SELFIE OBJECTIFICATION ON SOCIAL MEDIA (INSTAGRAM) AMONG YOUNG GIRLS AS A SOURCE OF PERSONAL SATISIFACTION

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ABSTRACT

This study investigates how Instagram selfies contribute to the objectification of young women. Selfies are photographs of oneself, while objectification is the act of treating something as an object. The objectification of self-images on social media platforms is thus referred to as "selfie objectification." Selfie-posting behavior may be linked to self-objectification. Therefore, we intend to conduct an in-depth interview study with 15 to 20 female university students. The purpose of this study is to determine if young or adolescent girls use selfies as a source of objectification. The findings of this study will be helpful in the development of social media usage policies for youth.
Keywords: Selfie, Objectification, Self-representation, Instagram

INTRODUCTION

Selfies aren't inherently evil. Taking pictures of your own face with different angles and with different expressions is not fundamentally wrong but practicing something in excess is harmful. Selfies were considered female driven phenomenon and when we put this phenomenon in the context of the culture in which we live, selfies aren't just an inconsequential trend. Rather, they are a clear reflection of *exactly* what girls and women have been taught to be their entire lives to look pretty, perfect and all that. Carefully posed, styled, and edited images of otherwise dynamic human beings for others to gaze upon and comment on. Selfies are not evil, but excessive self-photography can be harmful. Selfies reflect the cultural pressure on girls and women to look perfect and seek approval for their appearance. Selfies are a form of self-objectification, which means viewing oneself as an object to be looked at and evaluated by others. Self-objectification can reduce one's self-esteem, happiness, and abilities. Selfies also allow people to edit and compare their images with others, which can lead to dissatisfaction and insecurity. Some research shows that selfies can increase the demand for cosmetic surgery, as people try to match the idealized images they see online. Selfies also depend on external validation, such as likes and comments, which can be unreliable and inconsistent. Feeling beautiful or liked is not the same as feeling empowered. Empowerment comes from within, not from one's appearance or others' opinions. (Kite, 2013 & Kite, 2013), almost ¾ women viewed themselves from an outsider perspective. Selfies providing a way for people to scrutinize and evaluate their own faces at any given moment, as well as more opportunities to compare their looks to all the other female forms that fill our social media feeds, it's no surprise to us what brand new research shows the annual poll of members of

the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) revealed that 1/3 of surgeons surveyed saw an increase in requests for procedures due to patients being more self-aware of looks in social media. The report attributes a 10 percent increase in rhinoplasty (nose jobs) from 2012-'13 as well as a 7 percent increase in hair transplants and a 6 percent increase in eyelid surgery to social media's influence. After posting the winning shot, she's likely to carefully monitor the "likes" and comments each photo receives and compare those tiny symbols of validation to others' photos as the more nicer comments come the more better she feel, but what happens when the number of likes isn't to her liking affects her and if the comments are critical then it is drastic for her and when that self-worth is largely based on others' perceptions of her appearance, and others don't seem to be appreciating her appearance, her entire self-worth suffers. It is fleeting and can be consumed and discarded at any moment. Self-objectification can limit our potential and well-being. Selfies can be a way of self-objectifying, as we focus on our appearance and seek others' approval. Selfies are influenced by the culture that values beauty and perfection. Feeling beautiful or liked is not empowerment. Empowerment comes from within, not from one's appearance or others' opinions. We should critically examine how we view and represent ourselves and how we seek validation and empowerment. We should also try to reduce our dependence on social media for validation, by taking a break from media. This study is about how young girls self-objectify through selfies, and how it affects them and society. The study explores the views of girls on selfies, selfie culture, selfie objectification, and its consequences.

LITERATURE REVIEW
Selfie Objectification
Taking selfies to show how we look in different situations, styles, or poses is a way of objectifying ourselves that we call "selfie-objectification." Selfie objectification is a term that describes the phenomenon of presenting oneself as an object of visual or sexual appeal in self-taken photographs, especially on social media platforms. Selfie objectification can be seen as a form of self-objectification, which is the psychological process of viewing oneself as an object rather than a human being with agency and dignity. Selfie objectification can have negative consequences for one's mental and physical health, such as body dissatisfaction, eating disorders, depression, anxiety, and low self-esteem. Selfie objectification can be influenced by various factors, such as media exposure, social comparison, feedback, and motivation. Some researchers have used self-objectification theory as a framework to examine the relationship between selfie activities and body-related and eating concerns in young women (Cohen et al., 2018).

