

## Chapter 1

### Introduction

In this culture, taking and sharing selfies can be seen to showcase one's appearance, lifestyle, and accomplishments to a wider audience. The more likes and comments a selfie receive, the greater the sense of validation and self-worth the individual may experience. This can create a cycle of self-promotion and validation-seeking behavior, where individuals feel the need to constantly take and share selfies to maintain a sense of self-worth and validation. Some people who deal with low self-esteem or feelings of inadequacy use selfies as a coping method. Some individuals could do it to show off or make an impression (Wang & Stefanone, 2013).

### Selfitis Behavior

Selfitis refers to the excessive and obsessive taking of selfies by individuals. It is a modern-day phenomenon that has become increasingly common with the advent of social media and smartphones. While the occasional selfie might be entertaining, taking too many can have negative effects on your mental and emotional health, not to mention your physical well-being. Griffiths & Balakrishnan (2018), two psychologists, coined the term "selfitis" in 2018. The study authors defined selfies as "the obsessive taking of selfies, which is a genuine mental disorder (Griffiths & Balakrishnan 2018).

### Types of Selfitis Behavior

It was hypothesized that the disease may range from mild to severe to chronic. There are basic three types of selfitis behavior as borderline selfitis behavior, acute selfitis behavior and chronic selfitis behavior.

### ***Borderline Selfitis Behavior***

Those who take several selfies daily but don't share them online are said to have "borderline selfitis." A person with borderline selfitis is continually updating their online following with fresh selfies. There is mounting evidence that engaging in such behavior is detrimental to mental health, especially for those prone to mood swings and emotional instability. Borderline individuals tend to have a negative view of themselves (Balakrishnan & Griffith's, 2018).

Behaviors related to snapping selfies were also connected with elevated anxiety and sadness in those with borderline personality disorder. Self-esteem and sense of self-identity problems have been associated with borderline personality disorder. People with borderline personality disorder (BPD) may utilize social media and self-portraiture to combat their own low self-esteem. However, such behavior may be counterproductive since it may feed the loop of self-doubt and low self-esteem (Perloff, 2014).

Research by Balakrishnan & Griffiths (2018) suggested that medication might be used to treat BPD symptoms including anxiety and depression. Antidepressants and mood stabilizers have a chance of helping with depression and emotional instability. Borderline personality disorder and borderline selfitis are conditions that may benefit from self-care and self-compassion. Time spent on social media should be limited, stress should be reduced, and self-reflection and mindfulness should be included into daily routines (Balakrishnan & Griffiths, 2018).

### ***Acute Selfitis Behavior***

Our term for those who take and post selfies more than three times a day is "acute selfitis." There is a condition known as "acute selfitis," which manifests as an irresistible

want to take and share photos of oneself through digital media. Traumatic circumstances, such the breakdown of a relationship or the loss of a job, may set off this pattern of conduct. Taking selfies may be a way for people with acute selfitis to deal with the accompanying feelings of anxiety, despair, and isolation (Perloff, 2014).

According to research, those who spend too much time on social media are at a higher risk for anxiety and despair. There may be negative effects on mental health and relationships because of acute selfitis. Those who suffer from severe selfitis may develop an unhealthy preoccupation with taking selfies, to the detriment of their relationships and careers. They may also become too concerned with how they seem to others, which may lead to shallowness in their interpersonal connections (Perloff, 2014).

Self-care methods may be helpful for mild instances of selfitis in the acute phase. Time spent on social media should be limited, stress should be reduced, and time should be set aside for contemplation and mindfulness. It may also be helpful for those with acute selfitis to seek out for emotional and social support. Acute selfitis treatment should be individualized and holistic in nature. The mental health and quality of life of people with acute selfitis may benefit from professional and community care (Janarthanan & Hadduk, 2018).

### ***Chronic Selfitis Behavior***

People who take and post more than six selfies every day have what we term "chronic selfitis." Selfie-taking and uploading become compulsive behaviors in people with chronic selfitis. However, unlike acute selfitis, which is precipitated by severe life events, chronic selfitis is a long-term pattern of activity that may have substantial psychological basis (Janarthan & Park, 2017). Being too critical of oneself may lead to

feelings of worthlessness, isolation, and depression. Selfie addicts are more likely to suffer from narcissism, isolation, and social anxiety. The increase of chronic selfitis may be related to the culture of self-promotion and self-presentation promoted by social media platforms (Wang & Stefanone, 2011).

Care for oneself must be prioritized if "selfitis" is to be managed in circumstances when it persists over time. Time spent on social media should be limited, stress should be reduced, and time should be set aside for contemplation and mindfulness. Reaching out to friends and family for support and sympathy may help those who suffer from chronic self-criticism (Sing & Narang, 2019).

There is debate about whether or not compulsive selfie-taking constitutes a mental disorder (dubbed "selfitis"), which has been connected to negative impacts on mental health and self-esteem. This article will discuss the causes, effects, and remedies of selfish behavior. Counselling or other treatments, in addition to medicine, should be used to treat chronic selfitis (Balakrishnan & Griffiths, 2019).

### **Causes of Selfitis Behavior**

There are several reasons why individuals may develop selfitis behavior. Some of the common causes are: Social media validation, everyone seems to be on at least one social networking site. To sway their network of friends and acquaintances, many individuals turn to social media. Taking selfies is one way to become more well-known online, which may boost one's confidence (Perloff, 2014).

Low self-esteem, lack of confidence in one's own values is at the root of all self-hatred. Selfies might help people with low self-esteem feel better about themselves. Taking and sharing selfies online may give individuals the false impression that others

find them attractive (Balakrishnan & Griffiths, 2018). Narcissism, they may grow independently of self-esteem or any other personal quality. It suggests that selfitis may have both internal and external causes (Ardouly, 2015).

Boredom, it might prompt some individuals to go for their cameras. If they're looking for a method to kill time, taking selfies might be entertaining and calming. Selfies may be a form of amusement for those who are bored or need a distraction. Peer Pressure, the onset of selfitis might also be influenced by environmental factors. Because the selfie culture is so ubiquitous on social media, users may feel obligated to join in. Various forms of societal pressure may have contributed to the development of selfitis (Janarthanan & Hadduk, 2018).

