



DARK TRIAD PERSONALITY, BODY CONCERN, EMOTIONAL INTELLIGENCE AND SELFITIS BEHAVIOR AMONG STUDENTS

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Abstract

This study investigates the relationship between dark triad personality, emotional intelligence, body concern and selfie posting among students. For this purpose, a purposive sample of 300 students was selected with the age range between 18 to 25 years (Mean Age= 20.6; SD=1.41) from Kinnaird College for Women (n=100), University of Central Punjab (n=100) and University of Punjab (n=100). Participants were administered Selfitis Behavior Scale, Dark Triad Personality Test, Emotional Intelligence Scale and Body Shape Questionnaire. One time approach to the participant was used. Correlational research design was used. Pearson Product Moment Correlation Coefficient, Regression Analysis, Independent Sample t Test and Cohen's d were computed. Data was analyzed using IBM Statistical Package for Social Sciences version 21. The results indicated a significant positive relationship between dark triad, body concerns and selfitis behavior and a significant negative relationship between emotional intelligence and selfitis behavior. Regression analysis showed that dark triad personality, body concern, emotional intelligence predicted selfitis behavior. Moreover, Independent sample t test analysis indicated that there is a significantly higher selfitis behavior in females as compared to males. The present study can be helpful for counselors, clinical psychologists, educational institutions and work places to provide an insight and awareness about this disorder and its increasing trend among students.

Keywords

Selfitis Behavior, Dark Triad Personality, Emotional Intelligence Body Concerns.



1. Introduction

“Selfie” trend and use of photo editing applications is becoming popular to the extent that it is been considered as a mental disorder (Sorokowska, 2017). This is a popular trend in youth specially students. Many researches link self esteem, self objectification, body concerns, narcissism and mood regulation with selfie. Obsessive selfie taking behaviors have also been related with social competition, attention seeking, subjective conformity and environmental enhancement. People are more into showing off a moment than living in the moment. It is a constant state of attention seeking behavior (Haggard, 2014).

Researchers have linked selfie obsession and psychological illness (Fox & Rooney, 2015). It is suggested that individuals who search for an accurate angle regularly from which to portray themselves could be ill in few cases. People presently are even crossing the limits to take daring selfies most probably to seek attention in their social circles. There is a high toll of people who died taking selfies. Selfie is defined as a photograph of self-portrait which is mostly taken from a digital camera phone. These pictures of self are shared on different sites and applications of social media Snapchat, Instagram and Facebook. These are mostly casual photographs, typically captured in a mirror or with a hand held camera at arm’s length. Selfies involving number of people are known as group selfies (Saltz, 2014).

Selfitis is the name given by experts to the ones with obsessive selfie taking behavior. American Psychiatry Association (2017) has classified the

taking of selfies which is photographs of self shared through social media as a mental disorder. This disorder is named as “Selfitis”. It is defined as a compulsive and an obsessive desire to capture pictures of one’s own self and then post it on social networking sites to boost their lack of self esteem. Selfitis has been classified into three levels that first level, includes the Borderline selfitis i.e. capturing one’s own pictures at least thrice a day and then not uploading on social networking sites. Second level is the acute selfitis i.e. capturing pictures of own pictures at least thrice a day and then uploading each one of them on social media. Third level is the chronic selfitis which is an uncontrollable need of capturing photographs of oneself most of the time and then uploading them on social networking sites for more than six times a day (Balakrishnan, 2017).

One of the variables explored in present study is the dark triad personality. Paulhus and Williams (2002) introduced this terminology Dark Triad Personality. They proposed to contemplate the three socially aversive personality attributes: Narcissism, Machiavellianism and Psychopathy.

Narcissism can be portrayed as extremely exaggerated confidence and convictions about being uncommon, including steady distraction with thoughts regarding boundless achievement, quality, excellence or love (Emmons, 1987). Narcissism is unreasonable positive perspective of oneself and physical appearance. It is excessive love and admiration for own self. (Campbell & Foster, 2007).

