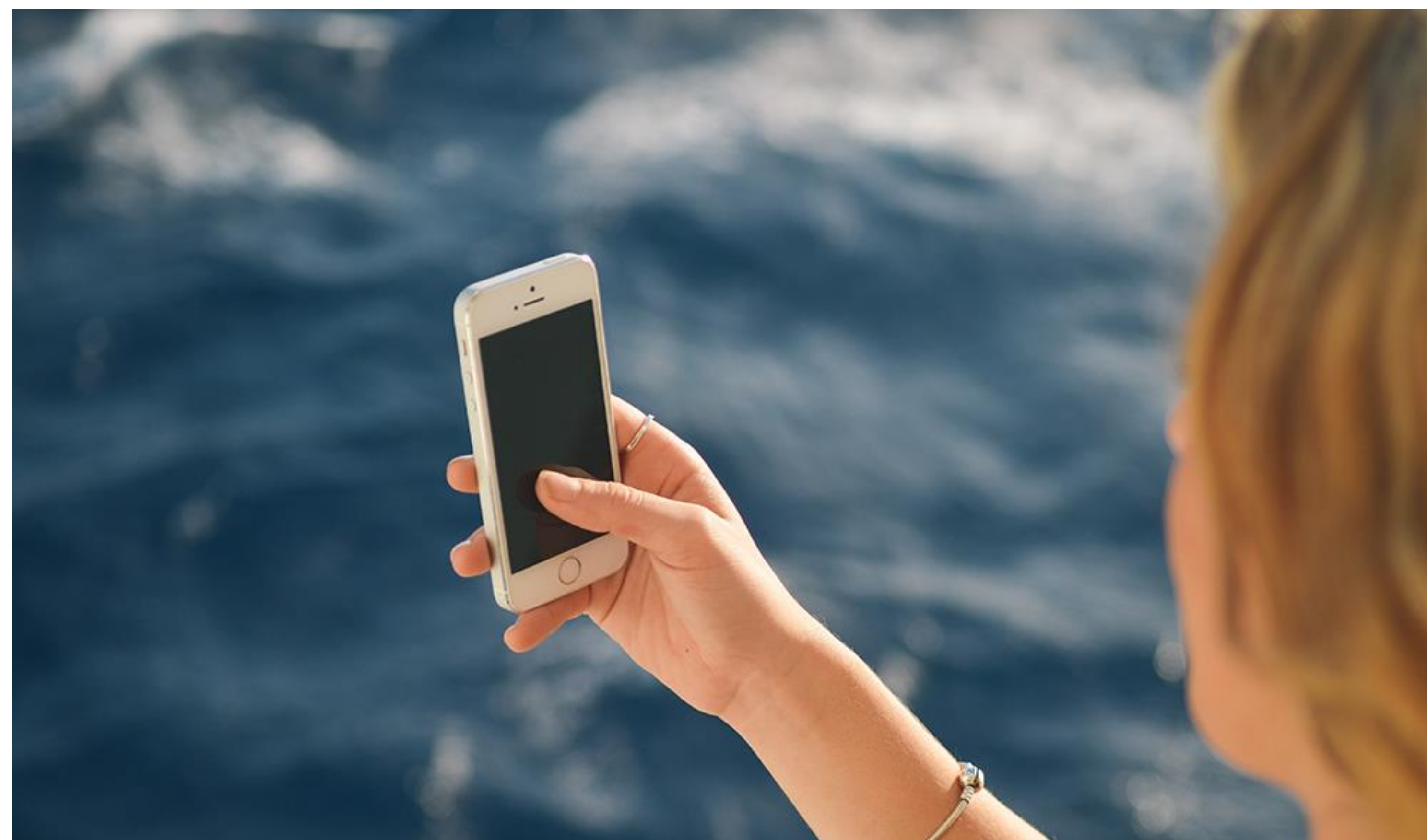
\_Word 'selfie' hearing first time in Australian media in 2002 .

