

Selfies and the Nigerian Social Media Users, What Effect?

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Abstract

In recent times, there has been lots of concern by scholars regarding the exponential use of social media platforms by digital natives (Youth) and digital immigrants (Adults). Central to these concerns is the question of effects of the use on these groups. This work therefore seeks to establish the various kinds or levels of effect of selfies on these two age groups. The study employed the Survey and Focus Group Discussion (FGD) to study all Undergraduate Students and entire Staff of Federal Universities in South East, Nigeria, comprised of over 176,142 persons. Multi-Stage sampling technique was adopted to study 662 respondents from the two age groups for the Survey while Purposive and snowball techniques were employed for the selection of 36 FGD participants across the three institutions. The study found that majority of the Youth and Adults studied, were not negatively affected by the feedbacks of others on their selfie disclosures and that selfies hardly promotes feelings of narcissism on the two age groups. Amidst various debates by previous studies on selfies and narcissism, this Nigerian based study, revealed a very minimal effect of selfie in promoting narcissism as well as other negative effects.

Keywords: Effects; Selfies; Nigerian Youth; Nigerian Adults

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I. INTRODUCTION

With the increasing proliferation of selfies globally and even in Nigeria, (Spohr, 2019, p. 1; Associated Press, 2014, p. 1), as a prominent social media engagement which cuts across age boundaries, “Selfie” craze had begun to raise weighty concerns among scholars regarding its potential negative impact on users (Rodney, 2015, p. 2). Among these negative tendencies, is the potential increase in the feelings of narcissism among Users, (Oytun, 2020), isolation, suicide, psychopathology (Lee & Sung, 2016; Bushak, 2015), aggression, anxiety, self harm, depression, envy and several others (Rosen 2011; Connolly 2011; Zwart, Lindsay, Henderson and Phillips 2011). These effects have previously been associated to negative environmental conditions such as chronic illness, difficult relationships, financial problems, serious loss, unwanted changes in life patterns (Bhowmik, Kumar, Srivastava, Paswan, & Dutta, 2012) as well as alcohol, drug or substance abuse (Mosel, Hardey, and Kelley, 2021). Yet, recent studies still identify selfie posting as one of the causes of these negative conditions (Oytun, 2020; Lee & Sung, 2016; Bushak, 2015; Rosen 2011; Connolly 2011; Zwart, Lindsay, Henderson and Phillips 2011) and that social media platforms represent an ideal milieu for achieving narcissistic-like objectives of self-promotion, self- enhancement and gaining others’ attention etc (Buffardi & Campbell, 2008; DeWall, Buffardi, Bonser & Campbell, 2011; Gentile, Twenge, Freeman & Campbell, 2012). Studies also contend that these narcissistic-like objectives significantly predict an increased frequency of selfie disclosures (Fox & Rooney, 2015; Sorokowski, Sorokowski, Oleszkiewicz, Frackowiak, Huk & Pisanski, 2015; Weiser, 2015, 2018; Lee & Sung, 2016; Buffardi & Campbell, 2008). Based on the available literature in this area, this work examines the extent such concomitant offline negative and at times dangerous activities and situations, manifest among the two age groups in Nigeria, especially when faced with threats to displayed selfies (Bushman & Baumeister, 1998) or when such disclosures fail to attract desirable impressions.

This is why this study examines the effects of selfies among two age groups that have increasingly begun to have a prominent use of social media, being the Youth and Adults. The Youth are regarded as digital natives and considered to be more active in the use of social media (Dhir, Torsheim, Pallesen & Andreassen, 2016; Baiocco, Bianchi, Chirumbolo, Morelli, Ioverno & Nappa 2016; Ngonso, 2019) while the adults are regarded as digital immigrants and found to be continually becoming regular Users of the social media (Prensky, 2001; Chakraborty, Vishik & Rao, 2013). Previous studies in this area are dominant in developed climes and mainly focused on the Youth, especially the female gender (Nelson, 2013; Nguyen, 2014; Warfield 2014; Fox & Rooney, 2015) with few studies emanating from developing societies such as Nigeria, necessitating the need for further inquiry. It is within the context of the effects of these self created contents that this work seeks to compare the various kinds of effects of selfies between the Nigerian Youth and Adults. This paper therefore addressed the following core objectives;

1. To discover the effects of selfies on the two age groups
2. To determine how selfies promote feelings of narcissism between the two age groups

Exploring the Effects of Selfies

“selfie” has since become a commonly used term and practice in the past several years (Radulova, 2015). It emerged the Oxford Dictionary Word of the Year in 2013 (Hingerton, 2016). The practice of online selfie posting has been entrenched in the culture of 21st century and permeates every corridor of social media (Weiser, 2018). It is also conceived as a social phenomenon which serves as a means of individual and creative self-expression (Weiser, 2018), and seems to be increasing owing to the influx of smart phone technologies that allow instant selfie and photo uploads or from the convergence of mobile operating systems, social media, and online photo-sharing platforms. There is also an extended conceptualization of selfies by scholars, termed the ‘selfie related practices’, to recognize numerous actions involved in taking (preparation, posing, staging), modifying (selection, editing), and posting selfies as well as viewing (browsing) and evaluating others’ selfies through comments, “likes” etc (Chang, Li, Loh & Chua, 2019; McLean, Paxton, Wertheim & Masters, 2015). More recent definitions also recognize the centrality of the photographer in the image, which are consciously created, modified and shared with others to varying degrees (Lim, 2016 in Onyedire, 2019).