Selfie Culture and Its Practice
Many celebrities and politicians post selfies on social media, showing their bodies, activities, or faces. For example, Justin Bieber often tweets shirtless pictures, Rihanna shares photos of her in revealing outfits or with drugs, Kim Kardashian shows her bloody face after a facial treatment, and Kelly Brook fails to stop taking selfies. President Obama's daughters, Sasha and Malia, took selfies at his inauguration, and Hillary Clinton joined her daughter Chelsea in a selfie. Three sisters from Nebraska took a selfie while invading a baseball field and faced a fine.

Photographic Portraits
Selfies are self-portraits taken with digital cameras or smartphones. They became popular after 2010, when smartphones with front-facing cameras were introduced. Before that, people used timers or held the camera at arm's length to take selfies. Selfies were first tagged on Flickr in 2004, but they existed since 1839, when Robert Cornelius took the first self-portrait with a

daguerreotype. Andy Warhol also experimented with selfies in the 1970s with a Polaroid camera. Selfies are now very common, especially among teenagers, who post them online to share their appearance and activities.

Photographic Society

Recently, the Chinese manufacturer Huawei unveiled plans for a new smartphone with "instant facial beauty support" software which reduces wrinkles and blends skin tone.

"A lot of the cameras on smartphones are incredibly good," says Michael Pritchard, the director general of the Royal Photographic Society. "The rise of digital cameras and the iPhone coincided with the fact that there are a lot more single people around than before. That's one reason I take selfies: because I do actually want to record where I am."

Selfie Sharing and Key Trend

Some people think that selfies are a sign of self-obsession and shallow values. They think that selfies make us care more about how we look than who we are or what we do. They also think that selfies depend on the approval of others for our self-esteem. However, selfies can also be a way of expressing ourselves visually and creatively, using new technologies and platforms like Flickr, Pinterest, and Instagram. These platforms allow us to share our self-portraits with others, and to see how other people present themselves. Some research on selfies and Instagram has found that selfies are not just about vanity, but also about identity, communication, and social interaction. Selfies can reflect different aspects of our personality, mood, and culture. Selfies can help us to cope with stress, enhance our self-confidence, and connect with others. Instagram users tend to post more selfies than other types of photos, and they use filters and hashtags to modify and categorize their selfies. Instagram users also tend to follow and like people who post similar selfies to them, creating a sense of community and belonging.

We study how people share selfies on Instagram and what patterns emerge from such interactions. We find that selfies are very popular and effective at attracting attention and feedback. We also find that selfies vary by age, gender, and culture across different countries. Here are some of the main findings:

- Selfies have increased by 900 times from 2012 to 2014 on Instagram.
- Selfies generate 1.1–3.2 times more likes and comments than other types of content on Instagram.
- Selfies show different levels of homophily (similarity) in age and gender, suggesting that they are becoming more widespread and diverse.
- Selfies have different styles by country, reflecting cultural and socioeconomic differences. For example, the average age of selfie-takers is lower in Brazil than in Germany, and the majority gender of selfie-takers is female in Russia but male in India.

Instagram

At first glance, Instagram seems like nothing more than an ordinary selfie platform. However, the platform is much more than that. It is a crucial ingredient in the metaverse strategy of Instagram's holding company Meta; the plan is that it will eventually converge with other interfaces and services such as WhatsApp, Facebook (Horizon) and Oculus Rift Glasses. The Instagram platform is taking its first steps towards this with its Augmented Reality (AR) face filters, as they transform the selfie into an avatar which allows users to enter a virtual world.

Before the digital age, we took analog photos that we presented to others in photo albums. Not surprisingly, forms of self-presentation changed with the rise of social media platforms and smartphone cameras, as these offer countless features that allow people to control how they present themselves to their audience. This

caused the selfie to go viral and selfie culture was born.

Instagram is one of the platforms that contributed to this new form of self-presentation on the internet. It entered the market as a photo-sharing platform in 2010, taking over the role of the analog photo album and becoming the platform of selfie culture. However, rapid changes in the digital age and Facebook's metamorphosis into Meta are now turning the platform into more than a selfie medium. It's taking its first steps towards the metaverse.

