

# Personality Traits and Selfitis among College Students

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**Abstract** The study intends to analyse the relationship between Personality Traits and Selfitis among college students from the city of Bangalore within 18-25 years of age group. The sample includes 200 college students using Random sampling method in which 100 Males & 100 Females, the tools used were NEO-FFI Inventory by Costa & McCrae, 1989 and Selfitis Behavior Scale by Dr. Griffiths & Dr. Janarthanan, 2017. Analysis was done using descriptive statistics, and independent sample t –test, Pearson’s Product moment correlation and multiple linear Regressions by using SPSS 21 Software. Results revealed that the sample had acute level of Selfitis, to compare the mean scores of Selfitis for males and females; independent sample t-test was used. Results revealed that there is a significant difference in Selfitis based on gender; In Pearson’s correlation analysis found that there is a significant relationship between Personality Traits and Selfitis among college students where the Selfitis is significantly correlated negatively with Agreeableness, Openness and correlated positively with Neuroticism. Selfitis is not significantly correlated with Extraversion and Conscientiousness. Multiple linear regressions revealed that there is a predictive relationship between Personality Traits on Selfitis. R-squared value shows a 9.5% of variation on Selfitis. The study revealed yet other observations and findings that endeavor scope for further research in this topic.

**Keywords** —Personality Traits Traits (Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness), Selfitis, College Students.

## I. INTRODUCTION

### Personality

Sibling’s personality difference can be attributed to the order in which they are born to the different family. According to (John Taylor)<sup>[1]</sup>, “Personality refers to individual differences in feature patterns of thinking, feeling and behaviour, the study of personality focuses on two broad areas: the understanding individual differences in particular characteristics of personality, such as sociability or irritability”. The other is the understanding of how the different parts of an individual come together as a whole, which is taken from the Encyclopedia of Psychology.

Personality psychology is the study of human personality and how it varies between individuals and populations. Personality has been researched for over 2000 years, beginning with Hippocrates in 370 BCE and continuing through modern theories like psychodynamic perspective and trait theory. (Introduction to Personality)<sup>[2]</sup>

Gender norms can also influence personality by stressing different traits between different genders, in much the same way as cultural norms can influence personality and behaviour (Gender roles: wiki)<sup>[3]</sup>. Ideas of appropriate behaviour for both males and females for each gender vary across cultures and tend to change over time. From ancient times submissiveness and care taking attitudes were found among the females since ancient times. Even today many gender roles have not changed, with the passage of time others.

Many psychologist defined personality in their own ways .among them is the popular definition given by Allport. The definition of personality according to him is “Personality is the dynamic organization within the individual of those psychophysical systems that determine his characteristics behaviour and thinking characteristics” (Allport, 1961)<sup>[4]</sup>

Another definition for personality was given by Weinberg and Gould. “The characteristics or blend of traits that makes a individual unique” (Gould, 1999)<sup>[4]</sup>

### Eysenck’s personality theory

(Eysenck’s, 1952,1967 & 1982)<sup>[5]</sup> Proposed a theory of personality based on biological factors. According to him people inherit a type of nervous system that affects their ability to learn and adjust to the environment. Factor analysis was the technique used by him to formulate the factors influencing personality. This technique reduces behavior to a no. of factors which can be grouped in under separate headings, called dimensions. Eysenck (1947) found that two dimensions such as: Introversion /Extroversion (E); Neuroticism / Stability (N) could be majorly represented by behaviour. He called these as second-order personality traits.

### Allport’s Trait Theory

(Allport’s, 1937)<sup>[6]</sup> Personality theory focuses on the uniqueness aspect of a individual’s personality, the internal perception and motivational processes that affect his behaviour. (Allport’s,

1937)<sup>[6]</sup> believes that personality is biologically determined at birth, and shaped by an individual's environmental influences.

#### **Big Five personality traits-** (OCEAN)<sup>[7]</sup>

The most widely used theory for application purpose is the big five personality theory or OCEAN theory of personality. The Big Five personality dimensions often use Human resource professionals to help recruit employees. That is because these dimensions are regarded as the underlying traits which make up an overall personality of a person. That is why these factors are present in every individual in varying degrees. The Big Five personality traits are:

Openness  
Conscientiousness  
Extraversion  
Agreeableness  
Neuroticism

*Openness* – openness is manifested in people according to big five theory is that people who likes to learn new things and enjoy new experiences usually get high in openness. It includes traits such as being insightful and imaginative and having a wide variety of interests.