Scholars (Hughes, 2014 in Abdullah, 2015) had presented instances where social media Users, risk their lives attempting to take exciting selfies; from the top of towers, bridges, skyscrapers, while skydiving, jumping off a cliff, and flying airplanes and in most cases, it resulted in nearly fatal or truly fatal situations. Similarly, Dokur, Petekkaya and Karadağ (2018) looked at media-based clinical research on selfie-related injuries and deaths, considering the increasing incidence of taking and sharing selfies on social media as well as selfie-related behaviours, particularly among young people. They evaluated vital results, demography, rhythmicity, preferences, event or accident types, selfie-related risk factors, affected body regions of victims with causes of injury, and death. They found that majority of selfie victims were students and that selfie-related injuries and deaths were reported most frequently in India, the US, and Russia.

Studies had also documented some effects of social media on the Youth, but only a few related studies had been focused on Adults, recently identified also as regular Users of social media (Rodney 2015, p. 2). As selfie related practices appear a significant part of self disclosure activities, many related studies are foreign based and very few existing in Nigeria. The studies often highlight the youthful age as active Users of social media and selfies, who are in their developmental period for identify, self image and social interactions while the Adults are becoming regular users of the platforms but are decreasingly dissatisfied, more lonelier, more depressed, and mainly living with low levels of life satisfaction and wellbeing (Jessica, 2008). The aim of this study is to compare within the Nigerian context, the various effects of selfies between the two age groups.

However, Oytun (2020) had distinguished between normal narcissism and pathological narcissism. They argue that every individual has narcissistic personality traits-like needs to be liked, approved, cared for, appreciated, and loved. Pathological narcissism is defined as extreme self-admiration, the need to be approved and appreciated constantly, apathy to others, and lack of empathy (Pincus, Ansel, Pimentel, Cain, Wright & Levy, 2009; Campbell, & Foster, 2007; Kernberg, 2004), whereby the individual becomes selfish self aggrandizing and extremely requires a constant self admiration, appreciation and considers oneself to be better and superior to others. Therefore, part of the central focus of this study is to interrogate how selfies promote feelings of narcissism on Nigerian Youth and Adults.

The relationship between narcissism, attempts to seek attention and admiration from others, as well as the frequency of posting selfies on social networking sites were examined by Weiser (2015). Part of their focus was to determine the association between posting selfies and three facets of narcissism (i.e., Grandiose/Exhibitionism, Leadership/Authority, Entitlement/Exploitativeness). They discovered that narcissism, as well as the Leadership/Authority and Grandiose Exhibitionism facets, but not Entitlement/Exploitativeness, exhibited positive and significant associations with selfie posting frequency. The study also found that more adaptive Leadership/Authority facet emerged as a stronger predictor of selfie posting

among women than men, whereas the maladaptive Entitlement/Exploitativeness facet predicted selfie posting among men, but not women. The study also found a significant relationship between narcissism and selfie-posting frequency, independent of age. This study was focused on narcissism and selfies but this present work examines selfies among Users in Nigeria.

The motivations and the effects of selfie taking, posting, and viewing among 16 American and Chinese students studying in America, was carried out by Zhang, Chang and Ha (2017), to make a cross-national comparison of selfies as a global phenomenon. The aim was to identify the differences and similarities of selfie usage in Chinese and American contexts and to utilize in-depth interview to examine the psychological, communicative, and relational motivations of selfie taking, viewing, and posting; the positive and negative effects of selfie-related behaviours on Users' psychological well-being and developmental outcome, and to propose a new typology of selfies based on the functions. They found that the selfie phenomenon among American students is not related to narcissism and low self-esteem, as argued in many previous literatures while Chinese students are more associated with narcissism (self-indulgence in recreational selfie-taking) and impression management (selfie-editing to improve online self-image). They suggest also that in the general, selfie taking, viewing, and posting behaviours could be conceptualized as more than just a display of narcissism, but also as a new way of communication, life-recording, online impression management, and relationship management. This work was focused on American and Chinese students studying in America but the current study is focused on the Nigerian Selfie Users.

Kaur, Maheshwari and Sharma (2018) used the quantitative, descriptive, cross-sectional survey design to assess the narcissistic features and selfie taking behaviour in 300 conveniently selected college going students of Punjab, India. The socio-demographic data sheet and Narcissistic personality inventory (NPI-16) were used as the instruments. The study also found that Posting of selfies on facebook had significant relationship with narcissistic features characterized by selfie disclosures, selfie editing and so on. The study concluded that majority of the college students who take, edit and upload their selfies had more narcissism symptoms. They also found that majority of the college students had narcissistic features from mild to severe. This study was focused on the relationship between selfies and narcissism but the current study examines the effects of selfies and how selfie disclosures promote feelings of narcissism. This study is focused on college students but the current study explored the differences on effects of selfies between two categories of selfie Users in Nigeria.

