

BSP191043

DEPARTMENT OF PSYCHOLOGY

FEBRUARY 2023

RELATIONSHIP BETWEEN SELFIE-EDITING, SELF-ESTEEM, AND SOCIAL APPEARANCE ANXIETY AMONG UNIVERSITY STUDENTS



by

Sania Zahra
BSP191043

A Research Thesis submitted to the
DEPARTMENT OF PSYCHOLOGY
in partial fulfillment of the requirements for the degree
of BACHELOR OF SCIENCE IN PSYCHOLOGY

Faculty of Management and Social Sciences
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CERTIFICATE OF APPROVAL

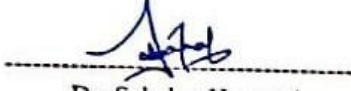
It is certified that the Research Thesis titled "**Relationship between Selfie-Editing, Self-Esteem and Social Appearance Anxiety among University Students**" carried out by **Sania Zahra, Reg. No. BSP191043**, under the supervision of Mr., Muhammad Naeem, Capital University of Science & Technology, Islamabad, is fully adequate, in scope and in quality, as a Research Thesis for the degree of **BS Psychology**.

Supervisor:



Mr. Muhammad Naeem
Lecturer
Department of Psychology
Faculty of Management and Social Sciences
Capital University of Science & Technology, Islamabad

HoD:



Dr. Sabahat Haqqani
Assistant Professor
Department of Psychology
Faculty of Management and Social Sciences
Capital University of Science & technology

Relationship between Selfie-Editing, Self-Esteem and Social Appearance Anxiety among
University Students

By

Sania Zahra

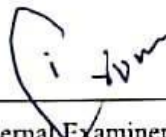
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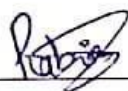
Supervisor

Mr. Muhammad Naeem



Internal Examiner-I

Ms. Irum Noureen



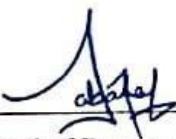
Internal Examiner-II

Ms. Rabia Batool



Thesis Coordinator

Ms. Irum Noureen



Head of Department
Dr. Sabahat Haqqani

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DEDICATION

All praises and humble thanks to Allah Almighty. There are several people without whom this thesis would not have been possible. My parents, whose love and sheer support have always been a source of motivation for me, who consistently helped and motivated me throughout this thesis. Supervisor, without whom kind guidance this thesis would not have been a possibility. I am indebted to them forever.

DECLARATION

I hereby declare that this thesis represents my own work that has not been submitted, in whole or in part, in any previous application of a degree and that it shall not be submitted in future for obtaining my degree from this or any other university or institution.

Sania Zahra

Reg. No. BSP191043

A handwritten signature in black ink, appearing to read 'Sania', written over a horizontal line.

February, 2023

ACKNOWLEDGMENT

All praises and humble thanks to **Almighty Allah**, Foremost, I would like to express my sincere gratitude to my supervisor Mr. Muhammad Naeem. To my ex-supervisor Ms. Sumaira Manzoor who helped me to understand the basics of research, and how to conduct one. I am indebted to her for it. Also, gratitude to my current supervisor Mr. Muhammad Naeem for his constant guidance, forbearance and insight. Besides my advisor I would like to thank my peers and fellows of the department of psychology of Capital University of Science and Technology (CUST) University, who helped me during this study, whenever I needed help. Lastly, I would like to thanks my family for fully supporting, motivating and acknowledging me throughout my life.

ABSTRACT

This study is aimed at gauging the impacts of selfie editing trend on human's psychological well-being. Meanwhile, there has been limited tangible research available in Pakistan on the interrelationship among selfie editing behavior, self-esteem, social appearance anxiety. Selfie is a photograph taken with a smart phone or webcam of oneself and is usually shared via social media. According to statistics, 93 million selfies are taken every day and individuals spend 54 hours a year taking selfies. Furthermore, technologies such as filtering images and digital photo enhancements have enabled users to change their image according to their desires. Gauging its impact on psychology of individuals become ever more necessary in the age of information technology millennia. In this study, data was collected through online survey methods. Instruments used in this study were: Photo Manipulation, Rosenberg Self-Esteem scale (RSES), and Social Appearance Anxiety scale (SAAS). This study has aimed to investigate the relationship among Selfie Editing, Self-Esteem and Social Appearance Anxiety among the university students using cross-sectional correlation design. Data was analyzed using SPSS. Lastly, while the frequency of selfie-editing behavior was not largely affecting both the self-esteem and social appearance anxiety, this study recommends future research to look into the likely mediator of these relationships. In addition, guidelines for selfie-editing behavior that might lower the risk of negative psychological well-being are needed to be developed. Holistic and diverse analysis are required in future studies to more effectively ascertain the correlation among Selfie-editing, self-esteem and social appearance anxiety on a larger scale.

Keywords: *Selfie- Editing, Self Esteem and Social Appearance Anxiety*

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Chapter 1- Introduction

Selfie usage has increase manifold in recent years among social network users. According to the Oxford Dictionary has defined selfie as a photograph taken with a webcam or smart phone of oneself, which is then usually shared via social media. Emergence of front facing camera of iPhone in 2010 has revolutionized the selfie culture. According to statistics, 93 million selfies are taken every day and individuals spend 54 hours a year taking selfies. Furthermore, technologies such as filtering images and digital photo enhancements has enabled users to change their images according to their desire. These technologies have made selfie editing effective and easy in recent times through built-in editing, which has enabled users to perform beauty filtering, through switching the settings of the phone camera to beauty mode prior to taking the picture (Calvo et al.,2020). In Pakistan, Social Networking Sites(SNS) users are using these tools to improve quality of their selfies. There were around 62million internet users in Pakistan in 2021, and out of it 46million social media users. It had been found that frequent selfie-editing demeanor had an adverse effect on the psychological welfare of adolescent. Moreover, it impacts not only the users, but also the audience who view the manipulated selfie picture on the Social Networking Sites(SNS) such as on Facebook, Instagram, Twitter, snap chat, just to mention a few (Kleemans et al.,2016). Viewers may feel low body confidence after comparing their self-appearance with the shared selfies, which can increase their desire to change imperfections of their physical appearance (Levinson et al.,2011) Hence, its impacts are diverse, both on performer and receiver. These effects have resulted in increased focus on physical appearance among people globally. Furthermore, Online platforms are favored by adolescents due to their highly visual interaction with users, which is transforming everyday life to a more digital one, in