Theoretical Contribution

Objectification Theory and Self-Objectification theory provides a useful framework for considerate the psychological and behavioral consequences of growing up in a culture that routinely objectifies the female body (Fredrickson & Roberts, 1997; Moradi & Huang, 2008). Objectification occurs when a person is deprived of their personhood according to their perceived behavior (Haslam, 2006; Heflick & Goldenberg, 2014). Sexual objectification, a specific form of objectification, occurs when individuals are reduced to, and valued for, their body parts or sexual function over their internal attributes and human worth (Calogero et al., 2011; Fredrickson & Roberts, 1997). According to objectification theory, girls and young women who are repeatedly exposed to sexually objectifying cultural messages are socialized into adopting an external viewer's perspective of their own bodies and perceive themselves as objects known as self-objectification (Calogero et al., 2011; Fredrickson & Roberts, 1997). In turn, this tendency to habitually self-objectify (i.e., trait self-objectification) has been linked to a variety of deleterious psychological and behavioral consequences including, low self-esteem, life satisfaction, negative body image, and disordered eating behaviour (Noll & Fredrickson, 1998; Tiggemann & Williams, 2012). Furthermore, objectification can also be temporally activated (i.e., state self-objectification) by a contextual factor, leading to more object-like behavior in the short-term, such as talking less and reduced cognitive performance (Gay & Castano, 71 2010; Saguy, Quinn, Dovidio, & Pratto, 2010). Media, social media and Self-objectification. The mass media play an important role in the objectification of women (Aubrey & Frisby, 2011; Fredrickson & Roberts, 1997). Content analyses of media imagery consistently show that women are depicted in ways that over-emphasize and over-value their body parts and sexual function: this is achieved by depicting women, relative to men, as body parts dismembered from the body, with their faces omitted, wearing revealing clothes, exposing more flesh/body parts, or adopting seductive, sexy, and suggestive poses (e.g., Aubrey & 79 Frisby, 2011; Coltrane & Messineo, 2000). Recent content analyses demonstrate that a high proportion of women featured in social media imagery are similarly objectified (Carrotte, Prichard, & Lim, 2017; Deighton-Smith & Bell, 2017; Ghaznavi & Taylor, 2015; Tiggemann 82 & Zaccardo, 2016). In contrast to traditional media, most of the images are generated by media own. Many of these images are self-images (or "selfies"), created by social media users as a form of self-presentation: a way of showing who they are to others (Chua & Chang, 2016; Manago, Graham, Greenfield, & Salimkhan, 2008; Mascheroni, Vincent, & Jimenez, 2015). Thus, many of the objectified images found on social media are likely to be self-presentations, posted by the users themselves. The extent to which young women present themselves in objectified ways on social media remains unclear, largely because content analyses have typically focused on images labelled with specific hashtags not on it consequences and impact on other woman and perceived behaviors of different members of society.

Social identity theory (SIT) is a theory of how individuals define their own identities with

regard to social groups and how such identifications influence their attitudes and behaviors toward in-group and out-group members. SIT proposes that individuals categorize themselves and others into social groups based on salient features such as ethnicity, gender, religion, occupation, etc. SIT also proposes that individuals compare their own group with other groups in terms of status, power, prestige, etc., and seek to maintain or enhance a positive social identity by favoring their own group over other groups. SIT suggests that individuals derive a sense of belonging, self-esteem, and meaning from their group membership and that they are motivated to protect and promote their group interests. SIT has been used to explain various phenomena such as intergroup conflict, prejudice, discrimination, stereotyping, conformity, cooperation, and social change.

It is important to understand the extent to which young women present themselves in objectifying ways on social media, but it is also important to identify factors associated with these self-presentations. Self-Objectification, Self-Presentations, and Audience Reactions, Self-objectification may be one factor associated with posting sexually objectified self-presentations on social media.

SIGNIFICANCE OF STUDY

This study examines the phenomenon of selfie objectification among young girls on Instagram and its implications for their well-being and self-image. Selfie objectification refers to the tendency of young girls to present themselves as sexualized objects in their selfies, conforming to the societal standards of beauty and appearance. This study argues that selfie objectification has increased over time and has resulted in various negative consequences, such as low self-esteem, body dissatisfaction, eating disorders, and depression. This study adopts a qualitative approach and uses in-depth interviews to explore the perceptions and experiences of 15 young

girls who are avid Instagram users and selfie takers. The findings reveal that the participants have diverse and complex views on selfies, selfie culture, and selfie objectification, and that they experience both benefits and challenges from their selfie practices. The study suggests that there is a need to challenge and resist the norms of selfie objectification that oppress and harm young girls, while also acknowledging and celebrating the positive aspects of selfies, such as self-expression, empowerment, and memory-making.