Experimental design was used by Mills, Musto, Williams and Tiggemann (2018) to examine whether taking and posting selfies, with and without photo-retouching, elicits changes to mood and body image among young women. Participants for the study were 113 psychology female undergraduate students recruited through an online experiment management system at York University in Toronto Canada. The Female undergraduate students, who fall within the age brackets of 16 and 29 years and with active accounts on Facebook and Instagram, were randomly assigned to one of three experimental conditions: taking and uploading either an untouched selfie, taking and posting a preferred and retouched selfie to social media, or a control group. State of mood and body image were measured pre- and post-manipulation. The study recorded an effect on mood changes and feelings of physical attractiveness. In the study, women who took and posted selfies to social media on the experimental condition, reported feeling more anxious, less confident, and less physically attractive afterwards compared to those in the control group. The result further pointed at negative effects of selfie related practices on Users. This present work sought to ascertain the existence or otherwise of similar effects comparatively, between the Youth and Adults in Nigeria.

Vendemia and DeAndrea (2018) examined the effects of viewing thin, sexualized selfies on Instagram. The aim was to establish the role of image source and awareness of photo editing and how features of images shared on social media sites, such as Instagram, impact and are evaluated by young adult female users. They specifically examined conditions under which female viewers were more or less likely to internalize the thin ideal after viewing other women's selfies (i.e., images taken of oneself by oneself) posted on Instagram that depicted the thin ideal. They also examined how female viewers evaluated women who posted these selfies. Results indicated that the more female viewers believed that the women digitally modified or altered their selfies, the less likely they were to internalize the thin ideal; the more female viewers believed the women digitally modified their selfies, the more they believed the women were their offline peers and the more negatively (e.g., less intelligent, less honest) they evaluated the women. The study also maintained that because social media Users view and post selfies, unrealistic depictions of themselves could seem closer to reality. The study further suggests that these young women may feel greater societal pressure and experience body dissatisfaction when they fail to meet beauty standards perpetuated by both their peers and models online. The study was focused only on young female Adults while this current study is focused on both the Youth and Adults and specifically examines the effects of social media selfies.

Coulthard and Ogden (2018) conducted an experimental study to explore the impact of posting selfies and receiving feedback ('likes') on Instagram. The study was aimed at determining the impact of such behaviours on the psychological well-being of young people, particularly on the Users' self-esteem. Participants

(n = 59) recruited for the study were younger population, aged 16-25 who were randomly allocated to one of three conditions for a 7-day intervention (no selfie-posting; posting selfies without feedback; posting selfies with feedback) and completed measures at baseline, after the intervention and at one week follow up. The results showed no impact of either posting selfies or receiving feedback on the self-esteem and mood of the participants. The authors addressed the impact of selfies on the psychological well being of young people, particularly on their self esteem but this current study examined the effects on the Adults in comparison with the Youth.

The literature has also shown that even though studies had documented a variety of effects of social media selfies, on the young people especially from developed climes, there could be divergences on such effects among users from developing countries such as Nigeria. Therefore considering the widespread use of internet, technological advancements, mobile phone technology etc in developing countries as well as uniqueness of individual users, there is need to examine the differences on effects of social media selfies on users across age variations. It is in the light of these considerations that this work seeks to compare the effects of social media selfies on the Adults and Youth in Nigeria. In exploring the effects of selfies among these two age group, the uses and Gratification theory foregrounds this study.

The Uses and Gratifications Theory

This study adopts the Uses and Gratification theory which contends that choices people make when consuming media are motivated by their desire to gratify a range of needs (Roy, 2008). According to Katz et al. (1974) some basic tenets of the theory are as follows: a) Media users are goal directed in their behaviour; b) They are active and c) They are aware of their needs and select the media to gratify their needs (Roy, 2008). The driving question of Uses and Gratifications theory is: Why do people use the media and what do they use them for. The theory describes why consumers use a particular medium and what functions the medium serves for them (Katerattanakul, 2002); how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions/companionship, diversion, or escape (Severin, & Tankard, 2000; McQuail, 2010). The theory relates to the study as it helped ascertain how selfies serve to fulfill some needs and gratifications by Users.

II. METHODOLOGY

The Quantitative and Qualitative designs were used. For the Qualitative design, ‘Survey’ was used whereas the ‘Focus Group Discussion’ is the qualitative approach. Area of the study is South East Geopolitical Zone of Nigeria comprised of Five (5) States of Abia, Anambra, Ebonyi, Enugu And Imo States. The Federal Universities in each of these states were the focus of the study where workers and students from different ethnic, culture, and religious backgrounds converge. The study population is the total of 176,142 persons comprised of all undergraduate students of Federal Universities in South Eastern Nigeria with the total of 139,226 pupils, and the Staff of Federal Universities also in South East with the total of 36,916 staff members.