Researches support a significant relationship between selfie obsession and narcissism. Recent studies revealed that there is a solid positive relationship between self promoting pictures taken and shared via social networking media and levels of narcissism (Gnambs, 2017). Christie and Geis (1970) described Machiavellianism as having a negative perspective, absence of emotionality, manipulative practices and strategic planning. Psychopathy could be portrayed as excite seeking and hasty, also having low compassion and uneasiness (Paulhus & Williams 2002). Bodily concern is another area which is associated with the selfie obsession that is explored in the present study. A study reported that the individuals who share selfie on social networks show over evaluation of the weight and height, internalization of slim and thin ideal, dietary restraint and body dissatisfaction as compared to those who do not share on social media (McLean, 2015). Perception of one's outer look and body image is one of an important factor associated with selfie posting on social media. Nowadays use of filters or photo editing applications have made it easier to fulfill the body image one wants to portray to the world. This leads to strive of perfection and disliking and disowning actual body image. Research says that spending ample time of social media gazing at friend's photos could make females insecure and overly concerned about their body image (Nguyen, 2014). Research suggests that females who post selfies on social media have negative view of themselves (Briggs, 2014).

Act of capturing the selfies can make people more conscious and concerned about how people view them. This is because the act of taking selfies forces people to just focus on self same as when they look into the mirror. Social sensitivity means how people judge other people. It makes one more aware of his/her appearance and actions. Briggs (2014) reported that women may feel insecure especially when looking at various selfies of celebrities and friends. Young girls are frequent users of social networking sites and they also post more pictures of themselves as compared to males. The trend of taking and posting selfies on social networking sites leads to poor body image and negative comparisons on the basis of appearance, bodies and clothes. People are disturbed because they are actually losing their own sense of identity and are fascinated by others.

Hart (2014) explains the phenomenon of selfie generation is having love of one's own self and expecting world around to appreciate those. The love of the self, individualize a person from his environment. Selfies provide people opportunity to promote self-love. Usually people dislike the behavior of others taking picture of own self, obsessively in public and social gatherings. People might have different reasons behind it. People takes, posts and views selfies in routine and make it a habit. At the same time it evokes a lot of criticism too. This habit and obsession faces disrespect and it is also associated with self love, narcissism, negative body concerns and individualism. At one end it is considered as a threat to self

esteem and confidence while on the other end it is linked to self promotion, self disclosure and positive feeling (Diefenbach & Christoforakos, 2017).

In the present study student population is focused, students take selfies to show their glamorous side and also to attract others specially peers (Azmi, 2017).The selfie fever has accumulated a ton of fixation. Selfies are detonating up via web-based networking media everywhere throughout the world. Number of the world's most celebrated identities from leaders and the pope, to competitors, and legislators are posting selfies so it's not simply general population. Barely any individuals cherish them; others despise them, while they are still as prominent as ever. Taking selfie and sharing them through social networking sites has form into a standout amongst the most popular and charming exercises. Yet, particularly few of us, do distinguish the shrouded certainties after this dependence of selfies that various mental dysfunctional behavior and disarranges are creating and selfie can turn dangerous as well. A perfect selfie could cost one's life too (Krishnamurthy, 2015)

1.1 Rationale

Selfie posting behavior is known ever since the era of smart phone and cameras started. It became more popular with the use of social media. Sharing of photographs on social media is nowadays becoming a fever among youth. As technology has touched every cell, selfie is becoming a fashion and trend among us. The use of social networking websites and applications like Facebook, Snapchat, Twitter,

Instagram and Whatsapp status are facilitating individuals to show off them. The selfie is an art people are excelling over the time and practice but this is leading to an underlying negative consequence. People are striving for social approval and conformity and thus are lowering their self esteems and confidence. New generation is more into making use of technology than developing healthy relationship. The sights of just taking selfies in the corners of each and every social environment are actually disturbing for many. The excessive use of photo editing applications is also creating a bad body image and body objectification among women. The selfies are affecting person's moods too. Nowadays selfie is becoming mandatory for each and every occasion. People take selfies at social gatherings, marriages, parties, offices and even in educational institutes and later these selfies are uploaded on social networking sites. Selfies may have adverse effects on psychological health of individuals. The ones, who post their selfies frequently on social websites, become very conscious about comments and likes which effects their self-esteem and self confidence. It is not a healthy activity which needs to be controlled especially among the youth. We should enjoy the moments which are never going to come back instead of taking selfies. Moreover everyone should understand that beauty doesn't lie in looks and appearance rather it is imbued in personal character and a loving heart. We should read books, enhance our talents and give time to our friends and family instead of taking self obsessed selfies

For this new generation, scientific community have to gather for the current matter of selfie craze and addiction before it effects large population and be at the top of the list of Global Burden of diseases .People strive for perfect angle and a perfect looking selfies by capturing numbers of self photographs and spending ample time in use of these cell phones. This research will show that how and to what extend selfie-obsession is effecting an individual's mental health, mood and personality. It will help the government authorities to realize and take steps to reduce its trend in our society by spreading awareness and at least banning selfies-taking in educational institutes, work places and restaurants.

