

**ROLE OF PERSONALITY, SELF-ESTEEM AND EMOTIONAL INTELLIGENCE ON
SELFIE OBSSESION AND SOCIAL MEDIA USAGE**

A

Thesis submitted

In partial fulfillment of the requirement for the degree of

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(Deemed to be University)

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June, 2019

CERTIFICATE

This is to certify that the thesis, "**Role of Personality, Self-esteem and Emotional Intelligence on Selfie Obsession and Social Media Usage**" being submitted in partially fulfillment of requirement for the award of the Degree of **Master of Arts in Psychology**, in **The School of Humanities and Social Science, Thapar Institute of Engineering and Technology (Deemed to be University), Patiala**, is a bonafide work carried out under the supervision of **Dr. Santha Kumari**, Professor, School of Humanities and Social Sciences, Thapar Institute of Engineering and Technology (Deemed to be University), Patiala and no part of this project has been submitted for the award of any other degree.


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This is to certify that the above statement made by the student concerned is correct and true to the best of my knowledge.



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CANDIDATE'S DECLARATION

I hereby declare that the work presented in this thesis entitles, "**Role of Personality, Self-esteem and Emotional Intelligence on Selfie Obsession and Social Media Usage**" being submitted in partially fulfillment of requirement for the award of the Degree of **Master of Arts in Psychology**, in **The School of Humanities and Social Science**, is an authentic record of my own work carried out under the supervision and guidance of **Dr. Santha Kumari**, Professor, School of Humanities and Social Science, Thapar Institute of Engineering and Technology (Deemed to be University), Patiala and refers other researchers' work which are duly listed in the reference section.

The matter embodied in this thesis has not formed the basis of any other degree of this or any other university.

Date: June, 2019

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This is to certify that the above declaration made by the concerned student is correct and true to the best of my knowledge.


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Abstract

The growing popularity of selfie-taking and social media platforms encouraged to investigate the present study. The aim of the research is to study the role of personality, self-esteem and emotional intelligence on selfie obsession and social media usage. The sample consisted of 130 students (70 males and 60 females) of Thapar Institute of Engineering and Technology (Deemed to be University), Patiala. For this purpose, the Rosenberg Self-esteem Scale, Big Five Inventory (BFI), Traits Emotional Intelligence Questionnaire, Selfitis Behavior Scale (SBS), Facebook Intensity Scale were used. The data were analyzed using descriptive statistics, t-test, correlation, and linear regression. The findings suggest that people high on agreeableness, conscientiousness, and extrovert are more selfie-obsessed. Also, those who are high on extroversion and openness use more social media sites. There was no relationship between self-esteem and selfie obsession, self-esteem and social media usage. Emotional intelligence is partially related to selfie obsession and had no relation to social media usage.

Key words: Selfie obsession, Social media usage, Personality, Emotional intelligence, Self-esteem.

CONTENTS

	Title	Page No
	Certificate	ii
	Candidate's Declaration	iii
	Acknowledgment	iv
	Abstract	v
	List of Tables	ix
	List of Abbreviations	x
Chapter 1	Introduction	
1.1	Personality	1
1.2	Self-esteem	2
1.3	Emotional intelligence	2-3
1.4	Selfie obsession	3
1.5	Social media usage	3-4
Chapter 2	Literature review	
2.1	Personality and selfie obsession	5-6
2.2	Personality and social media usage	6-7
2.3	Self-esteem and selfie obsession	7-8
2.4	Self-esteem and social media usage	8
2.5	Emotional intelligence and selfie obsession	8
2.6	Emotional intelligence and social media usage	8
2.7	Research gap	9

Chapter 3	MOTIVATION, OBJECTIVES, RATIONALE AND HYPOTHESES	
3.1	Motivation of the study	10
3.2	Rationale	10
3.3	Objective	11
3.4	Hypotheses	11-13
Chapter 4	Method	
4.1	Sample	14
4.2	Design	14
4.3	Tools used	14-15
4.4	Procedure	16
Chapter 5	Results	17-25
Chapter 6	Discussion	26-29
Chapter 7	Conclusion, Implications and future scope	
7.1	Conclusion	30
7.2	Implication	30
7.3	Limitation	30
7.4	Scope for Future Research	30

	REFERENCE	31-34
Appendix A	Consent Form	35
Appendix B	Personality	36-37
Appendix C	Emotional intelligence	38
Appendix D	Self-esteem	39
Appendix E	Selfie obsession	40
Appendix F	Social media usage	41

List of Tables

Table No.	Title	Page No.
Table no 1	Mean and standard deviation for personality, emotional intelligence, self-esteem, selfie obsession and social media usage were computed.	17
Table no 2	Mean, standard deviation and t test	19
Table no 3	Correlations between personality, emotional intelligence, self-esteem, selfie obsession and social media usage	21
Table no 4	Regression analysis for personality, emotional intelligence, self-esteem, selfie obsession and social media usage	23

LIST OF ABBREVIATIONS

E- Extraversion

A- Agreeableness

C- Conscientiousness

N- Neuroticism

O- Openness

SE- self-esteem

EI_TT- Emotional Intelligence

WB_EI- Well Being

SC_EI- Self Control

EM_EI- Emotionality

SCO_EI- Sociability

EE- Environment Enhancement

SC- Social Competition

AS- Attention Seeking

MM- Mood Modification

SCO- Self-Confidence

SBO- Subjective Conformity

SO_TT- Selfie obsession

SMU- Social media usage

CHAPTER 1

INTRODUCTION

We live in a century where we take various photographs of oneself during every event and post it on social media and spend most of our time there. Selfie taking & social media are used to make a desirable self-image of them and to satisfy their self-esteem. There are various personality domains which influence people's selfie taking behavior and social media use. Emotional intelligent are people who are able to manage and identify one's own emotions and also emotions of others. Individuals high on emotional intelligence are able to adapt and handle environmental demands, use less social media and less indulgence in selfie taking.

