

## PERSONALITY AND DIGITAL SELF-PRESENTATION: SELFIE PATTERNS AMONG YOUTH

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### Abstract

Selfie-taking has emerged as a pervasive cultural practice among youth, facilitated by the widespread availability of smartphones. This study examines the relationship between selfie-taking behavior and personality traits, focusing on extraversion, openness, agreeableness, and narcissism, while also comparing differences between adolescents and young adults. A quantitative, descriptive survey design was employed, utilizing the Selfie Behavior Scale (SBS), the Big Five Inventory (BFI), and a socio-demographic questionnaire. The sample comprised 90 students (50 males, 40 females). Correlation analysis and independent samples t-tests were conducted to explore associations between variables. Results indicated a positive relationship between selfie-taking behavior and narcissistic traits ( $p = 0.090$ ), while no significant association was observed between attention-seeking and extraversion. Comparisons across age groups revealed differences in selfie behavior and personality traits, though the variations were not statistically significant ( $p = 0.754$  and  $0.394$ ). The findings suggest that personality dimensions influence selfie-taking practices and that age-related factors contribute to variations in self-presentation behaviors. These insights underscore the interplay between digital behavior and individual personality traits among youth.

### INTRODUCTION

Technology is an essential aspect of our everyday lives; its impact on human life cannot be overlooked. Smartphones are become a necessary evil in our lives. Due of their easy accessibility on mobile phones, selfies have emerged as the newest technology trend to dominate the youth. Nowadays, it's common for people to take selfies with their smartphones, post them to social media, and receive feedback on them. The younger generation has experienced a wide range of psychological traits, particularly narcissistic tendencies. The practice of taking and sharing selfies has gained popularity in recent years. It has evolved into a sign of individuality, and users frequently use it to upload weird selfies that show off their daring sides. Selfies' popularity is a consequence of people's natural concern to appear better. According to several

academics, selfies enable people to express themselves in a way that has never been possible before. Selfies are a great way for people who are shy and rarely express themselves to get out there and connect with others online. This causes them to lack intelligence and personality. Snapping selfies is the most popular pastime of psychologists who are active on social media, especially with regard to younger adolescents. (Senft, T.M.,; Baym\_2015) Selfies, in general, represent a specific type of self-expression, as academics have indicated. Narcissism and self-esteem are two personality traits that may have a good relationship with selfies. The act of self-posting generates attention seeking behavior by individuals. (R.Biolcati, & S.passini \_2017). The scope of this particular research is to analyze the self-behavior with five

personality traits in relation to age, focusing on late adolescence and young adulthood. Equally, the research seeks to answer the phenomena of taking, posting and liking selfies in relation to social personality traits of conscientiousness, agreeableness, narcissism, openness, and to some extent, extraversion. The problem now is that people picture themselves spending most of their time manipulating selfies into what they consider ideal angles; filters, captions, and self-portraits that are engineered to attract as many likes and comments as possible on social media. This phenomenon might influence the person's social personality traits. Moreover, the majority of adolescents and young adults are at the moment, trying to explore themselves through selfies, which has resulted in the emergence of numerous sociable personalities. Not all sociable personalities are bad, some are welcome and are positive, and are the result of selfies which promote self-identification, social connection and self-confidence. The goal of this study is to analyze the selfie behavior syndrome and self-attached to personality along with companies of young adults and adolescent. My aim is to compare two age groups to determine whether one has more selfie related habits associated with sociable personality traits. Thus, the two age groupings of adolescents, age 14 to 19 to narcissists on young adults (20-26) and now. A new study showed that narcissistic young men are mostly interested in the rewards associated with attention-seeking activities such as selfies and do not respect other people. Self-promotion through excessive sharing of photographs and status updates is common among friends with narcissistic traits. (Carpenter, 2012) Selfie is defined as: A photo of yourself taken by yourself, usually for social media. Selfie is a term that describes a form of self portrait photography where the subject takes a picture of themselves using a smartphone or webcam, often for uploading on social networks. Cultures like Facebook, Instagram, and Snapchat are associated with these photos and so are sociable people or active in social networking services. (Written by Macmillan Dictionary). As mentioned above, Personality is a dynamic organization within the individual of those psychophysical systems

that define Personality stems from the primal base concepts of a dynamic structure of a whole and unity. A definition offers definition guiding analysis and forces interaction on broader levels of society while disallowing a touch on details of. (Allport, 1961; Weinberg & Gould, 1999). Four personality traits: Agreeable: is empathy toward others.