\_In 2013, 'selfie' is the word of the year, declared by Oxford dictionary England. refers to "a self-portrait photography of oneself (or oneself with other people), taken with a camera or a camera phone held at arm's length or pointed at a mirror, which is usually shared through social media" . Other's describe the taking of selfies in terms of self-presentation theory, which is applied to impress others. The taking of selfies is arguably not a stand-alone action because it takes on other dimensions when it is shared via social media. Such actions enable selfie-takers to present themselves in a controlled way. In recent years, selfie-taking has become an incredibly popular activity often going viral online when sharing selfies via social media domains .

\_The first selfie was taken 179 year ago in 1839. it was taken by an American photographer and lamp maker ROBERT CARNALIUS . (1)



\_In 2014, stories appeared in national and international media claiming that the condition of "selfitis" (the obsessive taking of selfies) was to be classed as a mental disorder by the American Psychiatric Association and that the condition could be borderline, acute, or chronic. However, the stories were a hoax but this did not stop empirical research being carried out into the concept. (2)



### Material & Methods

The study in this poster was based on research done by researchers from Nottingham Trent University and Thiagarajar School of Management in Madurai, India . Most of the participants were from India .

Why participants were based in India ?

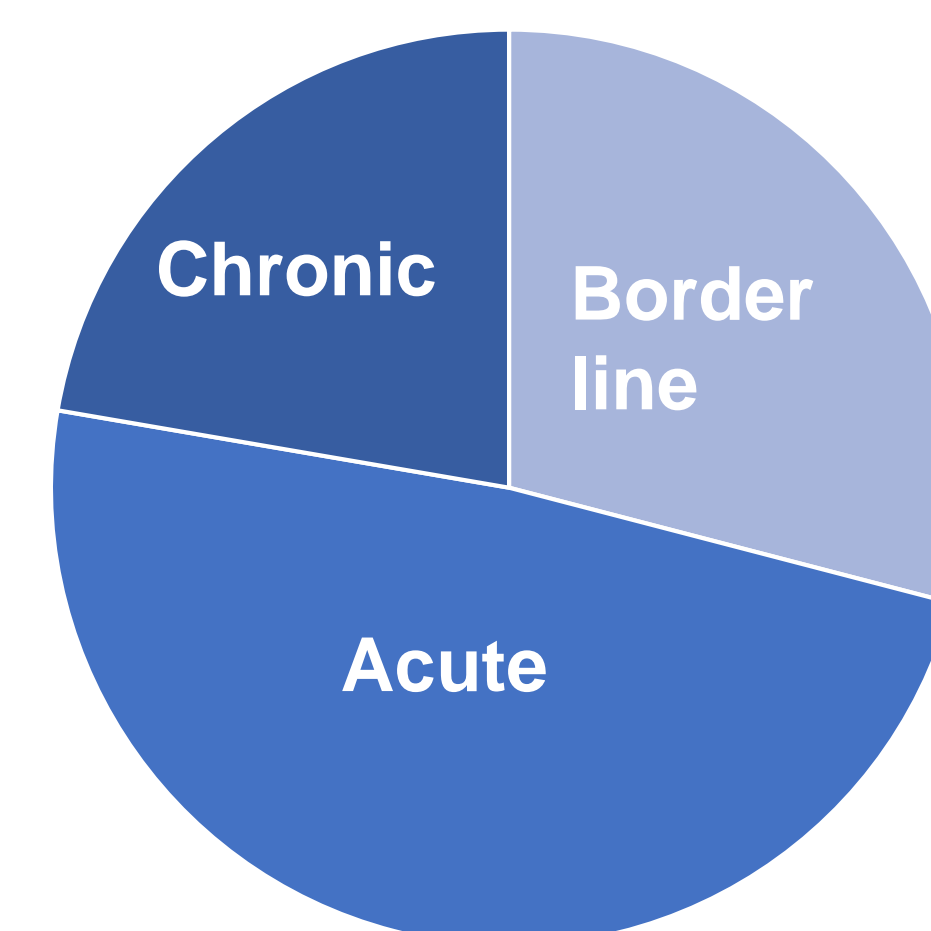
Because India has the most users on Facebook, as well as the highest number of deaths as a result of trying to take selfies in dangerous locations.