1.1 Personality

Personality is the dynamic organization within the individual of those psychophysical systems that determine his unique adjustments to the environment (Allport, 1961). It is the composite of traits and patterns which affect behavior, emotion and thought of individuals. It propels individuals to think behave and feel consistently in specific ways, this is what makes each individual distinctive. These patterns over the time strongly affect perception, value and attitude. It is a psychological construct which comprises of people's unique genetic background and learning history and how these factors influence his or her response to different environments and situations. The study of personality can be regarded as scientific analysis of individual differences that helps to describe that why and how people react to various environmental or situational demands uniquely or creatively

1.2 Self-esteem

Self-esteem means one's overall sense of self-value or how much you respect or appreciate yourself. It involves various beliefs about yourself such as evaluation of their own looks, emotion, behavior, and belief.

Self-esteem plays a vital role in your motivation and triumph of your overall life. Low level of self-esteem hinders from succeeding at school or work because a lack of faith in your capability of success whereas high self-esteem helps to accomplish as it regulates your life with a positive outlook, a sense of belief and you can achieve your goals and self-assertive attitude.

Self-esteem plays a salient role in psychologist's Abraham Maslow's theory of the hierarchy of needs, which include self-esteem as one of the primary sources of human motivation. He suggested that people need esteem both from the inner self and also from other people. Both these needs must be gratified in order to obtain self-actualization and grow as a person.

1.3 Emotional Intelligence

Emotional intelligence is to superintend and identify one's own emotions and also of others. Bar-on, Salovey and Daniel Goleman three prime theorist shaped emotional intelligence in the field of psychology. Reuven Bar-On, an eminent researcher introduced the term "emotion quotient". As stated by Bar-On (1997), emotional intelligence is understanding oneself and others, correlate with people, adapting to and ability to handle environmental demands. Salovey and Mayer (1990) termed emotional intelligence as an

ability to examine one's own and others emotions & feeling, differentiate between them and to utilize this knowledge to guide one's thinking and actions.

Daniel Goleman popularized the concept of emotional intelligence to millions of people. According to him, skills like self-awareness and self-motivation are either infused or destroyed in childhood. However, he claims that adults can still learn and apply these skills. His work made elements of emotional intelligence accessible to a broad segment of our society.

1.4 Selfie Obsession

Oxford English Dictionary stated that a selfie is a picture taken of oneself by a smartphone or webcam & shared on social networking sites. According to the psychological perspective, taking a selfie is a self-oriented action that allows users to build their own individuality and self-importance. Today's generation smartphone is facilitating with high resolution camera and it's called selfie. People are fond of taking selfies of their own and as well of others and it has led to extreme effect. They eagerly wait for comments from friends and others. In 2017, Ma et al described that taking a selfie with respect to self-representation theory, which is implied to impress others.

1.5 Social Media Usage

Social media refers to the website which are designed to enable an individual to share content effectively, quickly and in real time. It allows sharing photos, beliefs, events, etc in real time which transformed the way we live. It's a website that permits the users to establish their own accounts that they can log in into for social interaction. It is also possible to anonymously interact with people and share personal information. Social

media involve all about sharing personal information and communication that is why a profile page is made to represent an individual by allowing to share information via profile photo, bio, feed of recent posts, recent activity, recommendations and so on. Users manipulate their own self-image by sharing a small portion of their life as a result followers see them happy and content in life via their posts in such a way it makes themselves feel boring or scanty by comparison. However, the truth is that users have complete power to decide what information they want to broadcast on social media.

CHAPTER 2

LITERATURE REVIEW

2.1 Personality and Selfie Obsession

Baiocco, Chirumbolo et al conducted research in 2017 of 750 young people on personality traits predicting different selfie posting behavior. Results showed that agreeableness and conscientiousness are negatively correlated to selfie posting whereas extroversion are positively correlated to selfie posting.

Nadkarmi and Hofmann (2012) proposed that Facebook use is strived by prime needs: (1) the need to belong (2) the need for self-representation. Their findings suggest extroverts are generally more active in selfie posting. Gilliland et al, (2018) conducted a similar study and found that extroversion positively correlates with the no of selfies.

Hamburger and Vinitzky (2010) conducted a study among undergraduate students of Israeli university. 237 students participated with an average age of 22 years. Their research suggests that individuals who are highly neurotic and open post more photos on their Facebook profile and individuals who scored high on conscientiousness show less of the picture uploading.

In 2011, Sun and Wu found that agreeable individuals have control over their online self-presentation and use social sites for actual self traits presentation and abstain from attention seeking. Sorokowska et al (2016) revealed that females posted more of their own selfies and group selfies than males.

In 2013, Seidman investigated the correlation between personality and Facebook use to fulfill belongingness and self-presentational needs among 184 undergraduates (51 males & 133 female) in the United States. They found that people who are high on neuroticism and low on conscientiousness were the best predictors of self-presentation. Conscientiousness people are vigilant in their self- presentations whereas neurotic individuals may use Facebook as a place for self- promotion.

2.2 Personality and Social Media Usage

Individuals who are high on neuroticism are more anxious, sensitive, and chronic worries. Prior studies shows that neuroticism is positively correlated with social media use to avoid isolation (Hojat & Crandall, 1987).