Table 1

Youth and Adult Population (Undergraduate Students and staff in South Eastern Universities in Nigeria)

S/ N	State	Universities	Staff Population	Undergraduate Students’ population
SOUTH EAST GEOPOLITICAL ZONE				
1.	Abia	Michael Okpara University of Agriculture, Umudike	6082	16,753
2.	Anambra	Nnamdi Azikiwe University	8,302	37,182
3.	Enugu	University of Nigeria, Nsukka	12,397	41,997
4.	Imo State	Federal University of Technology, Owerri	6,021	22,500
5.	Ebonyi	Alex Ekwueme Federal University, Abakaliki	4,114	20,794
TOTAL			36,916	139, 226

Source: official websites, administrative sections, Personnel and Students’ Affairs departments/sections of the Universities

A multi stage probability sampling technique was used while the purposive and snowball techniques were employed at the last of the procedure to sample only the selfie takers from the institutions. The Federal Universities in South East is comprised of a total of Five (5) Universities spread across the Five (5) states in the zone. Three States were selected to represent the South East Geopolitical zone and each of these selected States is represented by the resident Federal University; the subsequent stage was a survey of the instrument among the faculties and departments and major offices in the University; the next stage was a sample of the students’ study

levels or classes as well as offices or units while the final stage was a purposive selection of only the student or staff selfie takers. This is illustrated in the table below:

Table 2
Sample of Faculties, Departments and Offices for both the Undergraduate (Youth) and Staff (Adult) population

S/N	State	University	Faculties	Departments	State	University	Sections	Departments And Units
Selection of the Youth Respondents					Selection of the Adult Respondents			
1.	Anambra	Nnamdi Azikiwe University	Faculty of Management Sciences And Faculty of Education	Business Administration; Co-operative Economics and Accountancy Educational Foundation; Guidance and Counseling and Adult Education.	Anambra	Nnamdi Azikiwe University (UNIZIK)	Office of Deans of selected faculties (Faculty of Management Sciences And Faculty of Education) Offices of selected Heads of Departments (Business Administration; Co-operative Economics; Accountancy; Educational Foundation; Guidance and Counseling and Adult Education) Office of the University Registrar (Exams Unit, Records Unit and Personnel unit) Office of the University Bursar (Payment and Payroll units of the Bursary Department.)	Purposive and Snowball Selection of Staff selfie takers in the faculty of Management Sciences and Faculty of Education Purposive and Snowball Selection of staff Selfie takers in the Departments of Business Administration; Co-operative Economics; Accountancy; Educational Foundation; Guidance and Counseling and Adult Education. Purposive and Snowball Selection of Staff Selfie Takers among Staff members in the Exams Unit, Records Unit and Personnel unit of the office of the Registrar Purposive and Snowball Selection of Staff Selfie Takers among Staff members in the Payment and Payroll units of the Bursary Department.
	Enugu	University of Nigeria	Faculty of Arts Faculty of Social Studies	English And Literary Studies; History and International studies and Theatre And Film Studies Economics; Psychology, and Social Work.	Enugu	University of Nigeria (UNN)	Office of Deans of selected faculties (Faculty of Arts And Faculty of Social Sciences) Offices of selected Heads of Departments (English And Literary Studies; History and International studies; Theatre And Film Studies; Economic; Psychology and Social work) Administrative Support Unit of the University (Medical Center, Service Communication/Service, TETFund Unit, University Bookshop and ICT Units) Offices of some schools in UNN	Purposive and Snowball Selection of Faculty Staff selfie takers from the faculty of Arts And Faculty of Social Sciences Purposive and Snowball Selection of staff Selfie takers in the Departments of English And Literary Studies; History and International studies; Theatre And Film Studies; Economics; Psychology and Social Work. Purposive and snowball selection of Staff Selfie Takers in Medical Center, Service Communication/Service, TETFund Unit, University Bookshop

							(School of General Studies and School of Post graduate studies)	and ICT Units Purposive and snowball selection of Staff Selfie Takers in UNN School of General Studies and School of Post graduate studies
3.	Imo	Federal University of Technology	School of Agriculture And Agricultural technology (SAAT) And School of Engineering And Engineering Technology (SEET)	Agricultural Economics (AEC); Animal Science and Technology (AST) and Crop Science and Technology (CST) Chemical Engineering (CHE) Civil Engineering (CE) and Agricultural and Bio-resources Engineering (ABE)	Imo	Federal University of Technology (FUTO)	Office of Deans of selected schools (Agriculture And Agricultural technology (SAAT) And Engineering And Engineering Technology (SEET) Offices of Heads of selected Departments. (Agricultural Economics (AEC); Animal Science and Technology (AST); Crop Science and Technology (CST); Chemical Engineering (CHE) Civil Engineering (CE) and Agricultural and Bio-resources Engineering (ABE)) Some offices in the School Academic Units (University Library, Pre-degree Unit, Academic Planning and Development Unit and University Computer Center. Some offices within other administrative support Service Units	Purposive and Snowball Selection of Staff selfie takers from the Schools of Agriculture and Engineering Purposive and snowball Selection of staff selfie Takers in the Departments of Agricultural Economics (AEC); Animal Science and Technology (AST); Crop Science and Technology (CST) Chemical Engineering (CHE) Civil Engineering (CE) and Agricultural and Bio-resources Engineering (ABE). Purposive and snowball Selection of Staff Selfie Takers in the University Library, Pre-degree Unit, Academic Planning and Development Unit and University Computer Center. Purposive and snowball Selection of Staff Selfie Takers in the Records and Statistics, and the Security Unit

