

**BODY IMAGE SATISFACTION, SOCIAL MEDIA USAGE, SELF ESTEEM  
AS DETERMINANTS OF  
SELFIE OBSESSION AND PSYCHOLOGICAL WELL BEING**

A

*Thesis submitted*

*In partial fulfilment of the requirement for the degree of*

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## CERTIFICATE

This is to certify that the thesis entitled “ **Body Image Satisfaction, Social Media Usage, Self-Esteem as Determinants of Selfie Obsession and Psychological Well Being**” is being submitted in partial fulfilment of requirements for the award of degree of **Post Graduate Diploma (professional) in Clinical and Counselling Psychology**, in the **School of Humanities and Social Sciences , Thapar Institute of Engineering & Technology (Deemed University), Patiala**, is a bonafide work carried out under the supervision of **Dr. Santha Kumari**, Professor and no part of this project has been submitted for the reward of any other degree.

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## CANDIDATE'S DECLARATION

I, hereby declare that the work presented in this thesis entitled “ **Body Image Satisfaction, Social Media Usage, Self- Esteem as Determinants of Selfie Obsession and Psychological Well Being**” in partial fulfilment of requirements for the award of degree of **Post Graduate Diploma (professional) in Clinical and Counselling Psychology**, in the **School of Humanities and Social Sciences, Thapar Institute of Engineering & Technology (Deemed University), Patiala**, is an authentic record of my own work carried out under the supervision and guidance of **Dr. Santha Kumari**, Professor the School of Humanities and Social Sciences , Thapar Institute of Engineering & Technology (Deemed University), Patiala, and referred work of other researchers are duly listed in the reference section.

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

Date: *24<sup>th</sup> July*

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## ABSTRACT

The aim of the study was to examine the effect of Body Image Satisfaction and Social Media Usage on Psychological Well Being, Selfie Obsession and Self Esteem, also to investigate the impact of self esteem on psychological well being and selfie obsession and to find the gender difference among all the variables. The total sample for the study comprised of 100 participants i.e 50 male and 50 female young adults, with age range of 18-25 years. Self administered questionnaires was used to collect the data, comprising of Mutli dimensional self body relations questionnaire, Social media addiction scale, Ryffs' psychological well being scale, Selfitis addiction scale ,Rosenberg self esteem scale. For result analysis descriptive statistics, regression and correlation were used. Findings revealed that there exists no gender difference in body image satisfaction, social media usage, psychological well being, selfie obsession and self esteem. The results also revealed that there exists a significant positive relationship between body image satisfaction, psychological well being and self esteem it implies that the higher the satisfaction with the body image the higher will be their well being and self esteem. A negative correlation exists between social media usage and psychological well being, and a positive correlation with selfie obsession, Study revealed that social media usage has no relation with a person's self esteem. Another outcome of the study revealed that the better the mental well being of an individual the higher will be their self esteem.

## CHAPTER 1

### 1. INTRODUCTION

The ‘technological revolution’ took a leap forward with the innovation of mobile phones, with that the 21<sup>st</sup> century boomed with a ‘digital outbreak’ where every passing year brought new features added to those phones and with an interconnected network of people around the globe, society seemed to become hooked up on the world of social media; whether its gathering news and information, to making new friends or staying updated and reconnecting with old ones. A new “head down” generation seemingly emerged spending every second on their mobile phones and apparently reluctant to put them down.

The generation seem to spend hours and hours on networking sites; the day starts with it and the night ends with it, an almost endless browse, jumping from one site to another facilitated by the foremost networking sites such as facebook which has billions active users around the world; plays a pivotal role in daily life. Recent data shows in India alone the number of users have surpassed the one billion mark, other most used popular social media sites include tumbler, twitter, YouTube, Instagram. These websites allow people to post their viewpoints, watch and share videos and with a large viewership and trending content people can become famous internet celebrities overnight. This concept of posting, staying updated has altered the daily routine of many people, some unable to go about their day without updating their whereabouts or status. The default social interaction for many has been reduced to the click of a button, depending upon like and comment, the number of likes you get and the nature of comments that are posted defines an individual’s social status and internet presence, the dependence on feedback can unfortunately bring with it some negative aspects. In the blink of an eye the daily use of social media soon turn into an obsession and people are unaware of what it might be doing to their mental health as it start to effect their overall being, this virtual world fills the gaps and cracks in their actual reality. In a study by Gajana,(2015) on young women about their self esteem and experience with social media, findings revealed most of the women that were interviewed felt self conscious, many young women obsessing over the number of likes they receive, they feared not looking attractive in their pictures, though individuals would think they looked different on social media than in real life.

Today one of the primary concerns is the need to look the best imaginable polished version of themselves depicting an idyllic life. In order to look the best, people start to struggle with their own body image and develop a dissatisfied perception of how they look, which can lead to a loss of self respect as well as hindering their subjective well being. The way a person looks directly impacts the self worth, it can be considered a sort of measure how much a person values, approves of,

appreciates, him or herself. Self-esteem is about how one accepts and respects themselves, the reason why a person takes care of himself, though this does not extend to thought of that individual thinking that they are better than everyone else around them. Having good self-esteem promotes optimism towards the life, increasing one's mental strength and their ability to accept their weakness, act appropriately in situations and not blame others for their own mistakes.

As explained by Abraham Maslow self esteem is an important need as self-esteem plays a major role in the development of a healthy attitude toward oneself that motivates them achieve their goals in life, Abraham Maslow postulated the hierarchy of needs, according to theory needs are categorized into higher order needs and lower order needs, the lower needs consist of basic needs like food, water, shelter, which are followed by safety needs, once we feel safe and secure financially, health and family wise we seek the social need, the need for love, affection, belongingness. The higher order needs constitute of esteem needs, aesthetic needs and finally reaching the top of the hierarchy, when the needs in the lower order of the hierarchy are satisfied one by one it drives and motivates an individual to reach for the next need, the ultimate goal of the hierarchy is to reach the full potential i.e self actualization. Esteem need is the fourth important need of an individual, self esteem plays an important role in living a fulfilling life by being confident in every aspect of our lives. People seek validation, respect, recognition and appreciation for their efforts which in turn boost their self confidence, makes them happy, motivated in right direction to achieve more and encourage them to do better which lead to a healthy outlook toward themselves.