*Conscientiousness* – Individuals who obtain high on conscientiousness are reliable and prompt. A trait which shows this character can be being organized, methodical, and thorough.

*Extraversion* - extroverts are individuals who love to socialize with people and like the company of another individual .They get their energy from socializing with others, while introverts get their energy from themselves. Extraversion involves the traits of energetic, talkative, and assertive.

*Agreeableness* is a characteristic in which individual can be friendly as well as cold and aloof but people obtain high in agreeableness are friendly, cooperative, and compassionate. An individual who obtain low agreeableness tend to be more distant. Traits include being kind, affectionate, and sympathetic.

*Neuroticism* is the emotional stability, which is a very important factor in ones personality. Sometimes Neuroticism is also called Emotional Stability. This trait is related to one's emotional stability and degree of negative emotions. People who obtain high on neuroticism often experience emotional instability and negative emotions. In this category traits include being moody and tense. These are the characteristic of personality according to the big five theory. This is a combined theory which includes the most important aspects of one's personality.

Selfitis has almost acquired an epidemic nature affecting the cognitive, emotional, social faculties of an individual. The notion of personality has revealed out to be both a cause and affect correlate of selfitis where deficit of self-esteem could excessive self-clicking behaviour and at the same moment the feedback on selfies may enhance or decrease self-esteem.

#### **Selfitis**

Psychologists says that “ selfie obsession is often associated with past bullying and low self- esteem and in the long run the obsession to click selfies can lead to an unhealthy professional life, family relationships and marital disputes” (Young India's latest addiction - selfitis)<sup>[8]</sup> .“Selfitis” is being researched and its various forms are being categorized in several established mental disorder. From BDD to low self- esteem, narcissism, megalomania, delusion of grander, inferiority feeling complex.

“Selfitis” is that the manifestation of self-importance that's primarily caused by the ideological vacuum and subsequent psychological state that individual is afflicted with in an ever-increasing world of consumerism where confusion about life and its real essence are deliberately galore. (Joy & Sam, 2019)<sup>[9]</sup>

The American Psychiatric Association (APA, 2015)<sup>[10]</sup> has officially confirmed what many people thought taking selfies as a mental disorder, have felt all along. The classification was made during the annual board of director meeting in Chicago by American Psychiatric Association. The disorder is named as “Selfitis” which is defined as “the obsessive desire to take photos of one self and post them on social media as a way to make up for the lack of self- esteem and to fill a gap in intimacy” (Vincent, 2014)<sup>[11]</sup>. While there is currently no cure for the disorder, Cognitive Behavioral Therapy (CBT) is the temporary treatment which is available. (Steiner, 2015)<sup>[12]</sup>

#### **Levels of Selfitis:**

The disorder has three levels: (Steiner, 2015) <sup>[12]</sup>

*Borderline Selfitis:* is defined “as taking pictures of one's self at least three times a day and not posting them on social media”.

*Acute Selfitis:* is defined “as taking pictures of one's self a minimum of three times each day and posting each of the photos on social media”.

*Chronic Selfitis:* is defining “as the uncontrollable urge to take pictures of one self-round the clock and posting the pictures on social media more than six times a day”.

#### **Causes of Selfitis:**

*Self-obsession* -It means that you are interested in yourself and your own activities. People who are addicted to selfies are very self-obsessed. Sometimes, it's quite amusing to observe the impact of world of social media world on young people (Mansurov)<sup>[13]</sup>. If we look at the causing of selfie popularity, one can understand the root cause after a quick analysis – it has to do with having control over the picture. There is a sense of security when you can take your own picture instead of someone taking your photo. Most of the people know when they look their best, after taking a lot of pictures and getting their “likes” in social media, people even know what angle better works for them than others. In addition they also have full control over the editing process too, allowing them freedom to portray themselves in the most ideal possible way.

*Low self-esteem/Low self-confidence*-An individual with low self-esteem always feels worthless, not capable and competent with anything they do. In fact, they feel so bad about themselves; these feeling will lower an individual's self-esteem.