A sample size 662 respondents was used based on the recommendations by the Research Advisors (2006). The proportion statistics was used to determine the appropriate sample sizes for each group whereby the Youth had a total of 523 respondents while Adults had 139 respondents. Focus Group Discussion (FGD) was also conducted in three federal institutions, such that both the male and female Youth and Adults participated. It was comprised of Twelve (12) participants in each of the chosen Universities such that Six (6) Student participants and Six (6) Staff participants had separate FGD sessions in each of the three Institutions. This amounts to a total number of Thirty Six (36) FGD participants for the three (3) Universities. The Staff FGD Sessions were conducted separately from the Students sessions such that participants would more freely express their views.

III. RESULTS

The First Objective: Effects of Selfies on the Nigerian Youth And Adults

Table 3

Defining oneself as given on selfies

Students (Youth, Aged 15-35 years)					Adults (Staff, Aged 36-60 years)					
Variables	Students of UNIZIK	Students of UNN	Students of FUTO	Percentage of Youth Responses	Variables	UNIZIK Staff	UNN Staff	FUTO Staff	Percentage of Adult Responses	Grand Total for the Two

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										Groups
Yes	(N=4)	(N=1)		1% (N=5)	Yes	-	-	-	-	1% (N=5)
No	(N=118)	(N=146)	(N=153)	81% (N=417)	No	(N=40)	(N=45)	(N=41)	94% (N=126)	84% (N=543)
Sometimes	(N=51)	(N=25)	(N=16)	18% (N=92)	Sometimes	(N=4)	-	(N=3)	6% (N=7)	15% (N=99)
TOTAL	(N=173)	(N=172)	(N=169)	100% (N=514)	TOTAL	(N=44)	(N=45)	(N=44)	100% (N=133)	100% (N=647)

This table presents the result on whether respondents define themselves the way others define their displayed selfies. Majority of both group do not define themselves the way others defined them (84%). Comparatively, 94% of the Adults hold strongly that they do not toe the line of the definitions being made about them by others while only 81% of the Youth hold a similar view. Even though sometimes both the Youth (18%) and Adults (6%) accept some of these definitions, they still do not completely uphold other Users' definitions of themselves on displayed selfies.

Table 4
Feeling disturbed by the feedback on selfies?

Variables	Students (Youth, Aged 15-35 years)				Variables	Adults (Staff, Aged 36-60 years)				Grand Total for the Two Groups
	Students of UNIZIK	Students of UNN	Students of FUTO	Percentages of Youth Responses		UNIZIK Staff	UNN Staff	FUTO Staff	Percentages of Adult Responses	
Yes	(N=50)	(N=40)	(N=33)	24% (N=123)	Yes	(N=1)	(N=1)	(N=3)	4% (N=5)	20% (N=128)
No	(N=123)	(N=132)	(N=136)	76% (N=391)	No	(N=43)	(N=44)	(N=41)	96% (N=128)	80% (N=519)
TOTAL	(N=173)	(N=172)	(N=169)	100% (N=514)	TOTAL	(N=44)	(N=45)	(N=44)	100% (N=133)	100% (N=647)

This table presents data on the whether the two groups feel disturbed by the feedback from others on their disclosed selfies. Majority of the Youth and Adults were not disturbed by the reactions or descriptions of others on their selfie disclosures (57%). This also suggests a minimal negative effect of selfies in relation to feedback received by others. A comparison of the two groups shows also that the Adults recorded greater percentage (96%) than the Students (76%) among those who are not disturbed by the feedback obtained on displayed selfies, though both of them recorded greater frequencies. However, only 24% of the Youth and 4% of the Adults gave affirmative response to this effect.

Table 5
Feeling disheartened observing others' selfies?

Variables	Students (Youth, Aged 15-35 years)				Variables	Adults (Staff, Aged 36-60 years)				Grand Total for the Two Groups
	Students of UNIZIK	Students of UNN	Students of FUTO	Percentages of Youth Responses		UNIZIK Staff	UNN Staff	FUTO Staff	Percentages of Adult Responses	
Yes	(N=23)	(N=15)	(N=20)	11% (N=58)	Yes	-	-	-	-	9% (N=58)
No	(N=150)	(N=157)	(N=149)	89% (N=456)	No	(N=44)	(N=45)	(N=44)	100% (N=133)	91% (N=589)
TOTAL	(N=173)	(N=172)	(N=169)	100% (N=514)	TOTAL	(N=44)	(N=45)	(N=44)	100% (N=133)	100% (N=647)

This table presents data on whether the Youth and Adults get disheartened, observing others' selfie disclosures. Result shows that majority of the respondents do not have such an encounter (91%). The

implication is that majority of selfie Users in Nigerian Federal Universities do not feel disheartened when they observe the selfie disclosures of others. Further comparison of the two groups show also that all the adults do not have such an experience (100%) whereas only 11% of the Youth admitted to have experienced such. These findings seemed to challenge some observations by scholars that looking at an ‘attractive’ person’s social media profile may lead to increase in negative emotions about one’s own personal images (Haferkamp & Kramer, 2011), could promote feelings of exclusion, social comparison, inferiority (Krasnova, Wenninger, Widjaja & Buxmann, 2013) and jealousy (Marshall, 2012). Contrary to these observations, the study provided the effects of selfies as captured hereunder:

Respondent 2 (UNIZIK STAFF): I do not necessarily need to feel bad because social media is full of criticisms. You get the good and the bad parts of it. So you can post a picture you believe is very ok and incidentally you begin to drop comments like ‘Look at this one’ ‘Omowetin’ ‘You look ugly’ ‘You look good’ ‘Long time’ etc.

