Social Media Selfies: Exploring relationships between Gender, Narcissism, Self-esteem, Body Image and Problematic Internet Use

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Abstract

The aim of the study was to investigate a relationship between the number of selfies posted on social networking sites and narcissism, self-esteem, body image and problematic Internet usage in gender. Participants consisted of 82 undergraduate students, (29 males and 53 females) by way of convenience sampling. Using a Quantitative design, each participant completed a questionnaire containing the Narcissistic Personality Inventory-16, Rosenberg's Self Esteem Scale, Body Esteem Scale and Online Cognition Scale. The analyses showed that the number of selfies posted online (per week) had no significant relationship between narcissism, self-esteem, body image and problematic
Internet usage. Analyses also showed that there was no significant difference between gender and these variables. Suggestions for limitations, implications and further research directions were discussed.

Introduction

Internet usage has been widely researched in the past decade due to the staggering rise of users, particularly on social networking sites like Facebook.com, My Space, Instagram and Twitter. Facebook (2015) has reported of having over 1 billion users. Social networking began in 1994, when Geocites.com was created to allow users to design and create their own websites, to now being able to instantly message and share personal information on a large most used network, Facebook (Arandilla, 2012). Such sites have become extremely popular in today's society and it has become a part of everyday life, especially in teenagers and young adults. Social networking sites enable people to communicate with one another. Here, users can create their own profile and share personal information about themselves, including status updates, photographs, videos and instantly messaging friends and family. This self-presentation allows users to create their own profile that reflects their ‘ideal self’ (Ellison, Steinfield & Lampe, 2007). Correlational research has identified both positive and negative effects on individuals who make use of social networking sites, in a range of different contexts (Gonzales & Handock, 2010). In addition, other factors including the breakthrough of new technologies i.e. smartphones, has helped the issue of the increasing use of social networking sites. They have
allowed individuals to access their profiles quicker and easier than before, with nearly 40% of smartphone owners accessing their social networking sites by using them (Carpenter, 2012). They have without doubt aided the growth of Internet trends.

As mentioned previously, research has widely investigated behaviours on social networking sites such as the heavy usage of these sites (Ellison, Steinfield & Lampe), rather than looking at a particular, new phenomenon of the self-portrait, or now commonly known as the ‘Selfie’ (Barry, Doucette, Loflin, Rivera-Hudson & Herrington, 2015). Due to this new term ‘selfie’ trending throughout social media and being extensively used in everyday vocabulary, Oxford Dictionary reword the ‘selfie’ as the Named Word of the Year in 2013. A selfie is ‘a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and shared via social media’ (Oxford Dictionary, 2013).

The Millennial Generation, aged from 18 to 33, is renowned for the over usage of social networking and now sharing selfies has become a part of everyday life (Wickel, 2015). However, this self-portrait phenomenon is beginning to show affects on peoples thoughts and behaviours. The current study aims to investigate the act of posting selfies and its effect on behaviours.

Previous researchers have aimed to investigate personality traits and effects on behaviour by social media sites. Narcissism, self esteem and body image has been broadly researched throughout social media and social networking sites. Due to the rise of this selfie phenomenon, it is believed that
narcissism and self-esteem are important factors to consider, along with considering body image. Therefore, the current study aims to investigate their effects from taking selfies. Recently, narcissism has captured an enormous amount of attention for investigation on social media sites (Fox & Rooney, 2015; Mehdizadeh, 2010; Buffardi & Campbell, 2008). Research suggests narcissistic traits as increased among college students over generations due to the over usage of social media, (Twenge & Foster, 2010). However, in reviewing previous research on social networking sites, there has been a limited amount that investigates body image with Internet usage. Due to the limitation of gender in Barry et al., (2015) investigation of posting selfies, this current study will also look gender differences across these variables. In doing this, the study will investigate if there is a difference between males and females in posting selfies and the effects it may have on their behaviours.

**Literature Review**

**Narcissism and Social Networking Sites**

Narcissism is an excessive admiration and unrealistic positive view of oneself and physical appearance. A narcissist has a lack of regard for others and solely concentrates on what benefits them, (Campbell & Foster, 2007). Narcissists use self-regularity strategies such as bragging and admiration seeking, due to their ‘inflated self beliefs’ and do not particularly warm to interpersonal relationships, (Campbell & Foster, 2007). It is supposed that the use of social media, social networking sites and posting selfies online appeal to
narcissists as they have complete control over creating their own profile, that displays self information such as self portraits, self descriptions and ability to allow what is viewed on their profile. Therefore, these social networking sites allow self promotion to take place, which link to narcissistic traits that include admiration of oneself in selfies and having a vast number of ‘superficial relationships’ which a typical narcissist would be drawn to, (Buffardi & Campbell, 2008) and have a genuine idea that others are interested in their profiles (Carpenter, 2012).

There has been extensive amount of research on the issue of narcissism and social networking sites, particularly in young adults. Recent studies have suggested that posting selfies on social networking sites has correlated with self-reporting narcissism in young males, (Fox & Rooney, 2015). In addition, Carpenter (2012) found that the excessive use of sharing photographs, statuses and friends in self-promotion correlated with narcissist tendencies using the Narcissistic Personality Inventory scale. Ong, Ang, Ho, Lim, Goh, Lee & Chua (2011), investigated the self-presentation in four Facebook profile features that include the profile picture, status updates, photo count and social network size. Like Carpenter (2012), they found that narcissism correlated with more self-created content including profile picture rating and status update frequency. Yet, narcissism was not predicated in features in system generated content like photo count and social network size. In addition, research has found that adolescents choose more physically attractive photos of themselves for their profile picture (Siibak, 2009) as it represents the individual and its online platform of self
promotion (Ong et al., 2011). Bergman et al., (2011) found that individuals who scored higher on narcissist traits post more photos on social networking sites. Likewise, Fox & Rooney (2015) found that narcissism was a predictor of the amount of selfies posted online by an individual. This suggests narcissistic tendencies are evident in selection of pictures on social networking sites. According to Duggan & Smith (2013), users will remove photos that did not reach the desired amount of ‘likes’ on their profiles. This could suggest there are narcissistic or low self-esteem behaviours occurring due to this result.