### **Consequences of Selfitis Behavior**

Selfie addiction has been linked to detrimental effects on both mental and physical health. The results include, among other things are as follows: Decreased self-esteem, while snapping the occasional selfie might increase your confidence, overdoing it can have the opposite effect. Loss of self-esteem is only one of many negative outcomes of an addiction to taking and sharing selfies online, a condition referred to as "selfitis" (Balakrishnan & Griffiths, 2019).

Relationship problems, the constant need to take photos of oneself might strain relationships. Constantly posting selfies online might make one's significant other feel neglected or unloved. Selfitis has the potential to significantly disrupt interpersonal bonds, particularly romantic ones. The need to share every moment of one's life online may cause tension in relationships and even precipitate the demise of some partnerships

via arguments and miscommunication. One of the most detrimental effects of selfish conduct on relationships is the erosion of trust that results.

Addiction, to snapping selfies (or "selfitis") is a real thing, and it may be tough to break the habit even when it's getting in the way of everyday life. A person's mental health and wellbeing may be negatively impacted in a few ways by selfitis addiction, also known as acute or chronic selfitis. Mental health issues, excessive introspection has been linked to a variety of mental health issues, including anxiety, depression, and body dysmorphic disorder. It's possible for people to develop an unhealthy fixation with their bodies, leading to self-esteem and confidence disorders. Selfitis refers to the compulsive drive to take and share selfies online. Even while snapping selfies might be a harmless pastime, doing so excessively can have negative psychological effects. Negative effects on one's mental health are a primary consequence of being self-absorbed. Selfitis has been linked to a variety of mental health concerns, including anxiety, depression, and body dysmorphic disorder (Balakrishnan & Griffiths, 2019).

### **Perfectionistic Self-Presentation**

People who engage in perfectionistic self-presentation go to great lengths to give the impression that they are without defect or error. Symptoms of this include, but are not limited to, preoccupation with one's outward appearance, one's accomplishments, and one's place in society. People who put forward idealized versions of themselves often experience internal and external pressure to succeed. Anxiety, tension, and discontent may become a vicious cycle if people believe they will never measure up to their own or others' expectations (Wang, 2013). The simplicity with which one may construct and modify their online persona on social media may contribute to an amplified propensity

toward idealized self-presentation. Possible outcomes include a system in which all leaders are always competing to seem better to their followers, and as a result, none looks less than perfect.

Negative outcomes associated with striving for perfection in one's own presentation include: stress and anxiety might rise because of having to live up to others' expectations. As a result of failing to meet one's own or other people's expectations, one may experience feelings of inadequacy and poor self-esteem. Second, striving for a flawless public image might make people feel alone since they can't relax and be themselves with others. When people have trouble connecting with others, it may make them feel even more alone and unhappy.

### **Dimensions of Perfectionistic Self-Presentation**

It reflects the need or drive to appear to others as if one is perfect. It entails characteristics such as an unrealistic presentation of one's "perfection," an excessive concern with, or motivation for, having others see oneself as perfect, and an unrealistic presentation of one's "perfection" (Homan et al., 2018).

It refers to the need to avoid showing or demonstrating overtly any imperfection or perceived shortcoming and includes traits such as extreme anxiety about making mistakes in front of others, avoiding situations in which shortcomings or "less than perfect" behavior or performances might be revealed, and going to great lengths to cover up blunders. It reflects the need to avoid admission or disclosure of imperfection and includes traits like avoiding admitting to errors or shortcomings, not revealing verbally to others one's problems, and evasiveness in interpersonal interaction (Homan et al., 2018).

### **Causes of Perfectionistic Self-Presentation**

Individuals may adopt a perfectionistic self-presentation in order to escape criticism, rejection, or disapproval as a strategy to protect themselves from the fear of failing. They are under the impression that if they show themselves in the best possible light, they can shield themselves from any unfavorable opinions. Some individuals put a lot of pressure on themselves by setting very high standards for themselves, and they believe they have to reach or surpass those standards. A strong desire to preserve a favorable self-image and to win the approval of others might give birth to a perfectionistic approach to one's presentation of oneself (Mclean et al., 2018).

Comparing oneself to others who are seen as successful or who have achieved high standards may be a source of motivation for striving toward perfectionism in one's own self presentation. People could have the notion that they need to surpass others and look superior to receive attention or to prevent themselves from feeling inferior.

### **Consequences of Perfectionistic Self-Presentation**

The pursuit of perfection may be exhausting if it leads to constant stress and anxiety. One, perfectionists may harm their own mental and physical health by placing unreasonable demands on oneself in an effort to meet standards that are unattainable. Promote yourself as perfect, you could avoid challenging situations because you're afraid of failing at them. If one persists in presenting an idealized version of oneself, the cycle will continue. People may be less likely to try new things or broaden their interests if they are paralyzed by the fear of failing to measure up to their own or their community's expectations.



Since perfectionists often can't show any sign of weakness or admit to making mistakes, this may place a strain on their relationships. Because of this, it may be challenging for perfectionists to keep their relationships strong. As a result, individuals may find it challenging to form true connections with others for fear of being judged or rejected. Many perfectionists place their self-worth in the achievements and praise of others. This might lead to feeling down about oneself. A person's sense of self-worth may be damaged by negative events that make them feel inadequate or critical of themselves, such as failing to meet the unrealistic standards they have set for themselves or getting criticism. Avoiding tasks and putting them off. It's ironic that trying to portray an idealized vision of oneself may lead to avoidance and procrastination. Those who strive for perfection may put off or even avoid acting out of fear of failing at whatever it is they're trying to do (Smith, 2013).

### **Mental Well-being**

"Mental well-being" refers to "a state of flourishing characterized by the presence of positive affect, the maintenance of adequate functioning in daily life, and the making of positive contributions to one's community" (Toeber& Otto, 2006). When a person's psychological and emotional needs are met and they are able to carry out meaningful and rewarding cognitive and emotional activities, we say that they are experiencing mental well-being. In addition to a healthy body and a purposeful life, well-being may be achieved through meeting fundamental human needs including autonomy, competence, and relatedness (Stoeber, 2014).