These days social media plays a major role in boosting one's self esteem; by posting images, content and when people receive positive responses it seemingly reinforce their self esteem. Wagner,(2016) explained that the firing trend of selfies might be due to its ability for one to demonstrate a unique identity and gain self affirmation, which could be explained by Maslow's hierarchy of needs. Taking selfies has become such a toxic compulsion that in order to look social media ready people spend so many hours in taking selfies, in order to get that one perfect picture, sites like instagram where people follow their influencer and get obsessed about their perfect lives, flawless physical appearance, leads to self doubt, poor confidence, and making youngsters more prone to psychopathology. People have high exposure to networking sites and what they observe, see, follow on virtual world impact their way of thinking and shape their behaviour. This concept can be explained by the social learning theory, theorized by Albert Bandura which states that people can learn through observation, imitation, modelling.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Description of Body Image Satisfaction

Body image is how a person perceives himself, the way they look, the overall appearance. The concept of body image as a psychological phenomenon was initially established in 1935, by the Austrian psychiatrist Paul Ferdinand, who said that “the mental images that individuals have of their own bodies explain the way their bodies are introduced to them”. In other definition by Gorgan,(2008) It’s also a picture of an individual formed in their mind through perception of his/her own body. Satisfaction to one’s own body image develops when they accept their body the way it is, respect it, appreciate it, or find themselves appealing, this acceptance helps a person to maintain a positive body image. There always existed a set beauty standards by the society like, for females fair and flawless skin, slender physique, as for males muscular fit body is desirable, on these basis people differentiate between whether the person is attractive or not. In a study by Gupta,(2007) Indian women are much more concerned about the weight of their upper torso rather than abdomen, hips thighs or legs.

#### 2.2 Description of Social Media Usage

Social media is a platform where people share content on apps like facebook, twitter, instagram, tumblr in real time, being more efficient and easy they are very popular. Drury,(2008) defines social media as online resources that people use to share content video, photos, chat, ideas, gossip, follow news. On social media people can create their profiles, like or dislike the content, post comments, chat, follow their favourite celebrity, use it for commercial purpose, these days most young adults have their accounts on the various networking sites, if one doesn’t have a digital life then they are being considered as abnormal and treated as an outcast by their peers.

#### 2.3 Description of Self - Esteem

The term self- esteem comes from a Greek word meaning "reverence for self".The “self” part of self esteem pertains to the value, beliefs, attitude that we hold about ourself and “esteem” describes the value and worth that one gives oneself. Self-esteem is where a person is aware of his own worth. According to Morris Rosenberg, self- esteem is quite simply one’s attitude toward oneself (1965) . he described it as favourable or unfavourable attitude towards self. Having self- esteem doesn’t

mean that the person is better than others it means that a person respect himself and being aware of his own strengths and weakness. High self- esteem is considered important because it is associated with higher levels of psychological health.

#### 2.4 Description of Psychological Well Being

As summarised by Huppert,(2009) psychological well being is about lives going well. It is the combination of feeling good and working effectively. By definition therefore; people with high psychological well being report feeling happy, capable, well supported, satisfied with life. Psychological well being is defined as “engagement with existential challenges of life” Keyes,(2002). Described by Ryff,(1989) psychological well being has been considered by as a set of psychological features involved in positive human functioning that included resilience related aspects such as maturity, purpose of life , self efficacy, ryff proposed a six dimensional model of psychological well being.

#### 2.5 Description of Selfie Obsession

Selfie is when one takes a picture of themselves mainly by a smart phone. In September,2002 Steven Wright coined the term “selfie”.According to American psychiatric association clicking more than five selfies a day is a concern and such people need help. People spend hours and hours just to take a perfect, flawless self potrait and to make it social media ready, they also spend time on editing them. Sorokowski,(2015) suggested that rising trend of selfies has become a risky behaviour causing psychopathology such as narcissism.

#### 2.6 Relationship between Body image satisfaction and Self- esteem

Attasaranya,(2013)found both body image satisfaction, self compassion were positively associated with self- esteem. Abamara and Agu,(2014) investigated the relationship between body image and self esteem among female undergraduate students of behavioural sciences findings clearly shows that low self esteem significantly correlated with distorted body image and an average degree of perception of body image correlated with low self-esteem. According to Tiwari,(2014) there was significant gender and domicile difference among the mean score of body image satisfaction and self esteem of the participants. Sabeti and Gorjian,(2014) studied relationship between the satisfaction of body image and self-esteem among obese adolescent in Iran, results showed there were significant relationship between the satisfaction of body image and self-esteem and with body mass index among fat adolescents. Tewatia,(2017) concluded that higher self- esteem is associated

with a higher satisfaction with body image, as there was a significant positive relation between the two. Shrutu,(2017)`investigated relationship between body image satisfaction and self esteem in adolescent girls found that 36% of girls are satisfied with their body image, 37% girls have positive body image and 6% are dissatisfied with their body image. It was also found that 12% of girls have very high self esteem, 69% of girls have positive self- esteem, thus establishing the negative relationship between self esteem and body image dissatisfaction. Elsherif, (2018)explored the relationship between body image satisfaction, self esteem and the academic behaviour among the first and fourth year students in faculty of nursing. The results of the study showed that there was a significant negative correlation between body image dissatisfaction and self esteem. Alassaf,(2017) investigated the association between body image satisfaction and self-esteem among adults in UAE, a significant positive association was found between body image satisfaction and self-esteem, those who were satisfied with their body image showed more self confidence perceived themselves as people of worth and showed positive attitude towards themselves.

## 2.7 Relationship between Body image satisfaction and Psychological well being

Doste,(2014) investigated the influence of body image satisfaction on the psychological well being, findings revealed significant positive relationship between body image satisfaction and psychological well being. According to Yazdani,(2018) a significant relationship between body image and psychological well being, between the total score of the body image and all the subscales of psychological well being except autonomy and purpose in life, there was a significant relationship between the total score of psychological well being and all the subscales of body image. Fahami,(2018)conducted research to find association between body image and psychological well being among pregnant women, results revealed a positive and significant relationship between scores of psychological well being and body image.