Research suggests that narcissistic tendencies have increased due to the overuse of social networking sites and Internet trends (Twenge & Foster, 2010). Therefore, a vast amount of research has investigated narcissism within the most used social networking site, Facebook.com, (Mehdizadeh, 2010; Buffardi & Campbell, 2008; Ong et al, 2011). Buffardi & Campbell (2008), investigated narcissism on Facebook profiles. In this study, narcissistic personality reports were collected and were coded on content viewed on subjects’ profiles. It found that narcissistic traits correlated with higher levels of social activity i.e. large number of Facebook friends, wall posts and had more self-promoting content. In addition, strangers were invited to view profiles, where they judged the most narcissistic profiles to have more social interaction and photos being attractive. Yet, the personality of strangers viewing the profiles may have had an effect on how they perceive the current profile which may have limited this study. Yet, these studies only assessed narcissism on Facebook.com and not on other social networking sites. Therefore, the current study aims to investigate narcissism in
social networking sites to see a broader view throughout networking sites. In addition, further research has suggested that the millennial generation will be the most narcissistic generation yet, due to the rise of social media and its new modern trend the ‘selfie’ (Barry et al., 2015; Wickel, 2015; Twenge, Campbell & Freeman, 2012). According to Wickel (2015), 55% of participants believed that narcissistic behaviours are rising due to posting selfies on the Internet. Posting selfies may be used to enhance narcissist profiles due to their vanity. In Wickel (2015) research, 73.5% of the participants said they upload and check their online profiles more than five times per day. Results also indicated that 90.2% of participants posted photos in order to receive ‘likes’. This clearly suggests narcissistic tendencies are evident to feel admired, however, it also suggests that the participants could be low in self esteem which are seeking acceptance by others which was not measured in this study. However, participants reported that the selfies they post, they feel attractive in, therefore want others perceive them as attractive too, which is a clear indicator of narcissistic traits in individuals. However, this investigation only acquired female participants, using their own demographic survey, which may have limited them from variation and reliability. Therefore, the present study will use both male and female participants, and will use demographic questions, along side a reliable and valid questionnaire, the Narcissistic Personality Inventory (Raskin & Terry, 1988), in order to obtain a more true result. In additional new research, Barry et al., (2015) also investigated the act of posting selfies and narcissism. This research examined different levels of narcissism, including grandiose, venerable and non-pathological on the number of selfies posted by participants. The results suggest
that there was an overall lack of correlation between narcissism and posting selfies, however the findings also suggest that vulnerable narcissism may use a physical appearance of selfies to affirm a state of confidence on their profiles.

Therefore, due to the extensive research of narcissism on the over usage on Facebook and exploring limited features, this current study aims to look at a brand new phenomenon, the ‘selfie’ and if it associates with narcissistic behaviour.

Self Esteem and Social Networking Sites

Self-esteem is how an individual perceives oneself of his or her own worth. Perceptions, thoughts and experiences affect self-esteem. Self-esteem is known as a belonging need, where we desire to be valued and accepted by those around us, (Baumeister & Leary, 1995). This can be affected by social feedback. Self-esteem has the ability to change over time. Self-esteem has been widely researched throughout history, yet, it has been emphasised massively in the area of social media and networking sites. Due to the fact that social networking sites are designed to allow individuals to communicate with others, it could be seen as beneficial for a person with low self esteem as they can engage in more social opportunities that are provided by these sites, (Gonzales & Hancock, 2010; Steinfield, Ellison & Lampe, 2008). Conversely, viewing other social networking pages, i.e., profiles, may decrease individuals self esteem (Barry et al., 2015). It has been hypothesised that people with low self esteem are more inclined to use social networking sites to increase their self esteem (Vogel et al., 2014; Mehdizadeh, 2010; Gonzales & Hancock, 2010; Steinfield, Ellison & Lampe,
Vogel et al., (2014) suggests that the excessive use of social media sites such as Facebook can lower self-esteem as individuals are more exposed to making social comparisons. However, the study only examined a causal relationship between these variables. Therefore, this lead Vogel et al., (2014) to conduct a second part to the study, using an experimental design to directly manipulate the social comparisons in social networking sites on self evaluations i.e., self esteem. Using college students, they exposed them to fictional profiles that consisted of upward and downward status containing both social and personal content and were asked to rate the profiles they viewed. As a result, participants had scored lower in self esteem after viewing target profiles that were considered with high upward activity, therefore suggesting social networking sites can in fact lower a persons self esteem. In addition, these results also suggest that people use social networking sites to engage with others to enhance their self esteem, therefore a person’s self esteem maybe linked to the amount of activity on their social networking sites, (Vogel et al., 2014). In relation to these findings, a person who consistently uses social networking sites to enhance their self esteem, may suggest that the act of posting selfies may correlate with this too, therefore this current study will aim to investigate this. Likewise, Zuo (2014) investigated social comparisons on social networking sites and its effect on self esteem and found that the amount of time spent on Facebook increased with amount of social comparisons made by the individual. Therefore, results suggested the higher levels of social comparisons, the lower self-esteem of an individual.
Individuals with low self-esteem are more inclined to use social networking sites as they can develop social relationships with others without having face-to-face interactions. Steinfield, Ellison & Lampe (2008) investigated the use of Facebook within college students on social capital. In these findings, lower self-esteem individuals used Facebook more to interact with others than those of higher self-esteem. This suggests that social networking sites such as Facebook facilitate individuals with low self-esteem to have social interactions online due to the possible fear of embarrassment or rejection offline. Therefore, this suggests for the current study that individuals with lower self-esteem maybe more inclined to post selfies on social networking sites, as they more inclined to use them in order to feel accepted.

Social networking sites such as Facebook, allow users to supply their profile with personal information such as self-descriptions, profile pictures, hobbies and interests. This gives users opportunities to self promote, or otherwise may reflect on themselves. Here, this could possibly enhance self-esteem due to self-selecting information, (Walther, 1996), that conveys their ‘ideal self’ (Ellison, Heino & Gibbs, 2007) where they could receive positive feedback from others they do not acquire elsewhere (Barry et al., 2015). However, it could lower self-esteem due to individuals being aware of their limitations when self evaluating their own information, (Gonzales & Hancock, 2010). According to Gonzales & Hancock (2008) self-presentation online can affect how individuals view themselves known as ‘identity shift’. Gonzales & Hancock (2010) found that self-selective presentation enhanced self-esteem.
Therefore, individuals have an opportunity to self select in how they want to present themselves online, using self descriptions or self portraits i.e. selfies. In contrary, other studies have also examined self-presentation and self esteem and have found no relationship between the two variables (Kramer & Winter, 2008; Marcus et al., 2006). Furthermore, this current study examines the practise of posting selfies on social networking sites. While some previous research suggests that the practise occurs to boost self esteem (Vogel et al., 2014; Mehdizadeh, 2010; Gonzales & Hancock, 2010; Steinfield, Ellison & Lampe, 2008). This means individuals who post selfies are low in self-esteem and feel the need to in order to gain acceptance. In addition, the current study also aims to only investigate the self-portrait i.e. the ‘selfie’, rather then Gonzales & Hancock (2010) who looked at all self-presentations that are found on social networking sites, e.g. self descriptions. A recent study by Tazghini and Sielecki (2013), reported that individuals with low self-esteem were more inclined to remove unflattering pictures of them and were unlikely to post or share photos on Facebook. Arguably, research has reported that individuals with low self esteem use self promotion i.e. photos in order for enhancement (Gonzales & Hancock 2010; Mehdizadeh, 2010), which may suggest the focus on Facebook is too limited, therefore all sites that enable self promotion e.g. Instagram, My space, must be considered to a broader result. Likewise Barry et al., (2015) investigated narcissism and self esteem in relation to posting ‘selfies’, yet the research only focused on Instagram. This research also found no significant relation to self-esteem, which may suggest that individuals with low self-esteem may be as eager to post selfies just as those of higher self-esteem. Therefore, the
current study aims to achieve this and look at all social networking sites as a whole, which may show more of correlation between posting selfies and self-esteem.

