Original Research Paper

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A QUASI EXPERIMENTAL STUDY TO ASSESS THE EFFECTIVENESS OF AWARENESS PROGRAM ON SELFIE OBSESSION AMONG ACADEMIC STUDENTS IN SELECTED COLLEGES, HOSHIARPUR, PUNJAB

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ABSTRACT Selfie obsession disorder or selfitis is a strange urge to keep snapping pictures of oneself and sharing it on social media. Studies indicate that persons obsessed with selfie-taking may have an underlying mental health disorder and need to seek help. A quasi experimental non – equivalent control group design was used. 70 academic students were selected with non- probability purposive sampling technique i.e. 35 in experimental group and 35 in control group. Selfitis behavior scale (SBS) was used to assess the level of selfie obsession. Collected data was analysed by calculating frequency, percentage, mean, standard deviation, chi-square, t-test and f-test. The results showed that the difference between pre interventional and post interventional mean scores in experimental group was tested by "t" test and found statistically significant (3.29) at p <0.01 level of significance as compared to control group (0.49) found statistically non-significant at p <0.05 level of significance. Hence it has been concluded that the awareness program is effective in enhancing the knowledge regarding selfie obsession among academic students.

KEYWORDS : Selfie obsession, awareness program, academic students.

INTRODUCTION

We live in the era of technology. All our lives revolve around smart phones, computer/laptop screens and tablets. There has always been a never ending debate among the pros and cons of technology use. It has been found that mobile phones have many disadvantages like eye straining, finger pain, backache, neck pain, sleep disturbances, gaming and internet addiction, and other physiological, psychological, social and emotional problems.[1]

Recently, a new trend of selfie taking has evolved. The term "selfie" was coined by Steven Wrighter in September 2002.Selfies have become an easy and instantaneous form of self-expression and communication. Posting selfies to various social media platforms has become wildly popular and socially accepted in the digital age[2]. According to the Oxford Dictionary, a selfie refers to self-portrait photography of oneself (or oneself with other people), taken with a camera or a camera phone held at arm's length or pointed at a mirror, which is usually shared through social media.[3]

In 2014, stories appeared in national and international media claiming that the condition of selfitis (the obsessive taking of selfies) was to be classed as a mental disorder by the American Psychiatric Association and that the condition could be borderline, acute, or chronic. However, the stories were a hoax but this did not stop empirical research being carried out into the concept.[4]

There has been a marked increase in research into internet addiction, online videogame addiction, mobile phone addiction, social media addiction, etc. There have also been other new technologically related mental health disorders such as nomophobia (no mobile phone phobia; technoference (constant intrusions of technology into everyday life; and cyberchondria (feeling ill after searching online for the symptoms of illnesses. Selfitis appears to be another candidate to add to this growing list although there has been little research on its phenomenology or its sub-components.[5]

It is quite interesting to understand how something as trivial as taking selfies can tell so much about a person. Today, we all might have seen people taking selfies in places like a public park, parties, metro stations, and famous places like the Taj Mahal etc. It won't be shocking if many of us are among those people. India has topped in the total number of people died while taking selfies. The Washington post report alleges that India is the selfie death capital of the world accounting for about 50% of the 27 selfie-related deaths around the world in 2015.[6]

MATERIALAND METHOD

This quasi-experimental research study was conducted in govt. degree college, Hoshiarpur, Punjab. 70 academic students were included in the study using non- probability purposive sampling technique.

DESCRIPTION OF TOOL

The tool was divided into two sections. Section A includes socio-demographic variables; section B includes selfitis behavior scale (SBS).

COLLECTION OF DATA

- The data collection for main study has been carried out in the month March 2020.
- 70 samples have been selected using non- probability purposive sampling technique; 35 in experimental and 35 in control group.
- Pre-test has been taken from both experimental and control group using tool to assess the level of knowledge.
- Selected sample of 35 students that was earlier taken out of 75 students as per the requirement for experimental group had received awareness program for the period of 30 minutes for 10 days.
- Post- test was conducted on the 11th day with the same selfitis behavior scale in both experimental and control group.