## 2.8 Relationship between Body image Satisfaction and Selfie obsession

Wagner,(2016)observed the relationship between actual body size, body dissatisfaction, frequency of selfies taken, and number of Instagram selfies posted, results indicated that actual body size was positively related to body dissatisfaction and negatively related to the number of selfies taken. results also revealed a positive relationship between body dissatisfaction and selfies taken.

## 2.9 Relationship between Social media usage and Self- esteem

According to Valkenburg,(2006) positive reactions to profiles on social networking sites lead to increase in self-esteem, while negative feedback lead to declines in self-esteem.Zuo,(2014) investigated social comparison on social networking sites and its effect on self -esteem and found that the amount of time spent on facebook increased with amount of social comparisons made by the individual, therefore results suggested the higher levels of comparisons, the lower self- esteem of an individual. Study conducted by Raymer,(2015) revealed that more time spent on facebook is related to low self- esteem. It appears that the more time that is spent online leads to a decline in face to face communication with family and peers which can lead to feelings of loneliness and depression.Ghafri and Al-badi,(2016) investigated impact of social media on self-esteem, the results reveal that seven categories of social media users which are creators, conversationalists, critics, collectors, joiners, spectators, and in- active users, in all categories of social media users, the use of social media has positive effect on self- esteem. Ahmad,( 2017)investigated impact of social media on self esteem results revealed that there is a strong relationship between social media and self-esteem, increase in social media usage causes the self-esteem of individuals to decrease, one hour spent on facebook daily results in decrease in the self- esteem score of an individual.

## 2.10 Relationship between Social media usage and Psychological well being.

Lee, (2011) revealed that usage of social networking sites, provides the individual with a freedom in terms of communicating and socializing, the usage of social networking sites, shows that there is a positive relationship between social networking sites usage and well being. According to Lee, (2014) who analysed participants from two countries Korea and America and found that usage of social networking sites indirectly predicted psychological well being.

## 2.11 Relationship between Social media usage and Selfie obsession

Hassan,(2013)studied social media usage among university students, selfie and its impacts. The findings believe that posting selfie can increase one's confidence and help to gain popularity on the networking sites.

## 2.12 Relationship between Self - esteem and Psychological well being

According to Susanti,(2012) there was a positive relation between self esteem and psychological well being. It means that higher self-esteem will result to higher psychological well being too.

Rani,(2017) studied relationship between psychological well being, emotional intelligence, and self-esteem among hearing impaired students, results indicated a significant positive correlations were found between self-esteem, overall emotional intelligence, overall psychological well being.

### 2.13 Relationship between Self-esteem and Selfie obsession

Rultlegde,(2013) revealed that there are some positive aspect of taking selfie as it is a kind of self exploration, allow to be more genuine and can lift up one's self-esteem. In a study by Seiter,(2015) revealed that posting selfies reflects high self-esteem levels, and it might also enhance one's self-esteem because such photos typically emphasised one's ideal and controlled image.

### 2. 14 Summary of literature review

The present study aims to investigate the relationship between body image satisfaction, social media usage, psychological well being, selfie obsession and self-esteem and the effect of self-esteem on psychological well being and selfie obsession. Studies above revealed that a distorted sense of the body image can cause lower self worth, low self confidence, inducing self hate as people get influenced by the impeccable body images, those who have positive body image feel more confident and increase satisfaction with their overall well being. Thompson and Smolak,(2001) studied relationship between body image and self esteem and found there exist strong significant relation and focus on negative body image evaluation may cause low self esteem, positive self image contribute to positive well being of the individual. Literature based on social media usage revealed that these days with an easy access to social media people with low self worth tend to spend more time on networking sites to seek validation also in some studies it's empathized that people with high self esteem in order to boost their confidence share more selfies and content.

## CHAPTER 3

### 3.1 Research Gap

Everyone likes to receive compliments, attention, approval from others and networking sites are kind of platform that easily fulfils the wish of people to achieve the popularity, acceptance they want. Networking sites has become an important source of building confidence as it makes a person stand out amongst their peer. In recent years with a rising trend in the usage of social media and excessive focus on the looks, physique, there have been number of studies carried out throughout the world to see how and in what way they impact an individual, also numerous studies have been done to find out the relationship between social media addiction, body image, and their impact on self esteem. Most of the current available literature have been mainly undertaken to study the association between negative body image and how it likely to develop eating disorders, moreover the demographics of the existing studies with respect to body image have been limited to either adolescents or young women. With respect to Indian context, there are very few studies available on body image satisfaction exploring their relationship with self esteem, psychological well, selfie obsession also limited studies are done on investigating the impact of social media usage on psychological well being, self esteem and selfie obsession, though some studies are available, which are solely based on either selfie addiction or body image.

### 3.2 Motivation for the study

In our current social climate owning a smart phone is a need, being user friendly they are easily accessible by any generation, but the millennial generation seems to be so addicted that they can't survive a day without using them. According to the statistics "the most popular social networks in India are facebook and youtube, facebook is projected to reach close to 319 million users in India by 2021". On networking sites people share content, follow users and webpage's, post on a daily basis, lately negative consequences surpassing the benefits as networking sites are becoming a cesspool for bullying causing psychological/emotional distress, also impacting the physical health. The role of social media in people's lives is increasing and it's changing user's perception of themselves, hindering their self worth. The present study focus on how social media usage impact the subjective well being of a person and self-esteem, also to study if there exist a relationship between selfie obsession and social media usage. Selfie obsession has become one of the leading cause of death now, In a study it has found that 259 selfie deaths occurred worldwide till 2017, of these 159 reported from India which is alarming.

Body image satisfaction is another explored variable in the current study. We all want to look good, appealing, attractive, develop a positive attitude towards our bodies, the desire to look perfect has become a passion these days in order to achieve this people try various diets, join gym, spend

money on various beauty products, clothing just to feel satisfied with their appearance. A positive mental picture of one's own physical self leads to the better self-esteem and well being on the other hand a minor flaw in self image can make a person depressed with poor self acceptance towards his own body. This study would give an insight about the impact body image satisfaction on self-esteem, psychological well being and selfie obsession among young adults.