Body Image and Social Networking Sites

As previously mentioned, social networking sites such as Facebook has had a vast amount of effects on psychological behaviours including narcissism and self esteem, (Barry et al., 2015; Gonzales & Hancock, 2010; Twenge & Foster, 2010). Body image is how an individual perceives ones physical appearance. The use of social media sites has had an effect on a person’s body image, which has been widely studied throughout media, yet very little research has been conducted on the relationship between body image and social networking sites. There has been great emphasis on body image and appearance portrayed by the media, and such pressures would suggest concern in most people. These ‘ideals’ consists of unrealistic views of thin bodies for woman (Polviy & Herman, 2004) and muscular torsos for men, (Barlett & Saucier, 2008) which are causing great concerns for health as this epidemic has caused an increase in eating disorders (Botta 2003). However, there has been great emphasis on the negative effects of media portraying body images to young girls and how it is decreasing their self esteem and creating body dissatisfaction, (Amauze, 2014). Yet, Fedrick et al., (2007) found that 71% of American men were dissatisfied with their body image, and 90% of undergraduate men wish to have a more muscular and toned physique. Therefore, it is not only a concern for the female population but now there has been an evidential increase in males body dissatisfaction. As previously
discussed, social networking sites such as Facebook provide self presentation of photos and self information and friends have the ability to comment or like on photos (Wickel, 2015), which would indicate they do this because of their appearance and may be causing body image concerns.

The social comparison theory suggests that individuals make comparisons and self evaluate themselves based on others around them. Therefore, it is only human that individuals compare their physical appearance to others, which is without doubt evident on social networking sites as posting pictures would be a main feature of these sites. Research suggests women make more social compressions on social networking sites then men (Haferkamp, Eimler, Papadakis & Kruck, 2012).

Ruthelde, Gillmor & Gillen (2013), conducted a study on Facebook and body image in college students. They examined different aspects of Facebook that are linked to body image which include time spent of Facebook, Facebook friends and emotional investment into the site, appearance orientation and appearance evaluation. The findings showed that the more emotionally invested the participants were to the site, the more they had a concern of their body image. However, the more friends they acquired, the less concern they had of their body image. Yet, the results also indicated that participants who spent less time on the site were more body orientated. This may suggest that they avoid going online to further avoid more negative feelings of their body image. Yet, this further implies that individuals are avoiding posting pictures online, in the fear of
posting unattractive photos online, (Ruthedel, Gillmor & Gillen, 2013). In addition, individuals who are invested in their appearance by enjoy the use of social networking sites such as Facebook and Instagram due to focus on self-presentation. Sloman (2015) examined the relationship between Facebook usage and low body image in males and females. The results indicated that females who viewed photos would have a lower body image than males, where males will have a lower body image when editing profile pictures. Other research suggests that females use more self portraits i.e. selfies as their profile photos, where as men use full body portraits (Haferkamp, Eimler, Papadakis & Kruck, 2012).

However, a recent study examined how social media activities such as taking ‘selfies’ has linked to body dissatisfaction in young girls (Mc Lean, Paxton, Weitheim & Masters, 2015). Using self-reporting questionnaires, results indicated that participants who share more self self-image have higher body dissatisfaction and over evaluate their body shape to the ‘thin ideal’. In addition, participants who shared more self portraits on social networking sites showed they edited there photos more i.e. filters, contrasting, light. Due to these findings of young girls, the current investigation will aim to look at both male and female college students to examine any gender differences in males and female body image of selfies posted on social networking sites.

*Problematic Internet Usage*
Due to the increase in Internet usage and as some research arguably term it as an 'Internet addiction', the Online Cognition Scale (Davis, Flett & Besser, 2002), was designed to measure the problematic Internet use in individuals. In this theory driven measure, undergraduate students were asked to fill out the OCS, with measures of procrastination, loneliness, depression, sensitivity and impulsivity. This measure indicated that there are four dimensions in problematic Internet use that include loneliness/depression, social comfort, diminished impulse control and distraction. This suggests that Internet usage is not just the amount of time you spend online rather that it breaks down under these dimensions. Individuals who are lonely or depressed often use the Internet to reach out to people and to gain social comfort and social network. Social comfort makes the individual feel part of something and in this case a part of a social network making them feel safe and secure (Davis, Flett & Besser, 2002). Individuals who experience diminished impulse control often lead them to impulsive risky behaviours such as online sex or pornography. Distraction is where the individual uses the Internet as an avoidance or procrastination (Davis, Flett & Besser, 2002). The current study aims to use the OCS’s four dimensions to investigate if individuals post ‘selfies’ because of these dimensions in problematic Internet usage. Many attempts were made in order to measure this new addiction, however, this has been the most measurable. Due to previous research, some individuals turn to the Internet such as these social networking sites in order to communicate rather then engaging in face-to-face interactions (Steinfield, Ellison & Lampe, 2008). This may cause an increase in Internet use, leaving users feeling lonely (Davis, Flett & Besser, 2002). Research has also
suggested that individuals that use social networking sites to communicate feel less shy but are also highly sensitive to rejection, (Davis, Flett & Besser, 2002). This measure not only suggests that over use of the Internet is a problem but that there are psychological effects along side it.

Due to this new measurement, other researchers aimed to use it in new samples and investigations. Błachnio, Przepiórka & Hawi (2015), explored the Online Cognition Scale in a Polish sample between genders. The findings suggested that the OCS is a valid measurement of problematic Internet usage, which has created more validity, and reliability of the measure. In addition, the results also indicated gender differences within the factors. Men scored higher in loneliness/depression, impulse control and social comfort than woman, further suggesting that men are prone to more at risk to internet addiction.

In addition, it is without doubt that Internet usage is rising and is becoming a problem for some individuals. A vast amount of research has examined the over use of social networking sites, particularly Facebook, where they have even devised a Facebook Intensity Scale (Ellison, Steinfield & Lampe, 2007). However, due to Internet usage becoming an addiction, this may suggest that individuals who over use the Internet may post more selfies online. This current study aims to investigate this, and use the OCS to show a more generalised result of Internet problematic use rather than concentrating on one social networking site, Facebook.
In conclusion, this present study is specifically interested in the relationship of the act of posting selfies online with narcissism, self-esteem, body image and problematic Internet usage between genders. These variables will be measured through standardised questionnaires and a series of demographic questions using a college student sample. This study aims to explore the new phenomenon, the ‘selfie’, as there has been minimal research on this topic (Barry et al., 2015; Wickel, 2015; Carpenter, 2012) and has been considered a cause of concern as in how it effects individuals behaviour.

