

Assignment Brief: Explore the effects of selfies on young people.

Task 1: Rank the following titles in order of how useful you think the articles might be for addressing this brief.

1 = appears most useful / 5 = appears least useful

Young consumers in the digital age: The selfie effect	
Attitudes toward selfie taking in school-going adolescents: An exploratory study	
Selfies and personality: Who posts self-portrait photographs?	
From 'Selfies' to breaking tweets: How journalists negotiate personal and professional identity on social media	
"Likes" as social rewards: Their role in online social comparison and decisions to like other people's selfies	

Task 2: Find out as many things as you can about this article in 2 minutes:

Received: 3 February 2017 | Revised: 5 February 2018 | Accepted: 18 February 2018
DOI: 10.1111/ijcs.12431

ORIGINAL ARTICLE

WILEY International Journal of Consumer Studies

Young consumers in the digital era: The selfie effect

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Funding information
Norwegian Ministry of Children and
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Abstract

This article investigates a mechanism named the selfie effect. By their frequent sharing of selfies on social media, perhaps displaying their cool new fashions or newly acquired tattoos, young people—unintentionally—help providers to promote their products and services, and thereby contribute to the commercial pressure. The existence of a selfie effect builds on hypotheses originating from a pilot interview study concerning how young adults master the consumer role. In this article, the existence of a selfie effect is investigated in a nationally representative web survey with 1,707 respondents aged 16–60, living in Norway. While 59% of the teenagers said they were posting selfies weekly or more often, only 2% among those in their fifties did. The multivariate quantitative analyses support the idea that teenagers and young adults, frequently online, become vulnerable in the consumer role. Particularly posting selfies and following bloggers increase consumer detriment and overconsumption.

KEYWORDS

age-related consumption, commercial pressure, consumer detriment, consumer vulnerabilities, digital practice, gendered consumption, overconsumption, selfie-effect, Young consumers

Task 3: Put the initials of your section next to the question(s) that you think could be answered using your section of the article.

e.g. What type of questionnaire was used to conduct the research?	R
How are the key terms used in this study defined?	
What are the limitations of the way this study was carried out?	
Overall, what facts did you learn about selfies and their effects?	
What future studies would be needed to build on this research?	
Is there evidence of any potential bias in the article?	
Why was this study necessary?	
How was the study conducted?	
What are the strengths of the way the study was conducted?	
How many students actively took part in the study?	
Who appears to take more selfies: male or female students?	
How many students admitted feeling like they are 'addicted' to taking selfies?	
What are the implications of the data collected by the study?	

Student Task: What information can usually be found in each section of a journal article?

<u>Section of the paper</u>	<u>What this section includes</u>
Introduction	
Methodology	
Results	
Discussion	

Task 4: Introducing the text to others.

Conclusions from a range of 'selfie' research

Ten percent of the students in the youth "very often" edited their images using software to make themselves look more appealing and 14.3% copied famous celebrities' style of coping selfies. The desire to look a certain way can be self-destructive and lead to low, fragile self-esteem.[15] The presence of body image dissatisfaction among adolescents is high as reported in various studies.[16] About 26.1% (n = 60) of the study sample admitted to copying the poses or styles of celebrities' and the way they took selfies.

Dutta, E., Sharma, P., Dikshit, R., Shah, N., Sonavane, S., Bharati, A., & De Sousa, A. (2016). Attitudes towards selfie taking in school-going adolescents: An exploratory study. *Indian Journal of Psychological Medicine*, 38(3), 242-245.
<https://doi.org/10.4103/0253-7176.183094>

Those that are dissatisfied with their appearance may be more likely to cultivate their image in an online environment, such as digitally editing, and choosing the "best" selfie to present on social media (Cohen et al., 2018; Fox & Rooney, 2015).

Loneragan, A.R., Bussey, K., Mond, J., Brown, O., Griffiths, S., Murray, S.B., & Mitchison, D. (2019). Me, my selfie and I: The relationship between editing and posting selfies and body dissatisfaction in men and women. *Body Image*, 28, 39-43.
<https://doi.org/10.1016/j.bodyim.2018.12.001>

Participants generally reported a decrease in self-esteem after taking a selfie. Nevertheless, the participants who were in the condition requiring them to post their selfie on social media interestingly reported a smaller decrease in self-esteem level than participants who were in the condition requiring them to merely save their selfie.

Shin, Y., Kim, M., Im, C., & Chong, S.C. (2017). Selfie and self: The effect of selfies on self-esteem and social sensitivity. *Personality and Individual Differences*, 111, 139-145.
<https://doi.org/10.1016/j.paid.2017.02.004>

Paris and Pietschnig (2015) found that more emotional and extraverted individuals tend to have more positive perceptions of taking selfies. They did not find a link between self-esteem and self-presentation. The current study did not measure personality traits, but it explains why Paris and Pietschnig (2015) did not find a link between self-esteem and self-presentation.

Wang, R., Yang, F., & Haigh, M. M. (2017). Let me take a selfie: Exploring the psychological effects of posting and viewing selfies and groupies on social media. *Telematics and Informatics*, 34(4), 274-383.
<https://doi.org/10.1016/j.tele.2016.07.004>

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