1.2 Objective:

- To investigate the relationship between dark triad personality, body concern, emotional intelligence and selfitis behavior among undergraduate students.

1.3 Hypotheses

H1: There is a significant relationship between Dark Triad Personality subscales i.e Narcissism, Psychopathy and Machiavellianism and selfitis behavior among students.

H1: High body concerns leads to significantly increased selfitis behavior among students.

H1: High selfitis behavior leads to significantly low emotional intelligence among students.

H1: Dark triad personality, emotional intelligence, body concerns will significantly predict and selfitis behavior among students.

H₁: There is a significant difference in selfitis behavior among male and female students.

2. Methodology

2.1 Research design

In the present research, correlation research design was used to find relationship between personality, body concerns, emotional intelligence and selfie posting. The researcher explores one or multiple attributes of a group to find the degree to which these characteristics and attributes vary together (Routio, 2007).

2.2 Sample

A sample of 300 participant (M=46%; F=54%) undergraduate students was recruited from different universities of Lahore including Kinnaird College for Women (n=100), University of Central Punjab (n=100) and University Of Punjab (n=100). The age range was from 18 to 25 (Mean Age= 20.6; SD=1.41). The educational level for the sample included freshmen (19.7%), sophomores (29.7 %), juniors (26.3%) and seniors (24.3%).

2.3 Sampling Strategy

Purposive sampling strategy was used. This technique was used because the research is focused on specific characteristics of the population of interest that justified the purpose of the study. Purposive sampling strategy is a technique to chose and selects a sample from representative population. It is a non probability sampling technique (Roller, 2015).

2.4 Measures

2.4.1 Demographic Form

Personal information was collected using a self-constructed demographic form. It included name, age, gender, educational institution and educational qualification (Appendix D).

2.4.2 Selfitis Behavior Scale (2017)

Selfitis Behavior Scale is a 20 item scale developed by Griffiths and Balakrishnan (2017). This Scale identifies six underlying factors of selfitis i.e. environmental enhancement, self confidence, mood modification, social competition, attention seeking and social conformity. The 5 point Likert scale is used to rate the responses. Overall reliability of the scale was 0.88 and The Cronbach's alpha is 0.60. The Scale shows 1 as strongly agree, 2 as disagree, 3 as neither agree nor disagree, 4 as agree and 5 as strongly agree. The lowest possible score of SBS is 20 and highest possible score is 100. Scores ranging from 20-40 indicates low selfitis behavior, 41 to 60 indicates mild selfitis behavior, 61 to 80 indicates moderate selfitis behavior and 81 to 100 indicates marked level on selfitis behavior.

2.4 .3 Dark Triad Personality Test (2011)

Dark Triad Personality Test was developed by Jones and Paulhus (2011). It has three different portions focusing on the three personality traits which are Narcissism (excessive self love), Machiavellianism (manipulative attitude) and psychopathy (lack of empathy). This test consists of 27 statements which must be rated on how much one agrees with them. The internal consistency is $\geq .72$ and test-retest reliability is $\geq .73$. The 5 point Likert scale is used to rate the responses ranging from strongly disagree (1) to strongly agree (5). The scores ranging from 27 to 54 means absence of dark triad personality traits, 55 to 81 indicates mild dark triad personality traits while 82 to 108 indicates moderate dark triad personality traits and 109 to 135 means marked traits of dark triad

personality. The lowest possible score is 27 while highest possible score is 135. Items 11,15,17,20 and 25 are to be scored reverse.