Conscientiousness: high levels of thoughtfulness, good self-control, and goal-directed actions. Neuroticism: experiences stress and dramatic shifts in mood, feels anxious, worries about different things, gets upset easily, and struggles to bounce back after stressful events, Openness: very creative, open to trying new things, focuses on tackling new challenge.

#### Objectives of study:

- To find the positive of selfie behaviors on personality traits with respect to gender.
- To find the effects of self-behavior with personality traits in adolescence.
- To find the effects of personality traits with self-behavior in young adulthood.
- To find the relationship between selfie behaviors and personality traits.
- To explore the big five personality characteristics associated with selfie behavior.

#### Hypotheses:

- H1: There is positive association between selfie behavior and narcissism.
- H2: There is association between self-behavior agreeableness.
- H3: There is any effect of attention seeking and extraversion.
- H4: There is positive relationship selfie behavior and openness.
- H5: There is difference of adolescence and young adult due to selfie-behavior with personality traits.

#### LITERATURE REVIEW:

Selfies are a growing phenomenon due to the widespread use of cell phones and internet media. The purpose of this study was to evaluate the relationship between various character traits and selfie behaviors. The study included 96 participants, with a mean age of  $26.4 \pm 9.0$  years and 81.3% being female. On univariate inquiry the study included 96

participants, with a mean age of  $26.4 \pm 9.0$  years and 81.3% being female. On univariate inquiry There was a significant negative connection between the frequency of selfie-taking (Spearman  $r = -0.228$ ,  $p = 0.025$ ) or publishing (Spearman  $r = -0.238$ ,  $p = 0.025$ ) and passionate solidity, using multivariate straight relapse inquiry adjusting to age among distinct aspects, merely confidence was freely and negatively correlated with the recurrence of selfie-producing or publishing, with the outcomes usually striking in young (<25 years) persons for selfie-taking. Extraversion was strongly associated with selfie sharing frequency (beta = 0.264,  $p = 0.005$ ), particularly among younger women (<25 years old). (Alexandra M. Mihailescu \_ 2020)

In recent years, the usage of informal communication sites has grown rapidly, particularly in terms of image sharing and self-representation photos. In academic literature, a few studies have recently deconstructed the mental forerunners of selfie-presenting behavior in order to better understand its hidden instrument. Overall, academics consider the use of selfies as a tool for online self-introduction. In the current inquiry, the influences of two character qualities known to affect self-introduction (for example, narcissism and confidence) are investigated, thinking about the intercession Impacts of four selfie-posting intentions: consideration pursuing, correspondence, documentation, and distraction. According to the findings of 237 participants, selfie posting cognitive processes, narcissism, and confidence are all associated with varying frequencies depending on the type of selfie shared on the internet. Furthermore, the inquiry model demonstrates that, regardless of whether they are clearly related, confidence and narcissism have different purposes buried behind the use of selfies. Specifically, narcissistic people engage in selfie posting behaviors in order to get the attention of others and to avoid exhaustion. Individuals with high confidence, on the other hand, avoid selfie-posting habits for the following two reasons. (R. Biolcati1, St. Passini \_2017) another study examined the relationship between the Big Five and the use of selfies to maintain social association and online friendliness. An online board overview