Respondent 3 (UNIZIK STAFF): there is no way everybody will definitely like your post, sometimes we just have to let the negatives go.

Participant 3 (STAFF OF FUTO): In that case, I will take a more closer look at what I have posted and possibly post a second version if need be, but not only selfies but with words and other kinds of images.

These show that the participants were not threatened by derogatory evaluations of others on their selfie disclosures. Instead, they are social media savvy and conversant with the openness of social media platforms where Users may attack, criticize or ridicule others. In view of these, they hardly allow undesirable impressions of others to alter their cognitions of self or self-views. This supports the stand of (Wickel, 2015) that those who post selfies believe they look good in their photos and want others to view them as such. However, some participants make editing and reconfirmations before selfie disclosures to be assured that their disclosures attract desirable feedback. Meanwhile, they make other kinds of self-photograph disclosures as well as other contents besides selfies. However, a few of them admit negotiating some of the responses being received.

Respondent 1 (UNIZIK STAFF): Yes it does. It can make me begin to think about what they have said

Respondent 3 (UNIZIK STAFF): it depends on the individual

Respondent 2 (UNIZIK STAFF): I am a happily married woman, so I do not bother.

Respondent 1 (STAFF OF UNN): I will feel bad and perhaps take a second look at the picture to find out whether what they may have posted is really true or false.

Respondent 4 (STAFF OF UNN): I will feel bad but if I notice that the person is being ironical or playful, I ignore the post

Respondent 1 (STAFF OF UNN): Anyway, I can simply sample the views of the generality of people to notice the number that actually praised the picture as against those that condemned it. I may decide to remove the pictures or possibly post another one.

Participant 3 (STUDENT OF UNN): As for me, I do not really bother or care about what people say or write negatively on my post because before I post it, I am sure I personally loved what I snapped. All I know is that my selfie is trending. There is nothing You post on the social network that people will not talk about. Maybe for example, I just took a selfie where I put on singlet, some may say, you are naked? Why putting on singlet? I am not bothered about what people post because before I post, I am convinced I love what I snapped. So, I do not feel bad, I do not feel embarrassed, I do not feel booo

Participant 1 (STUDENT OF UNN): Before you upload something on your wall or on any of the social media platforms, you must have viewed and edited. Whether the comment is negative or positive, it is none of their business. I do not care as long as the picture is good to my standard.

Respondent 3 (STAFF OF UNN): It does not affect my self-views but when I receive anything contradictory, I give it a second thought.

Respondent 1 (UNIZIK STUDENT): personally I will not reply them especially when I observe that they want to ridicule me or lower my self esteem. If their comments make sense, I will try and adjust.

Similar with the survey findings, the FGD confirmed the participants’ resoluteness about self-views body surveillance and confident that their disclosures will attract positive reactions. Some users seek to obtain the views of others to verify their beliefs. Some of the Adult respondents admit negotiating the observations made by others.

The Second Objective:

How selfies promote feelings of narcissism between the two Age Groups

Table 6

Selfie posting promotes my desire for admiration seeking

Variables	Students (Youth, Aged 15-35 years)				Variables	Adults (Staff, Aged 36-60 years)				Grand Total for the
	Students of UNIZIK	Students of UNN	Students of FUTO	Percentages of Youth Responses		UNIZIK Staff	UNN Staff	FUTO Staff	Percentages of Adult Responses	

										Two Groups
Yes	(N=74)	(N=61)	(N=56)	37% (N=191)	Yes	(N=2)	(N=1)	(N=4)	5% (N=7)	31% (N=198)
No	(N=99)	(N=111)	(N=113)	63% (N=323)	No	(N=42)	(N=44)	(N=40)	95% (N=126)	69% (N=449)
TOTAL	(N=173)	(N=172)	(N=169)	100% (N=514)	TOTAL	(N=44)	(N=45)	(N=44)	100% (N=133)	100% (N=647)

This table presents data on whether selfie posting among users, promote desire for admiration seeking which is a predominant feature of narcissism. The study records that 31% of both group admit that selfie posting promotes among them the desire for admiration seeking while 69% of them hold contrasting views. A Comparison of the two groups shows that the Youth are more frequent among the few selfie users who consent to such views (37%) unlike the Adults (31%). The predominant finding is that selfie posting do not promote among users in Nigerian Federal Universities, the desire for admiration seeking.

Table 7
Challenged by Others' Selfie Disclosures?