2.4.4 Body Shape Questionnaire (1986)

Body Shape Questionnaire (BSQ) is a self reporting questionnaire which measure body preoccupations. It was developed by Cooper, Taylor and Fairburn in 1986. The questionnaire consists of 34 items. Each item is scored from 1 to 6 ; Never =1 and Always =6. Theoretical score range is from 34 to 204. The higher the scores are the higher is body concern. The classification of BSQ scores are as scores less than 80 indicates no concern with body shape, 80 to 110 indicates mild concern with body shape, 111 to 140 is moderate concern with body shape and scores more than 140 indicates marked concern with body shape. Body Shape Questionnaire (BSQ) has a high test retest reliability and validity with measures of body image. The split half reliability is 0.94 and Cronbach's alpha is 0.97.

2.4 .5 Emotional Intelligence Scale (2009)

Khalid and Batool (2009) developed a scale with fifty six items to measure emotional intelligence according to Pakistani culture. It is a self reporting tool. It is based on social and emotional intelligence model of Bar-on (1997) .Scale for Emotional Intelligence (SEI) measure self regard, assertiveness, interpersonal skill, emotional self awareness, empathy, flexibility, stress tolerance, optimism and impulse control. Likert scale is used which ranges from one to four. Twelve items have reversed scoring. High scores show higher emotional intelligence and low scores shows lower emotional intelligence.

Theoretical score range is from 56 to 224. Scores ranging from 56 to 112 indicates low emotional intelligence, 113 to 168 indicates moderate emotional intelligence and 169 to 224 is high emotional intelligence. Split half reliability = .92 and Cronbach's alpha = .95 .

2.5 Procedure

First, institutional permission was sought. Authorities were briefed about nature and purpose of the study. They were briefed about confidentiality of their information and were assured that their information will be kept confidential and shall only be used for research purposes. Participants signed the written consent to show their willingness to participate in the study. Participants were administered questionnaires namely: Selfitis Behavior Scale; Dark Triad Personality Test; Emotional Intelligence Scale, Body Shape Questionnaire and Demographic form respectively. The participants were also informed that they have

right to leave the research at any time. Participants took approximately 20 to 25 minutes to fill in the questionnaires.

2.6 Statistical analyses

The Pearson Product Moment Correlation Coefficient was used to find relationship between selfie posting and body concerns, emotional intelligence and personality among students. Moreover, Regression was also used to predict the relationship between variables. Descriptive statistics included Mean, Standard Deviation, frequencies and Percentage. Independent sample *t* test analysis and Cohen's *d* was also used to check the selfitis behavior difference between both genders. Analyses of

the results were done using Statistical Package for Social Sciences (IBM SPSS-21). Alpha level was set at $\alpha = 0.05$ in the present study (Corp, 2015).

3. Results

Table 3.1: Pearson Product Moment Correlation Coefficient Showing Relationship Between Dark Triad Personality Subscale i.e Narcissism, Psychopathy and Machiavellianism , Body Concern, Emotional Intelligence And Selfitis Behavior Among Students(N=300).

Variables	<i>r</i>
Dark Triad Personality	0.46**
Machiavellianism	0.29**
Psychopathy	0.27**
Narcissism	0.50**
Body Concern	0.41**
Emotional Intelligence	-0.33**

Note. ** $p < 0.05$

Table 3.1 shows a significant positive relationship between selfitis behavior and dark triad personality among students. It means that students who scored high on selfitis behavior also scored high on the dark triad personality

scale and/or vice versa. It also shows a significant relationship between selfitis behavior and body concerns. It shows that students who experience more selfitis behavior also have high body concerns and/or vice versa.

Table 3.1 shows a significant negative relationship between selfitis behavior and emotional intelligence. It means that students

who showed excessive selfitis behavior actually had scored low emotional intelligence.

Table 3.2: Regression Analysis between Dark Triad Personality, Emotional Intelligence, Body Concerns will Predict and Selfitis Behavior among Students (N=300).

Variables	B	SE	β
Dark Triad	0.53	0.06	0.39**
Body Concern	0.16	0.03	0.30**
Emotional Intelligence	-1.38	0.04	-0.17**

Note: ** $p < 0.05$, B = beta coefficients, β = beta, SE = standard error

Table 3.2 shows that dark triad personality, body concern, emotional intelligence predicts selfitis behavior among students and there is an

impact of dark triad personality, body concern, and emotional intelligence on selfitis behavior of students.