Immordino yang et al, (2012) they investigated that people who are high on neuroticism whereas those who are low on agreeableness and conscientiousness are more likely to spend time on social media platforms.

Ryan and Xenos (2011) conducted a study to examine how Facebook influences users or non-users of Facebook. The sample consists of 1324 selected Australian internet users. There results showed that Facebook user tends to be more extroverted and individual who are high on conscientiousness users are less active on Facebook to avoid distraction. Wilson et al, (2010) also came to similar conclusion.

Gosling et al, (2011) found that individuals who are on extroversion post photos more frequently, frequently replacing of their profile picture and adding picture of other on their facebook profile.

In 2012, Nadkrani and Hofmann explained that people who are extrovert are more active on online social networking sites.

In 2010, Correa et al conducted a survey on interaction of user's personality with social media use. Their results showed that extroverts and openness exert positive effect on social media platforms and amount of social interaction with others whereas those who are high on neuroticism are drawn to social media.

In 2009, Ross et al stated that openness are individuals who are open to new things, curious, creative and open minded are individual who actively use social networking sites are more open to experience. Hamburger and Vinitzky (2010) conducted a study among undergraduate students of Israeli university. 237 students participated with average age of 22 years. Their research suggests that openness is positively correlated with social media.

Lehnhart (2009), Raackle and Bonds- Raackle (2008) found that women are majority of social networking sites users who rely heavily on it to build connections and maintain relationship. Regardless of their demeanor they are more drawn to social networking sites.

2.3 Self-esteem and Selfie Obsession

In 2015, Varnali and Toker conducted a survey to find relationship between self-disclosure on social media and self-esteem. Their studies disclosed that people with low self-esteem use social media sites to overcome their inferiority complex by enhancing their self-image through pictures. Nevertheless, people with high self-esteem made couple of and honest self-disclosure of themselves.

Reason behind posting selfie is getting likes which act as a form of feedback which improves their self-esteem (Valkenburg, Peter & Schouter 2006).

2.4 Self-esteem and Social Media Usage

Jan et al conducted a research to prove that there is a strong association between social media and self-esteem i.e. if there is increase in social media use it will result in decrease in self-esteem.

Social networking sites cause psychological distress because social comparison is done which results in low level of self-esteem (Chen & Lee, 2013).

2.5 Emotional Intelligence and Selfie Obsession

Vinitzky (2010) found individuals who are low at emotional intelligence are more likely to post personal pictures on social network sites.

2.6 Emotional Intelligence and Social Media Usage

Underwood, Kerlin, & Farrington-Flint, (2011) suggested that there are different types of social network site users that are broadcasters and communicators. Broadcasters indulge more into risky, widespread social network behavior as compared with communicators who do not. We can say that those high in emotional intelligence would probably fall into the category of communicators and who low in emotional intelligence fall into the category of broadcasters.

2.7 Research gap

Numerous studies have been conducted on social media use in relation with personality variables and self-esteem. However, there are very few studies on emotional intelligence in relation to social media use. Also, there are relatively less number of studies on selfie obsession with personality variables and even more scarce with emotional intelligence. In addition to this, there is a paucity of such studies in Indian contest. Therefore, the present study attempts to investigate the role of personality, self-esteem and emotional intelligence on selfie obsession and social media usage.

CHAPTER 3

MOTIVATION, OBJECTIVE, RATIONALE AND HYPOTHESIS

3.1 Motivation for the study

The present research aims to investigate the relationship between personality, self-esteem and emotional intelligence with selfie obsession and social media usage. Growing obsession of selfie has become obsessive compulsive desire and share it on social media. This research helps to understand how selfie obsession and social media determine type of personality acquired by individual, level of emotional intelligence and self-esteem. Due to its growing obsession, on 31th March 2014 a website claimed that American Psychiatric Association (APA) had classified “selfitis” as a new mental disorder.

3.2 Rationale for the study

Selfie obsession trend is growing among people especially youth and adults and they spend their most of time on social networking sites. Personality, self-esteem and emotional intelligence act as determinants in selfie obsession and social media use. A research in this area helps to know the level of contribution of those determinants in increasing trend of selfie taking and social media use so that we can control those factor later

3.3 Objective:-

1. To study the relationship between personality variables and selfie obsession and social media usage.
2. To study the relationship between self-esteem and selfie obsession and social media usage.
3. To study the relationship between emotional intelligence and selfie obsession and social media usage.
4. To study the gender difference in selfie obsession and social media usage.

3.4 Hypotheses:-

Baiocco et al, (2017) concluded there is negative relationship between agreeableness & conscientiousness and selfie posting and positive relationship between extroversion & openness and selfie taking. Hamburger and Vinitzky (2010) found that people high on neuroticism and openness post more pictures on their Facebook profile whereas those high on conscientiousness upload less pictures of themselves. The following hypothesis were formulated based on the above premises.

H₁ Extraversion is positively related to selfie obsession.

H₂ Agreeableness is negatively related to selfie obsession.

H₃ Conscientiousness is negatively related to selfie obsession.

H₄ Neuroticism is positively related to selfie obsession.

H₅ Openness is positively related to selfie obsession.

Ryan and Xenos (2011) concluded that there is positive association between extroversion and use of Facebook and negative relationship between conscientiousness and Facebook use to avoid distraction. Immordino yang et al, (2012) found neuroticism is positively correlated to social networking sites whereas agreeableness and conscientiousness is negatively correlated to social networking websites. Ross et al, (2009) found there is positive correlation between openness and social networking sites. The following hypothesis were formulated based on the above premises.