featured 299 selfie banners. The findings suggest that, with the exception of extraversion, the Big Five characteristics are mostly associated with the amount of concern about other people's reactions to one's own selfies. Selfie banners with appropriateness and low transparency demonstrate a strong proclivity to see others' selfies. Furthermore, extraversion and pleasantness predict the inclination to comment on or like other people's selfies. The implications of the inquiry finds and the examination's limits are discussed. (T.Rang Choi, Yongjun Sung b, Jung,-Ah Lee \_ 2017) Albeit taking selfies has become a well-known pattern among teens in numerous nations, concerns have been raised about the contrary character characteristics related to it. Nonetheless, an observational exploration that investigates the selfie-related individual attributes of people is as yet insufficient. In the current examination, the creator means to examine four individual qualities that may clarify why a few people like to take selfies more than others. They incorporate the accompanying: (1) narcissism, (2) consideration looking for conduct, (3) conceited conduct, and (4) Forlornness. Poll information was gathered from an example of 300 understudies from a state-funded college in Thailand; most of the understudies matured between 21 to 24 years of age. The outcomes from fractional least square relapse indicated that the level of selfie-preferring that the respondents detailed was emphatically connected with all of these attributes. The general discoveries suggest that, in spite of the fact that selfies give the chance to people to improve self-exposure, they can mirror some undesirable conduct on their part. (Charoensukmongkol, P. \_2016). Cell phones have gotten an essential evil in our lives. Selfies have become the freshest mechanical trend to assume control over the adolescent, because of the wide and simple accessibility of cell phones. There is a lack of logical information on selfies all in all, and from our country specifically. This investigation meant to break down the mentalities toward Selfie-taking, self-perception acknowledgment, and narcissism character characteristics among a metropolitan school going populace in Mumbai. This study is a

spearheading/novel/creative work in the field of selfies. It gives us an understanding into the adolescent's perspective towards selfies, which was positive in most of the populace. A troubling angle is the higher self-perception disappointment among young ladies. Social addictions, for example, selfies need more engaged exploration in what's to come. (Era.Dutta, P. Sharma, Re. Dikshit, Nil Shah \_ 2015)

### **METHODOLOGY:**

#### **Research design:**

The present study is quantitative study descriptive in nature correlation coefficients person's regression and simple T- test research design has been to collect information on the basics of their age range categories.

Target population: target population of this research is students (male/female) school, college, and university students which meets the age criteria.

#### **Sample:**

The sample of present study consist of 90 students that are 50 male and 40 female and there is recruited through random sampling technique and data is collect from Google forum from different resource of social media like Facebook, whatsapp, instagram. The sample across group is match on age, gender.

#### **Measurement Scale 5(Likert Scale):**

##### **Variable:**

Independent variable is selfie behavior.(posting, taking, liking) Dependent variable is personality traits (extraversions, Agreeable, Conscientiousness, Neuroticism, openness). Dependent variables are age categories adolescence (14, 15, 16, 17, 18, and 19) young adult (20, 21, 22, 23, 24, 25, 26) and gender.

Demographic variable: Age: divide into two categories Adolescence (14-19), young adult (20-26)

Education level: divided into 5 categories: 1, {s.s.c / O level} 2, {f.sc / A level} 3, {Undergraduate} 4, (Bachelor) 5, (Master), Marital status: divided into two categories: 1, married 2, unmarried

Social economic class: 1, (low class) 2, (middle class) 3, (high class) Are you currently: 1,

(Independent) 2, (dependent), Family type: 1, (Nuclear) 2, (joint), most frequently social app use: 1, (Whatsapp) 2, (Facebook) 3, (Instagram) 4, (Twitter)

Take a picture which Camera: 1, {Mobile Camera} 2, {snapchat} 3, {DSLR} 4, {B612}

Which social media side to upload selfie photos: 1, {whatsapp} 2, {facebook} 3, {instagram} 4, (twitter).

Study use two scale of measure of Selfitis Behavior Scale and big five inventory (BFI) of personality. Selfitis Behavior Scale: Nunnally 1978 All items for the factors loaded significantly with standardized values more than 0.60, and this satisfied the necessary condition for content validity. There are 20 items in this scale and 5 points. This scale items show 4 dimensions;

Items 1, 7, 13, and 19 relate to environmental enhancement, Items 2, 8, 14 and 20 relate to social competition, Items 3, 9, and 15 relate to attention seeking, Items 4, 10, and 16 relate to mood modification Items 5, 11, and 17 relate to self-confidence, Items 6, 12, and 18 relate to subjective conformity. Responses are rated on a 5-point Likert scale: (5 = strongly agree; 4 = Agree; 3 = Neither Agree or Disagree; 2 = Disagree; 1 = Strongly Disagree). Scores are summed. The higher the score, the greater the likelihood of selfitis. Big five inventory (bfi) 44-item inventory that measures an individual on the Big Five Factors (dimensions) of personality (Goldberg, 1993). There are 44-item and their response points at 5. BFI scale scoring ("R" denotes reverse-scored items): Extraversion: 1, 6R, 11, 16, 21R, 26, 31R, 36, Agreeableness: 2R, 7, 12R, 17, 22, 27R, 32, 37R, 42, Conscientiousness: 3, 8R, 13, 18R, 23R, 28, 33, 38, 43R, Neuroticism: 4, 9R, 14, 19, 24R, 29, 34R, 39, Openness: 5, 10, 15, 20, 25, 30, 35R, 40, 41R, 44