Table 3.3: Independent Sample t Test Analysis Showing Selfitis Behavior Among male and female Students

Groups	N	M	SD	df	d	t	CI	
							Lower	upper
Males	139	53.76	18.91	298	0.62	-5.40**	-16.6	-7.70
Females	161	65.88	19.78					

Note. M=mean; S.D=standard deviation; d=Cohen's; df=degree of freedom; **= $p < 0.05$.

Above table shows a significant difference between male and females in selfitis behavior. Mean score shows that females have higher number of selfitis behavior than the males.

4. Discussion

4.1 Hypothesis 1:

There is a significant relationship between Dark Triad Personality subscales i.e Narcissism, Psychopathy and Machiavellianism and Selfitis Behavior among students. The hypothesis was supported as the outcome of

Pearson Product Moment Correlation Coefficient indicated a significant positive correlation between Dark Triad Personality subscale i.e. Narcissism, Psychopathy and Machiavellianism and Selfitis Behavior among students. It was concluded that students who scored high on selfitis behavior also scored high on the dark triad personality scale and/or vice versa. Sukhdeep et al. (2018) conducted a study on narcissistic personality and selfie taking

behavior among college students. Results showed that narcissistic features had a significant relationship with number of selfies on an average day and posting of selfies on Facebook. Similar results were revealed by Amurao and Castroneuvo (2016) in their research on narcissism and the selfie behavior among Philippine females. It was found that the individual who captures more selfies also have higher levels of narcissism.

In contrast to the present research, Barry et al. (2015) explored the relationship of narcissism and self esteem with the posting of self-photographs i.e. selfies on trendy photo sharing social networking site Instagram. The results showed that the relationship of narcissism and self-esteem with the uploading of selfies independent of theme were non-significant while relation between narcissism and specific categories of selfies (vulnerable narcissism with physical appearance selfies) was significant. Contradiction of these researches with the present study may be because of geographical and cultural differences. There is a difference in tools used in the given literature and the tools used in the present study. The age range of the sample also varies from research to research which resulted in different outcomes.

4.2 Hypothesis 2

High body concerns leads to significantly increased selfitis behavior among students. The hypothesis was supported as the outcome of Pearson Product Moment Correlation Coefficient showed a significant positive correlation between body concerns and selfitis

behavior among students. It was concluded that students who scored high on selfitis behavior also has higher body concerns and/or vice versa.

In line with the present findings, Grogan, Rothery, Cole and Hall (2018) explored the selfie posting behavior and body image in young adult women. They investigated how the females make sense of their choice to upload selfies and perceived links between selfie posting and body representation. The results showed that females linked selfie uploading to the ideally perfect body, identity management, and body exposure; objectifying their personal and others' selfies, and trying to depict an image that was as closer to ideally perfect as possible. Females differentiated between their digitally manipulated online selfie identity and their identity outside of Facebook and Instagram. In line with the study, Cedillo (2016) conducted a study to explore the correlation between the self-monitoring actions and self-expressiveness on the selfie behavior among Filipino youth. The result showed a significant relationship between self-monitoring actions and selfie behavior. Further findings showed that there is a significant relationship but, comparably weaker relationship between the selfie behavior and self-expressiveness. The study concludes that self-monitoring behavior which shows how a person is concerned about his self, body and outer image influences selfie behavior of the respondents.

In contrast with the study, Hingerton (2016) explored relationship between narcissism, body image, self esteem and problematic internet

usage among male and female students of Dublin. The results showed that there was no significant relationship between the number of selfies uploaded in a week and narcissism, body image, self esteem and problematic internet usage. The difference of these researches with the present study is because of cultural differences regarding body concerns. The difference in tools utilized and age range of the sample also varies from research to research which may result in different outcomes.

4.3 Hypothesis 3

High selfitis behavior leads to significantly low emotional intelligence among students. The hypothesis was supported as results of Pearson Product Moment Correlation Coefficient indicated a significant negative relationship between emotional intelligence and Selfitis Behavior among students. It was concluded that students who scored high on selfitis behavior has low emotional intelligence and/or vice versa.