*Social intimacy*-People tend to click selfies they may have less intimacy with others. When they think that their relationship with others are not good, so they tend to take selfies as they think it would draw people's attention towards them and they can keep a good relationship.

*Addiction*-People tend to take selfies as a cause of addiction to self and also because they have BDD. Sometimes people take selfies because they may be showy types or flaunty, which means, they take selfies to flaunt their new belongings like dresses, new hairstyles, etc.

#### **Effects of Selfitis:**

According to (APA, 2015)<sup>[10]</sup> ,”Selfitis is defined as the obsessive-compulsive desire to take photos of one's self and post them on social media as a way to make up for the lack of self- esteem and

to fill a gap in intimacy” (Vincent, 2014)<sup>[11]</sup>. This is an overwhelming trend of self-promotion on social media. This is expressed through ‘selfies’. ‘Selfies’ have become a crazed trend by this generation. Young men and women are participating in this trend by taking pictures of themselves in the best possible light and posting those pictures on social media websites such as Instagram.

Some of the major effects of selfitis are as follows:

*Low self-esteem* - People get so impacted by the ‘comments’ or the ‘likes’ by others on their selfies in social media might lead to low self-esteem.

*Damaged real-life relationships* – People who are involved in excessive self – clicking behavior tend to get so indulged in themselves while attaining the perfect selfie that they forget about others. It can also lead to self – centred behavior which might impact relationship with others.

*Eating disorder and false body images* – Selfies places much emphasize on physical appearance which further can lead to eating disorders as people might have misconceptions about their body image.

*Addiction and compulsion to engage in self-clicking behavior* – Often in the search of clicking the right or perfect selfies, people click so many selfies that it can cause to an obsession which can result in addiction.

*Self-damage* – Often in attaining the perfect selfie, people are not aware of the surroundings which could be harmful.

*Feelings of insecurities* – When people post selfies expect that selfie should get maximum likes or comments which eventually can lead to insecurities when the criteria is not achieved.

*Low self-confidence* – Harsh comments or less likes on selfies from people can lead to lower self-confidence. Individuals tend to be rely on others for their approval.

*Psychiatric problems* - Like depression, obsessive compulsive disorder, addiction, dismorphic body, narcissistic disorder of personality, schizo-affective and schizotypic disorders, ADHD etc.

*Damage to Skin* – Some of the Dermatologists declare that the face is regularly exposed to light and electromagnetic radiation from smart phones that may cause skin damage, accelerate ageing and wrinkles.

*Daily routine is hampered* – A selfie leads to an impact more or less on one’s everyday life depending on each person. Posting pictures to gain approval and ‘likes’ from peers as a reward is normal human tendency. Thus, people who are engaging in selfie – clicking behavior have the obsessive desire to do it again and again which may hamper one’s daily routine.

## Need for the study

In this century technology has advanced in a tremendous way and one of the downfalls of technology is taking selfies, nowadays digital cameras and smart phones have made it easier and simple to take a picture of yourself or selfie and social media allows you to readily share these selfies literally with everyone. Use of social media among adolescents is now a topic of concern as problems, issues and consequences due to its misuse can be life-threatening American Psychiatric Association has even acknowledged that taking selfies on a regular basis more than 6-8 times as Selfitis disorder. The cause of this disorder is low self esteem and confidence issues in an individual’s personality. The research

conducted to know how Personality Trait of an individual and taking selfies to gain attention from people around them has been correlated and what can be done to prevent Selfitis disorder and there is a lack of study in this particular area because of all these, the researcher want to contribute to the studies done earlier on this topic and check the Selfitis is related with personality of an individual.

## II. METHOD

### Objectives:

- To assess Personality Traits and levels of Selfitis among college students.
- To compare Selfitis based on gender
- To study the relationship between Personality Traits (Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness) and Selfitis among college students
- To predict the role of Personality traits on Selfitis.

### Hypothesis

H1: There will be significant difference in Selfitis based on gender.

H2: There will be significant relationship between Personality Traits and Selfitis among college students.

H3: There will be significant influence of Personality Traits on Selfitis among College Students.

### Key words

#### Big Five Personality Traits.

**Neuroticism**-Neuroticism describes the tendency to experience negative emotion and related processes in response to perceived threat and punishment; these include anxiety, depression, anger, self-consciousness, and emotional lability.