H₆ Extroversion is positively related to social media usage.

H₇ Agreeableness is negatively related to social media usage.

H₈ Conscientiousness is negatively related to social media usage.

H₉ Neuroticism is positively to related to social media usage.

H₁₀ Openness is positively related to social media usage.

Varnali and Toker (2015), Chen and Lee (2013) said that self- esteem is negatively correlated with with selfie obsession and social networking sites. The following hypothesis were formulated based on the above premises.

H₁₁ Self- esteem is negatively related to selfie obsession.

H₁₂ Self-esteem is negatively related to social media usage.

Vinitzky (2010) and Underwood, Kerlin & Farrington-Flint (2011) concluded there is negative association between selfie obsession and social networking sites. The following hypothesis were formulated based on the above premises.

H₁₃ Emotional intelligence is negatively related to selfie obsession.

H₁₄ Emotional intelligence is negatively related to with social media usage

Sorokowska et al (2016) revealed that females posted more of their own selfies and group selfies than males. Lehnhart (2009), Raackle and Bonds- Raackle (2008) found that women are majority of social networking sites users who rely heavily on it to build connections and maintain relationship. Regardless of their demeanor they are more drawn to social networking sites. They concluded that female take more selfies and active users of social media sites. The following hypothesis were formulated based on the above premises.

H₁₅ Females are more selfie obsessed than males.

H₁₆ Females use social media more than males.

CHAPTER 4

METHOD

4.1 Sample

A total of 130 students (70 males and 60 females) of the age range 18- 25 years participated in the study. The data was collected from Thapar Institute of Engineering and Technology (Deemed to be university).

4.2 Design

Personality, Emotional Intelligence and Self-esteem were independent variable

Selfie Obsession and Social Media Usage were dependent variable.

The data was analyzed using Statistical Package for Social Sciences (SPSS-22.0).

Mean, Standard Deviation, t test, Correlation and Linear Regression were used to analyze the data.

4.3 Tools Used

Rosenberg self-esteem scale

The scale is ten item scale by Rosenberg (1960) which measure one's feeling of self-worth and it's a 4-point Likert scale. Five out of 10 items are reversed scored and then summed to obtain individual's self-esteem score.

Big five inventory (BFI)

It's 44 item scale. There are five subscales and has 16 reverse score items. Robert McCrae and Paul Costa developed this subscales (BFI, 1940). It measures an individual's five dimensions of personality named: (1) Extroversion (2) Agreeableness (3) Openness (4) Neuroticism (5) Conscientiousness.

Traits emotional Intelligence Questionnaire

It is most widely used scale to measure emotional intelligence. It was developed by K. V. Petrides in 2009 and it's a 30 item Likert scale with seven options. There are four subscales in this test which are: (1) Well Being (2) Emotionality (3) Self-control (4) Sociability.

Selfitis Behavior Scale (SBS)

Selfitis Behavior Scale is twenty item Likert scale, options ranging from Strongly Disagree to Strongly Agree. It is developed by Balakrishnan and Scheffe in 2017. It has six subscales and reverse scoring. The various subscales are: (1) Environment Enhancement, (2) Social Competition, (3) Attention Seeking, (4) Mood Modification (5) Self-Confidence (6) Subjective Conformity

Facebook Intensity Scale

It is developed by Ellison, Steinfield and Lampe in 2007. It has eight items with Likert scale of five items ranging from Strongly Agree to Strongly Disagree. It has no reverse scoring.

4.4 Procedure

Informed consents were taken from participants for this purpose and personality scale, emotional intelligence scale, self-esteem scale, selfie obsession scale and social media scale were administered to them.

The instructions given were- “You have to fill five questionnaires, which will measure some behavioral patterns. Don’t think too hard, as there will be no right or wrong answer. The first answer that comes to your mind is generally right. The information collected from you will be kept confidential. Don’t leave any statement unanswered”.

The responses of the subjects were carefully scored and the statistical analysis was done.

CHAPTER 5

RESULT

The data was analyzed using descriptive statistics, t- test, correlation and linear regression to study the role of personality, self-esteem and emotional intelligence on selfie obsession and social media usage.

Table 1: Mean and standard deviation for personality, emotional intelligence, self-esteem, selfie obsession and social media usage were computed.

	N	Mean	Std. Deviation
E	130	25.73	5.37
A	130	32.84	4.89
C	130	28.85	5.12
N	130	24.45	5.69
O	130	35.53	4.89
SE	130	29.18	4.447
WB_EI	130	4.927	.7867
SC_EI	130	4.219	.8717
EM_EI	130	4.497	.7683
SCO_EI	130	4.354	.8088
EL_TT	130	135.09	17.39
EE	130	11.17	3.769
SC	130	8.47	3.588
AS	130	6.95	2.867
MM	130	6.98	3.356
SCO	130	7.32	2.897
SBO	130	6.43	2.828
SO_TT	130	47.32	16.775
SMU	130	21.82	7.326

The above table (Table 1) shows mean and standard deviation for personality, self-esteem and emotional intelligence on selfie obsession and social media usage.

Mean and standard deviation for extroversion is 25.73 and 5.37, for agreeableness is 32.84 and 4.89, for conscientiousness 28.85 and 5.12, for neuroticism is 24.45 and 5.69 and for openness is 35.53 and 4.89.

For self-esteem the mean is 29.18 and standard deviation 4.447.

For emotional intelligence the mean is 135.09 and standard deviation 17.39.

Mean and standard deviation for selfie obsession & social media use is 47.32 and 21.82 and 16.775 and 7.326.

