



A Study to Assess Prevalence Rate of Selfitis among Undergraduate Students At CHARUSAT University, Changa, Gujarat

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ABSTRACT

Background Last two decades, were known for addiction disorders of screens and recently after television and computer, newer device called “smart phones” have intruded our daily life. Today’s younger generation is equipped with high resolution “selfie” cameras. Oxford English Dictionary had described “selfie” as word of the year in 2013. One year later American Psychiatric Association has made declaration in annual conference that taking ‘too many’ selfie is to be considered as official diagnosis in the list of documented mental disorder. This study aimed to analyze the prevalence rate of selfitis by using modified selfitis behavioral scale in undergraduate students of CHARUSAT University. Non experimental descriptive survey research design were used, quantitative research approach was used for the study 100 undergraduate students taken as samples by using non probability purposive sampling, modified selfitis behavioral scale was used to assess the prevalence rate of selfitis; data analysis was done by using descriptive and inferential statistics.

Result: From the collected data it has been analyzed that from the 100 samples majority of samples that is 57% of them are suffering with mild to moderate selfitis and 16% of them are suffering with severe selfitis and 27% of them were normal. Total score of tool is 125 points. The mean value is 71.02 and SD value is 17.925. χ^2 was used to determine the association between modified selfitis behavioral scale score with demographic variables. There were 3 significant demographic variables which are having an association with prevalence rate of selfitis that is Age ($\chi^2=6.94$), Gender ($\chi^2=6.315$) and Preference of selfie taking ($\chi^2=8.134$). **Conclusion** This study is a pioneering, novel and innovative work in the field of selfies. It gives us an insight into the youth's viewpoint towards selfies, which was positive in the majority of the population. Behavioral addictions such as selfies need more focused research in the future.

KEYWORDS

Prevalence rate, Selfitis, Undergraduate students

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INTRODUCTION

Smart phone penetration in India has witnessed a 12-fold boom. With low cost fees, these phones are actually available to 300 million Indians, inclusive of young adults. Since that fatal phone call 40 years ago, mobile phones have progressed remarkable. That cell phone has begin to be a vital part of communication, and their significance will only increase with time.

Over a time period, technological development has given us new dependency disorders. Closing two? years had been associated with computer addiction illness and internet addiction concerns. Telephone has covered in our day by day life that without which we cannot continue to exist. A selfie is a self-portrait image, normally occupied with a smart cell phone which may be hold in the hand, assisted by way of a selfie handle. Selfie are frequently shared on social sites offerings along with face book, instagram, Snap-chat and etc.

It is associated with posting the selfie photos on social networking web pages. Similarly they are waiting for commentand likes of others. This one brought about a chain of reactions leading to a complex addiction diseases which we might also easily be known as "selfie" dependency ailment/selfie syndrome".

Last 20 years, were known for dependency disorders of screens and recently after television and computer, newer device called "smart phones" have intruded our daily life. Today's younger generation is equipped with high resolution "selfie" cameras. Oxford English Dictionary had described "selfie" as word of the year in 2013. One year later American Psychiatric Association has made declaration in annual conference that taking 'too many' selfie is to be considered as official diagnosis in the list of documented mental disorder.

Since 2014, **49 people** have loses there life while taking to photograph themselves; the mean age of the victims is **21 years old**, and **75% of them are male**. As we can see, there haven't been any noted selfie deaths involving people not than 32 years old. And even though female have been found to take more selfies than male, male are the ones taking the most risky for extreme selfies. So, the three leading causes of these accidental deaths are taking selfies from more heights, from in or near to water, and on train lines/tracks. This study aimed to analyzed the prevalence rate of selfitis by using modified selfitis behavioral scale in undergraduate students of CHARUSAT University.

METHODOLOGY

- ▶ Research approach - Quantitative research approach
- ▶ Research Design - Non experimental descriptive survey



- ▶ Setting - CHARUSAT University Changa Gujarat.
- ▶ Demographic Variable: Age , Gender , frequency of using social media, Number of selfie in a day, Time one spend in a day for tacking selfie , preference of selfie tacking in solo or group , Monthly Income , Place of residence.
- ▶ Research Variable - Prevalence rate of selfitis among undergraduate students.
- ▶ Population- students studying in undergraduate courses at CHARUSAT University, Changa, Gujarat.
- ▶ Sample - undergraduate students
- ▶ Sample size-100 undergraduate students
- ▶ Sampling technique - Non Probability sampling in which purposive sampling technique is used
- ▶ Inclusive criteria -
 - The students who are present at the time of data collection.
 - The students who are intrested to participate in research study.
 - Students who are using smart phones.
 - Undergraduate students of CHARUSAT University.
- ▶ Exclusive criteria -
 - Students who are absent on the day of data collection.
 - Students who are no interested to take part in research study.
 - Students who are not using smartphone.
 - Post- graduate students of CHARUSAT University

RESULTS

The data gathered was analysed and interpreted according to the objectives. Descriptive statistics were used. Mean and standard deviation with graphical representation of data was done.