MATERIALS AND METHODS
Philosophical Stance
This study adopted an interpretivist approach, which assumes that reality is not fixed but socially constructed and interpreted by human beings. Interpretivism studies how individuals create and make sense of their own reality through their social interactions and self-consciousness. Interpretive methods aim to understand the meanings and experiences of the participants from their own perspectives.

Research Design
This study used a qualitative phenomenological design, which focuses on describing and interpreting the lived experiences of individuals regarding a phenomenon. Phenomenology seeks to capture the essence and complexity of human experience as it is subjectively perceived and interpreted by the individuals themselves. This study explored the perceptions and experiences of young girls regarding selfie objectification on Instagram, a popular social media platform.

Sample
The sample consisted of 15 young girls who were university students studying in different disciplines. They were all Instagram users who took selfies on a regular basis. They ranged in age from 18 to 25 years old. The sample size was determined by the principle of saturation, which means that no new information or themes

emerged from the data after interviewing 15 participants.

Sampling Technique

The sampling technique used in this study was convenience sampling, which means that the participants were selected based on their availability and accessibility. The participants were also purposively chosen based on their relevance and suitability for the research topic. The researcher contacted potential participants through personal networks and social media, and invited them to participate in the study.
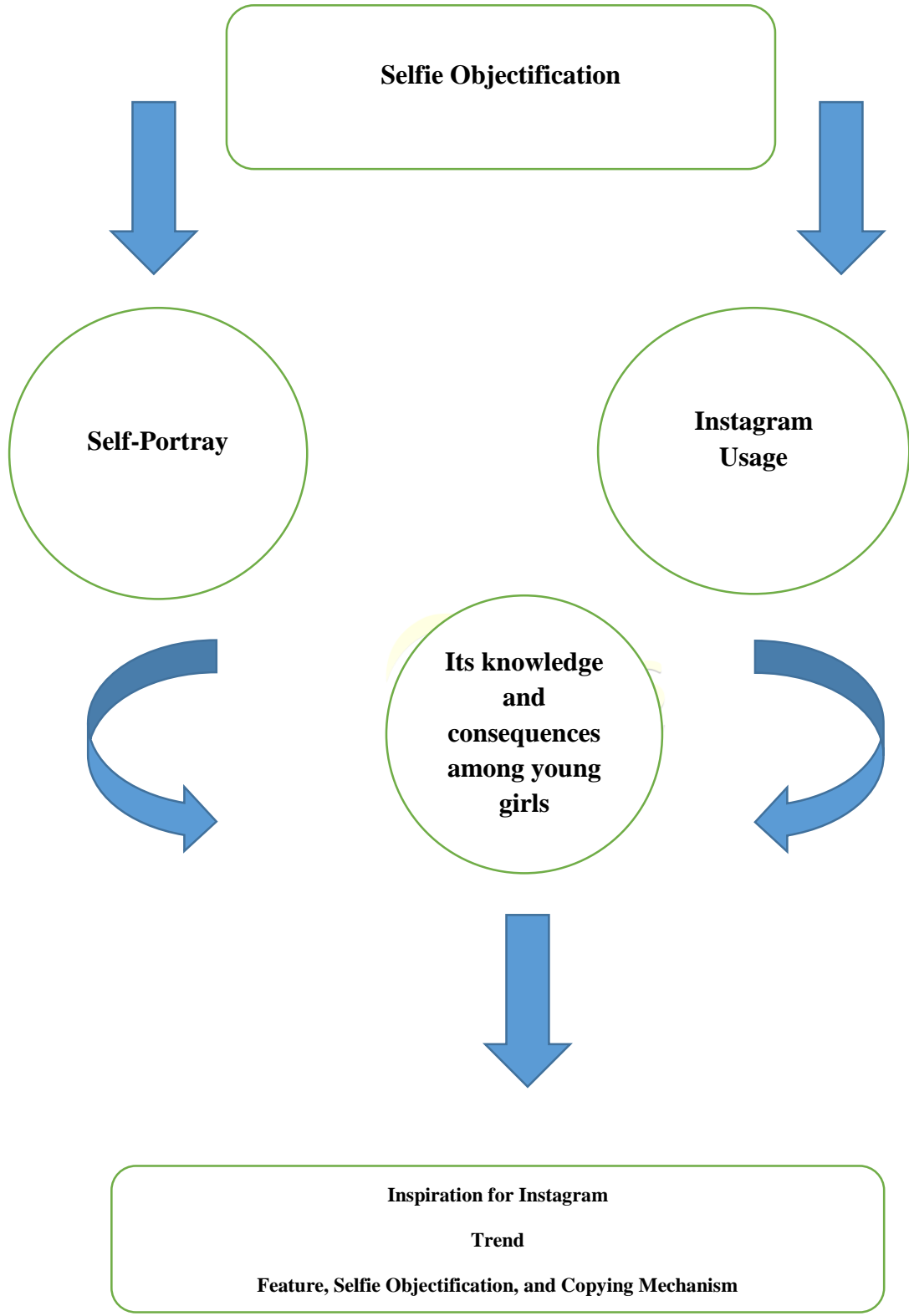
Interview Guide