Previous research has investigated some of the aspects, including the usage of social networking sites on narcissism, (Bergman et al., 2011; Ong et al., 2011), self-esteem, (Gonzales & Hancock, 2010; Steinfield, Ellison & Lampe, 2008) and body image (Solmon, 2015; Ruthelde, Gillmor & Gillen 2013). Therefore, this study aims to contribute to new literature and support previous work. Also the use of Facebook has been heavily investigated within these variables, (Tazghini and Sielecki, 2013; Mehdizadeh, 2010), therefore the current study aims to examine social networking sites as a whole, particularly in the act of posting selfies online. However, the effects of social networking usage on body image has also been minimally researched (Ruthelde, Gillmor & Gillen 2013), therefore, the current study aims to explore body image in the aspect of social networking sites, the ‘selfie’, to add more literature to this topic as it is an aspect that must be considered.
This study seeks to show an understanding of the phenomenon, the ‘selfie’ and its effects on individuals being. It aims to suggest that as the use of Internet such as social networking sites are rising, the act self-presentation is too. This study also aims to investigate whether there are gender differences that may be manifesting within each of these variables (Haferkamp, Eimler, Papadakis & Kruck, 2012).

**Main Hypotheses**

H1: There will be a significant relationship between the number of selfies posted and narcissism.

H2: There will be a significant relationship between the number of selfies posted and self-esteem.

H3: There will be a significant relationship between the number of selfies posted and body image.

H4: There will be a significant relationship between the number of selfies posted and problematic Internet usage.

H5: There will be a significant difference in selfie frequency, self-esteem, problematic Internet usage, body image and narcissism between males and females.
Methods

Participants

A total of 82 undergraduate students took part in this study. The sample consisted of 29 males and 53 females that were aged between 18 and 33 (M=
Participants were recruited from Dublin Business School College by emailing and asking lecturers for their students’ participation, therefore using convenience sampling.

**Design**

This current study was a non-experimental quantitative design using correlation. The predictor variables measured were narcissism, self-esteem, body image, gender and problematic Internet usage. The criterion variable was the amount of selfies posted (per week) on social networking sites. Demographic variables, such as age and does the participant post selfies online, are also examined.

**Materials**

Participants completed a questionnaire booklet consisting of four scales. These include the Online Cognition Scale (Davis, Flett & Besser, 2002), the Rosenberg Self Esteem Scale (Rosenberg, 1965), the Body Self Esteem Scale (Franzoi & Shields, 1984) and the Narcissistic Personality Inventory-16 (Ames et al., 2006). Participants were also asked some demographic questions including their gender, age and required to answer “Do you post selfies on social networking sites?” and ”How many selfies do you post per week?”

1. **Online Cognition Scale, OCS, (Davis, Flett & Besser, 2002)**

   The OCS measures problematic Internet usage. It consists of 36 items using a 7 point Likert scale, which ranges from 1= strongly disagree to 7=strongly
agree. Participants are instructed to rate each of the statements that include “I am most comfortable online”, “I get more respect online than ‘in real person’” and “I find I go online more when I have something else I am supposed to do”. A reverse score is carried out on item 12. In computing the dimensions, questions 1,3,6,7,8,9,13,14,16,18,19,26,31 are added to get the total score of Social Comfort, questions 2,22,23,24,25,35 are added to get the total score of Lonely/Depression, questions 4,5,10,11,12,15,17,21,34,36 are added up to get the total score Impulsive and questions 20,27,28,29,30,32,33 are added to get the total score of Distraction. Davis, Flett & Besser (2002) found that the OCS shown a high internal consistency of 0.94. In the dimensions, social comfort shown a high internal consistency total of 0.77, loneliness at 0.81, diminished impulse control at 0.76 and distraction at 0.80. The item total correlations were highly significant, ranging from 0.47 to 0.81. A Polish sample of the OCS also found a very good internal consistency at 0.82 (Blachnio, Przepiórka & Hawi, 2015). To validate the OCS, correlations were made with the Beck’s Depression Scale and Loneliness Scale.

2. *Rosenberg Self Esteem Scale, SES, (Rosenberg, 1965)*

The Rosenberg Self esteem scale measures participant’s level of self-esteem. It consists of 10 items were participants are instructed to score their level of self esteem using a 4 point Likert scale, which ranges from “strongly disagree” to “strongly agree”. Participants are asked to rate the statements such as “On whole, I am satisfied with myself”, “I certainty feel useless at times” and “I take a positive attitude toward myself”. Reverse scores were carried out on
questions 2, 5, 6, 8 and 9. All scores are added up to get the total score. High scores indicate a high level of self-esteem. The Rosenberg Self Esteem scale has shown high reliability, in the areas of internal consistency of .77 and a minimum Coefficient of Reproducibility of 0.99 (Rosenburg, 1965). A test re-test reliability ranged from 0.82 to 0.85.

3. **Body Self Esteem Scale, BSE, (Franzoi & Shields, 1984)**

The Body Esteem Scale measures satisfaction/dissatisfaction of different body parts and physical aspects in both males and females. The BES (Franzoi & Shields, 1984) is a revision of the Body-Cathexis Scale (Secord & Jourard, 1953). The BES assesses satisfaction and dissatisfaction of body parts that include the “ear”, “figure” and “sex organs”. Franzoi & Shields (1984) found that BES shown adequate internal consistency with subscale a values ranging from .78 to .87. To validate the BES scale, correlations were made between the BES and Rosenberg’s Self Esteem Scale (1965) and found that the scales moderately correlated with overall self-esteem with the rs ranging from .19 to .51 (Franzio & Shields, 1984). The BES consists of 35 items were participants are instructed to score their opinions on a 5 point Likert scale, were 1= strong negative feelings and 5= strong positive feelings. All scores are added up to get the total score. The higher the total score, the higher the body esteem.

4. **Narcissistic Personality Inventory-16, NPI-16, (Ames et al., 2006)**
The Narcissistic Personality Inventory-16 measures participants' level of narcissism. The NPI-16 (Ames et al., 2006) items are drawn from across the dimensions of Raskin & Terry's (1988) 40-item measure. The scale consists of 16 questions, where participants are instructed to “Read each pair of statements below and place an ‘X’ by the one that comes closest to describing your feelings and beliefs about yourself” where they choose from two statements. One of each of the statements reflects more narcissistic traits than the other e.g. “I really like to be the centre of attention” versus “It makes me uncomfortable to be the centre of attention”. The statements that are coded to be related to narcissism are added up to get a total score. The NPI-16 shown an internal consistency of 0.72 while the full 40-item scale shown a variance of 0.84. A test re-test was conducted five times and revealed a reliability of 0.85. To validate the NPI-16, it was compared to the original 40-item measure, where similarities were found in correlations of 0.71 between the 16 items and the remaining 24 items (Ames et al., 2006).