which editing, filtering, tagging, sharing, have become natural routine demeanor. Selfie behavior is a complex and multifaceted process, in which, carefully selecting the pose, filter and modifier and posting on Social Networking Site(SNS) are the steps involved (McClellan et al.,2019). Photo manipulation is the modification of selfies and photos by the agency of editing programs on smartphones, computers before sharing them online (Chae.,2017). MacLean et al (2019) suggests Digital manipulation of photos and posting them online can create an ideal, but untrue and unrealistic presentation of oneself and others. Self-esteem is the evaluation of one's entire ideas and feelings in respect to oneself (Dildar et al.,2012). In other words, it is one opinion about oneself. In case of healthy self-esteem, one feels good about oneself and considers oneself to be respected by others. On the other hand, if one has low self-esteem one feels negative about oneself and consider oneself unworthy of others respect. People with positive self-esteem have positive image of their appearance. Whereas people with low self-esteem has moderate to extreme social appearance anxiety. Selfie editing was negatively related to body satisfaction according to Cohen's study (Cohen et al.,2018). Meanwhile, one's self concept is based on ones' own self-image, which is necessary for self-esteem (Richetin et al.,2012). Similarly, low self-esteem is strongly related to low body image satisfaction (Claudat et al.,2014). According to Richard and kadzior studies have found that selfie can be a source of empowerment. A study published in the journal of media and children suggests that selfie in itself is not damaging, but what one does after the selfie that matters-it's the editing of selfie that damages the self-esteem. (Larissa et al.,2019). This shows that in an adolescent development and growth, self-esteem plays a key role.

Social appearance Anxiety is a disorder which causes severe fear in social settings. It is the fear that one's self will be negatively appraised due to one's appearance. Moreover, what people think about themselves greatly impact their social appearance fear (Levinson et al.,2011). Cohen's research has found that frequently editing selfie for online posting is interlinked with body shame, social appearance anxiety, negative mood and body dissatisfaction (Cohen et al.,2018). Similarly, deficiency of self-esteem and social appearance anxiety are responsible for excessive focus on body image issue, among adolescents (Turan et al.,2019). In Pakistan, to date, there is no concrete research available analyzing the complex interrelationship between selfie editing demeanor, social appearance anxiety and the self-esteem. For this reason, this study has three prime movers. First, the usage of selfie editing applications are increasing enormously in Pakistan, hence gauging its impact becomes necessary. Secondly, university students are in the transition stage from teenage to professional life, their usage patterns can prove the way for acceptable usage of these applications and can provide effective insight to this relationship. Thirdly, university students are at the center of this immense usage due to their access to these social networking sites and applications, due to their academic needs. Hence, they are well versed with these applications. Therefore, analyzing these relationships with self-esteem and social appearance anxiety can provide a wide-ranging result for future studies. Hence, this research analysis can provide clues for future such researches.

Literature Review

Selfie has been a revolution on Facebook, Instagram, Snapchat and twitter (Mike, 2014; Lim, 2016). As Lim (2016), mentioned that, "Today, more than a million selfies are taken each day, and more than 17 million selfies are uploaded and shared (i.e., a selfie can be shared by the photographer and other audiences on

multiple platforms, e.g., Facebook, Instagram and Twitter) on social media every week.” Cell-Phone Companies like OPPO, Samsung, Q mobile now have the best selfie enhancement applications, which they emphasize in their phone advertisements in Pakistan. Moreover, Politicians, Civil Servants, Celebrities, Sport persons frequently use Selfies to show their presence in numerous events and occasions (Collings, 2014). In Pakistan, almost half of the population use smartphones. Moreover, the multitude of 3G and 4G users have reached 109.72 million in January, 2022, in Pakistan (Ali et al., 2013). This shows selfie usage has grown immensely in Pakistan. Meanwhile, sharing edited selfies culture has increased globally generally and in Pakistan particularly. Individual focus on variables i.e. selfie editing, self-esteem, and social appearance anxiety has been conducted in various research. However, their impacts on each other have been scarcely analyzed. Since use of selfie is in vogue in recent years, with ever increasing users which include people from all walks of life, little research exists gauging their impact on self-esteem and social appearance. Available research in this regard suggests that growing use of Selfie editing behavior is interlinked with psychological problems. Photo manipulation is the modification of selfies and photos through online and offline editing programs on smartphones, computers, laptops etc. before sharing it online (Chae et al., 2017). According to the Petterson (2017) study, 25% selfies posted on the Instagram with the hashtag #selfie and 10% with hashtag #no filter used a filter. Various third party applications are used nowadays, which are enabling users to more realistically adopt oneself with the societal ideals surrounding appearance (Solon, 2018). Moreover, tools of editing selfies and pre-designed filters are integrated within most of the smartphones and Social Networking Sites (SNS).