Table 2 : Mean, standard deviation, t- test

	Mean	Sd	df	t	Sig
E (M)	25.89	5.60	128	0.35	.724
(F)	25.55	5.13			
A (M)	33.41	4.79	128	1.45	.148
(F)	32.17	4.98			
C (M)	30.20	4.96	128	3.36	.001**
(F)	27.28	4.90			
N (M)	23.49	6.28	128	2.12	.036*
(F)	25.58	4.72			
O (M)	35.97	4.82	128	1.11	.268
(F)	35.02	4.95			
SE (M)	29.63	4.90	128	1.23	.220
(F)	28.67	3.83			
WB_EI (M)	4.95	0.86	128	0.32	.747
(F)	4.90	0.70			
SC_EI (M)	4.24	0.93	128	0.33	.740
(F)	4.19	0.81			
EM_EI (M)	4.51	0.77	128	0.22	.828
(F)	4.48	0.77			
SCO_EI (M)	4.46	0.82	128	1.58	.116
(F)	4.23	0.79			
EI_TT (M)	137.39	19.19	128	1.64	.105
(F)	132.42	14.73			
EE (M)	10.66	3.75	128	1.69	.094
(F)	11.77	3.73			
SC (M)	8.10	3.43	128	1.27	.206
(F)	8.90	3.75			
AS (M)	6.71	2.87	128	1.00	.321
(F)	7.22	2.87			
MM (M)	6.04	3.07	128	3.58	.000**
(F)	8.07	3.37			
SCO (M)	6.63	2.91	128	3.05	.003*
(F)	8.13	2.68			
SBO (M)	6.24	2.90	128	0.82	.415
(F)	6.65	2.76			
SO_TT (M)	44.39	16.77	128	2.18	.031*
(F)	50.73	16.26			
SMU	20.97	7.51	128	1.44	
	22.82	7.04			

* Significant at the 0.05 level

** Significant at the 0.01 level

The above table (Table 2) shows the mean, standard deviation and t-test results of the sample for personality variables, self-esteem, emotional intelligence, social media usage and selfie obsession.

The mean for conscientiousness for males came out to be 30.2 and standard deviation was 4.96. For females, the mean was 27.28 and standard deviation was 4.9. The t test value came out to be $t(128) = 3.36$, $P < 0.01$ which is statistically significant. With respect to neuroticism, mean for males and females was 23.49 and 25.58, while standard deviation was 6.28 for males and 4.72 for females. The t value came out to be $t(128) = -2.12$, $P < 0.05$ which is statistically significant.

With respect to mood modification, mean for males and females was 6.04 and 8.07, while standard deviation was 3.07 for males and 3.37 for females. The t value came out to be $t(128) = -3.58$, $P < 0.01$ which is statistically significant. The mean self-confidence for males and females came out to be 6.63 and 8.13, standard deviation was 2.91 and 2.68 for males and females. The t value came out to be $t(128) = -3.05$, $P < 0.05$ which is statistically significant.

Females were found to be more selfie obsessed (mean 44.39 for males and 50.73 for females) than males on the whole. The t value came out to be $t(128) = -2.18$, $P < 0.05$.

Table 3: Correlation between personality, self-esteem, emotional intelligence, selfie obsession and social media usage were computed.

	E	A	C	N	O	SE	WB_EI	SC_EI	EM_EI	SCO_EI	EI_TT
E	1										
A		1									
C			1								
N				1							
O					1						
SE	.31**	.25**	.31**	-.37**		1					
WB_EI	.32**	.32**	.18*	-.29**	.22**	.56**	1				
SC_EI		.30**	.32**	-.49**		.43**		1			
EM_EI	.20*	.32**	.34**	-.34**	.18*	.31**			1		
SCO_EI	.43**		.34**	-.34**	.20*	.31**				1	
EI_TT	.35**	.39**	.45**	-.58**	.21*	.62**					1
EE	.20*										
SC		-.21*	-.17*		-.26**			-.20*			-.18*
AS		-.17*	-.19*								
MM					-.18*						
SCO		-.18*	-.17*		-.21*						
SBO					-.27**				-.20*		
SO_TT		-.17*	-.17*		-.23**						
SMU	.30**				.20*						

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

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

The above table (Table 3) shows correlations among personality variables, self-esteem, emotional intelligence.

social media and selfie obsession. It can be noted that extraversion is positively correlated with self-esteem ($r = 0.31$, $p < 0.01$), emotional intelligence ($r = 0.35$, $p < 0.01$) and environmental enhancement ($r = 0.20$, $p < 0.05$), social media use ($r = 0.29$, $p < 0.01$).

Agreeableness is positively correlated with self-esteem ($r = 0.25$, $p < 0.01$), emotional

intelligence ($r = 0.39, p < 0.01$) and negatively correlated with selfie obsession ($r = -.17, p < 0.05$). Conscientiousness is positively correlated with self-esteem ($r = 0.31, p < 0.01$), emotional intelligence ($r = .45, p < 0.01$) and negatively correlated with selfie obsession ($r = 0.17, p < 0.05$). Neuroticism is negatively correlated with self-esteem ($r = .37, p < 0.01$) and emotional intelligence ($r = .58, p < 0.01$). Openness is positively correlated with emotional intelligence ($r = .21, p < 0.05$), social media ($r = .20, p < 0.05$) and negatively correlated with selfie obsession ($r = .23, p < 0.01$). Self-esteem is positively correlated with emotional intelligence ($r = .62, p < 0.01$). Self-control (subscale of emotional intelligence) is negatively correlated with social competition (subscale of selfie obsession) ($r = .20, p < 0.05$). Emotionality (subscale of emotional intelligence) is negatively correlated with subjective conformity (subscale of selfie obsession) ($r = .20, p < 0.05$). Emotional intelligence total is negatively correlated with social competition (sub scale of selfie obsession) ($r = .18, p < 0.05$).