In accordance to the present study, Cruz, Manligoy, Ogatis and Kenneth (2015) conducted a study on level of emotional intelligence and selfie/groufie of the students. The result revealed that emotional intelligence has a significant relationship towards selfie/groufie. Similarly, Au and Chew (2018) found that emotional intelligence including emotional reaction, attachment and conveyance are correlated to selfies and personal data posted and viewed on Facebook and Instagram. In contrast to the findings of present study, Avant (2017) examined the effect of locus of control, emotional intelligence and narcissism

on internet addiction and information disclosure among college students. Results showed that emotional intelligence, narcissism and the locus of has no significant correlation with Internet addiction. The difference of these researches with the present study may be because of cultural differences regarding emotional intelligence as its role differs from culture to culture. The social difference also contributes to the variations in results. The tool utilized varies from research to research which resulted in different outcomes.

4.4 Hypothesis 4

Dark triad personality, emotional intelligence, body concerns will significantly predict selfitis behavior among students. The above mentioned hypothesis was supported as the results of regression analysis indicated that Dark triad personality, emotional intelligence, body concerns are predictors of selfitis behavior among students.

Sharma (2016) conducted a research on the impact of selfies on self-image of disabled students studying in higher education. The result showed that body concern predicts the selfie behavior. Similarly, McLean, Paxton, Wertheim and Masters (2015) conducted a research on photoshopping the selfie, picture editing and photo investment are associated with body dissatisfaction in adolescent girls. The study examined relationship between social media activities related to selfie taking and sharing with over evaluation of weight and shape of body, body dissatisfaction and dietary restraint. Results revealed that girls sharing selfies on social networking sites reported

significantly higher over evaluation of weight and shape of body, body dissatisfaction, and internalization of thin ideal and dietary restraint.

In accordance to the present study, Cruz, Manligoy, Ogatis and Kenneth (2015) conducted a study on the level of emotional intelligence and selfie/groupie of the students. The result revealed that the level of emotional intelligence of the students has significant relationship with the usage of selfie/groupie. Similarly, Au and Chew (2018) found that emotional. Charoensukmongkol (2016) explored the personal characteristics of students and its association with selfies liking. The results showed that degree of selfie-liking that the respondents reported was positively associated with four negative personality traits i.e. narcissism, attention seeking behavior, self centered behavior and loneliness.

In contrast to the present study, Bergkvist (2016) conducted a study on the dark triad personalities as predictors of selfie behavior focusing on the role of Narcissism, Machiavellianism and Psychopathy. The results showed that there was no significant relationship between Dark Triad and selfie sharing. However, narcissism predicted self-enhancement to correlate with negative attitudes toward selfies. The difference of these researches with the present study may be because of social differences and geographical differences. The cultural difference also contributes to the variations in results. The age range and educational background of the sample also differs.

4.5 Hypothesis 5

There is a significant difference in selfitis behavior among male and female students. Tufail, Asmatullah, Tanveer and Kazmi (2017) examined self-presentation and selfie craze on Facebook among undergraduates. This research also investigated the influence of self-presentation on selfie craze among both genders. The results found that the level of selfie craze was high in female as compared to male students with significant difference between both genders. Similarly, Dhir (2016) conducted a study and results demonstrated that females take more individual and group selfies, post individual selfies, edit photographs and utilize photographic channels compared with males. The predictive impact of age was more grounded among ladies than among men with respect to taking, posting and editing selfie behavior.

Contrary to the findings, Hingerton (2016) explored relationship between narcissism, body image, self esteem and problematic internet usage among male and female students of Dublin. The results showed that there was no significant relationship between gender and these variables. The contradiction of these researches with the present study may be explained in the light of cultural differences regarding gender roles. The social difference also contributes to the variations in results. The tools utilized vary from research to research which resulted in different outcomes.

5. Limitations

- The sample size was limited to 18 to 25 years university students only.

- Working individuals were not included in the research
- Tools used were available in English language only.
- The questionnaire contained a large number of items which made it a bit tiring for students.

6. Recommendations

- Different population can also be included in the study.
- Variables other than dark triad, emotional intelligence and body concerns can also be studied among student population.
- Difference of selfitis behavior can be researched across age groups of males and females.
- Difference of selfitis behavior can be studied across different educational and professional groups of males and females.
- Shorter version of the tools can be utilized.

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