"Mental wellness is a condition of equilibrium and adaptability in which the individual can deal with stress and new challenges in constructive ways" (Sherry, 2014).

A condition of mental well-being may also be defined as the capacity of an individual to realize his or her full potential, deal effectively with the stresses of daily life, engage in productive and personally satisfying employment, and make a positive contribution to his or her community. It entails being healthy in all spheres of one's existence (Tandoc et al., 2015).

The first aspect of psychological health is an individual's level of happiness and sense of purpose in life, while the second is their ability to think clearly and get along well with others. Maintaining one's mental health is essential at any age. Good mental health aids in coping with the stresses and strains of everyday living. Young individuals' thought and behavior patterns will be affected by issues with mental health. Negative life events, hostile environments, and a predisposition to mental disease all take a toll on one's psychological health (Al-Menayes, 2018).

## **Types of Mental Well-being**

### ***Psychological Well-being***

Emotional well-being is just one component of the greater idea of psychological wellbeing, which also includes things like self-acceptance, personal growth, meaningful relationships, and purpose in life. It's the condition of having all your needs met, being actively involved in life, and being able to give 100% of yourself at all times (Homan et al., 2018).

The state of one's mind is directly related to their psychological well-being. It includes both hedonic and eudaemonic fulfillment. In addition, strategies for coping with difficult situations are discussed (Tandoc et al., 2015). Happiness and a healthy mental state go hand in hand. Having a positive outlook on life increases a person's odds of

living a long and healthy life. Finding meaning in one's life is a prescription for psychological wellness. It's important for everyone, but especially young adults, to feel like their lives matter. The mental health of a person can be gauged by their tendency to think positively. There is a direct correlation between emotional and mental health and happiness. It identifies subjective well-being as a crucial component of total psychological health.

### **Spiritual Well-being**

Spiritual health is the state of mind that comes from having a meaningful relationship with a power greater than oneself, whether it be God, nature, or the cosmos. Finding one's own balance, meaning, and purpose in life was a part of it. When dealing with difficulties, having a strong spiritual foundation will help you persevere (Tandoc et al., 2015). Integrating one's ideas, values, and experiences into a feeling of completeness and coherence that provides direction and purpose in life is also essential to one's spiritual well-being (Monacis et al., 2021).

In addition, cultivating inner traits like compassion, appreciation, forgiveness, and humility contributes to a feeling of inner peace and well-being. Spiritual health defines as "a sense of belonging to something larger than oneself," which might be God, the natural world, or other people (Kircaburum & Griffiths in 2018).

### ***Physical Well-being***

The term "physical well-being" is used to describe a person's level of physical health and fitness. It entails treating one's body well by engaging in regular physical activity, consuming a balanced food, and obtaining enough of quality sleep each night. Overall mental health benefits from good physical health include elevated disposition,

decreased stress, and heightened mental acuity (Deva, 2020). Health is a subjective condition in which a person reports feeling physically and mentally well, without any signs of sickness or damage. Physical well-being as a state of complete physical health in which all aspects of physical functioning are optimal (Milyavskaya & Koestner, 2010).

### **Factors Affecting Mental Well-being**

Numerous external factors are having an impact on mental health. Stress, life history, and genetics all play a role in bringing on mental health issues. There is no one right method to handle the difficulties of mental health. There is evidence to show that a person's vulnerability to developing a mental health illness is influenced by their genetic makeup (Guedes et al., 2019).

A person's physical environment, including their living situation, workplace, and social services network, can have a significant impact on their psychological well-being. Substance abuse and addiction can disrupt brain function and lead to mental health problems (Gaddala & Subramanya, 2020).

Chronic physical illness and disabilities can also affect a person's psychological wellbeing. A person's mental health can also be impacted by things like not getting enough sleep or having a sleep disorder like insomnia or obstructive sleep apnea, not getting enough of the nutrients the brain needs to function properly (Holfeld & Sukhodolsky, 2019). Hormonal changes like those that occur during puberty, pregnancy or menopause, and taking certain medications, like those used to treat high blood pressure, can have an effect on one's mental health. The more time spent on social media, especially among young people, has also been associated to increased anxiety and sadness (Fardouly et al., 2015).

### **Association between Selfitis Behavior and Mental Well-being**

Selfitis behavior, taking selfies, is associated with mental well-being. There are several studies that have been emphasizing on the link between selfitis behavior and mental well-being. According to the findings of a number of studies, an obsessive drive to take selfies has also been connected to mental health problems. It was underlined that the selfie is more than merely a selfportrait; it provides the subject with a platform from which they may show their individuality and market worth. This was one of the reasons why the selfie became so popular. In addition, the habit of taking selfies is gradually becoming more common among individuals in their twenties. This is what the results of the survey from 2018 found. Seventy percent of young people between the ages of 18 and 30 said that they loved taking selfies, and 11% percent stated that they did it on a daily basis. In addition, 70% of the young people questioned said that they had a strong desire to post a selfie online. Numerous psychological studies have pointed to a correlation between taking an excessive number of selfies and exhibiting narcissistic personality traits (Paracha, 2020).

Recent studies have shown that everyone, no matter where they are in the world, has an innate need to be accepted by their peers. It has been hypothesized that the number of "likes" that a teenager receives on a selfie is a significant factor in determining how socially acceptable they feel the adolescent is. This hypothesis has been tested and shown to be true in the case of female teens. Taking pictures of oneself for the purpose of uploading them to social media platforms has recently become an increasingly prevalent practice. These findings indicated a link between self-acceptance and the pursuit of external validation, as well as a connection between self- centered behavior and

maladaptive personality traits like narcissism. In addition, these findings demonstrated a connection between self-acceptance and the promotion of one's own self-esteem. It is critical that research be done on the implications of selfies right now, given that it has just come to light that taking selfies might have negative consequences (Milyavskaya & Koestner, 2010).