The main data collection method used in this study was semi-structured in-depth interviews. The researcher developed an interview guide that included open-ended questions covering the main aspects of the research topic, such as the participants' perceptions, motivations, behaviors, and emotions related to selfies, selfie culture, and selfie objectification on Instagram. The interview guide also included demographic questions about the participants' age, education, marital status, etc. The interviews started with an introduction that explained the purpose and procedure of the study, and assured the participants of confidentiality and anonymity. The interviews lasted for about 30 to 45 minutes each, and were conducted in Urdu, the native language of the participants.

Procedure

The data collection process involved contacting and recruiting the participants, scheduling and conducting the interviews, recording and transcribing the interviews, and translating and analyzing the data. The researcher obtained informed consent from each participant before starting the interview, and asked for permission to record the interview using a digital voice recorder. The researcher also took notes during the interview to capture important points and non-verbal cues. After each interview, the researcher listened to the recording and transcribed it verbatim in Urdu. Then, the researcher translated the transcripts into English for ease of analysis. The researcher used Microsoft Word to type and store the transcripts. Interviews were recorded with the permission of respondents.

Selfie Objectification

Self-Portray

Instagram Usage

Its knowledge and consequences among young girls

Inspiration for Instagram

Trend

Feature, Selfie Objectification, and Copying Mechanism

Thematic Analysis
Table 1
Demographic Profile

Name	Age	Gender	Marital Status	Education
Fatima	21	Female	Single	BS in finance
Nimra	22	Female	Single	BS social work
Simna	26	Female	Single	BFA
Areej Haider	21	Female	Single	BFA
Jiya	20	Female	Single	BS in Graphics designing
Afshar	23	Female	Single	BS in physics
Kisa Batool	21	Female	Single	BS in social work
Emaan	20	Female	Single	BS in social work
Kainat	20	Female	Single	BS
Mahnoor	21	Female	Single	BS
Noor ul Ain	25	Female	Married	MPHILL
Mahnoor Abassi	24	Female	Married	BS
Palwasha	22	Female	Single	BS
Sabeen	21	Female	Single	BS
Ria Khan	20	Female	Single	BS

Themes	Sub Themes
1- Inspiration for Instagram	• Family • Peers • Celebrities
2- Trend	• Colleague • Peers • Siblings
3- Features	• Features • Content • Authentication
4- Connection with Others	• Update • Interaction • Communication
5- Selfie	• Social Need • Social Culture • Satisfaction
6- Selfie Objectification	• Self-Presentation • Self-Satisfaction • Up gradation
7- Selfie Editing	• Beautification • Appreciation • Trending • Personal Satisfaction
8- Selfie Posting	• Appreciation • Promotion • More Likes
9- Purpose of Selfie	• Entertainment • More Likes • Promotion • Appreciation • Economic Purpose
10- Comparison	• With Older Selfie • With Others Selfie • Motivation • Improvement
11- Copying Mechanism	• Strategies • Promote Positively • Denial Negativity

ANALYSIS

This study was qualitative in nature. Thematic analysis was used to analyze data. Different themes and sub themes were generated to give insight to reach understanding on the topic.

Participants discussed their experiences and behaviors and factors that lead to their perceived behaviors regarding Selfie and self-objectification. These all factors include knowledge about Instagram, Selfie objectification, personal satisfaction, Selfie editing, posting, and purpose of Selfie etc.