Procedure

Each participant was given a questionnaire and was verbally given a brief synopsis of the study. Participants were advised to read and answer questions carefully. Participants were informed that it would take up to 15 minutes to complete and participation was completely voluntary. An information sheet was attached to the front of the questionnaire booklet where participants were made aware of their confidentiality and reminded that by completing the questionnaire they were giving full consent in the participation of the study.
Participates were also made aware of a detachable sheet at the back of the questionnaire which had a list of helplines and contact information of the researcher and supervisor if they had any further questions. All questionnaires were collected when completed and all participants were thanked for their participation. The Statistical Package for the Social Sciences (SPSS) software version 22.00 was then used to analyses the data.

Results

Demographics

From the 82 respondents to the questionnaire, 35.4% were male (N=29) and 64.6% were female (N=53). As regards to the age of the participants, the frequencies of the participants were analysed and indicated that mean age was 21.31. The frequencies also reported between gender and the question “Do you post selfies?” and it found that females who answered “YES” to the question “Do you post selfies?” (N=38) nearly five times more than males who answered “YES” to the question “Do you post selfies?” (N=8). The frequencies also indicated that there was a minimal difference for males (N=21) and females (N=15) who answered “NO” to the question “Do you post selfies?”. Refer to Figure 1.
Figure 1: *A Bar chart showing frequencies for males and females in answering ‘YES’ or ‘NO’ to posting selfies*

*Psychological Measures*

Descriptive statistics displayed the mean scores of the responses to how many selfies posted per week, Online Cognition Scale, Rosenberg Self Esteem Scale, Body Esteem Scale and Narcissistic Personality inventory. These scores are displayed in Table 1.

**Table 1: Descriptive Statistics of Psychological Measures**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selfies posted/week</td>
<td>1.99</td>
<td>7.84</td>
</tr>
<tr>
<td>OCS Social comfort</td>
<td>36.81</td>
<td>12.88</td>
</tr>
</tbody>
</table>
Hypothesis 1-4

A series of Pearson’s r correlations were conducted to find relationships between the number of selfies posted per week with self-esteem, problematic Internet usage (social comfort, lonely/depression, impulsiveness, distraction), body esteem and narcissism. Table 2 shows the results of Pearson’s R which indicated that there was no significant relationship between the number of selfies posted and these variables. In addition, the Pearson’s correlation found significant correlations between the dimensions of problematic Internet usage, which was to be expected. However, it was not addressed in the hypothesis.

Table 2: Correlation table

<table>
<thead>
<tr>
<th></th>
<th>Selfie/week</th>
<th>Self esteem</th>
<th>Social comfort</th>
<th>Social comfort</th>
<th>Lonely</th>
<th>Impulsive</th>
<th>Body esteem</th>
<th>Narcissism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selfies/week</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self esteem</td>
<td>.076</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social comfort</td>
<td>.133</td>
<td>.172</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lonely</td>
<td>.110</td>
<td>.092</td>
<td>.633*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Hypothesis 5

A series of Independent t-tests were used to compare male and female scores on the each of the variables, self-esteem, problematic Internet usage, body esteem and narcissism. It revealed that there was no significant difference between genders in the number of selfies posted per week between males (M=2.14, SD=9.31) and females (M=1.90, SD=6.99)(t (79)=.128, p=.898, CI(95%) -3.41-3.87). All other results confirmed no significant differences between gender and all other variables; therefore the null hypothesis could not be rejected. For specific values, see table 3.

Table 3: An Independent Samples T-test table displaying the differences between Male and Female groups for the various variables.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>SD</td>
<td>M</td>
</tr>
<tr>
<td>Selfies/week</td>
<td>2.14</td>
<td>9.31</td>
</tr>
<tr>
<td>Self Esteem</td>
<td>24.48</td>
<td>4.24</td>
</tr>
</tbody>
</table>
The aim of this study was to investigate a relationship between the numbers of selfies posted on social networking sites, self-esteem, problematic Internet usage, body esteem and narcissism between genders. This current study aimed to add to previous research. It was hypothesised that there would be a relationship between the number of selfies posted on social networking sites with self esteem, problematic Internet usage, body esteem and narcissism. It was also hypothesised that there would be gender differences across these variables. However, results indicated that there was no significant relationship between the number of selfies posted online and the variables and that there was no significant difference between genders. Therefore the null hypothesis cannot be rejected meaning the current study cannot add to previous research. However,
demographic results indicated that females responded to posting selfies more than males in the current sample.

The first hypothesis aimed to examine a relationship between the number of selfies posted (per week) and narcissism. Narcissism is an unrealistic positive view and an excessive self-admiration of oneself. A narcissistic concentrates solely on what benefits them (Campbell & Foster, 2007). It is supposed that the use of social networking sites appeals to narcissists as they have control of creating their own ideal or exceptional profile that portrays them positively. Therefore, these social networking sites allow self-promotion to take place, e.g. posting 'selfies' on their profile. This appeals to narcissists as they have a genuine belief that others are interested in their profiles (Carpenter, 2012). However, the current study did not find a significant relationship between the number of selfies posted online and narcissism. The current sample group had a total of 82 participants and this may have been insufficient to obtain a significant relationship. In addition, the current sample was not a good representative, as the participants in this sample skewed not to posting many selfies online, therefore conflicting the results. There has been extensive research on the issue of narcissism and social networking sites, including its links between self promotion and its features including profile picture rating (Carpenter, 2012) and posting selfies online (Fox & Rooney, 2015). Previous research has also found that individuals who post more photos i.e. selfies online scored higher in narcissism (Fox & Rooney 2015; Bergman et al., 2011). However, Carpenter (2012), found that there was no relationship between the numbers of photos
posted, therefore the current study supports this result. Siibak (2009) found that individuals choose more psychically attractive photos of themselves for their profile picture. According to Wickel (2015), 55% of individuals believed that narcissistic behaviours are rising due to posting selfies online. However, Barry et al., (2015) investigated the act of posting selfies online and its relationship with narcissism but found no significant results, similar to the current study, showing there is an overall lack of posting selfies online and narcissism. However, Barry et al., (2015) found a relationship between some dimensions of narcissism and specific categories of selfies e.g. vulnerable narcissism and physical appearance selfies. This study suggests that there could be more to the relationship between narcissism rather than the amount of selfies posts, therefore, future research may investigate features of selfies and different levels of narcissism. However, if the population sample was larger then the current sample, the current research may have concluded a better result.