Morris (2014) suggested that considering oneself as an object to be modified is associated with considering oneself as an object literally. This shows that dual and conflicting personality can develop due to over-indulgence in selfie editing behavior. Furthermore, research suggests that manipulating and then sharing selfies of one-self may have led to discontent in one's self-identity and inconsistent sense of self (Yang et al. 2015). Self-esteem plays a key role in one self-content and development. Research published in the Journal of health psychology looked for answers regarding the connection between self-esteem and selfie. The research found that the more use of selfie is linked with high self-esteem. Whereas, lowest number of selfies were posted by those having low self-esteem (Araiza et al. 2019). This is further reinforced by Carol, whose research shows that fear of negative and low response on one's selfie is one of the reason for low number of selfies in low esteem people (Carol, 2013). The cause for more selfie posting in high self-esteem people in relation to people with low self-esteem could be their need for constant watchfulness, societal validation and reliance on feedback of others (Yadollahi et al.,2020). Which users try to achieve through using selfie editing applications. Such reliance on selfies to validate one's self-esteem, tends to emergence of a narcissistic behavior in users (Rutledge, 2013). Also, when a person waits eagerly for the comments or use refresh button frequently, after posting a selfie, it might be a sign of low self-esteem (Ramadan 2014). Furthermore, appearing the best image of self is a natural desire of every human. In this regard, a study conducted in South Korea has found that people compare themselves with others online and modify themselves as a consequence, which can result in social appearance anxiety, when one encounters the real world (Jiyong, 2016). Similarly, Cohen's study connects social media use with body discontent and more frequent appearance comparison, suggesting that photo-based behaviors of

taking and posting selfies may result in increased risk of body image perturbation (Cohen et al., 2017). This dissatisfaction about myself is insecurity in a social setting. Moreover, research shows that selfie filters provide the tools for achieving beauty, which one seeks in one's future version (Collings. B.,2016). Such focus on an ideal future version leads to anxiety in a social setting. Moreover, Fredrikson and Roberts (1997) argue that self-objectification is the main source of appearance anxiety and body shame. Self-objection is the heavy monitoring of self to meet the societal needs. It forces one to be always focused on one physical self. Recent studies have been suggesting that high body surveillance is interlinked with more regular photo manipulation, which leads to insecurity, hollowness and ultimately to depression symptoms, and social appearance anxiety (Cugle et al.,2019). The literature suggests that selfie editing greatly impacts one's expectation, views and desires regarding oneself. Further, it shows the existence of growing relation among selfie editing, self-esteem, and social appearance anxiety among young adolescents.

Theoretical Framework

According to psychologist Leon Festinger (1954), social comparison theory, people have innate desire to assess themselves in relations to others. People engage in such comparison so that they have a benchmark to evaluate accurately themselves with it. Social comparison is of two kinds namely, upward social comparison and downward social comparison. In case of upward social comparison, people collate with someone better, in this way, they try to emulate them. In downward social comparison, people collate with those who are worse. It enables them to feel good about themselves. Moreover, Leon Festinger (1954) proposes that an exceedingly motivated person engages in upward comparison and normally suppose itself as equal or more desirable than the best person. On the contrary, an unhappy or demotivated

person engages in downward comparison to feel better. According to Wood (1989), individual might also solicit self enhancement to enhance their self-esteem. They may ignore and distort the information gained through social comparison. By doing so they see themselves more positively and thereby further their self enhancement goals.

This study has been based on social comparison theory, examining a psychological connection between selfie editing demeanor and social comparison. It was hypothesized that Selfie editing, Self-esteem, and Social appearance are influenced by social media use, selfie taking and editing, public self-sentient, and satisfaction with one's facial appearance, through social comparison of appearance with friends and social media celebrities.

Rationale

According to (Magdirilia, 2014) Pakistan ranked second for the most Instagram selfies. Covid-19 pandemic hit the world in 2020, hence, more people in Pakistan started using internet to accomplish their jobs related work. Similarly, due to partial and complete lockdown, many people started using internet for entertainment and social interaction purposes. Although much research has been conducted worldwide, analyzing the correlation among Selfie editing, Self-esteem, and Social appearance anxiety, minimal research in this regard has been done in Pakistan. Studies related to selfie editing and self-esteem, and social appearance anxiety in the context of Pakistan were required. Therefore, this study aimed to investigate the relationship between Selfie editing, Self-esteem and Social appearance anxiety among University students. Selected poll for this study were undergraduate male & female students between 18-25 age group.

Objectives

1. To explore the relationship between selfie editing and social appearance anxiety among university students.
2. To explore the relationship between the selfie editing behavior and self-esteem among university students.
3. To explore the relationship between selfie editing behavior and social appearance anxiety among university students.
4. To explore the gender differences between selfie editing and self-esteem among university students.

Hypotheses

H1: There will be relationship between selfie editing and social appearance anxiety.

H2: There will be a significant relationship between self-esteem and social appearance anxiety.

H3: There will be an association between selfie editing behavior and social appearance anxiety among university students.

H4: There will be a gender differences between selfie editing, self-esteem and social appearance anxiety among university students.

Chapter-2 Method

Research Design

Cross sectional correlation design was used to test the relationship between selfie editing, self-esteem and social appearance anxiety among university students.

Population and sampling

Sample consisted of 200 participants between the ages of 18 to 25 years old. Participants were selected from the universities of Islamabad and Rawalpindi. The participants selected were both male and female from the age range of 18-25 years old.

Sampling Technique

Purposive sampling was used in the research study.

Sample Selection Criteria

Inclusion Criteria

University students between the ages of 18-25 years old were included in the research study.

Exclusion Criteria

People aged between 18-25 years old, who were not university students were not included in the research study.

Instruments

Demographic sheet

Demographic sheet included gender, age, education, institute, internet access, social media, peer group and marital status.

Photo Manipulation Scale (PMS)

Photo Manipulation scale was developed by Sian McLean, Susan J Paxton, Eleanor H Wertheim and Jennifer Masters in 2015. It consists of 10 items. It is used to

measure the oftenest of picture editing before posting it online. PMS is a uni-dimensional scale. Good reliability of scale is 0.83. Photo Manipulation Scale, using five Likert type scale has been used in this study. It ranges from 1(never) to 5(always), where higher score indicates more frequent photo editing.