**Agreeableness**- Agreeableness comprises traits relating to altruism, such as empathy and kindness. Agreeableness involves the tendency toward cooperation, maintenance of social harmony, and consideration of the concerns of others (as opposed to exploitation or victimization of others).

**Conscientiousness** - Conscientiousness describes traits related to self-discipline, organization, and the control of impulses, and appears to reflect the ability to exert self-control in order to - follow rules or maintain goal pursuit.

**Extraversion**.-Extraversion reflects sociability, assertiveness, and positive emotionality

**Openness to experience**- Openness to experience reflects imagination, creativity, intellectual curiosity, and appreciation of aesthetic experiences. Broadly, Openness relates to the ability and interest in attending to and processing complex stimuli.

**Selfitis**: It is an obsessive-compulsive desire for a self-clicking behavior and posts it on social networking sites and a way to make up for the deprivation of self-esteem.

**College students**: The students from Bangalore city colleges within 18-24 years of age group.

**Research design and sample**: The study of Personality Traits and Selfitis among college students is a Non-Experimental correlation study with a quantitative approach which is studied among college students. The study is to check the correlation between the Personality Traits and Selfitis among college student. The population of the study is emerging adults, falling under the age group of 18 to 25. This is a stage of transition from school life to

college life in Indian population. This period marks the end of school life. So studying the peculiarities of this age group is also important.

The study gives the correlation of variables by using NEO FFI Inventory and Selfitis Behaviour scale. It administers among 200 students of 18-25 years out of that 100 men and 100 women are there, the questionnaires has given to the students and the responses were noted, calculated and are statistically analysed. The results of Personality Traits and Selfitis are compared and studied. The results were generalized the population and concluded.

#### Sampling technique:

From the universe a sample size of 200 students were selected out of which there were 100 women and 100 men between the ages of 18-25 years old studying in Bangalore colleges were selected using simple random sampling technique. From the universe the sample size was taken as 200 students selected using fish bowl method from 4 different colleges. The questionnaires were prepared and randomly administered among college students. The informed consent was taken, after taking the informed consent the students were given the Selfitis Behavior scale and NEO-FFI inventory questionnaires. The instructions to do the questionnaire were stated clearly queries were answered and clarified with detailed explanations. No time limit was given to the students they were allowed to complete the task at their own pace. The purpose of the research was to study Personality Traits and Selfitis.

#### Procedure

From the universe a sample size of 200 students were selected out of which there were 100 women and 100 men between the ages of 18-25 years old studying in Bangalore colleges were surveyed using simple random sampling technique. From the universe the sample size was taken as 200 students selected using fish bowl method from 4 different colleges. The questionnaires were prepared and administered randomly. A good rapport was established and Participants were told that the purpose of the present study. Before giving the questionnaire, written consent was taken from the participant. Demographic details were taken from the participants. It included the name, college, age, sex, education qualification, contact no. E-mail Id. Participants were given the Selfitis behaviour scale and NEO-FFI inventory questionnaires. The instructions to do the questionnaire were stated clearly and queries were answered and clarified with detailed explanations. No time limit was given to the students they were allowed to complete the task at their own pace. The purpose of the research was to study Personality Traits and Selfitis.

#### Tool used for the study and administration

##### NEO- Five Factor Inventory (NEO-FFI)

First published by Paul Costa and Robert McCrae in 1989, NEO-FFI is a shortened version of the NEO Personality Inventory-Revised, an implementation of a successful, and extensively empirically-validated five-factor model of human personality. In accordance to the two methods of personality assessment outlined below—personality questionnaire and peer rating—NEO-FFI offers two observer-rating forms (for rating men and women) along with the standard self-report form, as well as a college-age self-report form. All 60 items of the NEO-FFI test require a response rated on the five-point Likert scale. The publisher expects most people to complete NEO-FFI within 15 minutes with scoring taking only 1 or 2 minutes (Costa & McCrae, 2005).

Because NEO-FFI is a shortened form of a larger test NEO PI-R, the publisher did not conduct separate validation studies. The publisher website (Costa & McCrae, 2005) reports correlations of .75-.89 for the main NEO-FFI form, .77-.92 for the NEO-FFI Form S (student / college age form), and .88-.94 for the NEO-FFI Form R (observer rating) against the NEO PI-R domain scales. Internal consistency values range from .74 to .89 for the main NEO-FFI form, .68 to .86 for the NEO-FFI Form S, and .76 to .90 for the NEO-FFI Form R. (Costa & McCrae, 2005). The interpretation of NEO-FFI inventory are as follows : < 25-34 very Low, 35-44 Low, 45-55 Average , 56-65 High, 66 - >75 Very High.