Variables	Students (Youth, Aged 15-35 years)				Adults (Staff, Aged 36-60 years)				Grand Total for the Two Groups	
	Students of UNIZIK	Students of UNN	Students of FUTO	Percentages of Youth Responses	UNIZIK Staff	UNN Staff	FUTO Staff	Percentages of Adult Responses		
Yes	(N=41)	(N=31)	(N=28)	19% (N=100)	Yes	(N=5)	(N=2)	-	6% (N=7)	16% (N=107)
No	(N=132)	(N=141)	(N=141)	81% (N=414)	No	(N=39)	(N=43)	(N=44)	94% (N=126)	84% (N=540)
TOTAL	(N=173)	(N=172)	(N=169)	100% (N=514)	TOTAL	(N=44)	(N=45)	(N=44)	21% (N=133)	100% (N=647)

This table presents data on whether the respondents feel challenged by selfies displayed by others. It was found that only 16% of the entire respondents had experienced such whereas majority of them (84%) do not have such experiences. Although the two groups recorded greater percentages for not being challenged by others' selfie disclosures, the Adults were more (94%) than the Youth (81%) in this regard. However, greater percentages of both groups are not challenged by others' selfie disclosures. Out of the few of them who had harboured such a feeling, this study recorded the Youth respondents more (19%) than the Adults (4%)

Table 8
I feel repulsed when my selfies are derogatively defined

Variables	Students (Youth, Aged 15-35 years)				Adults (Staff, Aged 36-60 years)				Grand Total for the Two Groups	
	Students of UNIZIK	Students of UNN	Students of FUTO	Percentages of Youth Responses	UNIZIK Staff	UNN Staff	FUTO Staff	Percentages of Adult Responses		
Yes	(N=72)	(N=90)	(N=100)	51% (N=262)	Yes	(N=2)	(N=1)	(N=2)	4% (N=5)	41% (N=267)
No	(N=101)	(N=82)	(N=69)	47% (N=252)	No	(N=42)	(N=44)	(N=42)	96% (N=128)	59% (N=380)
TOTAL	(N=173)	(N=172)	(N=169)	100% (N=514)	TOTAL	(N=44)	(N=45)	(N=44)	100% (N=133)	100% (N=647)

This table presents data on whether the respondents feel repulsed when uploaded selfies are derogatively defined or remarked. The study found that greater percentages of the two groups (59%) do not harbour such a feeling. In terms of differences between the two groups, the study also found that 96% of the adults do not harbour such a feeling as against 47% of the Youth or students with a similar response. However, greater numbers of the Youth (51%) also feel repulsed as against only 4% of the Adults. These suggest that majority of both the Youth and Adults do not feel repulsed when their uploaded selfies are derogatively defined.

Table 9

I remove selfies for failure to attract attention

Variables	Students (Youth, Aged 15-35 years)				Variables	Adults (Staff, Aged 36-60 years)				Grand Total for the Two Groups
	Students of UNIZIK	Students of UNN	Students of FUTO	Percentages of Youth Responses		UNIZIK Staff	UNN Staff	FUTO Staff	Percentages of Adult Responses	
Yes	(N=58)	(N=45)	(N=47)	29% (N=150)	Yes	(N=3)	(N=1)	(N=3)	5% (N=7)	24% (N=157)
No	(N=115)	(N=127)	(N=122)	71% (N=364)	No	(N=41)	(N=44)	(N=41)	95% (N=126)	76% (N=490)
TOTAL	(N=173)	(N=172)	(N=169)	100% (N=514)	TOTAL	(N=44)	(N=45)	(N=44)	100% (N=133)	100% (N=647)

This table presents data on whether the two groups remove displayed selfies for failure to attract the needed attention. As presented in this table, 76% of the respondents do not remove or delete selfies for such a reason. The implication is that attention seeking, is not predominant among the motives for selfie disclosures by the Nigerian Youth and Adults. However, the differences in such trends between them is that though selfie is an occasional behaviour by the two groups, few of them who seek attention are dominated by the Youth (19%) unlike the Adults (5%). However, the FGD also provided ways selfie related practices could promote feelings of narcissism among the two age groups. The underlisted excerpts provide some evidence:

Participant 3 (STAFF OF FUTO): I feel very unhappy when my posts fail to attract the attention of people, especially those I intended to view them.

Respondent 1 (UNIZIK STAFF): the main reason is for people to like or comment on my pictures and when people fail to comment or react, I may feel unhappy.

Participant 1 (STAFF OF FUTO): It does not affect me if people comment negatively or use foul language on my posts, rather I believe the posts have been made and that people must view them whenever they visit their social media accounts. So I do not mainly desire their comments but I wish they will see them and be happy with me or maybe tell me when we meet offline.

Respondent 4 (UNIZIK STAFF): Yes but I post it because I want people to see it and even if they do not comment or comment negatively, I will just ignore.

Participant 3 (STUDENT OF FUTO): How I engage is that it is when I post selfies, it is already registered in my mind that this selfie is good or that it is bad. Some people may want to hurt me when I post something by making negative remarks but once I make a decent post, I do not really need to care about the positive or negative comments people make. If I post something, from the comments people make, you will go back or think back to know whether those things you have posted is true or in line with public opinion.