RESULTS

Table:1 Frequency and percentage distribution of academic students in experimental and control group according to pre-interventional level of selfie obsession. N=70

Level of selfie obsession	Criterion measure	Experimental group n =35		Control group n =35	
		N	%	n	%
Borderline	20-46	1	3	13	37
Acute	47-73	20	57	20	57
Chronic	74-100	14	40	2	6

Minimum score: 20Maximum score: 100

Table 1 shows the frequency and percentage distribution of pre interventional level of selfie obsession among students in experimental and control group. In experimental group, 3% (1) were having borderline selfie obsession, 57% (20) were having acute selfie obsession and 40% (14) were having chronic selfie obsession. On the other hand, in control group, 13% (3) were having borderline selfie obsession, 57% (20) were having acute selfie obsession and 6% (2) were having chronic selfie obsession.

Table:2 Frequency and percentage distribution of academic students in experimental and control group according to post-interventional level of selfie obsession. N=70

Level of selfie obsession	Criterion measure	Experimental group n= 35		Control group n=35	
		F	%	f	%
Borderline	20-46	10	29	13	37
Acute	47-73	25	71	21	60
Chronic	74-100	0	0	1	3

Minimum score: 20 Maximum score: 100

Table 2 shows the frequency and percentage distribution of post

interventional level of selfie obsession among students in experimental and control group. In experimental group, 29% (10) were having borderline selfie obsession, 71% (25) were having acute selfie obsession. On the other hand, in control group, 37% (13) were having borderline selfie obsession, 60% (21) were having acute selfie obsession and 3% (1) were having chronic selfie obsession.

Table 3 Comparison of pre-interventional and post-interventional mean score of selfie obsession among academic students in experimental and control group

	Pre-test			Post-test			
	N	Mean	SD	Mean	SD	df	"t" value
Experimental group	35	69.94	10.49	53.91	9.28	68	3.29**
Control group	35	53.02	12.95	52.62	12.39	68	0.49NS
		df=34		df=34			
		t=5.99*		t=0.04NS			

NS= Non- significant at p<0.05 level
*= Significant at <0.05 level
**=Significant at <0.01 level\

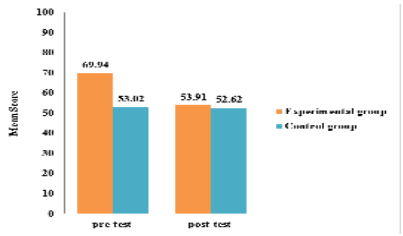

Figure 1: Comparison between pre and post interventional level of selfie obsession among academic students in experimental and control group

Table 3 and figure 1 shows that in experimental group, pre-test mean score of selfie obsession was 69.94 and mean post-test score was 53.91. The difference between mean pre-test and post-test score of selfie obsession was found statistically significant at p<0.01 level. Whereas, in control group mean selfie obsession score was 53.03 and post-test mean score of selfie obsession was 52.62. The difference between mean pre-test and post-test selfie obsession score was found statistically non- significant at p < 0.05 level.

The difference between pre interventional and post interventional mean scores in experimental group was tested by "t" test and found statistically significant (3.29) at p <0.01 level of significance as compared to control group (0.49) found statistically non-significant at p <0.05 level of significance.

MAJOR FINDINGS:

- In the pre-test of experimental group, 57% students had acute selfie obsession, 40% had chronic selfie obsession and 3% had borderline selfie obsession. On the other hand, in control group during pre-test 57% had acute selfie obsession, 37% had borderline selfie obsession and 6% had chronic selfie obsession.
- In the post-test of experimental group, 71% had acute selfie obsession and 29% had borderline selfie obsession. On the other hand, in control group, 60% had acute selfie obsession 37% had borderline selfie obsession, and 3% had chronic selfie obsession.
- The difference between pre interventional and post interventional mean scores in experimental group was tested by "t" test and found statistically significant (3.29) at p <0.01 level of significance as compared to control group (0.49) found statistically non-significant at p <0.05 level of significance. The findings led to acceptance of research hypothesis (H1) and rejection of null hypothesis (H0). Thus there is significant effect of awareness program on selfie obsession among academic students.

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