#### Selfitis Behavior Scale

It is developed by Dr. Mark Griffiths and Dr. Janarthanan Balakrishnan in 2017. This scale is a 20-item Likert scale which has items answered on a five-point scale--from strongly agree to strongly disagree which categories in to 3 levels of selfitis that is borderline, acute and chronic. Scoring: Responses are rated on a 5-point Likert scale: (5 = strongly agree; 4 = Agree; 3 = Neither Agree or Disagree; 2 = Disagree; 1 = Strongly Disagree). Scores are summed. The higher the score, the greater the likelihood of selfitis. Levels: 0-33 borderline, 34-67 acute and 68-100 chronic. The validity of the scale is 0.60 and 0.86 is the reliability.

After taking the informed consent, the selected students were given the NEO-FFI Inventory and Selfitis questionnaires. The instructions to do the questionnaire were stated clearly. No time limit was given to the students they were allowed to complete the task at their own pace. The data collected were analysed using descriptive statistics, independent sample t-test, Pearson's product moment Correlation and Multiple Linear Regression. SPSS (Statistical Package for the Social Sciences) 21 was employed to analyse the data.

### III. RESULTS & DISCUSSION

The purpose of the study was to examine the relationship between Personality traits and Selfitis among college students. In this chapter, the details of the statistical analysis conducted on the variable Personality traits and Selfitis among college students is discussed. For this study students between the age of 18-25 years studying in college was randomly selected, the sample of 200 students were taken out of which 100 men and 100 women. Selfitis Behavior scale and NEO-FFI inventory was used on the sample to find the relationship of Personality Traits and Selfitis of an individual. The scores were calculated and the mean and t test values were calculated for 200 students and were included in the data analysis. The collected data was entered and exported in SPSS and later was analyzed in Statistical Package for Social Science (SPSS) 21. The following statistical methods were used: Descriptive statistics, Pearson Product moment Correlation, independent sample t test and multiple linear regressions.

**Objective:** To assess Personality Traits and levels of Selfitis among college students

**Table 1: Showing Descriptive statistics of the variable Personality Traits**

Variable	N	Mean	Std. Deviation	
Personality	Neuroticism (N)	200	57.08	8.210
	Extraversion (E)	200	49.39	8.769

Openness (O)	200	46.84	7.431
Agreeableness (A)	200	38.97	8.824
Conscientiousness(C)	200	44.52	9.188

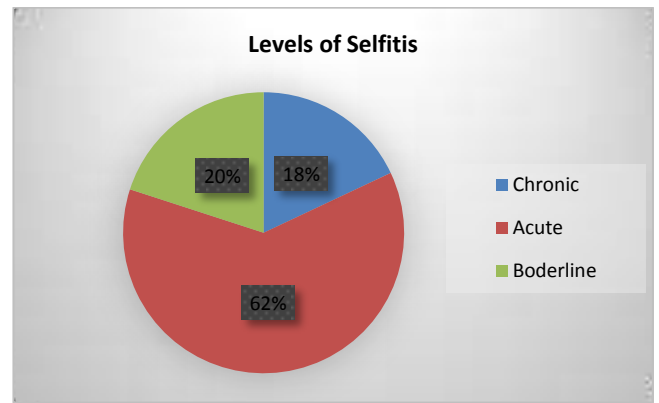
The descriptive statistics of personality traits, the result for 200 sample was given, out of which 100 men and 100 women. The obtained mean score of Neuroticism in personality trait found to be very high based on the norms the personality characteristics of the population includes they are sensitive, emotional and prone to experience feelings that upsets them. Extraversion in personality trait found to be very high which means the personality characteristics of the population includes that they are extroverted, outgoing, active and high spirited people. They prefer to be around people most of the time. Openness in personality trait found to be very high which means the personality characteristics of the population includes open to new experiences; they have broad interest and are very imaginative. Agreeableness in personality trait found to be very high which means the personality includes that they are compassionate, good natured and eager to cooperate and avoid conflicts and for Conscientiousness in personality trait found to be high means the personality includes that the people are conscientious and well organized. They have high standards and always strive to achieve their goals. Personality traits of college students is very high in Neuroticism, Extraversion, Openness, Conscientiousness and high in Agreeableness based on the norms of the scale.