Rosenberg Self-Esteem Scale (RSES)

Rosenberg Self-Esteem scale (1965) is widely used in researches to gauge Self-Esteem. The study showed Cronbach alpha as 0.87. It is made up of 10 items on a Likert scale of 1 (strongly Disagree) to 4(strongly Agree). It is also a uni-dimensional scale. The score ranges from 10 to 40, where higher value suggests high self-esteem and vice versa. There are ten items the same as, “I wish I could have more respect for myself” I think that I have several good qualities.”

Social Appearance Anxiety (SAAS)

Social appearance anxiety scale test was conducted to assess anxiety due to negative evaluation about physical appearance. This scale is also a uni-dimensional scale. The higher scores suggest higher level of social appearance anxiety. Research enunciated good reliability of the scale, whereas Cronbach alpha was 0.96. It consisted of 16-items, using a five Likert type scale which ranges from 1(not at all) to 5(excessively). the score range was between 16-18.

Procedure

In this research, the participants were selected from different universities of Islamabad/Rawalpindi. Informed consent was taken from the participants, and they were ensured that they had a choice to withdraw at any time. Before collecting the data, participants were briefed about the questionnaires. Which contained

demographic sheet, Photo Manipulation Scale (PMS), Rosenberg Self Esteem Scale (RSES) and Social Appearance Anxiety (SAA).

Ethical Consideration

Approval was taken from the university for conducting this research study. Administrative approval was also taken from those universities, where this research was conducted. Data was gathered directly from the participating students. Informed consent was also taken from participants.

Data Analyses

The data from this study was analyzed using SPSS version-22 software (Statistical Package for the Social Sciences). Descriptive statistics were calculated to measure mean, median values. The association between Selfie-editing and Social appearance anxiety, and the relationship between Selfie-editing and Self-esteem were investigated using Pearson-product moment correlation analysis.

Chapter-3 Results

The purpose of this study was to examine the relationship between selfie editing, self-esteem and social appearance anxiety. Demographic information regarding the sample is provided. The findings of the investigation are providing this chapter. Reliability analysis and descriptive statistics of instruments were found. Pearson correlation analysis is used to test the research study hypothesis are presented. Mean differences and Standard deviation (t-test) were calculated to evaluate role of gender. Descriptive Statistics (mean, median and percentage) were calculated for the clarification of average scores of participants on demographic characteristics. Mean, Standard deviation (SD), Cronbach's alpha reliability, skewness and Kurtosis were approximated for the estimation of perfection of the instruments used in the current study.

Table 1

Descriptive Statistics of the Demographic Variables (N=200)

Demographics	<i>f</i>	%
Gender		
Male	115	57.5
Female	85	42.5
Internet Access		
Yes	194	97.0
NO	6	3.0
Social media		
Yes	190	95.0
No	10	5.0

Peer group		
Yes	156	78.0
No	43	21.5
Marital Status		
Married	19	9.5
Unmarried	38	19.0
Single	143	71.5

Note: f = frequency, % = percentage

Table 1 indicates the demographic variables, frequencies and percentages. Demographic variables include gender, social media, internet access, peer group and marital status. According to the above table, the result showed that female (f = 85, % 42.5) were more than male (f = 115, %57.5). This table showed single (f = 143, % 71.5) have high frequency and percentage than Unmarried (f = 38, %19.0) and Married (f = 19, % 9.5) have frequency and percentage was low as compared to unmarried and single participants. Internet access who had high internet access (f = 194, % 97.0) have low frequency and percentage (f = 6, % 3.0). Social media (f= 190, % 95.0) have high frequency and percentage and low frequency and percentage (f = 10, % 5.0). Peer group (f = 156, % 78.0) have high frequency and percentage (f = 43, % 21.5) have low frequency and percentage. The sample for this research included 200 participants, including 85 females and 115 males.

Table 2

Cronbach's Alpha Reliabilities of Photo Manipulation Scale (PMS), Rosenberg Self Esteem Scale (RSES), and Social Appearance Anxiety Scale (SAAS)

Scales	No of Items	M	Median	SD	α	skew	Kurt
PMS	10	22.51	21.50	7.57	.81	.617	.478
RSES	10	21.97	22.00	3.39	.33	-.069	.824
SAAS	16	35.84	34.00	11.83	.88	.747	.219

Note: PMS=Photo Manipulation Scale, RSES= Rosenberg Self Esteem Scale, SAAS=Social Appearance Anxiety Scale, M = Mean, MD = Median, SD = Standard deviation, α =Cronbach Alpha, Skew = Skewness, Kurt = Kurtosis

Table 2 is indicated psychometric analysis shows Cronbach Alpha reliability for all the scales. Photo manipulation scale has a Cronbach Alpha reliability of 0.808. Rosenberg Self-esteem scale reliability is 0.333 and for SAAS is 0.887. The reliability analysis shows that the reliability coefficients of Photo manipulation scales and SAAS are excellent. On the other hand, the reliability analysis shows that the reliability coefficient of Rosenberg self-esteem scale is poor, because sample size was small.