### Results and Discussion

The present study empirically explored the concept and collected data on the existence of selfitis with respect to the three alleged levels :

- 1\_ **Borderline** — taking photos of one's self at least three times a day but not posting them on social media .
- 2\_ **Acute** — taking photos of one's self at least three times a day and posting each of the photos on social media .
- 3\_ **Chronic** — uncontrollable urge to take photos of one's self round the clock and posting the photos on social media more than six times a day .

The Development of Selfitis Behavior Scale (SBS). Initially, focus group interviews with 225 of average age ; 20 years Indian university students were carried out to generate potential items for the SBS.



The SBS was then validated using 400 Indian university students via exploratory factor analysis (EFA).

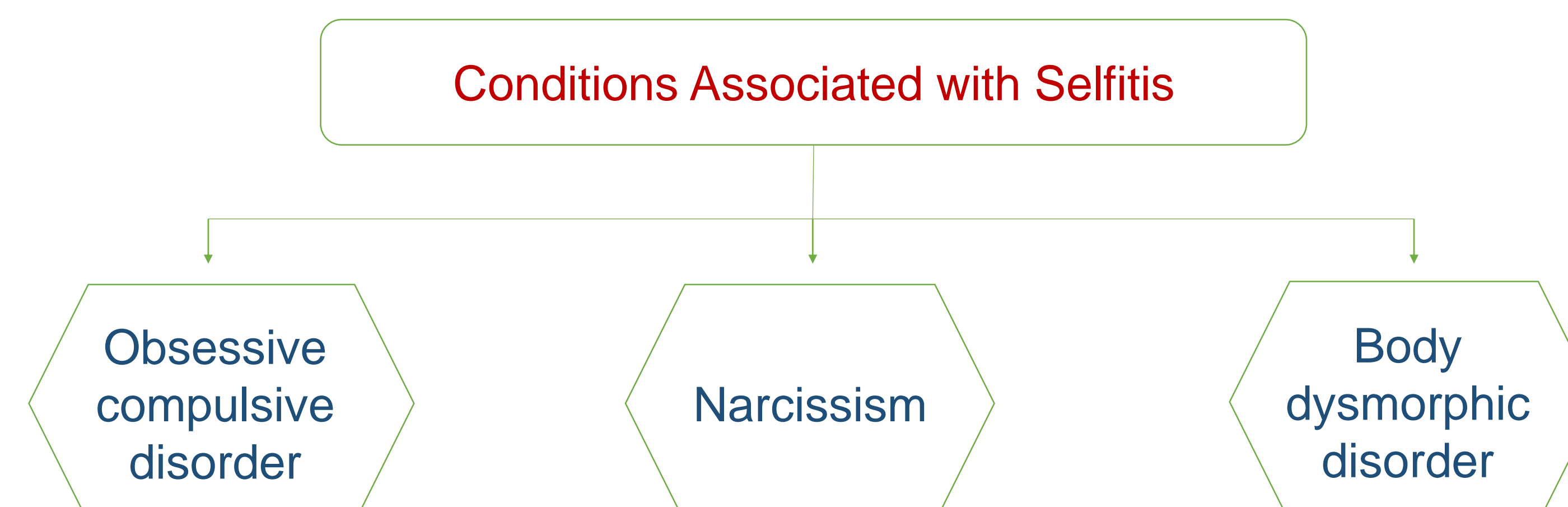
#### Six factors were identified in the EFA :

- 1\_ comprising environmental enhancement
- 2\_ social competition
- 3\_ attention seeking
- 4\_ mood modification
- 5\_ self-confidence
- 6\_ social conformity.