#### **Procedure:**

Initially I started a research work by selecting the area of research and then choosing the area of interest. Selfie behavior relation with personality traits among adolescence & young adulthood, by reviewing literature topic then approved topic at the end supervision of course supervisor. The data was collected online through the different social media sources. In which taking consent from the

participants before including the study was first part is survey. Before starting the study, it was ensure participants can understand the language and meaning of questionnaire so that we can get proper and correct information about the study. Along with the survey form, it were mentioned that if you have difficulty during giving responses, do text on the researcher number and send email, which are already given in consent form. Due to the pandemic covid-19 public events and gathering also all universities are close that why questionnaire form was given to participants via Google form. As per receiving the response from the participants, it was ensured that the questionnaire filled by the participants is totally complete without skipping any item. There are some form which are not complete were excluded from the study. At the end thanks message all the participants and data was collect that are going to analysis the data. After that all, data feed in SPSS version 22 (statistical packages of social science) 90 case data put carefully in computer softer ware SPSS show result. Analysis of Interpretation After the completion of data collection next stage of

existing research is the analysis and clarification. Few additional steps for the final outcome of research is involve such as formatting of the data, scoring of the data, feeding of the data and application of the suitable SPSS technique is correlation. The collected data is analyzed in order to make it easy for assessment. The researcher first organizes and manages the data before assessment. Raw data is converted into sequence wise and make judgment about the data as case wise or item wise. Final stage is data entry and labels the variables. Give numerical values to the variables for identification in the analysis through SPSS. On the base of outcome entered data researcher is clarify the study phenomenon by using regression and descriptive statistics and prove disproved the current study hypothesis.

## RESULT

The present study show result descriptive statistics

H1: There is positive association between selfie behavior and narcissism.

Descriptive Statistics			
	Mean	Std. Deviation	N
SB scoring	54.74	19.456	90
Neuroticism Scoring	27.47	4.092	90

Correlations			
		SBscoring	Neuroticism Scoring
SBscoring	Pearson Correlation	1	.180
	Sig. (2-tailed)		.090
	N	90	90
Neuroticism Scoring	Pearson Correlation	.180	1
	Sig. (2-tailed)	.090	
	N	90	90

There was significant relation in the score of Selfie behavior (mean=54.74, SD=19.456) Neuroticism (mean=27.47, SD=4.092)  $p = .090$

There is first hypothesis positive relation between two variables was found.

H2: There is association between self-behavior Agreeableness

Descriptive Statistics			
	Mean	Std. Deviation	N
SBscoring	54.74	19.456	90
Agreeableness Scoring	34.44	4.924	90

Correlations			
		SBscoring	Agreeableness Scoring
SBscoring	Pearson Correlation	1	.308**
	Sig. (2-tailed)		.003
	N	90	90
Agreeableness Scoring	Pearson Correlation	.308**	1
	Sig. (2-tailed)	.003	
	N	90	90

There is significant correlation between two variable Self behaviors (means=54.74, SD=19.456) And agreeableness (mean=34.44, SD 4.924). p= .03 There is positive correlation between variable.

Hypothesis second null hypothesis is accepted there is association between variable.  
**H3: There is any effect of attention seeking and extraversion.**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.438 <sup>a</sup>	.192	.183	4.105

a. Predictors: (Constant), attention seeking score

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	352.665	1	352.665	20.925	.000 <sup>b</sup>
	Residual	1483.124	88	16.854		
	Total	1835.789	89			

There is no effect of variable between attention seeking and extraversion. There is third hypothesis of this study are rejected there is no effect of variable each other.