Participant 1 (STUDENT OF FUTO): I appreciate the views of people on my selfies. There is one thing in life. ...So I post selfies to show those people who think I cannot make it without them, that I can make it. These comments motivate me and I feel very happy. So, because of that, I will still want to improve on those things they have said. There is what is called 'literary criticism' just like in literature. It can also help you to grow in the area of dress code. They say the way you dress is the way you will be addressed. I can post with tie, low cut etc and reasonable people will see and appreciate the post. There is people they call 'maliams', 'no belt' those maliams people may comment on some of the posts.

Respondent 2 (STUDENT OF FUTO): I can disappear from the social media for sometime and then come back to post this very picture to show that I am back. I will then want them to react to welcome me back. They will be like 'where have you been' are you back? So I will desire people to pay attention to the picture or show admiration.

Respondent 4 (STUDENT OF FUTO): Yes I feel very repulsed when people comment negatively on my post. I do not like it. So, I desire my picture to be liked and when I see negative comments I feel very angry about it. I hardly reply express my grievances on the platform.

These show that some participants (mainly the student participants and very few adults) hardly utilize selfies to express narcissism and selfies hardly promote feelings of narcissism among them. They hold positive cognitions about their self views and hardly allow undesirable impressions from others to alter their self views. Although only a very few of them intentionally love their selfie disclosures to be center of attention, they are hardly disturbed when their expectations on such posts are unrealized. Even when such a feeling seems to occur, these respondents very rarely express their grievances.

IV. DISCUSSION OF FINDINGS

The study revealed a limited effect of selfies on the Nigerian Youth and Adults. For instance, Majority of respondents from the two groups do not define themselves the way others (84%) respond to their selfies. Comparatively, 94% of the Adults hold strongly that they do not toe the line of the definitions being made about them by others while only 81% of the Youth hold a similar view. Rather, they are conscious of their posts as well as the potential effects of selfies, especially the Adult females. Given also that pictures of women and girls (and bodies) are subject to a specific kind of surveillance and criticism unlike men (Albury, 2015), the female selfie Users in Nigeria are convinced that their disclosures are relatively decent and should therefore attract favourable impressions.

Results also showed that majority of both the Youth and Adults do not get disheartened, observing others' selfie disclosures (91%). Interestingly, very significant numbers (82%) of both groups do not compare their selfies with others. Further comparison of the two groups show also that all the Adults do not have such an experience (100%) whereas only 11% of the Youth admitted to have experienced such. In other words, selfie disclosures less frequently invokes among the Nigerian Youth And Adults, feelings of social comparison (18%). This finding further seeks to challenge an observation by Krasnova, Wenninger, Widjaja, and Buxmann, (2013) regarding "envy spiral" which suggests the desire of Users, having exposed themselves to others' disclosures, to attempt compensating by self-presenting presumed superior photos than their peers.

However, the two age groups are relatively resolute about self-views, body surveillance and are confident that their disclosures will attract positive reactions. Some of them admit negotiating some feedback received on displayed selfies but are not triggered to respond to negative descriptions on their selfies. This could be as a result of their exposure and understanding of the openness of social media. However, the uses and gratifications theory aptly captures a limited negative effect of selfies of on Nigerian Youth and Adult Users.

In terms of how selfies practices promote feelings of narcissism, being the traits-like needs to be liked, approved, cared for, appreciated, and loved, the study established such a feelings, hardly occur among the age groups as only 31% of both groups post selfies, to seek admiration from others and out of which, the Youth are more frequent (37%) unlike the Adults (31%). The study also found that only 16% of the entire respondents feel challenged by selfies displayed by others. Out of few who had harboured such a feeling, the Youth respondents were more (19%) than the Adults (4%). Still, significant percentage (76%) of the entire respondents, do not remove or delete selfies for failure to attract desirable impressions. The implication is that selfies hardly promote feelings of narcissism among users as most of them do not prioritize admiration of their physical attractiveness. Instead, they wish to belong to the virtual world, archive their images but welcomes positive evaluations which hardly alter their self-view. This is more evident in the FGD where some participants expressed convictions about their physical appearances and hardly uphold undesirable remarks of their appearances by others, although such remarks sometimes enable them improve their looks. This finding strengthens the earlier observation made by Wickel, (2015) within the Nigerian context, that those who post selfies believe they look good in their photos and desire others to view them as such.

V. CONCLUSION

Findings from the quantitative and qualitative approaches adopted in the study clearly support and uphold the fact that even in the face of potential negative remarks by others, Youth and Adult selfie users in Nigeria, were not negatively affected by the evaluations of others on their selfie disclosures. This finding though not similar to others from literature, is however hinged on the individual difference theory and cultural differences, which may affect and determine the effect of feedback messages on the audience of communication content. A Significant finding from this study that is yet dissimilar to current literature is that selfies hardly promote feelings of narcissism among the two groups sampled. This finding however may be upheld in developing societies such as Nigeria due chiefly to the tenable social cultural context, understanding, use and gratifications gained from these social media by the Nigerian audience who demographically and psychographically are different from those that have been dominantly used in other studies. There is need therefore for further enquires in this regard.

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