A person's ideal self is often portrayed in their selfies. Research has shown that individuals deliberately seek out activities like taking selfies and other forms of self-representation as a way to affirm and express themselves. Selfies are a good means of self-affirmation and expression. Several different researches have shown a correlation between taking selfies and having greater levels of self-esteem. Obsession with taking selfies is closely linked to poor self-worth and an unfavorable view of one's own looks, both of which are exacerbated by this behavior. In 2019, researchers investigated how taking selfies can influence the feeling of self that young people have, and they discovered a positive connection between the selfie craze and high levels of self-esteem. According to the findings of another piece of study, narcissistic behavior may be linked back to having an inflated sense of self for the goal of obtaining the acceptance of other people. On the other hand, there has been some study that suggests snapping selfies might have a major beneficial influence on one's sense of self-worth, confidence and regard for oneself.

In spite of this, the fact that there has been an increase in the number of people killed while striving to obtain the perfect photograph is evidence of how serious the selfie addiction is becoming. People snapping selfies were responsible for a total of 137 accidents and 59 deaths around the world between October 2011 and November 2017 in

2018. These incidents occurred in a variety of locations. In addition, Pakistan came in second place with nine deadly cases of killers taking selfies with their victims. Several studies have placed a focus on the individual, specifically on personality traits that make a person more likely to engage in addictive behavior<sup>1</sup>. But there has been no investigation into how the excessive engagement brought on by the selfie syndrome influences people's lives or levels of pleasure. As a consequence of this, the objective of this study is to investigate the ways in which the selfie syndrome impacts the mental health of the working population in Karachi (Paracha & Sundas, 2020).

### **Association between Perfectionistic Self-Presentation and Mental Well-being**

Perfectionistic self-presentation is associated with mental well-being. There are several studies that have been emphasizing on the link between perfectionistic self-presentation and mental well-being. In contrast to popular opinion, perfectionism may really be subdivided into two unique characteristics. Only two examples of the positive or typical characteristics of a perfectionist self- presentation that are addressed here are having high standards for oneself and wanting to be the best. These are only two examples. Another element of perfectionism, referred to as neurotic or negative perfectionism, has been associated with psychiatric issues, such as a depressed mood (Stoeber et al., 2007).

Positive connection about making mistakes, being unclear what to do, being evaluated adversely by others, and having one's expectations and actions not line up all come under this area of perfectionistic self-presentation. Therefore, it is to be predicted that distinct relationships between these two aspects of perfectionistic self-presentation and mental well-being and suffering would be uncovered. The pursuit of perfection has

been linked to a variety of mental health issues, including anxiety, sadness, and eating disorders, according to research. Frost and Steketee in 1997 found that a number of researches support the hypothesis that positive perfectionistic self-presentation behavior is associated with higher levels of self-worth, academic accomplishment, and positive emotion (Frost & Steketee, 1997).

According to MacKinnon and Sherry (2012), there is a connection between the growing frequency of perfectionist self-presentation on social media among younger people and the growth in the number of mental health concerns and challenges among college students. College students are more likely to engage in perfectionistic tendencies than the general population because of the unique characteristics they exhibit in the context of life transitions (such as leaving home or having to adjust themselves in several competitive demands, such as peer pressure, the need to fit in, etc.). This is due to the fact that college students are more likely to have unique characteristics than the general population. According to Hellmann, young people often display their perfectionism via the use of a perfectistic self-presentation on social media, with the majority of them spending an average of four hours per day on social media platforms such as Facebook, Instagram, and Twitter. Because of this, Hellmann emphasized the need of doing more research on perfectionism as it relates to an idealized online identity (Hellmann, 2016).

Studies found that users of social media sites like Facebook and Twitter utilize these platforms to both advertise themselves and maintain relationships with others. Users of social media platforms have the ability to present the version of themselves that best represents them by carefully curating their online presence. This, in turn, puts further pressure on people to reach the ideal that is depicted in popular culture (Utz et al., 2012).



Because so few people consciously write online about their concerns, many young people have a difficult time understanding that what they are reading is inherently biased against certain groups. According to the findings of study done by MacKinnon and Sherry (2012), anxieties about perfectionism may have an indirect influence on one's sense of well-being by maintaining a faultless online identity. In spite of the growing amount of data suggesting that perfectionism in one's online self-presentation may be detrimental to one's mental health, there has been a paucity of research conducted on the subject of perfectionism in social media. According to Ferrari et al. (2018), addressing the underlying cognitive and behavioral processes that lead to the maintenance of perfectionism might be useful in the fight against it (MacKinnon & Sherry, 2012).

#### **Association between Selfitis behavior and Perfectionistic Self-Presentation**

Selfitis behavior is associated with perfectionistic self-presentation. There are not several studies that have been emphasizing on that whether there is an association between selfitis behavior and perfectionistic self-presentation. But in one study these two variables were studied and their effect can be checked on psychological distress (Begum & Huque, 2019).

Although there are not many researches that investigate the association between selfitis (an obsession with taking selfies) and an obsessive demand for perfection in one's public image, it is possible that commonalities in the characteristics and aspirations that drive both disorders will be found. Selfitis is a preoccupation with taking selfies. A wish to be accepted and loved by the world may be the motivation for behaviors such as being highly polished in public and acting in a self-absorbed manner. Others that engage in selfitis behavior do so in the pursuit of receiving comments and likes on their selfies,

while others who suffer from perfectionism in their Self-presentation want to seem flawless at all times. Both of these pursuits are motivated by a desire to get attention. Both behaviors might be driven by a desire to win the favor of other people.

There may be a relationship between perfectionistic self-presentation and selfitis behavior, which is the desire to offer an idealized version of oneself. Individuals who suffer from selfitis often choose and edit their selfies in order to create the ideal image for themselves, which is also a typical tendency among individuals who suffer from perfectionism in their presentation of themselves. Selfitis and perfectionism are closely related conditions. Both behaviors are the result of an unhealthy preoccupation with presenting oneself flawlessly. Fear of being criticized or rejected is one potential motive for perfection in self-presentation and selfitis behavior.