The second hypothesis to be examined was if there was a relationship between the number of selfies posted by the participant, in this case, per week and the participant's level of self-esteem. Self-esteem is how a person perceives themselves of their own worth, personal values and how they feel others perceive them. Self-esteem has been heavily researched and has become part of a massive area in studying social media and social networking sites. Throughout the wide range of studies, there have been controversial findings, where self esteem has been positively and negatively effected by using social networking sites. Social networking sites are designed for individuals to communicate with
one another which maybe seen beneficial with someone having low self esteem, providing them with more social opportunities, (Gonzales & Hancock, 2010; Steinfield, Ellison & Lampe, 2008) which in turn allows individuals to gain self esteem by using these sites, (Vogel et al., 2014; Mehdizadeh, 2010; Gonzales & Hancock, 2010; Steinfield, Ellison & Lampe, 2008). Yet, research has also indicated that it can lower self-esteem by using social networking sites (Barry et al., 2015). Vogel et al., (2014) found that that those who consistently use social networking sites are doing so to enhance their self-esteem. Therefore, these findings may have indicate that the act of posting selfies online correlate with enhancing self-esteem. The current study aimed to examine this hypothesis, however, the results did not show a relationship between these variables, therefore the study is unable to support this research. This could be due to the small sample used in the current study, which may have conflicted the results. In addition, the current sample was non-representative as participants were skewed to not posting ‘selfies’ online.

Gonzales & Hancock (2010) found that self-presentation could enhance self-esteem. This self-presentation includes self-descriptions and self-portraits i.e. ‘selfies’ where individuals have the ability to self select, therefore portraying their ideal self, enhancing their self-esteem. However, the current study examined only one feature of self promotion i.e. ‘selfies’, that are posted online and self esteem, whereas this previous research examined the use of social networking sites as a whole rather then examine its features. Yet, other studies have not been able to support this idea either, as they found no relationship
between self-presentation and self esteem (Kramer & Winter, 2008; Marcus et al., 2006). Therefore, the current study can support these findings. Barry et al., (2015) investigated self-esteem in relation to posting selfies online, more specifically on a picture ordinated site, Instagram, and found no significant relationship between self-esteem and posting selfies. The current study found similar results, therefore supporting their research. Therefore, the differing results from previous research and the lack of significant results from the current research on self esteem and the number of selfies posted could suggest that the number selfies posted may not have a relationship with self esteem as expected in the hypothesis. Yet, by obtaining a larger sample and a better representative sample, a correlation between self esteem and the number of selfies posted online could be examined.

The third hypothesis tested was if there was a relationship between the number of selfies posted by the individual (per week) and body esteem. Body esteem is how an individual perceives ones own physical appearance. The emphasis of body image in social media and in the use of social networking sites has had an effect on individual's body esteem. Research has suggested that both males and females have bodily concerns (Amuze, 2014; Fedrick et al, 2007). As previously discussed, social networking sites such as Facebook provides users to self present themselves through self information and photographs where friends can 'like' or 'comment' on these features. Research has suggested that women are more likely to make social comparisons on social networking sites then men (Haferkamp, Eimler, Papadakis & Kruck, 2012). In addition, Ruthelde, Gillmor &
Gillen (2013) found that participants who were more emotionally invested to the site, Facebook, had more a bodily concern. Yet, the research also found that participants who spent less time on the site were more bodily oriented. This may of suggested that they avoid going online to avoid further body dissatisfaction. Therefore, the current study aimed to investigate a relationship between body esteem and posting selfies online, however, it did not find any relationship between the variables possibly due to the small sample size. In addition, Mc Lean, Paxton, Weitheim & Masters, (2015) found that participants, in this case young girls, shared more self images i.e. selfies had a higher body dissatisfaction and over evaluated their body type. It also found that participants, who shared more self portraits on social networking sites had edited there photos more i.e. filters, contrasting, light. The current study aimed to support these findings by trying to find a relationship between the number of selfies posted online and body esteem but found no relationship between the variables, therefore unable to support previous research. Yet, the sample was not strong representation, as the sample was skewed to not posting selfies.

The forth hypostasis tested was if there was a relationship between the number of selfies posted online (per week) and problematic Internet usage. It is without doubt that Internet usage has increased and has shown that it can be problematic, having negative effects on behaviours. However, Davis, Flett & Besser (2002) hypothesised that it was not just the amount of time spent on the Internet that relates to the ‘over usage’ of the Internet, rather that there are four dimensions within using the Internet that may cause problematic Internet usage.
These include social comfort, loneliness/depression, impulsive and distraction. This new scale has been the most measurable up to date in measuring problematic Internet usage. Therefore, as the current study hypnotised, that there could be a relationship between the number of selfies posted by an individual and these problems in Internet usage i.e., that posting selfies online could be due to obtaining social comfort, feeling lonely, being impulsive or due to distraction. However, the results indicated no significant relationship between the variables. This could be due to the limited amount of participants that posted selfies in this sample and the insufficient sample representative.

The final hypothesis aimed to examine any gender differences between the numbers of selfies posted online, self-esteem, problematic Internet usage, narcissism and body esteem. Throughout previous research across all the variables, gender differences have been considered (Błachnio, Przepiórka & Hawi, 2015; Soloman, 2015), but also ignored (Barry et al., 2015; Davis, Flett & Besser, 2002). Research has also looked at one gender type (Fox & Rooney, 2015; Mc Lean, Paxton, Weitheim & Masters, 2015). Soloman (2015) examined gender across body image and Facebook usage and found females who views photos has a low body esteem then males. Other research suggests that women use more self-portrait i.e. ‘selfies’ as their profile pictures more then men (Haferkamp, Eimler, Papadakis & Kruck, 2012). Błachnio, Przepiórka & Hawi (2015) explored the Online Cognition scale between genders finding that men are more prone to be more at risk to problematic Internet usage. However, the current study could not support any gender differences across these variables as the results
indicated that there was no relationship between genders and these variables. This was due to the uneven number between the genders in the current sample i.e., there was more females then males. This may have inhibited the results.

Limitations

It should be noted that there was a number of limitations in this research study, primarily to do with the sample. Firstly, the sample obtained was not particularly representative as the participants do not actually post a lot of selfies or are skewed to not posting selfies. This inhibited the findings. Secondly, the sample size of the current study was too small where only 82 participants took part, considering there are a large amount of individuals who use social networking sites, which may have effected the results of the current study. Thirdly, there was an unequal gender imbalance in the sample as over 64.6% were female and only 35.4% were male. Therefore, this did not show a true result between males and females, where the current study expected a difference due to previous research. A more equal sample could have established a more conclusive result. Fourthly, the current research only considered undergraduate students within the population of Dublin Business School, which may have confounded the results.