**Table 2: Showing Descriptive statistics of the variable Selfitis**

Variable	N	Mean	Std. Dev.	Interpretation
Selfitis	200	50.60	18.489	Acute level of Selfitis
	100 (M)	53.71	20.589	
	100(W)	47.19	15.612	

The mean value score of Selfitis shows that sample had acute level of selfitis based on the norms of the scale, the Sample of 200 students out of which 100 Men and 100 women. The mean value scores of Selfitis based on gender both men and women have acute level of Selfitis which means they tend to take photos of one's self at least three times a day and post each of the photos on social media. These findings were similar to (Watson, 1988)<sup>[14]</sup> Findings confirmed habitual self-presentation strategies as a relevant factor for understanding selfies: Participants who scores high on self-promotion and self-disclosure felt particularly positive when taking selfies, whereas understatement was correlated with negative feelings.

**Figure 1: Showing the levels of Selfitis among college students**



The levels of Selfitis show that the students under the study were found to have acute level of Selfitis. These findings were similar to the report published in the International Journal of Mental Health and Addiction by Balakrishnan J. and Griffiths M (Balakrishnan)<sup>[15]</sup>.The study involved 225 participants from 2 Indian management schools and the samples were categorized into borderline group, acute group and chronic group. The remaining students were not categorized into any of the groups because they did not match the threshold requirement to fall into any of the three categories.

**Objective:** To compare the Selfitis based on gender.

**H1:** There will be significant difference in Selfitis based on gender.

**Table 3: Shows Independent sample t test to check the Selfitis based on Gender**

t-test for equality of means	t	df	sig.(2-tailed)
Equal variances assumed	-2.407	198	0.017*
Unequal variances	-6.220		

\* Significant at the 0.05 level (2-tailed).

The hypotheses stating that there will be significant difference in Selfitis based on gender is accepted. The Independent sample t test was used to check the Selfitis based on Gender was calculated and t test score for the men and women for Selfitis indicates that there will be significant difference of Selfitis based on gender. The hypotheses stating that there will be significant difference in Selfitis based on gender is accepted.

**Table 4: showing the Group statistics of Selfitis on the based on gender.**

Gender	N	Mean	Std. Deviation	Std. Error Mean
Women	100	47.49	15.612	1.561
Men	100	53.71	20.589	2.059

Group statistics of selfitis based on gender was calculated, the result for the sample of 200 students out of which 100 men and 100 women. The mean values of selfitis based on gender shows that sample had acute level of Selfitis which indicate the tendency of having Selfitis is more in men than women. These findings are

similar to study done by (Joy & J, 2019)<sup>[16]</sup> investigates the college students personality trait and selfie-liking behaviour. The results of statistical analysis showed that there is no significant difference in Selfie-liking behaviour based on gender and area of living. Further, significant difference was noticed in selfie-liking behaviour with regard to stream of study.

**Objective:** To study the relationship between Personality traits and Selfitis among college students.

**H2:** There will be significant relationship between Personality traits and Selfitis

**Table 5: Showing correlation between the five personality traits and Selfitis**

		N	A	O	
	Selfitis	E		C	
Pearson Correlation	1	.044	-.211**	-	-.041
		.185**		.171*	
Selfitis Sig. (2-tailed)		.009	.534	.003	.016
			.565		
N	200	200	200	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

To study the relationship between Personality traits and Selfitis, Pearson's correlation was carried out. In table 6, the correlation between the five personality traits such as Neuroticism, Extraversion, Openness, Agreeableness, Conscientiousness and Selfitis is shown.

*Showing correlation between Neuroticism (N) and Selfitis*

The correlation between Neuroticism and Selfitis indicates that there will be significant relation between Neuroticism and Selfitis, also a positive correlation. This means that relationship between the two variables is such that when Neuroticism increases, Selfitis increases. These findings are similar to study done by (Joy & J, 2019)<sup>[16]</sup> investigates the college student's personality trait and selfie-liking behaviour, the result showed that selfie-liking dimensions of selfie-liking behaviour scale significantly correlated with neuroticism personality trait.