Another possible motivator is a desire for attention. Those who present themselves in a manner that is unrealistically flawless can be attempting to mask their concerns about being judged or condemned. In a similar way, concern over being assessed negatively by other people may encourage obsessive selfie-taking out of a fear of losing out or being socially left behind. Similarly, compulsive selfie-taking may be motivated by a fear of being socially left behind.

The increase of "selfitis" as well as "perfectionism" in online accounts is one way in which the influence of social media may be seen. Users of many different social media sites may experience a sense of pressure to present an idealized picture of themselves since the primary focus of these platforms is the posting of stunning and flawless photos. When individuals broadcast their life on social media, it may lead to reinforcement and

spread of behaviors like self-indulgent behavior as well as an unrealistic ideal of one's own beauty. Both of these behaviors may profit from the reinforcement and spread.

However, further empirical research is necessary to demonstrate a clear and direct connection between the two occurrences. These ties highlight the prospect of overlaps between perfectionistic self-presentation and self-centered behavior; however, this cannot be proven without further research. As a result, further study may explore the link between these ideas and the indirect effects they have by looking at how they are related to one another.

### **Theoretical Framework**

There are some theories which are closely related to the present study. The best-known theory mental well-being is given below. The PERMA theory of well-being developed by Dr. Seligman is an effort to address these basic concerns. Positive emotions, engagement, relationships, meaning, and accomplishment (thus PERMATM) are the five pillars that allow for thriving, and each may be bolstered with specific methods. These five pillars all contribute to an individual's overall well-being, but do so in unique ways depending on the person. The perfect way of life for one individual may not be the best option for another. There are many different routes one may take to achieve success in life. In the field of positive psychology, there are neither guidelines nor restrictions. To put it another way, we are not telling people what they should value or how they should spend their life; rather, we are suggesting that research into the factors that contribute to flourishing may assist individuals in making better decisions that lead to a more meaningful existence in line with their own distinct collection of priorities and interests (Seligman, 2011).

In the following, further information on each of the five component pieces is provided. Positive feeling: Hedonic well-being boosts positivity. We may improve our outlook on the past, present, and future by cultivating gratitude, forgiveness, mindfulness, and hope and optimism.

This road to well-being is restricted by a person's well-being. Our emotions change and positive affectivity is largely heritable. Positive emotion is low in many people. Knowing that happiness may be achieved in numerous ways, as described above, may be liberating. Engagement: Someone is engaged when they apply their skills and attention to finish a tough task. Mihaly Csikszentmihalyi's "flow" sensation is so delightful that individuals practice it for its own sake. Activity pays off. When one's talents are just adequate for a difficult work with timely feedback on progress toward a clear goal, flow is experienced. Time stops, self-awareness vanishes, and emphasis is fully on the present in such an activity. Flow may be found in a good discussion, a work assignment, playing a musical instrument, reading a book, writing, building furniture, fixing a bike, gardening, sports training or performance, and more. Relationships: Healthy connections matter. Our relationships often enhance joy, purpose, laughter, a feeling of belonging, and achievement. Life is meaningful via connections. Relating with others helps through life's "downs." Kindness increases happiness, according to study. We're social because it helps us survive. We connect and adapt via love, compassion, kindness, empathy, teamwork, cooperation, self-sacrifice, etc. Meaning: Belonging and helping others gives life meaning.

Meaning comes from religion, family, science, politics, work organizations, justice, the community, social causes (such being green), and others. Accomplishment:

People desire accomplishment, competence, success, and mastery in many domains, including work, sports, gaming, hobbies, etc. Success is sought even if it doesn't provide enjoyment, meaning, or relationships (Seligman, 2011).

## Chapter 2

### Literature Review

The aim of the current study was to assess the association between the selfitis behavior, perfectionistic self-presentation, and mental well-being in female university students. There is adequate data of literature on selfitis behavior, perfectionistic self-presentation, and mental wellbeing in female university students in both Asian and Western countries. The contemporary research is conducted and conceptualized in the light of examination from the given analysis and empirical background mentioned in the previous chapter.

### International Researches

There have been found some international researchers who have discovered the relationship between selfitis behavior, perfectionistic self-presentation and mental well-being.

The relationship between perfectionism, social comparison, and selfie-posting habit was studied by Balakrishnan and Griffith in 2019. The 404 people who participated in the study were asked to self-report their levels of perfectionism, social comparison, and selfie-posting. In this study, we found that perfectionism is significantly associated with both social comparison and selfie-posting behaviors. The link between striving for excellence and selfie sharing was tempered by the influence of social comparison. These findings support the hypothesis that perfectionists and those who are continuously making internal and external comparisons are more likely to post selfies online (Balakrishnan & Griffith, 2019).

Selfie-taking activity, self-objectification, internalization, body surveillance, and body image dissatisfaction were all examined in another study conducted on young Korean women. In this study, 321 women answered surveys on their own rates of body-image dissatisfaction, Selfie taking, and internalizing. Selfie-taking conduct was shown to be related to increased introspection and self-awareness. Higher levels of self-objectification were related with selfie taking activity, with body image dissatisfaction only slightly moderating this association. Choi et al., (2018) found that young Korean women who often shoot selfies may be participating in self objectification (Choi et al., 2018).

Furthermore, there was a study designed to inspect the relationship between self-presentation, peer comparison, and selfie-taking behavior among teenage girls in Singapore. The study involved 331 female contestants who completed self-report measures on self- presentation, peer comparison, and selfie-taking behavior. The results showed that self- presentation and peer comparison were positively related to selfie-taking behavior. So, this study concluded that teenage girls who engage in self-presentation and peer comparison are more likely to engage in selfie-taking behavior (Chua & Chang, 2016)

The study explored the relationship between selfitis behavior and personality traits among young adults. A total of 200 participants finished a self-report questionnaire on selfitis behavior and personality traits. Results presented a significant positive correlation between selfitis behavior and neuroticism, extroversion, and openness. Additionally, there was an important negative correlation between selfitis behavior and

agreeableness and conscientiousness. The conclusions suggest that selfitis behavior may be related to certain personality traits (Balakrishnan et al., 2018)

The relationship between selfitis behavior and emotional intelligence was explored in this study Al-Menayes and J. J in 2019. A total of 150 participants finalized a self-report questionnaire on selfitis behavior and emotional intelligence. Results presented a significant negative correlation between selfitis behavior and emotional intelligence. Specifically, persons with higher emotional intelligence were less likely to engage in selfitis behavior. The conclusions suggest that emotional intelligence may be an important factor in understanding selfitis behavior (Al-Menayes & J. J, 2019).

