SELFIE CREATING DUAL PERSONALITIES: A STUDY OF SELFIE, NARCISSISM AND SOCIAL MEDIA

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ABSTRACT

Selfie is a very powerful medium to communicate the self especially when it comes to social media platforms likes Facebook, Instagram etc. Extensive use of Selfie's are causing dual personalities i.e. one real personality that one has and one is the internet personality. The following study is a socio-psychological study where narcissism level of the respondent are measured and a correlation it has with selfie causing dual personalities is studies. The study was conducted on women form entire India (n=400) as Selfie's are clicked more by women in comparison to men which was deduced based on researches conducted in the past. For the following a survey was conducted and experts interview were also conducted to have proper understanding of the subject. The following research ended with a conclusion that the Selfie's are causing dual personalities in these women. The research also found that it is also correlated to the high level of narcissism and selfie used for social image construction. The present finding suggests that the following could be further research to understand and measure the other psychological impact selfie could have on social media users.

Background: Subject and methods: Results: Conclusions:

Keywords: Narcissism, Selfie, Narcissistic personality disorder (NPD), The Narcissistic Personality Inventory (NPI), Diagnostic and statistical manual (DSM)

INTRODUCTION

Selfie have become an integral part of our lifestyle. Anybody or everybody who have a mobile phone with a camera has taken selfie at least once in his lifetime. The interesting factor which is noted and studies by many researchers is that people now a day's specially the ones using social media are not stopping by posting just one selfie. The kind of selfie one clicks and likes can tell a lot about the person's personality and character traits (Qiu, Lu, Yang, Qu, & Zhu, 2015). The selfie mania is increasing day by day which has positive as well as negative factors behind it (Bruno, Pisanski, Sorokowska, & Sorokowski). Google in 2015 reported that an estimate of 24 billion Selfie's was uploaded that year (GooglePhotos).

According to an article published in Economic times named 'Global addiction: Selfie's facts and moments from around the world.' (economictimes)States that millennia's age 18-34, 82% of them are selfie takers (2018 fact), 259 *selficide* i.e. deaths caused while taking Selfie's (Bureau, 2019)reported by All India institute of medical sciences in the year 2011-2017, half of which were reported from India followed by Russia, United States and Pakistan, The following fact was alarming as India the country we live in was the highest and attention has to be paid to this epidemic situation caused. **Selfitis** is proven psychological disorders where the compulsive need to take selfies are faced by individuals. **Selfiecities** *according to an* article published in readers digest; there are few cities in the world that takes more Selfie's than the others. Makati city is the number one when it comes to taking Selfie's and hence it is called the selfie city of the world followed by second in number Manhattan and third Miami. All the following proves Selfie's taking and using them on social media is increasing day by day. The popularity of Selfie's and self-photographs has also lead to the development of facial

detection applications and software's that are using emotional intelligence for various purposes itself proves the intensity which people are using Selfie's and its impact on out life's (nordicapis.com).

It is believed and proven by many researches that digital media has distant humans from each other. Specially after smart phone came into the scenario and social media platform like Facebook, Instagram, Snapchat etc became need of the hour by human begins to express emotions and to become social. It is astonishing to note how many samples have stated while having informal interactions by the researcher that they communicate better to their friend over Facebook and WhatsApp rather than in person. One of the samples expressed his/her worry by stating that people over Facebook think I am a very extrovert person where as I fail to talk to people in person. Many astonishing studies have being conducted regarding selfies amongst which the psychological phenomena associated with selfie is narcissism and which was somewhere down the line is the root cause of the stated problems above.

Many studies are conducted about narcissism and these studies can be broken down into two 1) clinical studies and 2) socio-psychological studies. In a paper written by (Bansal A, Medknow) titled *'Selfies: A boon or bane?'* researched about the deaths caused because of selfie across the globe. According to the research conducted by the researchers from the year 2011 October to 2017 November that there has been 267 number of selfie death reported officially out of 127 incidences came in notice. According to the research *males tend to take extreme selfies* more than females that is 72.5% of the total deaths occurred in males and 27.5% in females. There were several reason and cause of deaths but the deaths took place mostly in India followed by Russia, United States and Pakistan which clearly states the craze of taking selfies according to the geography also matters. Many researches states that selfie is more craze amongst women but the following research clearly states that 'extreme selfies' are three times more influencing men than women. This socio psychological study pokes us further to understand that selfie craze is gender biased as reasons could be different but selfie is a craze in today's society with different reasons.

