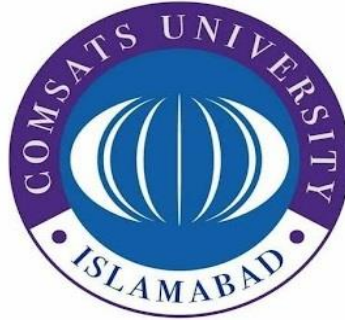


**SELFITIS BEHAVIOR, PERFECTIONISTIC SELF-PRESENTATION AND  
MENTAL WELL-BEING IN FEMALE UNIVERSITY STUDENTS**



**SUBMITTED BY:**

MALAIKA NAZAR

FA19-BPY-034

**SUPERVISED BY:**

DR. SHAMEEM FATIMA

**CO-SUPERVISOR:**

MAM SANA ASLAM

**DEPARTMENT OF HUMANITIES,  
COMSATS UNIVERSITY ISLAMABAD, LAHORE CAMPUS  
FALL, 2023**

**Selfitis Behavior, Perfectionistic Self-Presentation and Mental Well-being in Female  
University Students**

**Malaika Nazar**

**FA19-BPY-034**

**Session (2019-2023)**

**A Thesis Submitted in Partial Fulfillment for the Requirements of the  
Degree of BS Psychology**

**DEPARTMENT OF HUMANITIES**

**COMSATS UNIVERSITY ISLAMABAD LAHORE CAMPUS**

**2023**

## **Research Completion Certificate**

I certify that the research work contained in this thesis entitled “Selfitis Behavior, Perfectionistic Self-Presentation and Mental Well-being in Female University Students” has been carried out and completed by Ms. Malaika Nazar, Student ID: FA19-BPY-005: Student of BS Psychology, Session 2019-2023, under supervision of Dr. Shameem Fatima and co-supervisor Mam Sana Aslam. This research is an independent research work and carried out under given instructions and considerations.

Dated: \_\_\_\_\_

\_\_\_\_\_

Dr. Shameem Fatima

(Supervisor)/Chairperson

Department Of Humanities

\_\_\_\_\_

Dr. Musfera Mehfooz

(Incharge, Department Of Humanities)

\_\_\_\_\_

External Examiner

## Declaration

I, Ms. Malaika Nazar, Student ID: FA19-BPY-034, Student of BS Psychology, Session 2019-2023, hereby declare that the matter printed in the thesis entitled “**Selfitis Behavior, Perfectionistic Self-Presentation and Mental Well-being in female University Students**” is entirely original to me and has not appeared before in the form of a printed or published thesis or publication at any educational or scholarly institution in Pakistan or elsewhere.

Dated: \_\_\_\_\_

\_\_\_\_\_  
Signature of Declarer

## **Dedication**

This thesis is dedicated to my beloved parents; Mr. Nazar Hayat and Mrs. Raheela Noreen, Mrs. Farzana Nazir and my beloved youngest siblings.

## **Acknowledgement**

In the name of Allah Almighty the Creator and Sustainer of this world.

Firstly, I would like to thank Allah Almighty for giving me the capability and resources to complete this dissertation. Graduating from university and the completion of a thesis is something only a privileged few experiences and I am grateful to have had this opportunity.

Finally, I'd want to express my gratitude to my department head and my supervisor, Dr. Shameem Fatima, for providing me with the opportunity to carry out this research under their guidance. I would also want to express my deepest appreciation to my co-supervisor, Mam Sana Aslam, for her unwavering support and guidance as I worked to shape my ideas into a well-defined research project with specific aims, a well-defined set of research questions, and a methodical strategy for achieving those aims. Her confidence in me and assistance were crucial. The chance to have worked in close proximity to her is something I will always cherish.

Furthermore, I am grateful to my family for their endless emotional and financial support throughout my degree. I am thankful to my parents, for their prayers and my siblings, Arslan and Fatima, for their guidance.