### 3.3 Objectives

1. To study the effect of body image satisfaction, social media usage, on psychological well being , selfie obsession and self esteem .
2. To study the impact of self esteem on psychological well being and selfie obsession.
3. To study the gender difference in body image satisfaction, social media usage, self esteem, psychological well being and selfie obsession.

### 3.4 Hypotheses

To meet the above objectives, following hypotheses have been formulated based on earlier studies conducted.

Tewatia, (2017) concluded that higher self esteem is associated with a higher satisfaction with body image, as there was a significant positive relation between the two. Doste, (2014). investigated the influence of body image satisfaction on the psychological well being, findings revealed significant positive relationship between body image satisfaction and psychological well being.

Based on the above premises, following hypotheses have been formulated.

H<sub>1</sub> Body image satisfaction is positively correlated with self esteem.

H<sub>2</sub> Body image satisfaction is positively correlated with psychological well being.

H<sub>3</sub> Body image satisfaction is positively correlated with selfie obsession.

The literature which suggests the impact of social media usage on self esteem, psychological well being and selfie obsession are as follow Rosen,(2011)found that female users who base their self worth on their appearance and tend to share more photos online and maintain the largest online network for social media than men. According to Tiggermann and Miller,(2010). social media use may be beneficial as it allows greater connectedness with others, leading to an increased sense well being. The present study intents to measure the effect of social media usage on psychological well being, selfie obsession and self esteem, based on above studies following hypotheses have been proposed.

H<sub>4</sub> Social media usage is negatively correlated with self esteem.

H<sub>5</sub> Social media usage is positively correlated with psychological well being.

H<sub>6</sub> Social media usage is positively correlated with selfie obsession.

According to Valkenburg, (2006) self esteem is an important component of mental health and has a high correlation with subjective well being.

H<sub>7</sub> Self esteem is positively correlated with psychological well being.

H<sub>8</sub> Self esteem is positively correlated with selfie obsession.

According to Zeinvand, (2006) conducted a study to explore relationship between social support, self-esteem, and student's educational development. Results revealed no significant gender difference in level of happiness.

H<sub>9</sub> There is no gender difference in body image satisfaction, social media usage, self esteem, psychological well, selfie obsession.

## CHAPTER 4

### METHOD

#### 4.1 Sample

Fifty male and fifty female young adults of age range of 18- 25 years of Ludhiana, Punjab participated in this study. The participants were college going students belonged to various educational institutes of Ludhiana, they were conveniently selected according to their availability and geographical proximity. The present study aimed to investigate the relationship between body image satisfaction, social media usage with psychological well being, selfie obsession and self esteem and to explore the impact of self esteem on psychological well being and selfie obsession.

#### Sampling Technique

Convenience sampling approach was done. This type of technique was approached because of the easy availability of the participants.

#### 4.2 Design

This is a between -subjects design, and has been designed taking body image satisfaction and social media usage as an independent variable and psychological, selfie obsession, self esteem as an independent and dependent variable.

#### 4.3 Statistical analysis

Descriptive statistics : Mean, Standard Deviations and t-value were computed to find out the gender difference.

Inferential statistics : Correlation analysis was done to find out the strength of relationship between body image satisfaction, social media usage with psychological well being and selfie obsession, self esteem.

Regression analysis: Regression analysis was done to predict the effect of body image satisfaction and social media usage on psychological well being and selfie obsession, self esteem.

#### 4.4 Tools

In the present study five standardized questionnaires were used in order to assess body image satisfaction, social media addiction, psychological well being, selfie obsession and self esteem. These measurements have been well validated in many previous researches and hence can be considered reliable . Following questionnaires has been used:

1. Multidimensional Body- self relations questionnaire - Appearance Evaluations and Body Area Satisfaction Scale( Cash, 2005).

This scale has been used to measure body image satisfaction, it is widely used to measure overall appearance and evaluation. The 7-item scale consists of questions such as “my body is sexually appealing” and “I’m physically unattractive” which reportedly took 5 minutes to complete, answers are specified using 5-point likert scale from 1(definitely disagree) to 5(definitely agree), where two items being reverse coded.

2. Social Media Addiction Scale(Sahin, 2018).

This a 5 point likert type from 1 (strongly disagree) to 5 (strongly agree), scale consist of 29 items and 4 sub dimensions. 1-5 items are within virtual tolerances sub dimension, 6-14 items are within virtual communication sub dimension, 15-23 items are under virtual problem sub dimension, and 24-29 items within virtual information, all the items in the scale are positive. To complete this questionnaire it reportedly took 15 minutes. The highest point on the scale is 145 and the least one is 29. The higher score indicates the social media addiction.

3. Ryff’s Psychological Well Being Scale(Ryff,2017)

Developed by Carol. D. Ryff. The 42 item psychological well being scale measure six aspects of wellbeing and happiness: autonomy, environmental mastery, personal growth, positive relations with others, purpose in life, and self acceptance. Ryff,(2007). This scale is 6-point likert scale, indicating degree of agreement from 1(strongly disagree) to 6 (strongly agree). out of 42 questions twenty one items were reversed scored .A total psychological well being score was computed by adding all items of six dimension, higher the score higher the well being.

4. Selfitis Addiction Scale.(Balakrishnan & Griffiths,2017)

This is a 20 item 5 point likert scale, 5(strongly agree) to 1(strongly disagree). Scale measures six dimensions, related to environmental enhancement, social competition, attention seeking, mood modification, self confidence and subjective conformity. Total score was computed by adding scores of each dimension, the higher the score the greater the likelihood of selfitis.

5. Rosenberg Self Esteem Scale (Rosenberg, 1965).

The scale is a ten item likert scale with items answered on a four point scale, from 1(strongly agree to 4 strongly disagree). Five items were negative in nature and hence reversed scored, higher scores would indicate higher level of self esteem. The scale ranges from 0-30, scores between 15 -25 are within normal range, scores below 15 suggest low esteem.