Figure 1

Histogram for Photo Manipulation Scale (PMS)

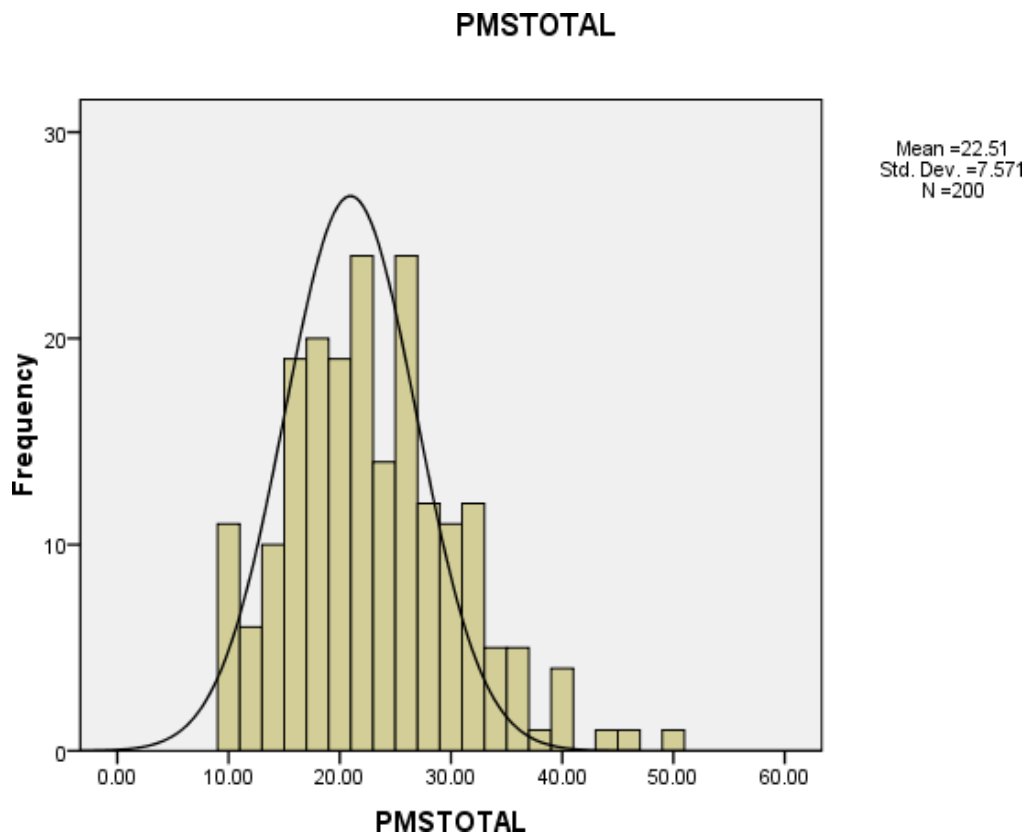


Figure 1 shows that scores on Photo Manipulation Scale are normally distributed

Figure 2

Histogram for Rosenberg Self Esteem Scale (RSES)

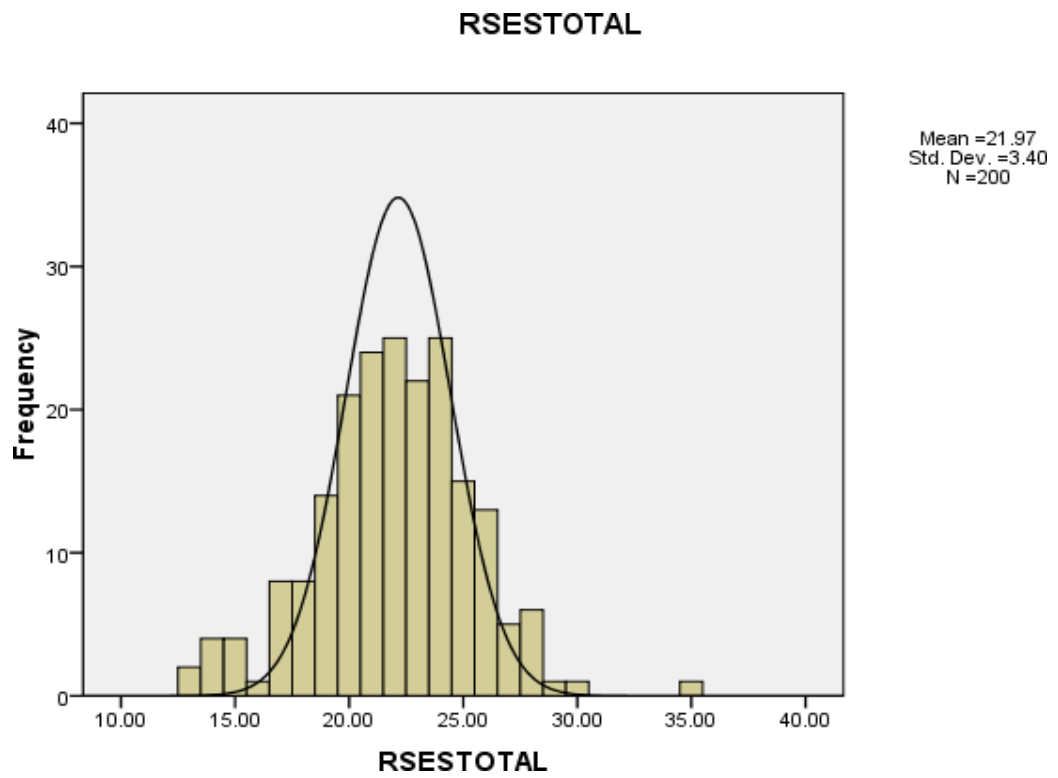


Figure 2 shows that scores on Rosenberg Self Esteem Scale are also normally distributed.