The friendships I've developed over the last four years have also been invaluable to me while I've worked on my thesis. I am so grateful to my dearest friends who helped me in data collection especially Farda Asif, Noor Fatima, Samra Arshad, Sawaira Aslam and Ghanwa Safdar. I would also like to extend my thanks to my closest friends Farda Asif and Ghanwa Safdar for teaching me better time-management and coping, which have been

instrumental in the completion of this whole degree. Without their support, this study would not be what it is today.

I have immense gratitude for all my teachers who have taught me over the course of this degree. I am grateful to every person who participated, everyone who directly or indirectly cooperated with me and made this thesis possible for me. It has taken a long time to finish my dissertation, and I am grateful to the wonderful people in my life who have been patient, kind, knowledgeable, and supportive during the whole process. Without them, we wouldn't be here today.

**Malaika Nazar**

## Table of Contents

<b>S. No.</b>	<b>Contents</b>	<b>Page No</b>
<b>1</b>	<b>Introduction</b>	<b>1</b>
	Selfitis Behavior	1
	Perfectionistic self-presentation	6
	Mental well-being	9
	Association between selfitis behavior and mental well-being	13
	Association between perfectionistic self-presentation and mental well-being	15
	Association between selfitis behavior and perfectionistic self-presentation	17
	Theoretical model	19
<b>2</b>	<b>Literature Review</b>	<b>22</b>
	Internatioanl reserches	22
	Indigenous researches	28
	Rationale of Study	31
	Hypotheses	33
	Conceptual Figure	34
<b>3</b>	<b>Methodology</b>	<b>35</b>
	Research Design	35
	Sampling Strategy	35
	Inclusion Criteria	37
	Exclusion Criteria	37



	Operational Definitions of Variables	38
	Measures	38
	Ethical consideration	40
<b>4</b>	<b>Results</b>	41
<b>5</b>	<b>Discussion</b>	43
<b>6</b>	<b>Reference</b>	49

---

## List of Tables

---

<b>Table no.</b>	<b>Page</b>
<b>1.</b> <i>Descriptive Statistics of Demographic variables</i> .....	35
<b>2.</b> <i>Descriptive Statistics of Study Variables</i> .....	41
<b>3.</b> <i>Correlation Between selfitis behavior, perfectionist, self-presentation and mental well-being</i> .....	42

---

---

**List of Appendices**

---

<b>Appendix A</b>	Permission letter
<b>Appendix B</b>	Informed consent
<b>Appendix C</b>	Demographic form
<b>Appendix D</b>	Selfitis behavior scale
<b>Appendix E</b>	Perfectionistic self-presentation scale
<b>Appendix F</b>	Mental well-being scale
<b>Appendix G</b>	Plagiarism report

---

## **Abstract**

The present study is aimed at assessing the association between the selfitis behavior, perfectionistic self-presentation and mental well-being in female university students. Correlational research design was used to determine the relationship between variables. A sample that comprised of 295 participants was selected through convenient sampling technique ranging in age from 18-29 year (M age=20.90, SD=1.58). These participants were selected from Lahore, Pakistan's government and private educational institute. Self-report measures include the demographic questionnaire, three measures, selfitis behaviour scale to assess the selfitis behavior, perfectionistic self-presentation Scale to assess perfectionistic self-presentation, and Warwick mental well-being scale to assess mental well-being. Pearson product moment correlation was used for accessing the association between selfitis behavior, perfectionistic self-presentation, and mental well-being. The study findings showed that selfitis behavior had a positive association with perfectionistic self-presentation. But there is no association is found out in mental well-being. How these factors identify with one another and impact student's general social, emotional and psychological development which should be considered by the researcher show great implication of this study. Furthermore, this research helps to elevate the awareness regarding the association between selfitis behavior, perfectionistic selfpresentation and mental well-being of Pakistani youth. There are some limitations as this research was only carried out in the students of undergraduate programs, it will be very useful to carry out parallel research for students of post graduate programs or students at schools/colleges to study diversity among students with respect to selfitis behavior, perfectionistic self-presentation and mental wellbeing.

*Keywords:* Selfitis behavior, Perfectionistic self-presentation, Mental well-being.