## 4.5 Procedure

Hundred male and females took part in this research. For this study data has been gathered by distributing self administered questionnaires among the participants who met the inclusion criteria. After filling the consent form (Appendix A), a brief introduction about the study was given, which was followed by the instructions, participants were free to withdraw from the study at any time also they were assured that the data gathered will be kept confidential. Prior participation, for ethical considerations the permission of the respected authorities were taken only after that participants were asked to fill out the questionnaire, the first questionnaire(Appendix B) assessing the social media addiction comprised of 29 questions, rated from 1 to 5, where 1 indicates strongly disagree and 5 indicates strongly disagree, next questionnaire used( Appendix C) to evaluate self esteem of 10 questions, marked from 1 to 4, here 1 indicates strongly agree to 4, strongly disagree, followed was questionnaire based on selfitis addiction (Appendix D) it contained 20 questions ranging from 1 to 5, where 1 implies strongly disagree to 5 strongly agree, (Appendix E ) was psychological well being scale, comprised of 42 questions with degree of agreement to disagreement ranging from 1 to 6. last questionnaire ( Appendix F) used to assess body image satisfaction, comprised of 7 questions ranging from definitely disagree to definitely agree.

## CHAPTER 5

### RESULTS

The data was analysed using IBM SPSS 22.0 version. Inferential statistics, correlation, regression, t-value were computed for the following variables: body image satisfaction, social media as independent variables and psychological well being, selfie obsession dependent variables and self esteem as both dependent and independent variable.

The mean and standard deviation for males and females for all the variables are given in table 1:

**Table1** : Descriptive statistics of Body image satisfaction, social media usage, psychological well being, selfie obsession, self esteem.

Variables	N	Mean	Std.Deviation
Body image satisfaction	100	24.960	5.5413
Social media usage	100	74.890	18.6650
Psychological well being	100	164.400	23.8349
Selfie obsession	100	47.900	18.1016
Self esteem	100	18.610	4.4538

From the above table, it can be observed that the means and standard deviation for body image satisfaction and social media usage are 24.96 and 74.89, 5.54 and 18.66 respectively. The mean and standard deviation for psychological well being is 164.40 and 23.83 respectively. Mean and standard deviation for selfie obsession is 47.90 and 18.10. The mean and standard deviation for self esteem is 18.61 and 4.45.

The correlation was computed for the males and females, to see the relationship between body image satisfaction, social media usage, psychological well being, selfie obsession and self esteem is given below:

**Table 2** : Correlation Analysis between body image satisfaction, social media usage, psychological well being, selfie obsession and self-esteem.

variables	BIS	SMU	PWB	SO	SE
BIS	1				
SMU	-.190	1			
PWB	.434**	-.371**	1		
SO	.031	.631**	-.167	1	
SE	.369**	-.157	.649**	.101	1

N=100 \*. $p < .05$  \*\* $p < .01$

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

( BIS- Body Image Satisfaction, SMU- Social Media usage, PWS- Psychological Well Being, SO- Selfie Obsession, SE- Self Esteem.)

From table 2, It was observed that there is a positive correlation between body image satisfaction and psychological well being ( $r=.434$ ), $p < .01$ . As for psychological well being and selfie obsession there existed a negative correlation between them ( $r=-.371$ ), $p < .01$ . selfie obsession was found to be significantly correlated with social media usage ( $r=.631$ ), $p < .01$ . There is a positive correlation between self esteem and body Image satisfaction ( $r=.369$ ), $p < .01$ , also self esteem is significantly positively correlated to psychological well being, ( $r=.649$ ), $p < .01$

The regression analysis was done to predict the effect of body image satisfaction on self esteem given in the table 3.

**Table 3** : Regression Analysis of Body Image satisfaction and Self esteem

Model	B	std. Error	Beta	t	sig	Adjusted R square
(Constant)	11.208	1.929		5.811	.000	
BIS	.297	.075	.369	3.930	.000	.127

Dependent variable: SE

In the above table Adjusted R square for body image satisfaction is .127, therefore 12.7% unit variation in dependent variable ( self-esteem) can be attributed to body image satisfaction. As far as the beta value is concerned .297 of body image satisfaction, states that one unit increase in body image satisfaction leads to .297 increase in self-esteem.

The regression analysis was done to predict the effect of body image satisfaction on psychological well being is given below

**Table 4:** Regression Analysis of Body image satisfaction and Psychological Well Being

Model	B	std. Error	Beta	t	sig	Adjusted R square
(Constant )	120.790	10.005		12.073	.000	
BIS	1.867	.391	.434	4.771	.000	.180

Dependent Variable: PWB

In the above table Adjusted R Square for body image satisfaction is .180, therefore 18% unit of variation in dependent variable(psychological well being) can be attributed to body image satisfaction. As far as the Beta value is concerned 1.86 of body image satisfaction, states that one unit increase in body image satisfaction leads to 1.86 increase in psychological well being.

The regression analysis was done to predict the effect of social media usage on psychological well being is given below

**Table 5:** Regression Analysis of Social media usage and psychological Well being

Model	B	std. Error	Beta	t	sig	Adjusted R square
(Constant )	202.866	9.243		21.947	.000	
SMU	-.474	.120	-.371	-3.953	.000	.129

Dependent Variable: PWB

In the above table Adjusted R Square for social media usage is .129, therefore 12.9% unit of variation in dependent variable ( psychological well being) can be attributed to social media usage. As far as the Beta value is concerned -.474 of social media usage, states that one unit increase in social media usage leads to -.474 decrease in psychological well being.

The regression analysis was done to predict the effect of social media usage on selfie obsession is given below

**Table 6 :** Regression Analysis of Social media usage and Selfie obsession

Model	B	std. Error	Beta	t	sig	Adjusted R square
(Constant )	2.087	5.865		.356	.723	
SMU	.612	.076	.631	8.047	.000	.392

Dependent Variable: SO

In the above table Adjusted R Square for social media usage is .392, therefore 39.2 %unit of variation in dependent variable ( selfie obsession) can be attributed to social media usage. As far as the Beta value is concerned .612 of social media usage, states that one unit increase in social media usage leads to .612 increase in selfie obsession.