Table 4: Regression analysis for personality variables, self-esteem, emotional intelligence, selfie obsession and social media usage.

Independent Variable	Dependent Variable	B	Std. Error	Beta	t-value	Adj. R Sq.
E	EE	.14	.06	.20	2.31*	.032
	SMU	.40	.11	.29	3.48**	.079
A	SC	-.16	.06	-.21	-2.47*	.038
	AS	-.1	.05	-.17	-1.94*	.021
	SCO	-.11	.05	-.18	-2.13*	.027
	SO_TT	-.57	.3	-.17	-1.92*	.020
C	SC	-.12	.06	-.17	-1.93*	.021
	AS	-.10	.05	-.18	-2.09*	.026
	SCO	-.09	.05	-.17	-1.93*	.021
	SO_TT	-.54	.28	-.17	-1.90*	.020
O	SC	-.19	.06	-.26	-3.05**	.061
	MM	-.13	.06	-.18	-2.12*	.026
	SCO	-.12	.05	-.21	-2.4*	.035
	SBO	-.16	.05	-.27	-3.22**	.068
	SO_TT	-.78	.3	-.23	-2.63**	.044
	SMU	.3	.13	.2	2.29*	.032
SC_EI	SC	-.82	.36	-.2	-2.29*	.032
EM_EI	SBO	-.73	.32	-.2	-2.29*	.032
EI_TT	SC	-.04	.02	-.18	-2.05*	.024

* Significant at the level of 0.05

** Significant at the level of 0.01

Table 4 contains regression analysis for personality variables, emotional intelligence, self-esteem, social media and selfie obsession. It is evident from the table that extroversion explains 3% of the variation in environment enhancement, 7% of the variation in social media use. The t value for this variables is significant. The B value

specify that 1 unit increase in extroversion will lead to 0.14 units increase in environment enhancement, 0.40 units increase in social media use.

Agreeableness explains 2% of the variation in selfie obsession. The t value for these variables is significant. The B value specify that 1 unit increase in agreeableness will lead to 0.57 units decrease in selfie obsession.

Conscientiousness explains 2% of the variation in selfie obsession. The t value for this variables is significant. The B value specify that 1 unit increase in conscientiousness will lead to 0.54 units decrease in selfie obsession.

Openness explains 4% of the variation in selfie obsession and 3% of the variation in social media use. The t value for these variables are significant. The B value specify that 1 unit increase in openness will lead to 0.78 units decrease in selfie obsession and 0.3 units increase in social media usage each.

Self-control (subscale of emotional intelligence) explains 3% of the variation in social competition (subscale of selfie obsession). The t value for this variables is significant. The B value specify that 1 unit increase in self-control will lead to 0.82 units decrease in social competition.

Emotionality (subscale of emotional intelligence) explains 3% of the variation in subjective conformity (subscale of selfie obsession). The t value for this variables is significant. The B value specify that 1 unit increase in emotionality will lead to 0.73 units decrease in subjective conformity.

Emotional intelligence explains 2% of the variation in social competition (subscale of selfie obsession). The t value for this variables is significant. The B value specify that 1 unit increase in self-control will lead to 0.04 units decrease in social competition.

CHAPTER 6

DISCUSSION

The present study had been designed to investigate the role of personality, self-esteem and emotional intelligence on selfie obsession and social media. It was hypothesized that extroversion was positively related to selfie obsession. The results obtained lead to the partial acceptance of first hypothesis as the subscale of selfie obsession, environment enhancement was positively correlated to extroversion. Extroverts are those individuals who are outgoing, socially confident whereas introverts can be described as individuals who are shy and prefer to remain aloof from society. Thus, we can say that extroverts are more involved in selfie taking. The present results are in line with Gilliland et al. (2018) who reported that extroversion is positively related to the number of selfies taken.

The second hypothesis, agreeableness is negatively related to selfie obsession was accepted. An agreeable person can be described as an individual who is warm, friendly and modest. Agreeable persons have wide social network because of their warm and polite personality whereas individuals who are low on agreeableness are stubborn and less willing to co-operate with others. Therefore, agreeableness is negatively related to selfie obsession. The results obtained are supported by Baiocco et al. (2017) who found that agreeableness is negatively related to selfie posting behavior.

The third hypothesis was conscientiousness is negatively related to selfie obsession. The results obtained lead to the acceptance of third hypothesis. People high on conscientiousness are diligent, orderly and principled. These people avoid inappropriate self-presentation. The results were consistent according to previous studies such as the

one conducted by Hamburger and Vinitzky (2010) who concluded that individuals high on conscientiousness show less interest in selfie posting.

The fourth hypothesis that neuroticism is positively related to selfie obsession was rejected. Neurotic people are those who are emotionally unstable and over thinkers. The fifth hypothesis was openness is positively related to selfie obsession. This hypothesis was rejected. Similarly, Baiocco et al, (2017) who found that openness is negatively associated with selfie obsession.

Extroversion is said to be interlinked. The results obtained by this study state that extroversion is positively related to social media usage. The hypothesis is confirmed. The present findings are in line with the study reported by Nadkrani and Hofmann (2012) who explained that people who were extroverted were more active on online social networking sites.

It was hypothesized that agreeableness was negatively related to social media usage. The results obtained leads to the rejection of seventh hypothesis.