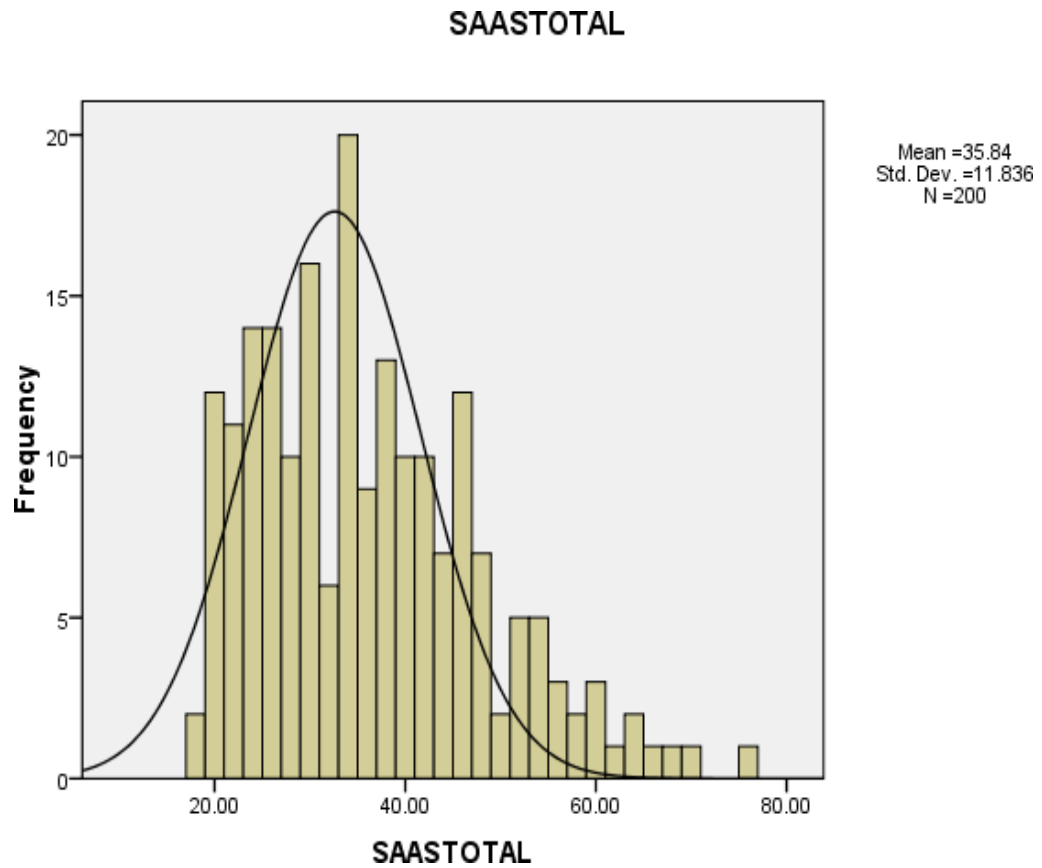
Figure 3*Social Appearance Anxiety Scale (SAAS)*

Figure 3 shows that scores on Social Appearance Anxiety Scale are also normally distributed

Table 3

Mean, Standard Deviation and Independent sample t-test for Gender differences on all scales (N= 200)

Variables	Male (n=200)		Female (n=200)		t(198)	p	95 % CL		Cohen's d
	M	SD	M	SD			LL	UL	
	PMS	21.59	7.01	23.75			8.14	-2.01	
RSES	21.73	3.58	22.59	3.12	-1.16	-1.16	-1.52	.394	-.16
SAAS	35.43	11.28	36.38	12.59	-.56	.575	-4.29	2.39	-.08

Note: PMS=Photo Manipulation Scale, RSES= Rosenberg Self Esteem Scale, SAAS=Social Appearance Anxiety Scale, M = mean, SD = standard deviation, CI = Confidential interval, t= test statistic, Cohen's d=effect size.

Table 3 is indicated ratio of female (23.75) is high as compared to male (21.59) in the Photo Manipulation Scale (PMS). Rosenberg Self Esteem Scale (RSES) and Social Appearance Anxiety (SAAS) is non-significant. The independent T test suggests the p value of .046 which is less than 0.05, showing there is significant difference in the mean of PMS for males and females. Cohen d measures the size of differences between the two group. In case of PMS, the Cohen d value of 0.28 shows a small effect size. The independent T test suggests the p value of 0.24 and 0.57 for RSES and SAAS respectively for males and females, suggesting the difference between the two population means is statistically non- significant.

Table 4

Independent T test for Internet Access: Mean, Standard deviation and Independent sample t- test values (N= 200)

Variables	Male (n=200)		Female (n=200)		t(198)	p	95 % CL		Cohen's d
	M	SD	M	SD			LL	UL	
PMS	22.18	7.19	33.16	11.85	-2.01	.00	-16.99	-4.97	-1.12
RSES	22.01	3.37	20.66	4.22	-1.16	.34	-1.43	4.12	0.35
SAAS	35.47	11.69	47.50	11.39	-.56	.04	-21.57	-2.46	-1.04

Note: PMS=Photo Manipulation Scale, RSES= Rosenberg Self Esteem Scale, SAAS=Social Appearance Anxiety Scale.

Table 4 is indicated the independent T test suggests the p value of 0.000 for PMS and 0.014 for SAAS, which are less than 0.05, showing there is significant difference in the mean of PMS and SAAS for internet access users. Cohen D measures the size of differences between the two groups. In case of internet user participants, the Cohen D value for PMS is 1.1 which suggests a large effect size.

The independent T test suggests the p value of 0.34 for RSES, suggesting the difference between the two population means is statistically non- significant

Table 5

Independent T test for Social Media: Mean, Standard deviation and Independent sample t- test values (N= 200)

Variables	Male (n=200)		Female (n=200)		t(198)	p	95 % CL		Cohen's d
	M	SD	M	SD			LL	UL	
PMS	22.46	7.09	23.30	14.46	-.34	.736	-5.68	4.02	-.07
RSES	21.90	3.14	23.20	3.08	-1.17	-.241	-3.46	.87	-.39
SAAS	11.78	33.70	33.70	13.70	.58	.559	-5.33	9.83	.18

Note: PMS=Photo Manipulation Scale, RSES= Rosenberg Self Esteem Scale, SAAS=Social Appearance Anxiety Scale.

The independent T test suggests the p value of 0.736, .241, and .559 for PMS, RSES, and SAAS respectively for social media users, which is greater than 0.05, suggesting the difference between the two population means is statistically non-significant.