The regression analysis was done to predict the effect of self esteem on psychological well being is given below

**Table 7:** Regression Analysis of Self-esteem and psychological well being

Model	B	std. Error	Beta	t	sig	Adjusted R square
(Constant )	102.774	7.869		13.061	.000	
SE	3.473	.411	.649	8.443	.000	.415

Dependent Variable: PWB

In the above table Adjusted R Square for self- esteem is .415, therefore 41.5 %unit of variation in dependent variable ( psychological well being) can be attributed to self esteem. As far as the Beta value is concerned .649 of self esteem, states that one unit increase in self esteem leads to .649 increase in psychological well being.

t-value of body image satisfaction, Social media usage, psychological well being, selfie obsession and self esteem was computed to see the gender difference.

**Table 8:** Mean, Standard deviation and t-value of body image satisfaction, social media usage, psychological well being, selfie obsession and Self esteem.

Variables	Gender	N	Mean	Std. deviation	t	Sig(2-tailed)
BIS	M	50	25.160	5.9876	.359	.720
	F	50	24.760	5.1093	.359	.720
SMU	M	50	72.000	21.6088	-1.560	.122
	F	50	77.780	14.8287	-1.560	.122
PWB	M	50	168.780	26.6445	.577	.565
	F	50	166.020	20.8322	.577	.565
SO	M	50	45.820	18.6807	-1.151	.253
	F	50	49.980	17.4420	-1.151	.253
SE	M	50	19.020	4.9795	-1.700	.092
	F	50	18.200	3.8651	-1.700	.092

N=100, \*.p<.05

( BIS- Body Image Satisfaction, SMU- Social Media usage, PWS- Psychological Well Being, SO- Selfie Obsession, SE- Self Esteem.)

From the above table, it can be observed that the mean of body image satisfaction for males is higher(M=25. 16, SD= 5.98) as compared to females (M=24. 760, SD=5.10),mean of social media usage for females is higher (M=77.78, SD= 14.82) as compared to male counterparts (M=72.00, SD= 21.60), mean of psychological well being for males is (M= 168.78, SD= 26.64 ) reportedly higher than females (M=166.02, SD= 20.83). mean of selfie obsession for males is (M= 45. 82 , SD=18.68 ) which is lower as compared to females (M=49.98, SD=17.44). the mean and standard deviations of self esteem for males is higher 19.02 and 4.97 as compared to females 18.20 and 3.86 . However, the t-values shows no significant gender difference .

## CHAPTER 6

### DISCUSSION

The aim of the proposed research is to find the relationship between body image satisfaction, social media usage with psychological well being, selfie obsession and self esteem also explore the impact of self esteem on psychological well being and selfie obsession also to investigate the gender difference in all the variables. Study was conducted on 50 males and 50 females, aged between 18 to 25 years (Mean=22.63 years) of Ludhiana, after reviewing the literature hypotheses were formulated .

#### 6.1 Body Image satisfaction

This study primarily aimed to examine the relationship between body image satisfaction, self esteem, psychological well being and selfie obsession. It was hypothesized that body image satisfaction is positively correlated with self esteem, the hypothesis is accepted the results ( table 2) between these two variables i.e body image satisfaction show a statistically significant correlation. The findings of this study were somewhat similar to the research conducted by Gatti,(2014)results revealed that good self esteem is reached through good body image satisfaction.The results of (table3 ) predicts the effect of body image satisfaction on self esteem.

Second hypotheses formulated to investigate positive correlation between body image satisfaction and psychological well being which was confirmed. The results from (Table 2) showed significant positive correlation between these two variables. Study by Ojha and Kumar,(2018) found that body image dissatisfaction reduces individuals happiness, while body image satisfaction increases self esteem which increases psychological well being. In another study conducted by Crocker and The results of (table 4) depicted the effect of body image satisfaction on psychological well being.

Third hypotheses states that body mage satisfaction is positively correlated to selfie obsession was not confirmed, the previous studies by Keel,(2014) revealed selfies can boost self esteem and empower women through enabling control over body aesthetic and through show casing variations in beauty and celebrating uniqueness. The findings of the present study were not consistent with existing literature, the result in (Table 2) was not very evident, it is expected that with the increase in sample size, significant impact can be observed.

## 6.2 Social media usage

Fourth hypotheses states that the social media usage is negatively correlated with self esteem. The results (table 2)obtained do not prove the hypotheses, but the existing literature have contradictory results , In a research, conducted by Williams and Wise,(2012) found no relation between self esteem and facebook, which supports the results.

According to fifth hypotheses there is a positive correlation between social media usage and psychological well being. The results (table 3 )obtained do not prove this hypotheses, the results revealed a negative correlation between these two variables. the findings of the present study were not consistent with the existing literature, According to Zaki,(2018) usage of facebook and psychological well being among nursing students, indicated that there is highly statistical significant correlation between psychological well being and number of facebook friends.

Sixth hypotheses proposed that social media usage is positively correlated with selfie obsession which was confirmed . The results obtained (table 3) show a significant correlation between social media usage and selfie obsession, also the present findings ( table 6) were in line with the existing literature .The literature as stated earlier is limited, study by Bergman,(2011) found that individuals who score higher on narcissist trait posts more photos on social networking sites.

## 6.3 Self-Esteem

According to hypotheses seventh self-esteem is positively correlated with psychological well being , the results obtained from (table 2 )depicts that self esteem is positively correlated with self -esteem, the existing studies support the results, Study by Meera, (2011) revealed that there was a significant positive relationship between self esteem, subjective well being and academic achievement.( table 7) predicts the effect of self esteem on psychological well being.

Eighth hypotheses states that self esteem is positively correlated with selfie obsession, the results from (table 3 ) do not prove this hypotheses, findings revealed there exist no relationship between these two variables, findings of the present study was not consistent with the literature, existing study by Sorowska,(2016) investigated people with high self esteem might be eager to share their photos, on the other hand people with low self esteem might be more willing to engage in online self promotion to raise their self esteem. Alblooshi,(2015) revealed that the highest number of selfies are posted by people with high self esteem.