The eighth hypothesis was that conscientiousness is negatively related to social media usage. This hypothesis was rejected. Also, it was hypothesized that neuroticism is positively related to social media usage. The results obtained leads to the rejection of the ninth hypothesis.

The tenth hypothesis was openness is positively related to social media usage. The results obtained lead to the acceptance of tenth hypothesis. The present results are in line with Ross et al, (2009) who stated that students who were regular users of social media platforms were more open to experience.

Self-esteem and selfie obsession are said to be interlinked. It was hypothesized that self-esteem was negatively related to selfie obsession. This hypothesis was rejected. Self-esteem is an individual's overall sense of self-worth, if they don't appreciate or respect themselves enough to fill this gap they involve in self-presentation behavior for creating a desirable self-image liked by everyone. Similarly, Karmer and Winter (2008) also found no difference between in the self-presentation behavior among high or low self-esteem. The twelfth hypothesis, self-esteem is negatively related to social media usage was rejected.

It was hypothesized that emotional intelligence is negatively related to selfie obsession. The results obtained leads to the partial acceptance of the thirteenth hypothesis because the subscale of emotional intelligence, emotionality was negatively correlated to selfie obsession's subscale, subjective conformity and emotional intelligence was negatively correlated to selfie obsession's subscale, social competition. The results are supported by Vinitzky (2010) who found that individuals who are low at emotional intelligence are more likely to post personal pictures on social network sites. The fourteenth hypothesis was emotional intelligence is negatively related to social media usage. It was rejected.

The fifteenth hypothesis was formulated to see if there was any gender difference related to selfie obsession. Sorokowska et al. (2016) revealed that females posted more of their own selfies and group selfies than males. The result of the present study also shows significant differences among males and females with respect to selfie obsession. Therefore, the hypothesis is confirmed.

It was hypothesized that females use social media more than males. The results obtained lead to the rejection of this hypothesis might have been due purposive sampling technique used in the present study

As it can be seen from above that few of the hypothesis were rejected. This can be attributed to either to the method of sampling used in the present study and due to the seriousness with which the participants completed their questionnaire.

CHAPTER 7

CONCLUSION, IMPLICATIONS AND FUTURE SCOPE

7.1 Conclusion

The findings of this study indicate that people with who are high on agreeableness, conscientiousness and extrovert are more selfie obsessed. Those who are high on extroversion and openness use more social media sites. There was no relation between self-esteem and selfie obsession & social media use. Emotional intelligence is partially related to selfie obsession and no relationship with social media usage.

7.2 Implication

This study has implication for counselors, mental health professionals and caregivers.

7.3 Limitation

The sampling techniques used for this study was purposive sampling, which make it difficult to generalize the results to the population.

7.4 Scope for Future Research

Identifying which dimension of personality and different level of emotional intelligence and self-esteem is involved in selfie obsession & social media usage. A research in this area on children will help in enhancing personality type, emotions and self-esteem from young age in context to selfie obsession & social media use. They will be able to cope better when they grow up. A comparison across different age group can also be made.

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APPENDIX A: CONSENT FORM

The following forms enquire about your thoughts and feelings in a variety of situations. Read each item carefully and respond according to what describes your experience appropriately. There are no right or wrong responses, answer as honestly as possible. All personal information gathered during test will remain confidential.

I, _____, hereby give my consent for participating in this study. I am aware about its further use and have read and understood the above information.

Age:

Gender:

(Signature)

APPENDIX B

I see myself as...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Is talkative					
2. Tends to find fault with others					
3. Does a thorough job					
4. Is depressed, blue					
5. Is original, comes up with new ideas					
6. Is reserved					
7. Is helpful and unselfish with others					
8. Can be somewhat careless					
9. Is relaxed, handles stress well					
10. Is curious about many different things					
11. Is full of energy					
12. Starts quarrels with others					
13. Is a reliable worker					
14. Can be tense					
15. Is ingenious, a deep thinker					
16. Generates a lot of enthusiasm					
17. Has a forgiving nature					
18. Tends to be disorganized					
19. Worries a lot					
20. Has an active imagination					
21. Tends to be quiet					
22. Is generally trusting					
23. Tends to be lazy					
24. Is emotionally stable, not easily upset					
25. Is inventive					
26. Has an assertive personality					
27. Can be cold and aloof					
28. Perseveres until the task is finished					
29. Can be moody					
30. Values artistic, aesthetic experiences					
31. Is sometimes shy, inhibited					
32. Is considerate and kind to almost everyone					
33. Does things efficiently					
34. Remains calm in tense situations					
35. Prefers work that is routine					

36. Is outgoing, sociable					
37. Is sometimes rude to others					
38. Make plans and follow through them					
39. Gets nervous easily					
40. Likes to reflect, play with ideas					
41. Has few artistic interests					
42. Likes to cooperate with others					
43. Is easily distracted					
44. Is sophisticated in art, music, or literature					

APPENDIX -C

Instructions: Please answer each statement below by putting a circle around the number that best reflects your degree of agreement or disagreement with that statement. Do not think too long about the exact meaning of the statements. Work quickly and try to answer as accurately as possible. There are no right or wrong answers. There are seven possible responses to each statement ranging from ‘Completely Disagree’ (number 1) to ‘Completely Agree’ (number 7).