Selfie's has created many issues related to body and body image and there are many factors causing problem associated with it (RhodesLonergan, et al., 2019). But the question that raises here is why? Why selfie has become such an integral part of our culture especially social life that attention seeking behavior is causing us to risk our lives. Is this the heights of narcissism traced in the history of human race?

The following study is an attempt to find out the disturbance as well as the positive effect selfie has created in the personalities of people taking them. Selfie have created dual personalities, a personality that a person is having and a personality that he or she has created on social media platform from projecting a personality through selfie. The study has further measured the level of narcissism and tried to find a co-relation that these two factors are having.

THEORETICAL FRAMEWORK FOR THE STUDY
Narcissism a brief
The history of narcissism could be traced back in history where the son of river and nype called Narcissus was told to not to look himself if he wanted to live long. But narcissus fell in love with his own reflection in spring water and how killed himself. The following is the first example from the history shown self-obsession and self-love which was destructive.

Narcissism is considered as a socio-cultural problem. The word narcissism is considered in itself negative as it is related to a person's behaviours problem with self or with the group he/she is associated with (Campbell & Joshua). Narcissism is considered as a factor in psychological trait theory to study human personality. With the help of trait theory different human behaviours could be measured and studies like the habitual patterns, emotions and thoughts. Narcissism could be seen as a factor used in various self-report inventories of personality test for example Million Clinical Multiaxial inventory. (Paul Nacke, 1899) firstly use the term 'Narcssicm in his study about sexual perversion followed by (Sigmund Freud, 1914) who published a paper called "On narcissism: An Introduction" (Zuern, 1988). **Narcissistic personality disorder (NPD):** Dr Sam Vaknin in this book '*Narcissistic and psychopathic*

leaders' wrote Narcissistic personality disorder (NPD) earlier known as megalomania, egotism or colloquially is a type of pathological narcissism. It is a cluster B i.e. Dramatic, emotional or erratic personality disorder. Dr Sam Vaknin in his book states Pathological narcissism as a "lifelong pattern of traits and behavior which signify infatuation and obsession with one's self to the exclusion of all others and the egoistic and ruthless pursuit of one's gratification, dominance and ambition." Pathological Narcissism id considered negative as it is considered maladaptive, rigid, persisting, and is believed to cause major distress and functional impairment. Freud in this easy "On Narcissism" [1915] for the first time described Pathological Narcissism in great detail.

The American Psychiatric Association, Located in USA, Washington DC, Has a manual called the *Diagnostic and statistical manual* (DSM), which has published in its fourth edition, text revision (DSM-IV-TR)[2000], where it provide the diagnostic criteria for Narcissistic personality disorder (NPD) (301.8, P,717) . NPD first come into insight as mental health diagnosis in the DSM-IV-TR in 1980. The DSM-IV-TR defines Narcissistic personality disorder (NPD) as "an all-pervasive pattern of grandiosity (in fantasy or behavior), need for administration or adulation and lack of empathy, usually beginning by early adulthood, and present in various context." Could be seen in personal life including family, work, and social life and now in social media portrayal of self.

Nine criteria's listed by (DSMN-5, 2013): Diagnostic criteria for 301.81 Narcissistic Personality Disorder the following is a prevalent pattern of grandiosity (in imagination or behavior), need for approval and validation , and lack of sensitivity towards people and situations, beginning by early adulthood and present in a variety of contexts, as indicated by five (or more) of the following:

(1) Individual give himself or herself a lot of self-importance i.e. they are always involved in bloating their achievements etc.