#### 6.4 Gender Difference

According to hypotheses ninth there is no gender difference in body image satisfaction, social media usage, psychological well being, selfie obsession and self-esteem, the results from (table 8) prove this hypotheses, the existing studies support the finding. According to Pampek,(2009) Gender differences are apparent in social networking sites preference and amount of use, the sites most popular with teenagers and young adult of both genders. Study by Malik,(2013) investigated gender difference in self-esteem and happiness among university students and results revealed insignificant difference in male and female student in level of happiness. In a study by Kim and chock, (2015)states that gender isn't a significant predictor of selfie behaviours, but it does moderate the relationship between the need for popularity and posting selfies. Current studies on the existence of gender difference in body image satisfaction reflect contrary results, Study by Shahnawaz,(2003) revealed that males have significantly more positive body image.

## CHAPTER 7

### LIMITATION , IMPLICATIONS & FUTURE DIRECTIONS

#### 7.1 Limitations

The first limitations of the present study was regarding the information pertaining the demographics of the participants such as whether the participant belonging to the rural area or the urban area was not asked. Second limitation was that the questionnaire for the social media usage, didn't seek information about frequency of social media usage, which networking site they use the most, also the number of selfies taken per day was not known. The method used for sampling was convenient so there can be certain uncertainty whether the sample is the true representation of the whole population or not. There is also a possibility of human error, while answering the questions there might be a chance that participants have misunderstood the questions or might not have revealed their true sense out of hesitation or shyness while answering .

#### 7.2 Implications and future directions

Body image satisfaction was found to be an indicator of psychological well being and self esteem, it implies that having a positive outlook about our own appearance, accepting our true selves, having a positive body image rather than always criticising and focusing on the flaws can impact the well being of an individual, there is a need to promote positive self image, which can be achieved by conducting workshops. Present study also helps us to understand the impact of social media usage, In the current scenario young people especially, are more susceptible to the pitfalls of addictive social media, they are being unaware of the fact, when their mere habit of checking the notifications turn into an addiction. Spending too much time on networking sites can impact the over all well being of an individual, it interrupts their daily routine, lowers their productivity, impact their thoughts and emotions. Issues like poor self-doubt, depression, anxiety begins when people starts to compare their lives with what they see online this comparison makes them insecure, other then that the constant need of approval, praise, to "fit in" with the peers, makes people more vulnerable to the adverse effects of social media .In order to break free from the over use of social media, people need to learn the healthy social media habits, for instance like tracking their time and stick to the limited usage, work on developing hobbies in order to cut the screen time.

Research is an unending process following suggestions may be laid down in the continuity of the present research for further research, obtaining much larger sample size would be beneficial. In addition to this, researcher could compare the subsets of psychological well being. Also a study can be conducted comparing rural and urban population, the present study was only limited to selfie

obsession similar research can be carried out based on people who post their selfies frequently on networking sites , the time they spend on editing their selfies in order to look perfect.

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APPENDIX A

CONSENT FORM

I, Student of PG Diploma Clinical and counseling psychology, from Thapar Institute Patiala, Is conducting a research on impact of Body image satisfaction and social media on well being, self esteem and selfie obsession.

As a part of research Study, I need to collect the information via following questionnaires as its necessary for the study. All the information gathered will be kept confidential . Your participation in research is voluntary And you are free to withdraw at any point without any cost.

➤ I confirm that I have read the information for the above study and have had the opportunity to ask questions ( please tick)

➤ I agree to take part in the above study (please tick)

Gender:

Age:

Educational qualification: Graduate/Post graduate

Signature:

## APPENDIX B

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1=Strongly disagree 2= Disagree 3= Neither agree or disagree 4= Agree 5=Strongly Agree

1	I am eager to go on social media.	1	2	3	4	5
2	I look for internet connectivity everywhere so as to go on social media.	1	2	3	4	5
3	Going on social media is the first thing I do when I wake up in the morning.	1	2	3	4	5
4	I see social media as an escape from the real world.	1	2	3	4	5
5	A life without social media becomes meaningless for me.	1	2	3	4	5
6	I prefer to use social media even there is somebody around me.	1	2	3	4	5
7	I prefer the friendships on social media to the friendships in the real life	1	2	3	4	5
8	I express myself better to the people with whom I get in contact on social media.	1	2	3	4	5
9	I am as I want to seem on social media.	1	2	3	4	5
10	I usually prefer to communicate with people via social media.	1	2	3	4	5
11	Even my family frown upon, I cannot give up using social media.	1	2	3	4	5
12	I want to spend time on social media when I am alone.	1	2	3	4	5
13	I prefer virtual communication on social media to going out	1	2	3	4	5
14	Social media activities lay hold on my everyday life.	1	2	3	4	5
15	I pass over my homework because I spend much time on social media	1	2	3	4	5
16	I feel bad if I am obliged to decrease the time I spend on social media	1	2	3	4	5
17	I feel unhappy when I am not on social media	1	2	3	4	5
18	Being on social media excites me.	1	2	3	4	5
19	I use social media so frequently that I fall afoul of my family	1	2	3	4	5
20	The mysterious world of social media always captivates me	1	2	3	4	5
21	I do not even notice that I am hungry and thirsty when I am on social media	1	2	3	4	5
22	I notice that my productivity has diminished due to social media.	1	2	3	4	5
23	I have physical problems because of social media use.	1	2	3	4	5
24	I use social media even when walking on the road in order to be instantly informed about developments.	1	2	3	4	5
25	I like using social media to keep informed about what happens	1	2	3	4	5
26	I surf on social media to keep informed about what social media groups share.	1	2	3	4	5
27	I spend more time on social media to see some special announcements (e.g. birthdays)	1	2	3	4	5
28	Keeping informed about the things related to my courses (e.g. homework, activities) makes me always stay on social media	1	2	3	4	5
29	I am always active on social media to be instantly informed about what my kith and kin share.	1	2	3	4	5