Strengths

The main strength of the current study was the scales used in the questionnaire. All four scales, Rosenberg’s Self Esteem Scale (Rosenberg, 1965), Narcissistic Personality Invenotry-16 (Ames et al., 2006), Body Esteem Scale
(Franzoi & Shields, 1984) and Online Cognition Scale (Davis, Flett & Besser, 2002) have been widely used and supported where their reliability and validity has been established by numerous studies (Barry et al., 2015; Błachnio, Przepiórka & Hawi, 2015; Cecil & Stanely, 1997; Silber & Tippet, 1965).

**Future Research & Implications**

Most importantly, future research should obtain participants who post selfies online which would provide a better representative sample to investigate the relationship between the variables and obtain a better conclusion. In doing this, research might find a better result. While college/university students in Dublin Business School were the primary group being investigate in the current study, future research should consider going beyond one college into further college populations or populations outside colleges and universities to get a more diversity and a conclusive result. Future research should also consider obtaining a much larger sample size as it would be more beneficial and would obtain a more true result. An online survey would be recommended for further research in order to obtain a much larger population as individuals have the ability to share the survey online. Future research should also obtain more of an equal balance between genders in order to investigate if there are in fact differences between males and females across the variables. In addition, further research could consider age as a variable, as the variables could possibly differ in between age groups. Although the current study did not show any significant relationships between the number of selfies posted online and self-esteem, narcissism, body image and problematic Internet usage, it is an area worth
further consideration, as there is a lot of previous research showing existing relations between these variables on social networking sites and posting selfies online. In addition, the implication of the current study allows researchers to gain a better understanding of human behaviour on these social networking sites.

Conclusion

In conclusion, this research study aimed to investigate a relationship between the number of selfies posted online, narcissism, self-esteem, body image and problematic Internet usage across gender differences. Despite all the results proving to be insignificant, the current study expands on the knowledge of a current popular area in examining social networking sites and its features i.e., selfies and also provides a foundation for further research in this area. This study also adds to a vast amount of research that has previously investigated within these variables on social networking sites. Accordingly, the relationship between selfies and self esteem, narcissism, body image and problematic internet usage should not be ignored due to the current studies results, yet these variables should be further investigated by eliminating the flaws in the current study to obtain a more accurate result.

References


The Oxford Dictionaries Word of the Year 2013. Retrieved from


Appendix

Appendix 1: Cover Letter & Questionnaire booklet

INFORMATION SHEET
My name is Hannah Hingerton and I am in my final year of my BA Psychology degree in Dublin Business School. I am currently undertaking my thesis where my research is aiming to investigate the effects of posting Selfies on narcissism, self esteem and body image in gender as a part of degree and will be submitted for examination.

You are invited to take part in this study and participation involves completing and returning the attached anonymous survey. Participation is completely voluntary and so you are not obliged to take part.

Participation is anonymous and confidential. By completing the questionnaire and handing it back up to me, you are giving full informed consent in participation and agreeing at this point that your data will not be discarded.

Filling out this questionnaire will take roughly 10-15 minutes.

My supervisor and myself will be the only persons that will have access of the data collected. All questionnaires will be securely stored and all data will be transformed from paper record to electronic format and will be password protected.

Instructions will be listed for each questionnaire and you are advised to read carefully.

The present questionnaires have been widely used within previous research, however, it may cause you some negative feelings, therefore if you feel uncomfortable with any of the issues raised, I have given contact information of myself, my supervisor and helplines listed on a separate page at the back of this questionnaire booklet, where you can remove it and keep.

It is important that you understand that by completing and submitting the questionnaire that you are consenting to participate in the study.

Should you require any further information about the research, please contact, Hannah Hingerton, or my supervisor can be contacted at .
Thank you for taking time to complete this survey.

1. Are you male or female?   Male
                                 Female

2. What age are you?   _______
3. Do you post selfies on social networking sites? Yes No
Circle Yes or No.

4. On average, how many selfies do you post per day? _______

5. On average, how many selfies do you post per week? _______

6. Do you get some sort of satisfaction from posting selfies on social networking sites? Circle Yes or No.

7. If you do not receive enough 'likes' or comments on a selfie you posted, will you take it off the social networking site? Circle Yes or No.

This questionnaire asks you about your thoughts related to the Internet. For each of the following questions, choose a number between "1" and "7" according to the scale shown below:

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Neither Agree Nor Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  2  3  4  5  6  7</td>
<td>1  2  3  4  5  6  7</td>
<td>1  2  3  4  5  6  7</td>
</tr>
</tbody>
</table>

1. I am most comfortable online:
2. Few people love me other than those I know online:
3. I feel safest when I am on the Internet:
4. I often keep thinking about something I experienced
5. When I am on the Internet, I often feel a kind of a 'rush' or emotional high:

6. You can get to know a person better on the Internet than in person:

7. I often find it peaceful to be online:

8. I can be myself online:

9. I get more respect online than 'in real life':

10. I use the internet more than I ought to:

11. People complain that I use the Internet too much:

12. I never stay on longer than I had planned:

13. People accept me for who I am online:

14. Online relationships can be more fulfilling than offline ones:

15. When I am not online, I often think about the Internet:

16. I am at my best when I am online:

17. The offline world is less exciting than what you can do online:

18. I wish my friends and family knew how people regard
19. The Internet is more ‘real’ than real life: 1 2 3 4 5 6 7

20. When I am online I don’t think about my responsibilities: 1 2 3 4 5 6 7

21. I can’t stop thinking about the Internet: 1 2 3 4 5 6 7

22. I am less lonely when I am online: 1 2 3 4 5 6 7

23. I cannot see myself ever without the Internet for too long: 1 2 3 4 5 6 7

24. The Internet is an important part of my life: 1 2 3 4 5 6 7

25. I feel helpless when I don’t have access to the Internet: 1 2 3 4 5 6 7

26. I say or do things on the Internet that I could never do offline: 1 2 3 4 5 6 7

27. When I have nothing better to do, I go online: 1 2 3 4 5 6 7

28. I find that I go online more when I have something else I am supposed to do: 1 2 3 4 5 6 7

29. When I am online, I don’t need to think about offline problems: 1 2 3 4 5 6 7

30. I sometimes use the Internet to procrastinate: 1 2 3 4 5 6 7

31. When I am online, I can be carefree: 1 2 3 4 5 6 7

32. I often use the Internet to avoid doing unpleasant things: 1 2 3 4 5 6 7

33. Using the Internet is a way to forget about the things I must do but really don’t want to do: 1 2 3 4 5 6 7
34. Even though there are times when I would like to, I can't cut down on my use of the Internet
   1 2 3 4 5 6 7

35. I am bothered by my inability to stop using the Internet so much:
   1 2 3 4 5 6 7

36. My use of the Internet sometimes seems beyond my control:
   1 2 3 4 5 6 7

Below is a list of statements dealing with your general feelings about yourself.