Inspiration for Instagram Profile
This theme includes participant's information/ experiences regarding installation of Instagram application. This theme is about the reasons why some participants decided to install and use Instagram, a popular social media platform that allows users to share photos and videos. The theme shows that some participants were influenced by their friends or other people who told them about Instagram, and they wanted to connect with them or explore the app. The theme also implies that some participants were not following any specific trend or fashion, but rather acted on their own curiosity or interest. It suggests that Instagram has a wide appeal and can attract users from different backgrounds and preferences. As one of the participants shared that:

> *I am not following any trend but my friends told me about Instagram application and I downloaded it to connect with them.*

Participant 3 shared that:

> *I am using Instagram almost from 3-4 years before that I used Facebook, but I don't follow any trend or not download it through inspiration from anyone.*

Participant 4 shared that:

> *In have heard from different mothers of children in my son's school so when am free after dropping my son I am free then I download the application and start using it.*

Participant 5 shared that:

> *I use Facebook the most and when I come to know that new app is in trend then I have downloaded the app and start using the application.*

Participant 6 shared that:

> *When I start going college my friends told me about the Instagram app and its features then I make an account on Instagram.*

In the whole discussion most of the participants inspire through their peer groups and download the application. Some of them inspire through their siblings and others do by their own understanding.

Characteristics of Different Applications
Participants explain different features, content, and authentication of Instagram application as they do across comparison with different applications. They also criticize about some aspects of Instagram and self-objectification. This theme includes how the participants describe their views and experiences of using Instagram, a popular photo-sharing social media platform. The paragraph shows that the participants have different opinions and attitudes toward Instagram, depending on their personal goals, preferences, and expectations. The paragraph also reveals some of the positive and negative aspects of Instagram, such as entertainment, fame, work opportunities, and fakeness.

One of the participants shared that:

> *Aaaaaa…! Like I can say a word fake like it is*

totally fake according to my opinion like for pictures it's all about that. You have to find out what is require and what to follow it all take time.

Participant 3 shared that:

Instagram is a social app through which people interact together, people get likes, and actually I got my commission work from Instagram.

There are different various concepts and opinions of different participants according to their understanding and opinions. Some people have very positive understanding and some said they used it but considered it fake. Instagram can be a source of social comparison and self-objectification for women, and that media literacy interventions could help reduce the negative effects of Instagram on women's well-being (Di Gesto et al., 2023).

Connection with others

Instagram is a platform which is considered as platform for communication and interaction by many participants as different participant have different point of view. How the participants perceive the relationship between selfies and Instagram, and how they use these two media to connect with others. The paragraph shows that the participants have different opinions and experiences of how selfies and Instagram can facilitate or hinder social communication and interaction. The paragraph also illustrates some of the benefits and challenges of using selfies and Instagram for social purposes, such as updating, liking, following, and imitating.

Participant shared that:

Somehow Selfie and Instagram connect but in case of Selfie if you capture it and save it only in your gallery then it doesn't connect but when you post it and update others then it connect you with others.

Participant 3 shared that:

I think so Selfie has not a specific connection but only one thing that connect is if one person is taking Selfie then other one may take too.

Participant 4 shared that:

You can say that it connect to human like if I take Selfie and then post it then my family members and friends do comment on it. So when they react or comment on it then somehow connection is formed.

The article ''Selfies as a mode of social media and work space research'' discusses how selfies can be used as a method of social media and work space research, by capturing and analyzing the self-representations, identities, and emotions of the selfie takers it argues that selfies can provide rich and authentic data for understanding the lived experiences and meanings of the selfie takers in their social and work contexts. People do different sort of things on Instagram and make selfies, edit them, post them, and upload them so different people use it for different purposes and it is considered as mean of communication as they interact and share different things with each other.

Selfie

Selfie is a photograph which is taken by oneself. Different people have different perspectives about Selfie many of the participants take selfies daily many of them take selfies weekly it all depends on different events and participants mood according to their perspective. This theme

explains how the participants define and practice selfies, which are self-taken photographs that are often shared on social media platforms. The paragraph shows that the participants have different frequencies and occasions for taking selfies, depending on their mood, appearance, and events. This also indicates that some of the participants take selfies for self-enhancement and enjoyment (Veum et al., 2018).

Participant 1 shared:

> *I don't take selfies as such but when I look at myself and felt that today am looking better or when there is some event around then I make selfies.*

Other Participant said:

> *Everyone like to take selfies of their own and I also do because it makes me feel good.*

Selfie Culture

Selfie culture is not bad but there is always pros and cons of everything so don't make too much selfies, one selfie a day or a week is enough. This is about how the participants view and experience the phenomenon of selfie culture, which is the widespread practice and popularity of taking and sharing selfies on social media platforms. The paragraph shows that the participants have different opinions and attitudes toward selfie culture, ranging from critical to accepting. The paragraph also indicates that some of the participants acknowledge the influence of time and technology on the emergence and development of selfie culture.