*Correlation between Extraversion (E) and Selfitis*

The correlation between Extraversion and Selfitis, indicates that there will be no significant relation between Extraversion and Selfitis, also shows a positive correlation. This means that relationship between the two variables is such that when Extraversion increases, Selfitis increases. These findings are similar to study done by (Joy & J, 2019)<sup>[16]</sup> investigates the college students personality trait and selfie-liking behaviour. Results showed that extraversion personality trait has positive relationship with selfie clicking and friendliness dimensions

*Correlation between Agreeableness (A) and Selfitis*

The correlation between Agreeableness and Selfitis, which indicates that there will be significant relation between Agreeableness and Selfitis, also a negative correlation which means relationship between two variables in which Agreeableness

increases as the Selfitis decreases. The study by (Zhao, 2008)<sup>[17]</sup> states that agreeable users who are described as being warm and cooperative may be more likely to post selfies with others than selfies alone. Neurotic users with strong threat sensitivity may be less likely to post selfie. This study by (Joy & J, 2019)<sup>[16]</sup> investigates the college student's personality trait and selfie-liking behaviour. Results showed that agreeableness personality trait has invert relationship with loneliness, self-centred dimensions, and the total score of selfie-liking behaviour.

*Correlation between Openness (O) and Selfitis*

It Shows the Pearson's correlation between Openness and Selfitis, which indicates that there will be significant relation between Openness and Selfitis, also a negative correlation which means relationship between two variables in which Openness increases as the Selfitis decreases.

*Showing correlation between Conscientiousness (C) and Selfitis*

It Shows the Pearson's correlation between Conscientiousness and Selfitis, which indicates that there will be significant relation between Conscientiousness and Selfitis, also a negative correlation which means relationship between two variables in which Conscientiousness increases as the Selfitis decreases,

It was found that Selfitis significantly correlated negatively with Agreeableness, and Openness. And there is positive correlation between Selfitis and Neuroticism. Selfitis is not significantly correlated with Extraversion and Conscientiousness. Hence the hypothesis stating that there will be significant relationship between Personality traits and Selfitis among college students is accepting. These findings were similar to research conducted by (amp & Amichai, 2017)<sup>[18]</sup> the motivating factors or self-clicking behaviour was explored. The results of the investigation suggested that that each selfie motivator is related differently to personality traits: self-approval was negatively related to: conscientiousness, emotional stability, openness to experiences, and self-esteem, and positively correlated to frequent checking for likes. Belonging was connected to openness to experiences. Documentation was related to agreeableness and extroversion is uniform phenomenon and there may be differing motivations found among selfie takers.

**Objective:** To predict the role of Personality traits on Selfitis.

**H3:** There will be significant influence of Personality Traits on Selfitis among College Students.

**Table 6: Showing the Regression results predicting Personality traits with Selfitis.**

Variables	Unstandardized Coefficients		Standardized Coefficients		P
	B	S.E	Beta	t	
(Constant)	56.585	16.436		3.443	.001
Neuroticism	.326	.161	.145	2.028	.044
Extraversion	.184	.158	.087	1.166	.245
Openness	-.371	.172	-.149	-2.158	.032
Agreeableness	-.386	.147	-.184	-2.631	.009
conscientiousness	-.028	.154	-.014	-.180	.857

Dependent Variable: Selfitis,  $R^2 = 0.095$  Adjusted  $R^2 = 0.072$ ,  
 $F = 4.092$ ,  $p = 0.001$

The multiple linear regression results for Personality traits with Selfitis among the age group of 18-25 years. The  $R^2$  for regression model indicates that, 9.5% of the variation in the dependent variable i.e Selfitis is explained by the Personality trait variables. It also showed that adjusted R square that any time another independent variable is added to this model, the R square will increase. The hypothesis stating that there will be significant influence of Personality Traits on Selfitis among College Students is accepted. These findings are similar to research by (Charoensukmongkol, 2016)<sup>[19]</sup> that explore the selfie-associated personal characteristics of individuals. The results from partial least square regression showed that the degree of selfie-liking that the respondents reported was positively associated with all of these characteristics. The overall findings imply that, although selfies provide the opportunity for individuals to enhance self-disclosure, they can reflect some unhealthy behavior on their part.