Research conducted by Meng et al., (2021) examined the role of achievement goals as a mediator between perfectionistic self-presentation and performance, with social support serving as a moderator. The results indicated that the beneficial link between perfectionism and performance might be tempered by adopting a mastery-oriented approach. High levels of social support somewhat attenuated the detrimental association between perfectionistic self-presentation and performance (Meng et al., 2021)

Bastian et al., (2014) examined the connection between performance anxiety and the need for flawless presentation. After a speaking activity, participants were evaluated on how well they communicated. Higher scores on a measure of idealized self-presentation were linked to higher levels of social anxiety, with the perception of others' social competence acting as a mediator of this association. Those who scored higher on the perfectionistic self-presentation scale also reported higher levels of social anxiety and were more likely to engage in safety-focused behaviors (Bastian et al., 2014).



Wang et al., (2019) study looked at the connection between presenting oneself as excellent and putting off schoolwork. Apprehension of academic failure was shown to moderate the link between perfectionism in self-presentation and putting off work. Academic procrastination has been connected to perfectionism, and the study found that people with a fixed attitude were more likely to display this trait (Wang et al, 2019).

Lee and Jinn Lee in 2019 explored the relationship between perfectionistic self-presentation and interpersonal problems, discovering the moderating role of emotion regulation. The results indicated that individuals high in perfectionistic self-presentation reported further interpersonal problems than those low in perfectionistic self-presentation, and this relationship was moderated by emotion regulation. Specifically, individuals high in perfectionistic self-presentation who had poor emotion regulation skills reported additional interpersonal problems than those high in perfectionistic self-presentation who had good emotion regulation skills (Lee & Jinn Lee, 2019).

Scientists in India set out to understand more about how narcissism affects the mental health of young adults. Two hundred people (aged 14 to 18) participated in the study by completing a self-administered questionnaire. The results showed a robust positive correlation with selfitis conduct and mental health problems such as depression and anxiety. Panwar et al, (2019) found that mental health professionals should include adolescent selfitis behaviors while making diagnoses and treatment plans (Panwar et al., 2019).

There is a cross-cultural study which is meant to examine the relationship between selfitis behavior and mental health in three countries - India, the United Kingdom, and Thailand. The study was conducted on 1200 participants, age range

between 18-30 years while using a self-administered questionnaire. The results revealed that there is a significant positive correlation between selfitis behavior and mental health problems, such as anxiety and stress, in all three countries. However, the strength of the correlation was found to be greater in India and Thailand as compared to the United Kingdom. The findings of this study highlight the urgent need for both more worldwide research on the topic and therapies that target selfitis behaviors. (Singh et al., 2020).

The effects of egocentric habits on the mental health of university students in Malaysia have also been studied. Three hundred people between the ages of 18 and 25 participated in the study by completing an online survey. According to the results, it's not good for your mental health to always be thinking about yourself. These findings highlight the need to take action to lessen the prevalence of self-centered behaviors among college students, which have been associated to lower levels of psychological health. The results of this study might be used to enhance the mental and emotional well-being of college students (Aziz et al., 2021).

Smith et al., (2020) studied the consequences of portraying an idealized self-portrait on mental health. The relationship between idealized self-presentation and psychological well-being was the subject of a meta-analysis and thorough evaluation of research published between 2000 and 2020. Twenty-four studies with a total of 7,731 individuals are included in the meta-analysis. Results revealed that perfectionistic self-presentation was negatively associated with mental well-being, with a moderate effect size ( $r = -.39$ , 95% CI [-.45, -.33]). The relationship stood strongest for perfectionistic self-promotion ( $r = -.43$ , 95% CI [-.50, -.35]), followed by perfectionistic self-concealment ( $r = -.29$ , 95% CI [-.36, -.22]). Given that tendencies towards perfectionism

are a predictor of poor mental health, it is critical that therapeutic interventions focus on reducing them (Smith et al., 2020).

Kim et al., (2018) investigated the link between idealized self-presentation and psychological health. They found that the link varied depending on the participants' gender and cultural norms. Surveys on perfectionism in self-presentation, cultural values, and mental health were completed by 378 American and Korean college students. Results showed that American women, more so than Korean women or American men, were negatively impacted by their own propensity towards rigorous self-presentation. The negative impact of perfectionism on mental health was also less pronounced among people with high collectivistic values than among those with low collectivistic values. The results suggest that the impact of idealized self-presentation on mental health varies by culture and by gender (Kim et al., 2018).

The purpose of this research is to determine whether or not high levels of social support may help reduce the correlation between performance anxiety and ability levels. Five hundred and twenty students filled out surveys meant to gauge their motivation for cultivating better interpersonal and psychological health as well as a more positive public persona. Studies have shown that projecting an idealized image of oneself in public might be harmful to one's psychological well-being. Research has linked an optimistic view of oneself to a greater need for external validation. Having strong social networks buffered the effects of striving to project a flawless image to the public.

## **Indigenous Researches**

“The relationship between selfie-related behaviors and mental health among Pakistani youth” This research was conducted by Khalid and Tahir (2020). Results revealed that excessive selfie-taking and editing behaviors were negatively associated with mental well-being. On the other hand, positive selfie-related behaviors were positively associated with mental wellbeing. The data was collected from 322 participants between the age ranges of 18 to 30 years through a self-report questionnaire. The conclusions recommend that excessive selfie-taking and editing may have detrimental effects on the mental health of young people in Pakistan (Khalid &Tahir, 2020).