1 2 3 4 5 6 7

Completely

Completely

Disagree

Agree

1. Expressing my emotions with words is not a problem for me.	1	2	3	4	5	6	7
2. I often find it difficult to see things from another person’s viewpoint.	1	2	3	4	5	6	7
3. On the whole, I’m a highly motivated person.	1	2	3	4	5	6	7
4. I usually find it difficult to regulate my emotions.	1	2	3	4	5	6	7
5. I generally don’t find life enjoyable.	1	2	3	4	5	6	7
6. I can deal effectively with people.	1	2	3	4	5	6	7
7. I tend to change my mind frequently.	1	2	3	4	5	6	7
8. Many times, I can’t figure out what emotion I’m feeling.	1	2	3	4	5	6	7
9. I feel that I have a number of good qualities.	1	2	3	4	5	6	7
10. I often find it difficult to stand up for my rights.	1	2	3	4	5	6	7
11. I’m usually able to influence the way other people feel.	1	2	3	4	5	6	7
12. On the whole, I have a gloomy perspective on most things.	1	2	3	4	5	6	7
13. Those close to me often complain that I don’t treat them right.	1	2	3	4	5	6	7
14. I often find it difficult to adjust my life according to the circumstances.	1	2	3	4	5	6	7
15. On the whole, I’m able to deal with stress.	1	2	3	4	5	6	7
16. I often find it difficult to show my affection to those close to me.	1	2	3	4	5	6	7
17. I’m normally able to “get into someone’s shoes” and experience their emotions.	1	2	3	4	5	6	7
18. I normally find it difficult to keep myself motivated.	1	2	3	4	5	6	7
19. I’m usually able to find ways to control my emotions when I want to.	1	2	3	4	5	6	7
20. On the whole, I’m pleased with my life.	1	2	3	4	5	6	7
21. I would describe myself as a good negotiator.	1	2	3	4	5	6	7
22. I tend to get involved in things I later wish I could get out of.	1	2	3	4	5	6	7
23. I often pause and think about my feelings.	1	2	3	4	5	6	7
24. I believe I’m full of personal strengths.	1	2	3	4	5	6	7
25. I tend to “back down” even if I know I’m right.	1	2	3	4	5	6	7
26. I don’t seem to have any power at all over other people’s feelings.	1	2	3	4	5	6	7
27. I generally believe that things will work out fine in my life.	1	2	3	4	5	6	7
28. I find it difficult to bond well even with those close to me.	1	2	3	4	5	6	7
29. Generally, I’m able to adapt to new environments.	1	2	3	4	5	6	7
30. Others admire me for being relaxed.	1	2	3	4	5	6	7

APPENDIX: D

Instructions: Indicate the extent to which each item applies to you. If you strongly agree, tick strongly agree. If you agree with the statement, tick agree. If you disagree, tick disagree. If you strongly disagree, tick strongly disagree.

		Strongly Agree	Agree	Disagree	Strongly Disagree
1.	On the whole, I am satisfied with myself.				
2.	At times, I think I am no good at all.				
3.	I feel that I have a number of good qualities.				
4.	I am able to do things as well as most other people.				
5.	I feel I do not have much to be proud of.				
6.	I certainly feel useless at times.				
7.	I feel that I'm a person of worth, at least on an equal plane with others				
8.	I wish I could have more respect for myself.				
9.	All in all, I am inclined to feel that I am a failure.				
10.	I take a positive attitude toward myself.				

APPENDIX: E

Instructions: Indicate the extent to which each item applies to you. If you strongly disagree (SD), tick SD. If you disagree (D) with the statement, tick (D). If you are neutral (N) with the statement, tick (N). If you agree (A), tick A. If you strongly agree (SA), tick SA.						
S.NO		SD	D	N	A	SA
1.	Taking selfies gives me a good feeling to better enjoy my environment.					
2.	Sharing my selfies creates healthy competition with my friends and colleagues.					
3.	I gain enormous attention by sharing my selfies on social media.					
4.	I am able to reduce my stress level by taking selfies.					
5.	I feel confident when I take a selfie.					
6.	I gain more acceptance among my peer group when I take selfie and share it on social media.					
7.	I am able to express myself more in my environment through selfies.					
8.	Taking different selfie poses helps increase my social status.					
9.	I feel more popular when I post my selfies on social media.					
10.	Taking more selfies improves my mood and makes me feel happy .					
11.	I become more positive about myself when I take selfies .					
12.	I become a strong member of my peer group through selfie postings.					
13.	Taking selfies provides better memories about the occasion and the experience.					
14.	I post frequent selfies to get more ‘likes’ and comments on social media.					
15.	By posting selfies, I expect my friends to appraise me.					
16.	Taking selfies instantly modifies my mood.					
17.	I take more selfies and look at them privately to increase my confidence.					
18.	When I don’t take selfies, I feel detached from my peer group.					
19.	I take selfies as trophies for future memories.					
20.	I use photo editing tools to enhance my selfie to look better than others.					

APPENDIX: F

Instructions: Indicate the extent to which each item applies to you. If you strongly disagree, tick strongly disagree. If you disagree with the statement, tick disagree. If you are neutral with the statement, tick neutral. If you agree, tick agree. If you strongly agree, tick strongly agree.						
S.No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Facebook/ Instagram is part of my everyday activity					
2	I am proud to tell people I'm on Facebook/ Instagram					
3	Facebook/ Instagram has become part of my daily routine					
4	I feel out of touch when I haven't logged onto Facebook/ Instagram for a while					
5	I feel I am part of the Facebook/ Instagram community					
6	I would be sorry if Facebook/ Instagram shut down					
7	How many Facebook/ Instagram friends/ followers do you have?	Less than 200	200-499	500-799	800-1100	More than 1100
8	In the past week, on an average, approximately how much time per day have you spent actively using Facebook / Instagram	Upto 2 hours	2-4 hours	4-6 hours	6 - 8 hours	More than 8 hours