Table 6

Independent t test for Peer Group: Mean, Standard deviation and Independent sample t- test values (N= 200)

Variables	Male (n=200)		Female (n=200)		t(198)	p	95 % CL		Cohen's d
	M	SD	M	SD			LL	UL	
PMS	22.84	7.28	21.44	8.53	-3.60	.28	-1.16	3.97	.17
RSES	21.80	3.52	22.39	2.65	.953	.30	-1.73	.54	-.19
SAAS	35.83	11.67	36.23	12.44	-2.48	.84	-4.42	3.62	-.03

Note: PMS=Photo Manipulation Scale, RSES= Rosenberg Self Esteem Scale, SAAS=Social Appearance Anxiety Scale.

The independent T test suggests the p value of 0.283, .306, and .845 for PMS, RSES, and SAAS respectively for peer group influence, which is greater than 0.05, suggesting the difference between the two population means is statistically non-significant. Mean and standard deviation of Rosenberg Self-esteem scale (RSES) and Social Appearance Anxiety Scale (SAAS) are non-significant.

Table 7

Pearson Correlation of Photo Manipulation Scale, Rosenberg Self Esteem Scale and Social Appearance Anxiety Scale.

Variables	n	M	SD	1	2	3
1.PMS	200	22.51	7.57	–	.071	.283**
2.RSES	200	21.97	3.39		–	-1.24
3.SAAS	200	35.84	11.83			–

Note: PMS=Photo Manipulation Scale, RSES= Rosenberg Self Esteem Scale, SAAS=Social Appearance Anxiety Scale.

Pearson correlation coefficient between PMS and RSES is .071 which is a non-significant correlation as p value is more than 0.05. Whereas, Pearson correlation coefficient between PMS and SAAS is 0.283 which is significant ($p < 0.001$ for a two tailed test), considered as positive correlation. Above result shows Photo Manipulation Scale and Social Appearance Anxiety Scale are significantly correlated.

Chapter-4 Discussion

The study aimed at investigating the relationship between Selfie editing, self-esteem and social appearance anxiety. The sample for this research study included 200 participants, including 85 females and 115 males in different universities of Islamabad and Rawalpindi. Research study was correlation. In the analysis, demographic of descriptive were found. Independent T-test was applied on the demographics categorical values as gender, social media, peer group and internet access. Similarly, correlation of the three scales Photo Manipulation Scale (PMS), Rosenberg Self Esteem Scale (RSES) and Social Appearance Anxiety Scale (SAAS) was derived.

The reliability of self-esteem was low as 0.333, considered as non-significant. On the other hand, the reliability of the PMS was 0.81 and SAAS reliability was 0.89 which made it significant. When the independent t-test was applied on gender, the mean of males was 21.59 and that of females was 23.75, these values were close meaning the range of mean was significant. It further showed more gender impacted photo manipulation in female as compared to males. This has reinforced hypothesis four H4 of this study, which investigate a different impact of the studied variables with respect to gender difference. Psychometric analysis shows Cronbach Alpha reliability for all the scales. Photo manipulation scale (PMS) has a Cronbach Alpha reliability of 0.81 for Rosenberg self-esteem scale reliability is 0.333 and for Social Appearance Anxiety Scale (SAAS) is 0.89. The reliability analysis shows that the reliability coefficients of Photo manipulation scales and Social Appearance Anxiety Scale are highly significant and have a positive correlation.

Hypothesis H1 regarding relationship between selfie editing and social appearance anxiety. Similarly, Turan explained that the thoughts of failing to achieve

social media standard eventually leads to higher social appearance anxiety. This is reinforced by this study where there is a positive correlation between Selfie editing and social appearance anxiety.

The reliability of Rosenberg self-esteem scale (RSES), as reported by its authors is 0.77-0.88. However, the reliability analysis showed that the reliability coefficients of Rosenberg self-esteem scale as 0.333 which less significant.

Which hypothesis second H2 of this research study deemed to be significant. The outcome is inconsistent with past literature that selfie-editing before posting on social media leads to decrease in self-esteem (Debraj, Shome).

The reason for this may be the number of low quantity of sample which is 200 in this study. The Social appearance anxiety scale (SAAS), as reported by its author is 0.97. The Photo manipulation scale (PMS) reported by author is 0.83 which is good reliability. Data was normally distributed. Several studies have linked social appearance anxiety with more regular photo manipulation. This is reinforced by this study (Cohen's et al 2017, and Cugle et al 2019). According to Carol (2013) has linked frequent selfie editing with low self-esteem. However, in this study this relation is insignificant. The reason being that the sample was small, and the pool was narrow to two cities only.

Hypothesis H3 of this research study is significant, relation between selfie editing behavior and social appearance anxiety among genders which is positive hypothesis and in current study this hypothesis is accepted. In previous study hypothesis is significant correlate with each other. According to the hypothesis H4 is also correlate and positive relation in current study. This hypothesis is accepted.

The correlation analysis shows that there is a positive correlation between Selfie editing and self-esteem. Pearson correlation coefficient between PMS and RSES is .071 which is a positive correlation as p value is between 0-1. Whereas, Pearson correlation coefficient between PMS and SAAS is 0.283 which is significant ($p < 0.001$ for a two tailed test).

Conclusion

Selfie editing- an ever growing trend- has been found significantly impacting social appearance anxiety. Photo manipulation and self-esteem were found less significant. As per other researches, they are shown closely interlinked. Here, it may be due to the small sample size or less diverse sample, just to mention a few reasons. More holistic and diverse analysis are required in future studies to more effectively ascertain the correlation among Selfie-editing, self-esteem and social appearance anxiety on a larger scale.

Limitation

There are several limitations in this study that could be addressed in future researches. The study had insufficient sample size for statistical measurements. The sample of 200 participants could not be generalized completely. Similarly, limited geography including participant from twin cities of Rawalpindi and Islamabad might have affected the results. Future studies with a more holistic and diverse sample are required for better understanding of the relationship between the variables. Previous research studies relating to Pakistan were not available on the subject study. This study has targeted only university students aging 18-25 due to several constraints. Future studies should include a diverse age simple for better understanding of the

study. Furthermore, Casual filling of the survey forms by the participants cannot be ruled out completely. This might have affected the result as well.