**H4: There is positive relationship selfie behavior and openness.**

Descriptive Statistics			
	Mean	Std. Deviation	N
SBscoring	54.74	19.456	90
Openness Scoring	35.54	6.594	90

  

Correlations			
		SBscoring	Openness Scoring
SBscoring	Pearson Correlation	1	.282**
	Sig. (2-tailed)		.007
	N	90	90
Openness Scoring	Pearson Correlation	.282**	1
	Sig. (2-tailed)	.007	
	N	90	90

There is significant and positive relation between two variable Selfie behavior (mean=54.74, SD=19.456) Openness

(mean=35.54, SD=6.594) there is fourth hypothesis is accepted.

H5: There is difference of adolescence and young adult due to selfie-behavior with personality traits.

Group Statistics					
	Age	N	Mean	Std. Deviation	Std. Error Mean
SB scoring	adolescence (14,15,16,17,18,19)	33	55.52	19.317	3.363
	young adult (20,21,22,23,24,25,26)	57	54.30	19.694	2.609
BFP scoring	adolescence (14,15,16,17,18,19)	33	150.94	17.143	2.984
	young adult (20,21,22,23,24,25,26)	57	162.98	19.098	2.530

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SBscoring	Equal variances assumed	.099	.754	.284	88	.777	1.217	4.278	-7.285	9.719
	Equal variances not assumed			.286	68.026	.776	1.217	4.256	-7.275	9.709
BFPscoring	Equal variances assumed	.735	.394	-2.990	88	.004	-12.043	4.027	-20.046	-4.040
	Equal variances not assumed			-3.078	72.978	.003	-12.043	3.912	-19.840	-4.246

The is significant difference between with adolescence and young adult in self-behavior and personality traits. The hypothesis five is accepted there is difference between variable with age criteria.

**DISCUSSION:**

Analysis of result self-behavior like taking, posting in social media sites and generate the personality factors traits that are neuroticism, extraversion, openness agreeableness, that are associated with selfie behavior. Now firstly researcher finding are there is a significance difference in age categories that are adolescence and young adult with specific age range adolescence (14 – 19) young adult (15 – 19) its mean is their difference self-behavior with personality five dimensions there p value= .754 & .394. Another hypothesis 1 there is significant relation between selfie behaviors with neuroticism positive relation between two variable its mean individual was taking scale have more tendencies traits of neuroticism p= >0.09 previous research have proved that 39% feature is develop college students those have taking selfie and posting on facebook side that have positive significant relationship with narcissistic feature.

(Sukhdeep , SK , Sharma \_ may 2018

)Hypothesis 2 there is any association between personality dimension agreeableness with associated self behavior tendencies led them.

There is significance relationship between both variable associated to each other in a positive manner with correlation is find Self behaviors (means=54.74, SD=19.456) and agreeableness (mean=34.44, SD 4.924). p= .03 There is positive correlation between variable. Previous researches are no any literature about to relationship between two variable. Hypothesis3: there is want to effect of selfie behavior sub dimension variable attention seeking with personality traits sub dimension extraversion research want to effects of two variable to each other but this hypothesis is rejected there no effect of individual those that are more extraversion traits not led to attention seeking there is difference between two variable value is =.129.

Hypothesis4 in this hypothesis finding are that there is positive relationship between two variable that are selfie behavior are associated with openness of personality traits those individual that are more selfie behavior that are highly relation with openness. Openness are those traits that are fantasy, ideas, value

feeling positive associated with self-behavior. Now discuss the demographic that are gender there is difference between self behaviors with gender value is (1.089 male, 1.108 female). Those students that are independent and dependent his/here parent no deference's of self behavior and personality traits.

**Conclusion:**

On the basics of finding conclusion there is difference of age criteria impact of self behavior and personality traits there is association between self behaviors with five dimension of personality traits relationship between variable. Sample size might affect the result of study, where as online survey also increases the chance of inaccurate responses. Impact of modern world changing trends & roles across gender and age exist.

**Limitation:**

This research work only focus on self behavior with personality traits will be narrowed down to the specific area, due to the situation of covid-19. Big five inventory Questionnaire have 44 items and selfie behavior scale have 20 items in Google forum it may be furcated. Result also effect the age criteria adolescence had less than young adulthood and gender differences is not equal it is also effect on results.

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