Section I:

Frequency and Percentage distribution of samples according to their Demographic characteristics.



The demographic data of the study depicts that 68% of them were of 20 years ,23% of the samples were in age group of 19 years, 6% of them were of 21 years and 3% of them were of 22 years; it is found that from 100 samples there were 55% of them were females and 45% of them were male, it has been observed that from the 100 samples 70% were having monthly family income above 30,000, 20% of them were having monthly family income of 1,0001-20,000 , 16% of them were having monthly family income of 20,001-30,001, and 4% of them were having monthly family income of below 10.000. It has been observed that there were 63% samples are residing at home, 33% were residing at hostel and 4% were residing as discussion 57 paying guest. No one was residing at Ranted home; we found that therewere 64% of samples who were using social networking sites more than twice in day , 18% were using twice in day, 11% were using once in day and 7% of them use one in two days; it has been analyzed that there were 34% of samples capturing selfie once in a day , 27% were capturing twice in a day, 27% of them did not captureselfie daily and 12% of them capturing more than three times; It has been found that 55% of samples takes less than 4 minutes per selfie , 35% were taking 4-10 minutes per selfie, 8% were taking 10 to 15 minutes for each selfie ,and 2% were taking more than 15 minutes for one selfie. It is found that there were 56% of people preferring to take selfie in group and 44% preferred selfie in solo.

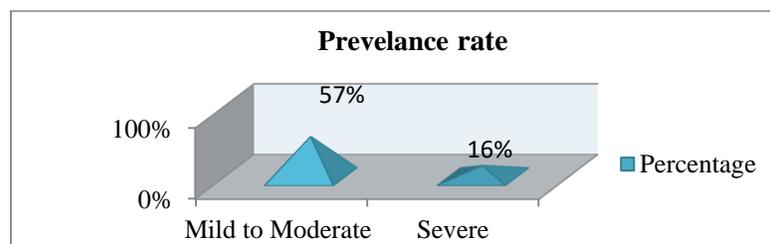
Section II:

Assessment of Prevalence Rate of Selfitis among Undergraduate Students

This section deals with the findings of Selfitis Prevalence rate among undergraduate students of CHARUSAT University.

Table 1 Distribution of samples according to severity of selfitis n=100

Category	Range	Frequency	Percentage
Normal	Below 62	27	27%
Mild to Moderate	62-92	57	57%
Severe	Above 92	16	16%





Inference: - From the collected data it has been analyzed that from the 100 samples majority of samples that is 57% were suffering with mild to moderate selfitis and 22% of them are suffering with severe selfitis. Total score of tool is 125 points The Mean value is 71.02 and SD value is 17.925.

Section III:

Association Between Modified Selfitis Behavioral Scale Score With Demographic Variables.

In present study age, gender, preference of selfie taking was found significant association with at $p < 0.05$ with association between modified selfitis behavioral scale score. The other demographic variables such as monthly income, place of residence, frequency of using the social networking sites, selfie per day time spend for taking selfie were found non significant association between modified selfitis behavioral scale score with selected demographic variables.

CONCLUSION

Based on analysis of the findings of study, the following inferences were drawn down. Nursing implication: The findings of the study have implication for nursing practice, nursing education, nursing administration and nursing implication.

Nursing practice:

- Information regarding health awareness among undergraduate students regarding addiction is required to promote mental health.
- As a nurse play very vital role in health promotion, the nurse can educate the students regarding addiction disorders pros and cons of selfie to promote their mental health.

Nursing education:

- This study highlights the findings of prevalence rate of Selfitis among undergraduate students which will help nursing students and staffs to understand the need of society and addiction in society.
- It is through the nursing education only, that the nurse impart knowledge and provide information to nurses who in turn will share this information not only in community setting but also in institution providing education to students regarding selfie addiction disorder.

Nursing administration:

- Pamphlets and posters may help in making people aware about selfie syndrome. Mass-media and other communication sourced could also help a lot in intervening people and encouraging people to



deal with their psychological issues may help, that may be the deep-seated reasons behind them suffering from selfie syndrome

DISCUSSION

The word selfie was proclaimed as being the “word of the year by the Oxford English Dictionaries in November 2013; the word “selfie” was mentioned update over 3,68,000 times during a 1-week period in October 2013. [15]

LIMITATIONS

- As far as limitations are concerned, the study is conducted over a small group in the entire category, which cannot represent the whole population of undergraduate students. The basis of choice and the number of subjects for this study was feasibility and relative ease of their availability.
- Majority of samples are less than age of 25 years, therefore, future research should attempt to examine the selfie syndrome across different age groups and populations using more representative samples.

RECOMMENDATIONS:

- A similar research work on a large population with larger sample, for a long duration would be increased pertinent in helps to generalization
- Different kind psychological research is required in associate to development and maintenance of selfitis in considering mannerism, motivation, attitudes, and cognition.



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