Research was conducted by Ambreen and Qureshi, (2021) “The prevalence of selfie addiction and its association with mental health problems among Pakistani university students”. Data were collected from 312 participants through a self-report questionnaire. The results show concluded that 28.2% of the participants were addicted to taking selfies, and selfie addiction meaningfully associated with anxiety, depression, and stress and selfie addiction may have negative consequences for mental well-being among Pakistani university students (Ambreen & Qureshi, 2021).

The aim of this study to investigate “the relationship between selfie-induced narcissism and mental health among Pakistani university students”. The data were collected from 311 participants through a self-report questionnaire. The results revealed that selfie-induced narcissism was significantly associated with depression, anxiety, and stress. On the other hand, it also suggests that selfie-induced narcissism may have negative consequences for mental wellbeing among Pakistani university students (Asif & Qureshi, 2021).

Jabeen and Aqeel, (2018) investigates whether the mental health of Pakistani college students improved if they portrayed an idealized version of themselves online. Two hundred and fifty individuals were given questionnaires to fill out about their level of idealized self-presentation and psychological well-being. To some extent, we found that the association between striving for perfection in one's presentation and lower levels of psychological wellbeing was mediated by a lack of social support. The findings suggest that the pressures of maintaining a polished public persona may have a negative impact on the mental health of university students in Pakistan (Jabeen & Aqeel, 2018).

The purpose of this study was to investigate “the relationship between perfectionistic self-presentation and psychological well-being, as well as the moderating role of resilience among Pakistani university students” in 2020. 296 participants completed self-report measures of perfectionistic self-presentation, psychological well-being, and resilience. The results discovered that perfectionistic self-presentation was negatively related with psychological well-being, and resilience moderated this relationship such that the negative relationship was weaker for individuals with higher levels of resilience. Concluded that resilience may assist as a protective factor against the negative effects of perfectionistic self-presentation on psychological well-being among Pakistani university students (Smith et al., 2020).

In the light of previous research, literature review discloses that there is an association between the variables. Mental well-being has negative relationship with selfitis behavior and perfectionistic self-presentation. From the previous research, according to the results, there was a predictive relationship between the selfitis behavior,

perfectionistic, self-presentation and mental well-being, and they are correlated to each other and there is a negative correlation between them.

## **Rationale**

The purpose of this study is exploring selfie taking behavior, perfectionistic selfpresentation, and mental well-being in female university students in Pakistan because selfie has immediately become one of the most important avenues for the satisfaction of fundamental social needs through social networks . While selfitis behavior is not yet recognized as a clinical disorder, it is considered compulsive behavior and has many negative effects on mental wellbeing. The rationale behind selfitis behavior may be assigned to several factors. One of the most well-known is the need for validation and approval from others. Perfectionistic self-presentation can also be a factor in selfitis behavior. One possible explanation for the link between perfectionistic self-presentation and mental well-being is the idea of “imposter syndrome “and individuals who struggle for perfection me feel that they are not good enough or neither deserve their success, leading to feelings of self-doubt, anxiety and depression. This could be especially true in today’s society where social media frequently presents an unrealistic and curated version of people’s life.

Research suggests that extreme use of social media and compulsive selfie taking may lead to feelings of anxiety, depression, low self-esteem and people also experience a decrease in face- to-face social interaction which can cause feelings of loneliness and isolation. Seeking help from a mental health professional can also be beneficial in managing perfectionistic tendencies and supporting mental well-being.

As there is a high rate of selfitis behavior and perfectionistic self-presentation, so a study is needed to address this issue with reference to Pakistani context. This study will address this issue and helps in carrying out the understanding among the female

University students about the significance of their selfitis behavior, perfectionistic self-presentation, and mental well-being. It is essential to maintain a healthy balance when using social media and to be mindful of how our behavior may be impacting our mental health.



**Aim**

The aim of the study is to investigate the relationship between selfitis behavior, perfectionistic self-presentation, and mental well-being.

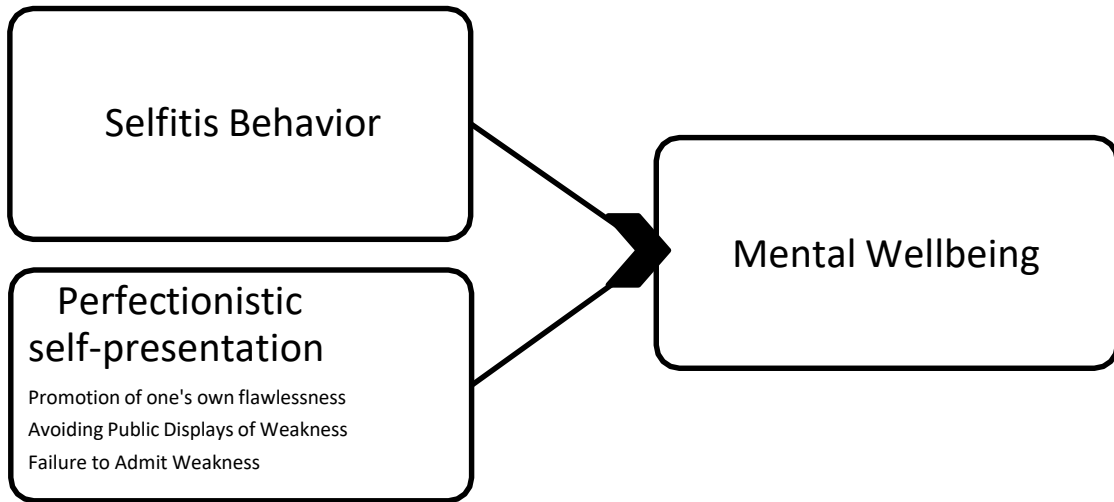
**Objectives**

- To assess the association between selfitis behavior and mental well-being in Female university students.
- To assess the association between perfectionistic self-presentation, and mental well-being in female university students.

**Hypotheses**

**H1.** There will be a relationship between selfitis behavior and mental well-being in young female university students.

**H2.** There will be a relationship between perfectionistic self-presentation and mental well-being in female university students.