One of the participants shared that:

> *I think so with the passage of time this happen as there is development of selfie culture and people are practicing it.*

Participant 6 shared:

> *Yes, I think so it is becoming a selfie culture nowadays you can see everywhere in universities, marriage ceremonies, birthdays and different events people are taking selfies.*

Social Need

Different participant shared their point of views as follow:

> *I think it's all depend upon your social circle like i9f it is trend in your friends and family then it's become your social need.* (Interview 10)
>
> *No, I don't think so selfies are becoming social needs like this also depends on you.* (Interview 11)
>
> *Yes, it is social need in my point of view as when think that the function is good or important than one picture is mandatory.* (Interview 14)

Satisfaction

When you take selfie and felt while looking at yourself that yes, I am pretty and this is known as personal satisfaction.

> When I take selfies, I felt am looking good then I starting making more and more with different camera angles and by taking one and more and more then edit my old pictures and felt that it is now better so this all

make me satisfied and happy so this is satisfaction which I got by taking selfie.(Interview 07)
I think so when you take selfie and if you are satisfied while looking at it then you feel good. (Interview 04)
I am just telling you that it is no becoming trend and it all depends on my mood to follow it or not as I do may be when I am satisfied.

Selfie Objectification
Objectification theory provides a useful framework for understanding the psychological and behavioral consequences of growing up in a culture that routinely objectifies the female body (Fredrickson & Roberts, 1997; Moradi & Huang, 2008). Objectification occurs when a person is deprived of their personhood to the extent that they are perceived as or behave in an object-like way relative to a human (Haslam, 2006; Heflick & Goldenberg, 2014). Sexual objectification, a specific form of objectification, occurs when individuals are reduced to, and valued for, their body parts or sexual function over their internal attributes and human worth (Calogero et al., 2011; Fredrickson & Roberts, 1997).

Self-Presentation
Participant 1 shared that:
Yes, I think so people take selfies to others in an objectified manner.
Participant 8 shared that:
Bahahaha as a doll and all! I think that selfie objectification and women objectification is

everywhere. How camera angle is taking you is not the real you. In my point of view selfie objectification is a misconception, and I think so it is.
Selfie objectification is more in those who objectify themselves in front of others some people portray themselves by beautifying their picture and it is also for their satisfaction.

- **Upgradation**

Upgradation is a term that means the action or process of raising something to a higher standard, grade, or rank. It can also mean the result of such a process.

Participant 1 shared that
I think that upgradation is something that you present or explain others.
The participants in your study seem to have different understandings of what upgradation means. Participant 1 seems to think that upgradation is about presenting or explaining something to others, which is not the usual.
Participant 7 shared that:
When you connect with people on some social media platform than you can update them while sharing and uploading selfies or pictures.

Selfie Editing
Following are some reviews of participants:
Photo editing is particularly important for ecommerce companies. The quality of the image directly affects people's opinion of the product and sales numbers. Studies have confirmed that high-quality images outperform stock (or poorer quality) imagery and that increasing the number of high-quality images helps build trust with consumers and increases conversion rates.

- Beautification

- Appreciation
- Trending
- Personal Satisfaction

One of the participants shared:

> *Selfie Editing is something like you bring changes in your picture or selfie according to your likeness. Yes, I think so people take selfies to make or portray themselves beautiful.*

According to me selfie editing means taking selfie and put a lot of filters on it.

> *If I tell you truth, I think so to make ourselves more presentable, perfect, and beautiful we can do selfie editing and for trend like different filters are uploading and people use them because its trending as some filters enhance your features like if your complexion is fair then you use filter that make you skin tone tan, and if your complexion is dull than you can use filters which make your complexion fair.*
> *You put filters or edit your picture according to definition of perfection in your mind.*

Selfie Editing is a art. I take selfie, edit it and then post it. Mostly we edit to make pictures more beautiful there are many filters on Instagram and the one which is in trend I put it on the picture and then post it. It has one more feature that you can connect it with other applications and use it.

> *Yes, I like selfie editing and it is also a skill. I also do edit my picture which I take from simple camera and who doesn't like his-self, and mostly new filters come and I try them at least one time.*

Comparison

People compare their selfies with their own previous selfies or with other people's selfies, and how this affects their motivation and improvement. The paragraph shows that the participants have different reasons and outcomes for comparing their selfies, such as learning new ways of taking pictures, deleting old pictures, judging and appreciating others' pictures, and finding flaws and changes in their own pictures. The paragraph also suggests that some of the participants consider comparison as a source of motivation and improvement, while others may not.