Implications

Future studies will be conducted on a wider and diverse age group of people across Pakistan analyzing the relationship among selfie editing, self-esteem, and social appearance anxiety. Furthermore, a more holistic study, encompassing psychological and Sociology-politico-economic and ethnic conditions of diverse people regarding the subject are needed to be analyzed.

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APPENDICES

Appendix A- Informed consent

I am BS Psychology student from Capital University of Science and Technology. I am conducting research on relationship between Selfie Editing, Self Esteem and Social Appearance anxiety among University Students, which is the requirement of my degree. I invite you to be a part of my study. I am assuring you that your identity will be kept confidential. After the completion of this research, your data will be discarded. You have right to say yes or no, though it would be great contribution and help to this research, if you participate in this research it would be highly appreciated.

Please contact if you have any questions regarding the study

Email:saniara329@gmail.com

Signature.....

Thank you

Appendix B- Demographic sheet

Instructions

Demographic sheet will be used along with the form of questionnaire. Kindly read each question carefully and participate with honesty. Your sincere cooperation is needed. I ensure your information will be kept fully confidential. Thanks for your precious time.

Name:

Age:

Gender:

Internet Access:

Social Media: **Yes/ No**

Peer Group: **Yes/ No**

Marital Status: (1) **Married** (2) **Unmarried** (3)

Single

Signature:

Appendix C- Self-Photo Manipulation Scale

Instructions to Participants:

For photos of yourself that you post online or share via mobile, how often do you do the following to make the photos look better?

Response Scale: Never 1, Rarely 2, Sometimes 3, Often 4, Always 5

No	Statement	Never 1	Rarely 2	Sometimes 3	Often 4	Always 5
1	Get rid of red eye					
2	Make yourself look larger					
3	Highlight facial features, e.g., cheekbones or eye color/brightness					
4	Use a filter to change the overall look of the photo, e.g., making it black and white, or blurring and smoothing images					
5	Make yourself look skinnier					
6	Adjusting the light/darkness of the photo					
7	Edit to hide blemishes like pimples					
8	Whiten your teeth					
9	Make specific parts of your body look larger or look smaller					
10	Edit or use apps to smooth skin					

Appendix D-Rosenberg Self Esteem Scale

Below is a list of statements dealing with your general feelings about yourself. If you strongly agree, circle SA. If you agree with the statement, circle A. If you disagree, circle D. If you strongly disagree, circle SD.

No	Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
1	At times, I think I am no good at all.				
2	On the whole I am satisfied with myself.				
3	I am able to do things as well as most other people.				
4	I feel I do not have much to be proud of.				
5	I certainly feel useless at times.				
6	I feel that I'm a person of worth, at least on an equal plane with others.				
7	I wish I could have more respect for myself.				
8	All in all, I am inclined to feel that I am a failure.				
9	I take a positive attitude toward myself.				
10	I feel that I have a number of good qualities.				

Appendix E-Social Appearance Anxiety Scale

No	Statement	Not at all 1	Slightly 2	Moderately 3	Very 4	Extremely 5
1	I feel comfortable with the way I appear to others.					
2	I feel nervous when having my picture taken.					
3	I get tense when it is obvious people are looking at me.					
4	I worry that others talk about flaws in my appearance when I am not around.					
5	I am concerned people will find me unappealing because of my appearance.					
6	I am afraid that people find me unattractive					
7	I worry that my appearance will make life more difficult for me.					
8	I am concerned that I have missed out on opportunities because of my appearance.					
9	I get nervous when talking to people because of the way I look.					

10	I feel anxious when other people say something about my appearance.					
11	I am frequently afraid I would not meet others' standards of how I should look.					
12	I worry people will judge the way I look negatively.					
13	I am uncomfortable when I think others are noticing flaws in my appearance.					
14	I worry people will judge the way I look negatively.					
15	I worry that a romantic partner will/would leave me because of my appearance.					
16	I am concerned that people think I am not good looking					

Appendix F- Permission of Scales

Permission to use PMS



Sian McLean
to me ▾

Tue, 30 Aug, 15:07 (19 hours ago) ☆ ↶ ⋮

Dear Sania Zahra,

Thank you for your interest in our photo manipulation scale. I am happy to give you permission to use this scale in your research. Please find a copy attached.

Best,

Sian

Sian McLean, PhD (*She/Her*)

Lecturer | Department of Psychology, Counselling, & Therapy | School of Psychology and Public Health

La Trobe University | Melbourne 3086

T: +61 3 9479 2949 | E: s.mclean@latrobe.edu.au | W: www.latrobe.edu.au



Activate Windows
Go to Settings to activate Windows

Permission to use SAAS

Trevor Hart

to me ▾

30 Aug 2022, 18:14 (16 hours ago) ☆ ↶ ⋮

Hello Sania,

Thank you for your interest in the Social Appearance Anxiety Scale (SAAS). The SAAS is scored as a simple sum of items, with item #1 reverse coded.

Here is the link for the SAAS scale and related articles:

<https://www.ryerson.ca/psychology/reference/SAAS/>

You have my permission to use the scale. I would appreciate if you could send me any presentations or articles you write based upon your work with the SAAS.

Do you plan to submit this study to a peer-reviewed journal?

If you wish to collaborate on any papers, I would be glad to do so, but my permission to use the scale for your research is granted unconditionally.

Please tell your colleagues and other professors that there is no need to seek permission to use this freely available scale. My permission is granted for anyone who wishes to use the scale as long as they cite the original work.

Best wishes,

Trevor

Trevor A. Hart, Ph.D., C.Psych (he/him)

Activate Windows
Go to Settings to activate Windows

Note:

Rosenberg Self Esteem scale is open or public record. It is convenient to access this scale.

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