On examination of the standardized beta coefficients, it is found that Extraversion, Openness and Agreeableness are significantly related to the Selfitis. Extraversion is the strongest predictor followed by Openness and Agreeableness.

#### IV. FINDINGS OF THE RESEARCH

The purpose of the research was to study the relationship between Personality traits and Selfitis among college students. The samples for the research were selected randomly which involved 200 college students in age group of 18-25 years 100 men and 100 women. Each participant was given the questionnaires of Selfitis Behaviour Scale and NEO-FFI Inventory.

It was found that a Personality trait of college students is found to be very high in Neuroticism, Extraversion, Openness, Conscientiousness and high in Agreeableness based on the norms of the scale. And also the students under the study found to have acute level of Selfitis.

The hypotheses stating that there will be significant difference in Selfitis based on gender shows that both men and women have acute level of Selfitis which also showed that the tendency of having Selfitis is more in men than women.

The hypothesis stating that there will be significant relationship between Personality Traits and Selfitis among college students which shows that there is a significant relationship between Personality traits and Selfitis among college students which shows that Selfitis is correlated negatively with Agreeableness, Openness and correlated positively with Neuroticism significantly and not correlated significantly with Extraversion and Conscientiousness..

The hypothesis stating that there will be significant influence of Personality Traits on Selfitis among College Students using multiple linear Regressions it is found that Extraversion, Openness and Agreeableness are significantly related to the Selfitis. Extraversion is the strongest predictor followed by Openness and Agreeableness.

#### V. CONCLUSION

Based on the findings it was concluded that there is a significant difference in Selfitis based on particular gender which indicates that the tendency of having Selfitis is more in men than women. The students under the study found to have acute level of Selfitis.

And there is a significant relationship between Selfitis and personality traits among college students which shows that Selfitis is correlated negatively with Agreeableness, Openness and correlated positively with Neuroticism significantly and not correlated significantly with Extraversion and Conscientiousness. Also there is a significant influence of Personality Traits on Selfitis among College Students.

#### Implications

The researchers, after studying hundreds of samples who were suffering from selfitis, declared that the newly discovered mental disorder can be cured by a simple method of groupfie; (a group photo taken like a selfie). According to them, by participating in groupfies, individuals suffering from selfie disorder can recover quickly from inflammation of their personal ego which is the hidden cause of the disorder.

Cognitive Behavioral Therapy (Beck, 1960)<sup>[20]</sup>, a form of therapy can be used by the psychologist or the counsellors. Cognitive Behavioral Therapy (Beck, 1960) ,a form of therapy where the psychologist or the counsellor talks with their client, this therapy helps us solve our problems by changing the way we think and behave, can be used to help the them to recognize the reasons for his or her compulsive behavior and then to learn how to moderate it. Dialectical behavior therapy (DBT) can also be used by the counsellors or psychologists. Dialectical behavior therapy (DBT) is typically used when an individual is severely emotionally dysregulated, or they have a hard time controlling their feelings and actions. DBT helps people gain more control over their emotions, while paradoxically learning to “non-judgmentally observe” them using mindfulness skills. Motivational Interviewing (MI) works to “meet you with where you are at” in patient’s addiction or behavioral concern.

Alternative Treatment Approaches like Meditation or yoga and Recreational therapy can be used. Meditation or yoga – through meditation and yoga healing can happen as it gives rise to a positive state of mind and also clear away emotional issues. Recreational therapy – the purpose of Recreational therapy is to enable all individuals to achieve quality of life and optimal health through meaningful experiences in recreation and leisure. (Joy & Sam, 2019)<sup>[9]</sup>

Motivational workshops, seminars, classes can be taken by teachers or professors in Colleges regarding the topic of Selfitis, its effects, causes and treatments. This study also provides an overarching data for other researchers to investigate the concept more thoroughly and in different contexts. It is anticipated that further research will be carried out to perceive more about how and why this potentially neurotic behaviour is occurred to the individuals, and what can be done to help those individuals who are affected the most.

The result of the study provides further scope for research on finding what might be the other factors affecting one’s levels of selfitis and also focuses on other personality factors that are likely to play a role in the acquisition, development and maintenance of selfitis including personality traits, self- behaviour pattern, cognition, attitudes and motivation etc.

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