The proposed conceptual model shows the relationship which mentions that selfitis behavior and perfectionistic self-presentation are independent variables which are correlated with mental well-being.

**Figure 1:** Proposed Conceptual Model

## Methodology

### Research Design

Correlational research design was used to determine the relationship between selfitis behavior, perfectionistic self-presentation and mental well-being in female university students.

### Sampling Strategy

The sample was selected through convenient sampling because we had to select the students falling in our required category like age range and we can collect the data with their consent.

### Sample

295 female university students, ranging in age between 19 to 29 years was selected from Government and Private educational institute of Lahore, Pakistan.

**Table 1**

*Frequencies, Percentages, Means and Standard Deviation of Demographics (N=295).*

<i>Variables</i>	<i>M</i>	<i>SD</i>	<i>F</i>	<i>%</i>
Age	20.90	1.58		
Socio-Economic Status				
Lower class			22	7.5
Middle class			233	79.0
Upper class			40	13.6
Residential Area				
Rural			127	43.1

Urban	168	56.9
Marital Status		
Single	295	100
Married	0	0
Widow	0	0
Family System		
Nuclear	224	75.9
Joint	71	24.1
Number of Selfies Taken Per		
Day		
None	210	71.2
1 to 4 selfies	66	22.4
5 to 8 selfies	19	6.4
Number of Posts on Any Social		
Media Platform Per Day		
None	223	75.6
At least 1 to 3 times	67	22.7
More than 3 times	5	1.7
Birth Order		
First Born	41	13.9
Middle Born	181	61.4
Last Born	56	19.0
Only child	17	5.8

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Table 1 shows the distribution of samples it shows the mean and standard deviation of the demographic variable of age. The mean value of age is 20.90 while its standard deviation is 1.58. As indicated in the table above, most of the participants are middle born in their birth order. Most number of the participants belong to middle class. Most of the participants live in a nuclear family system. The likely major category of participants has urban residential areas. All participants are singles. The numbers of participant's selfies are mostly none. The number of selfies uploaded on social media per day is mostly none. The table also shows the frequencies of variables which are categorical.

***Inclusion criteria***

Only female university students, age ranging from 19 to 29 years were participating in the study enrolled in any field in COMSAT University Islamabad, Lahore Campus.

***Exclusion criteria***

Those participants were excluded from the study who have been graduated, or having any mental disorder.

## **Operational Definition of Study Variables**

### ***Selfitis Behavior***

Selfitis is defined to be the obsessive- compulsive desire to take photos of oneself and post them on social media as a way to make up for the lack of self- esteem and to fill an intimacy gap (Balakrishnan & Griffiths, 2017).

### ***Perfectionistic Self-Presentation***

The Perfectionistic Self-Presentation Scale is a tool for determining whether a person presents an idealized self-image in social contexts, denies the existence of defects in that selfimage, or does both. The results of this study (Hewitt, 2003)

### ***Mental Well-Being***

When a person's mental health is strong, they are better able to handle life's stresses, grow into their full potential, achieve academic and professional success, and make positive contributions to their communities. (WHO, 2019)

## **Measures**

The following are some of the tools that were used in the study to collect the data from the population.

### ***Selfitis Behavior Scale***

The fundamental motivation for the development of the SBS by Balakrishnan & Griffiths (2017) was to detect selfitis behavior among university students. In the development of this scale, 400 college students took part. The measure consists of twenty-four questions, each with five possible responses on a Likert scale. The six factors that make up the SBS are one's surroundings, social rivalry, the need for attention, the ability to manipulate one's mood, one's sense of self-assurance, and one's willingness to

conform. The factor loads of the scale's items range from .71 to .86, with the top 6 factors explaining 70.69 percentage points of variation (Balakrishnan & Griffiths 2017).

### ***Perfectionistic Self-Presentation Scale***

The Paul. The Hewitt Perfectionistic Self-Presentation Scale is a 27-item questionnaire broken down into three subscales: self-promotion, flaw-free presentation, and flaw-avoidance. Each item is assigned a grade between 1 and 7, and the final scale score is calculated by summing the scale scores from the various sub-scales (Hewitt et al., 2003)

### ***Warwick-Edinburgh Mental Well-being Scale***

The Warwick-Edinburgh Mental Well-being scale was developed by researchers at Warwick and Edinburgh universities with funding from NHS Scotland to measure the mental health of UK residents. A 14-item scale, the whole environment mental health brief scale assesses emotional health, life satisfaction, and functional ability.

Respondents' total scores are based on the sum of their individual responses to each item they were asked to use the Likert scale. The potential range of scores is from 0 (the lowest) to 70 (the highest), with 14 being the midpoint. This scale has been validated for use with people over 16 in the UK. Student, general, and focus group samples showed high reliability (Brown & Mohamed, 2008).

### **Procedure**

First, the permissions were taken from the authors of the scale and sample was taken from the COMSAT University Islamabad, Lahore Campus. Informed consent was given to the participants, and they were also informed about the purpose of the research. Their confidentiality was ensured. After giving the introduction and informed consent

form, the demographic sheet was filled by the participants and they were asked to complete the questionnaires selfitis behavior scale (SBS), perfectionistic self-presentation scale (PSPS) and Warwick-Edinburgh mental well- being Scale (WEMWS) independently and honestly. Participants took 20 to 30 minutes to complete the questionnaire. During the research, ethical considerations were followed for collecting data and conducting the research.

### **Ethical Consideration**

The ethical considerations that were managed during the whole research were the permission taken from the authors of the scale and the authority of the university. A brief introduction about the study was given to the participants before they started the questionnaire. With the help of consents forms consent was obtained from the participants. They were assured that their information would be kept confidential and only used for research purposes. They had the right to withdraw from the research when they want.

### **Statistical Analysis**

In the current study, the data was processed and analyzed using descriptive and inferential statistics. Descriptive statistics were analyzed by calculating the mean (M), standard deviation (SD), frequencies (f), percentage (%). On the other hand, inferential statistics were also estimated by running the Pearson Product Moment Correlational on SPSS version 26.