Participant 7 shared:

> *Yes, I do compare my selfies with others so that I come to know about different ways of taking pictures.*

Another participant said:

> *Bahaa…. Yes, I do and also delete my old pictures. Hmm…. Somehow, I judge others selfies as how they capture it and how they can make it and yes, I also appreciated if its look good and try to improve mine too.*

Participant 9 shared that:

> *Ahh yeh it is source of motivation when I*

compare my old and new selfies like I come to know my flaws I can bring change in my pictures and way of taking pictures so I may consider it as source of improvement.

Copying Mechanism

This study shows that participants cope with the phenomenon of selfies and selfie culture, which are the widespread practice and popularity of taking and sharing selfies on social media platforms. The paragraph shows that the participants have different strategies and attitudes toward selfies and selfie culture, ranging from positive to negative. The paragraph also indicates that some of the participants suggest promoting or denying selfies and selfie culture, depending on their perceived benefits or harms.

There are following perspectives of study participants:

No, I don't think so that there is no need of any strategies regarding selfies and selfie culture there is need of balance like we should take selfies for our own sake so we should not take it excessively like spending all the time on it.

Am… yes, I think so there is need of some strategies that promotion of selfies in positive manner that you don't need anyone for taking your picture and you can take your own picture when you want.

Yes, I think so there is need of some strategies to stop this culture because I think so people are just wasting their time. Mm. yes there should be denial of selfie taking and pictures editing.

I think so there is need of some strategies for both the promotion and denial of selfies.

DISCUSSION

In previous study social media platforms have become a popular form of self-representation and self-expression, primarily amongst most teens and twenty-somethings. Selfies, self-portraits, have become a popular trend in social media that have replaced portraits with self-enhanced pictures. Selfies "capture and preserve ourselves in a materialistic way", through self-awareness from a controlled "projected awareness" (Suler 175). This allows the artist to create their own identity, allowing their self-portraits to reveal what they want their audience to see. Meanwhile, detaching themselves from the body and objectifying their pictures through the eyes of the audience. While selfies play a large role in self-presentation within social media, how do selfies encourage body dysmorphia, self-objectification, and lower self-esteem in young adults using social media platforms. In this study researcher asked participants about their behaviors in selfie making and posting on Instagram and what they think about selfie culture and its consequences on girls and society. Above article also provide information that selfies and self portraits is becoming trend in social media and different research studies also provide the same information as well as selfie objectification that it is also becoming a trend that people capture and preserve themselves in an objectified or materialistic manner. Some of the people don't event take selfies regularly but most of them take selfies and post them Instagram and other social media platforms. Girls take selfies, edit them, post them and then share them according to their interest. Girls explained that they take selfies according to their mood and sometimes on different events and post them on Instagram while using different filters and edit them in accordance with their choice. They post selfies because they want more likes, comments and followers. No previous study found that present selfie posting on Instagram is for economic purpose but this study provides that people use social media specifically Instagram for economic purpose to run their business some are influencers, bloggers, and vloggers but not posting a selfie make them able to earn there are

various ways through which people can earn on Instagram so participants explained that Instagram is now becoming an source of income or sort of business of all but it varies how we use it.

CONCLUSION

In this research study different aspects of selfie and selfie objectification was discussed and its prevalence among young girls that how selfie became a part of individual life and how it influences others. The other aspect of this study is about selfie objectification on Instagram by young girls that how they use Instagram from where girls were inspired and start using Instagram and sharing their selfies The study revealed that selfie culture was prevalent and influential among young girls, and that they posted different types of selfies to present themselves in an objectified manner. Some girls did this to gain fame, likes, comments, and followers, while others did it for their own enjoyment and privacy. The study suggested that there was a need to challenge some aspects of selfie objectification that could harm the well-being and self-esteem of young girls, and to encourage a balanced and positive use of selfies and Instagram. According to this study in-depth interviews were conducted and most of the participants shared that prevalence of selfie culture is now becoming an important part of every individual they post different selfies show them how they are living presenting themselves to others in an objectified manner most of girls take selfies edit them and share them in order to become famous, to get more likes, comments and followers. Some of girls only take selfies for their own like they have private account and post selfies but don't show them off to others. So, prevalence of selfie objectification among young girls on Instagram is common and promoting day by day so there is need to denial some aspects of it which create problems for others those who have no access to mobile phone, or conscious about their body shape, figure, and

color and we should promote it in a balance and positive manner.

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