APPENDIX C

1= Strongly Agree 2=Agree 3=Disagree 4=Strongly Disagree

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

## APPENDIX D

1=Strongly disagree 2= Disagree 3= Neither agree or disagree 4= Agree 5= Strongly Agree

1	Taking selfies gives me a good feeling to better enjoy my environment	1	2	3	4	5
2	Sharing my selfies creates healthy competition with my friends and colleagues	1	2	3	4	5
3	I gain enormous attention by sharing my selfies on social media	1	2	3	4	5
4	I am able to reduce my stress level by taking selfies	1	2	3	4	5
5	I feel confident when I take a selfie	1	2	3	4	5
6	I gain more acceptance among my peer group when I take selfie and share it on social media	1	2	3	4	5
7	I am able to express myself more in my environment through selfies	1	2	3	4	5
8	Taking different selfie poses helps increase my social status	1	2	3	4	5
9	I feel more popular when I post my selfies on social media	1	2	3	4	5
10	Taking more selfies improves my mood and makes me feel happy	1	2	3	4	5
11	I become more positive about myself when I take selfies	1	2	3	4	5
12	I become a strong member of my peer group through selfie postings	1	2	3	4	5
13	Taking selfies provides better memories about the occasion and the experience	1	2	3	4	5
14	I post frequent selfies to get more 'likes' and comments on social media	1	2	3	4	5
15	By posting selfies, I expect my friends to appraise me	1	2	3	4	5
16	Taking selfies instantly modifies my mood	1	2	3	4	5
17	I take more selfies and look at them privately to increase my confidence	1	2	3	4	5
18	When I don't take selfies, I feel detached from my peer group	1	2	3	4	5
19	I take selfies as trophies for future memories	1	2	3	4	5
20	I use photo editing tools to enhance my selfie to look better than others	1	2	3	4	5

APPENDIX E

		Strongly Disagrees				Strongly Agrees	
		1	2	3	4	5	6
1	I am not afraid to voice my opinions, even when they are in opposition to the opinions of most people.	1	2	3	4	5	6
2	In general, I feel I am in charge of the situation in which I live	1	2	3	4	5	6
3	I am not interested in activities that will expand my horizons.	1	2	3	4	5	6
4	Most people see me as loving and affectionate.	1	2	3	4	5	6
5	I live life one day at a time and don't really think about the future	1	2	3	4	5	6
6	When I look at the story of my life, I am pleased with how things have turned out.	1	2	3	4	5	6
7	My decisions are not usually influenced by what everyone else is doing	1	2	3	4	5	6
8	The demands of everyday life often get me down.	1	2	3	4	5	6
9	I think it is important to have new experiences that challenge how you think about yourself and the world.	1	2	3	4	5	6
10	Maintaining close relationships has been difficult and frustrating for me.	1	2	3	4	5	6
11	I have a sense of direction and purpose in life.	1	2	3	4	5	6
12	In general, I feel confident and positive about myself.	1	2	3	4	5	6
13	I tend to worry about what other people think of me	1	2	3	4	5	6
14	I do not fit very well with the people and the community around me.	1	2	3	4	5	6
15	When I think about it, I haven't really improved much as a person over the years.	1	2	3	4	5	6
16	I often feel lonely because I have few close friends with whom to share my concerns.	1	2	3	4	5	6
17	My daily activities often seem trivial and unimportant to me	1	2	3	4	5	6
18	I feel like many of the people I know have gotten more out of life than I have.	1	2	3	4	5	6
19	I tend to be influenced by people with strong opinions.	1	2	3	4	5	6
20	I am quite good at managing the many responsibilities of my daily life.	1	2	3	4	5	6
21	I have the sense that I have developed a lot as a person over time.	1	2	3	4	5	6
22	I enjoy personal and mutual conversations with family members or friends	1	2	3	4	5	6
23	I don't have a good sense of what it is I'm trying to	1	2	3	4	5	6

	accomplish in life.						
24	I like most aspects of my personality.	1	2	3	4	5	6
25	I have confidence in my opinions, even if they are contrary to the general consensus.	1	2	3	4	5	6
26	I often feel overwhelmed by my responsibilities	1	2	3	4	5	6
27	I do not enjoy being in new situations that require me to change my old familiar ways of doing things	1	2	3	4	5	6
28	People would describe me as a giving person, willing to share my time with others	1	2	3	4	5	6
29	I enjoy making plans for the future and working to make them a reality.	1	2	3	4	5	6
30	In many ways, I feel disappointed about my achievements in life.	1	2	3	4	5	6
31	It's difficult for me to voice my own opinions on controversial matters	1	2	3	4	5	6
32	I have difficulty arranging my life in a way that is satisfying to me.	1	2	3	4	5	6
33	For me, life has been a continuous process of learning, changing, and growth.	1	2	3	4	5	6
34	I have not experienced many warm and trusting relationships with others.	1	2	3	4	5	6
35	Some people wander aimlessly through life, but I am not one of them	1	2	3	4	5	6
36	My attitude about myself is probably not as positive as most people feel about themselves	1	2	3	4	5	6
37	I judge myself by what I think is important, not by the values of what others think is important.	1	2	3	4	5	6
38	I have been able to build a home and a lifestyle for myself that is much to my liking.	1	2	3	4	5	6
39	I gave up trying to make big improvements or changes in my life a long time ago.	1	2	3	4	5	6
40	I know that I can trust my friends, and they know they can trust me.	1	2	3	4	5	6
41	I sometimes feel as if I've done all there is to do in life.	1	2	3	4	5	6
42	When I compare myself to friends and acquaintances, it makes me feel good about who I am.	1	2	3	4	5	6

APPENDIX F

1=Definitely disagree 2=Mostly disagree 3=Neither agree nor disagree 4=Mostly agree  
5=Definitely agree

1	My body is sexually appealing	1	2	3	4	5
2	I like my looks just the way they are	1	2	3	4	5
3	Most people would consider me good looking.	1	2	3	4	5
4	I like the way I look without my clothes	1	2	3	4	5
5	I like the way my clothes fit me	1	2	3	4	5
6	I dislike my physique	1	2	3	4	5
7	I'm physically unattractive	1	2	3	4	5