Seven focus group interviews were carried out (minimum= 23 min; maximum= 46 min). The first author acted as a moderator for all the focus groups. Example questions used during the focus group interviews included the following: What compels you to take selfies?, Do you feel addicted to taking selfies? Do you think that someone can become addicted to taking selfies? Through the focus group interviews, 39 statements were identified that were understood to related to selfitis motivations among the participants . After the screening process and removing items that were conceptually similar, 22 statements remained that were inclusive of all three levels. The 22 statements via the focus group interviews were streamlined into items assessed using a 5-point Likert scale (5 = strongly agree and 1 = strongly disagree). (2&3)

#### Certain reasons for selfitis to be considered as a disorder :

- It creates privacy risk
- It can cause an addiction
- It can damage real relationships
- It places too much emphasis on physical appearance (4)

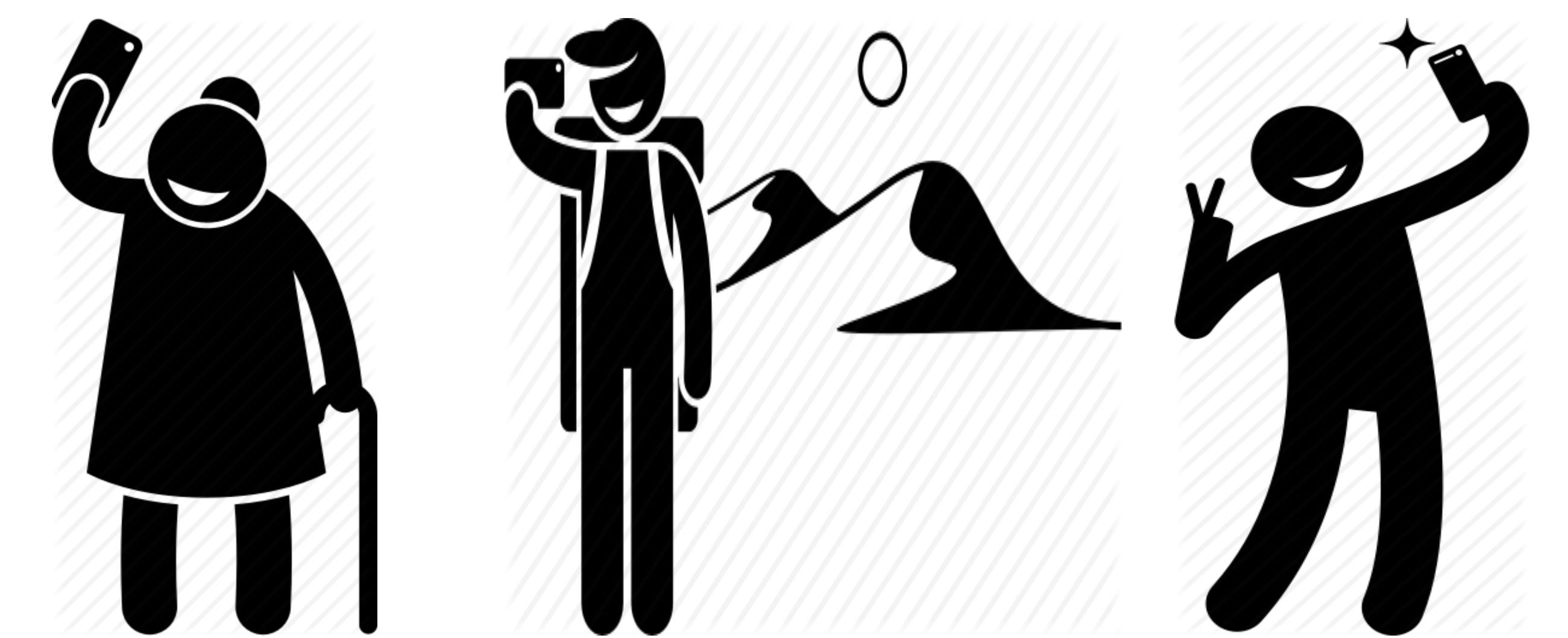


### Conclusion

\_Taking selfie is not a disorder until it is borderline. and it considered as disorder because it can lead to privacy risk , addiction , damaging real relationships & It places too much emphasis on physical appearance

\_Selfitis is classified into border line , acute & chronic

\_ Most important condition associated with selfitis ; narcissism



### References

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