(2) They are always dreaming and fantasizing about achieving lots of power and success, consider themselves as very intelligent,

they find themselves as very beautiful and blinded by self-love

(3) These people believes that they are different from other they are very special and unique Believes that he or she is "special" and unique and can only be understood by, or should associate with, other special or high-status people (or institutions)

(4) They are always in need of validation from other that they are best and always want to be admired.

(5) These people always wanted to be treated with especial favours and they think themselves as special. They think that they always deserves the best treatment i.e. they have unrealistic expectation from people they are surrounded.

(6) One can always find them taking advantage of their friends, families etc they exploit people for their comforts and image building etc.

(7) These people even don't realize the exploitation that they do of their friends and family and the biggest reason is they have lack of empathy. They never give importance to other people need, in-fact due to lack of empathy they fail to identify other peoples need and empathy.

(8) These people are very insecure and show the characteristic of jealousy towards others.

(9) They are knows to be arrogant, they have attitude issues and get angry very easily

Narcissistic personality disorder and Selfies: (Panel, et al., 2015) According to the following research done by few German researchers (N=1296) it was found out that selfie posting behavior are more fund in men, though women posted more selfies compared to men. The following study clearly stated that online or social media behavior when it comes to posting selfie is displayed differently by men and differently by women. Women posted more selfies of every category that was studies clearly showed that women were more self-expressive compared to men on social media.

A study on empirical literature on narcissism and selfie posting behavior (Weiser, 2018) with interesting title "Shameless Selfie- Promotion: Narcissism and Its Association With Selfie-Posting Behavior" founded that narcissism and selfie posting behaviours are associated with each other. Social media has prompted

the growth of self-disclosure among people. People are sharing facts about themselves like, where they have been, sharing personnel photographs and information about themselves. All this point out towards the opportunity people have gained for self-promotion and attention seeking behavior. Few studies also show that low-self-esteem on social media platforms also lead to collective narcissism (Zavala, et al., 2019).

Measuring Narcissism

The Narcissistic Personality Inventory (NPI): Ruskin and Hall [1979] developed the narcissistic personality Inventory (NPI) the following inventory is the frequently used to test narcissism as a part of non-clinical studies. NPI is widely used in socio-psychological researches and in professional world the following test is used a lot in Human resource hiring processes.

NPI is not used to in the diagnostic Process of a disorder called Narcissistic personality disorder which comes under few critical personality disorders. NPI are generally used to detect general or subclinical narcissist i.e. the case that fell under borderline narcissist cases. NPI is used commonly for Human Resources for hiring. NPI used as psychometric test is highly effect in studying personality traits and behavior analysis as these test are generally as these are correlated with expert-rated and meta-analytic studies ex Five Factor Model (FFM) uses to study NPI profiles as per studies conducted by Ruskin and Hall [1979] .

NPI as a tool to measure Narcissism is often critiqued. NPI is often correlated to measure self-esteem studies yet its validity is often questioned. Researchers argue that the NPI scoring positive on the individuals with high self-esteem can be absolutely healthy self-esteem (Ackerman, 2011)

Self-Disclosure theory

Communication is of many types but the intimacy of a communication is measured according to the amount of self-disclosure the receiver and a sender is sharing with each other (Ignatius & Kokkonen, 2012). Self-disclosure can also different according to the platform of the communication i.e. interpersonal level to amount of one does the self-disclosure on a social media platform will

also differ (M.Walsh, Forest, & Orehek, 2020). The following research states that people are practicing open self-disclosure on Facebook. Updates, Selfie's, Photo-tags, Location tags etc all are the way through which people are self-disclosing themselves about their lives, likes etc on social media platforms.

When it comes to social media/ Internet, the self-disclosure and the behavior related to it also changes. Internet users have four features that majorly difference from any other face-to-face communication as the users are not physically present while communicating. The users can chose to be *anonymous* i.e. they may and may not display real facts and information (McKenna & Bargh, 2000). Whereas it is also said that anonymity also brings true self in domains like internet and social media where the person is anonymous and sometimes internet relations and self-disclosure can create emphatic bonds and close relationships (Bargh, McKenna, & Fitzsimons, 2002).