If you strongly agree with the statement circle SA.
If you agree with the statement circle A.
If you disagree with the statement circle D.
If you strongly disagree with the statement circle SD.

1. On the whole, I am satisfied with myself.  SA A D SD
2. At times, I think I am no good at all.  

3. I feel that I have a number of good qualities.  

4. I am able to do things as well as most other people.  

5. I feel I do not have much to be proud of.  

6. I certainly feel useless at times.  

7. I feel that I’m a person of worth, at least on an equal plane with others.  

8. I wish I could have more respect for myself.  

9. All in all, I am inclined to feel that I am a failure.  

10. I take a positive attitude toward myself. 

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>At times, I think I am no good at all.</td>
<td>SA</td>
<td>A</td>
<td>D</td>
</tr>
<tr>
<td>3.</td>
<td>I feel that I have a number of good qualities.</td>
<td>SA</td>
<td>A</td>
<td>D</td>
</tr>
<tr>
<td>4.</td>
<td>I am able to do things as well as most other people.</td>
<td>SA</td>
<td>A</td>
<td>D</td>
</tr>
<tr>
<td>5.</td>
<td>I feel I do not have much to be proud of.</td>
<td>SA</td>
<td>A</td>
<td>D</td>
</tr>
<tr>
<td>6.</td>
<td>I certainly feel useless at times.</td>
<td>SA</td>
<td>A</td>
<td>D</td>
</tr>
<tr>
<td>7.</td>
<td>I feel that I’m a person of worth, at least on an equal plane with others.</td>
<td>SA</td>
<td>A</td>
<td>D</td>
</tr>
<tr>
<td>8.</td>
<td>I wish I could have more respect for myself.</td>
<td>SA</td>
<td>A</td>
<td>D</td>
</tr>
<tr>
<td>9.</td>
<td>All in all, I am inclined to feel that I am a failure.</td>
<td>SA</td>
<td>A</td>
<td>D</td>
</tr>
<tr>
<td>10.</td>
<td>I take a positive attitude toward myself.</td>
<td>SA</td>
<td>A</td>
<td>D</td>
</tr>
</tbody>
</table>

On this page are listed a number of body parts and functions. Please read each item and indicate how you feel about this part or function of your own body using the following scale:

1 = Have strong negative feelings  
2 = Have moderate negative feelings  
3 = Have no feeling one way or the other  
4 = Have moderate positive feelings  
5 = Have strong positive feelings
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>body scent ___</td>
</tr>
<tr>
<td>2.</td>
<td>appetite ___</td>
</tr>
<tr>
<td>3.</td>
<td>nose ___</td>
</tr>
<tr>
<td>4.</td>
<td>physical stamina ___</td>
</tr>
<tr>
<td>5.</td>
<td>reflexes ___</td>
</tr>
<tr>
<td>6.</td>
<td>lips ___</td>
</tr>
<tr>
<td>7.</td>
<td>muscular strength ___</td>
</tr>
<tr>
<td>8.</td>
<td>waist ___</td>
</tr>
<tr>
<td>9.</td>
<td>energy level ___</td>
</tr>
<tr>
<td>10.</td>
<td>thighs ___</td>
</tr>
<tr>
<td>11.</td>
<td>ears ___</td>
</tr>
<tr>
<td>12.</td>
<td>biceps ___</td>
</tr>
<tr>
<td>13.</td>
<td>chin ___</td>
</tr>
<tr>
<td>14.</td>
<td>body build ___</td>
</tr>
<tr>
<td>15.</td>
<td>physical coordination ___</td>
</tr>
<tr>
<td>16.</td>
<td>buttocks ___</td>
</tr>
<tr>
<td>17.</td>
<td>agility ___</td>
</tr>
<tr>
<td>18.</td>
<td>width of shoulders ___</td>
</tr>
<tr>
<td>19.</td>
<td>arms ___</td>
</tr>
<tr>
<td>20.</td>
<td>chest or breasts ___</td>
</tr>
<tr>
<td>21.</td>
<td>appearance of eyes ___</td>
</tr>
<tr>
<td>22.</td>
<td>cheeks/cheekbones ___</td>
</tr>
<tr>
<td>23.</td>
<td>hips ___</td>
</tr>
<tr>
<td>24.</td>
<td>legs ___</td>
</tr>
<tr>
<td>25.</td>
<td>figure or physique ___</td>
</tr>
<tr>
<td>26.</td>
<td>sex drive ___</td>
</tr>
<tr>
<td>27.</td>
<td>feet ___</td>
</tr>
<tr>
<td>28.</td>
<td>sex organs ___</td>
</tr>
<tr>
<td>29.</td>
<td>appearance of stomach ___</td>
</tr>
<tr>
<td>30.</td>
<td>health ___</td>
</tr>
<tr>
<td>31.</td>
<td>sex activities ___</td>
</tr>
<tr>
<td>32.</td>
<td>body hair ___</td>
</tr>
</tbody>
</table>
Read each pair of statements below and place an “X” by the one that comes closest to describing your feelings and beliefs about yourself. You may feel that neither statement describes you well, but pick the one that comes closest. **Please complete all pairs.**

1. __ I really like to be the center of attention
   - __ It makes me uncomfortable to be the center of attention
2. I am no better or no worse than most people.
   I think I am a special person.

3. Everybody likes to hear my stories.
   Sometimes I tell good stories.

4. I usually get the respect that I deserve.
   I insist upon getting the respect that is due me.

5. I don't mind following orders.
   I like having authority over people.

6. I am going to be a great person.
   I hope I am going to be successful.

7. People sometimes believe what I tell.
them
  _ I can make anybody believe anything I want them to

8. _ I expect a great deal from other people
    _ I like to do things for other people

9. _ I like to be the center of attention
    _ I prefer to blend in with the crowd

10. _ I am much like everybody else
     _ I am an extraordinary person

11. _ I always know what I am doing
     _ Sometimes I am not sure of what I am doing

12. _ I don't like it when I find myself manipulating people
I find it easy to manipulate people.

Being an authority doesn't mean that much to me.

People always seem to recognize my authority.

I know that I am good because everybody keeps telling me so.

When people compliment me I sometimes get embarrassed.

I try not to be a show off.

I am apt to show off if I get the chance.

I am more capable than other people.

There is a lot that I can learn from other people.
Appendix 2: Contact sheet

Contact Details & Helplines

Hannah Hingerton,

My supervisor can be contacted at AWARE
www.aware.ie
Or Call (01) 661 7211

Samaritans
www.samaritans.org.uk
Or Call 116 123

Mental Health Ireland
www.mentalhealthireland.ie

Console
www.console.ie
Or Call 1800 247 247