The willingness on people to disclosure their self on social media depends on many factors. (Loiacono, 2014) In the following research testing the big five personality traits based on social media exchange theory it was founded that people disclose themselves based on perceived risks and perceived benefits. Apart from these reasons extraversion, neuroticism and agreeableness also impact on the decision of self-disclosure. In another research it was found that people are disclosing themselves on social media to fulfill information storage and entertainment like goals (Williamson, Stohlman, & Polinsky, 2017). Relational development was another goal with was found positive for Facebook and negative in terms of twitter.

OBJECTIVE

The following study is a socio-psychological study which aimed to find out the dual personalities caused by posting of selfie on social networking sites (SNS) on Facebook and Instagram i.e. The E-personality that is different from the real self-personality of a person living in real world. The study will further analyses whether the samples showing e-personality portray any characteristic similar to that of the Narcissistic personality Disorder (NSD). The following hypothesis is formulated by the researcher and tested the same.

H1: Selfie posting behavior is causing narcissistic personality disorders.

H2: Selfie posting behavior is causing dual personality one real and one projected over social media.

METHODOLOGY

Participants

A survey is conducted with (N=400) females using social media platforms (Facebook) and clicking Selfie's/posting them on social media. Questions related to selfie, self-disclosure and selfie creating dual personalities were asked. 15 questions were asked related to selfie in which 8 questions were related to Social Image Construction and 7 questions were related to Selfie Creating Dual personality. These two Factors were selected from a larger study where Six Factors were formulated Using Factor analysis and Confirmatory factor analysis test. Table 1 shows the demographic profile of the samples.

Snowball sampling method was used use to collect the data during Covid pandemic, an online survey was conducted where the survey was shared on Facebook and what's app with 100 participants where it was requested to share the questionnaire further (Surhone, Tennoe, & Henssonow, 2010). The data was collected from August 2020 to December 2020 and after that the results were analysed.

Narcissism scale

NPI-16 Scale was used to measure the level Narcissism in the responded. In the following scale a pair of 16 optional questions was asked by the responded (Ames, Paul, & Cameron, 2006). In each pair one option is given weightage of 1 mark the other 0. More the score the individual of supposed to be having more narcissistic behavior. The following scale is used in the study and it is tried to find out whether a correlation exist between narcissism and selfie creating dual personalities.

RESULT AND FINDINGS

The Statistical analysis of the study is computed by using SPPSS Version 20 and AMOS version 24. Table 1 represents the frequency table of the demographic of the responded of the study.

Demographics of the responde

Studying the demographic of the following study Table 1 one can find out that the majority of the responded participated in the survey were young as women <=20 were 95 (23.5%) and between 21 to 30 were (49.0%) and these two constitute around (72.5%) of the total respondents. So the finding of the study could be majorly could be applied the people till 30 years. The rest samples were from the age group 31- 40 i.e. 84(21.0%) and >40 around 26 (6.5%). And observing the Occupation of these responded the study tell more about students as 177 (44.3%) students participated in the survey after that it was service class that was 119 (29.8%) , the rest of the respondents were 42(10.5%) Homemaker, business 21(5.3%) and 41(10.3%) not employed which constitute (26.1%) of the study.

Table 1: Demographic Profile

		Frequency	Percent
Age	<=20	94	23.5%
	21-30	196	49.0%
	31-40	84	21.0%
	>40	26	6.5%
Occupation	Home Maker	42	10.5%
	Service	119	29.8%
	Business	21	5.3%
	Student	177	44.3%
	Not Employed	41	10.3%
Family Type	Nuclear	275	68.8%
	Joint	109	27.3%
	Living alone	16	4.0%
Total		400	100.0%

Table 2 shows the question asked in the two factors i.e. factor 1 : social image construction eight questions and Factor 2 : selfie creating dual personalities that had seven questions and the data of these were shown in Table 3 and Table 4 given below. Looking into the data of Table 3 about factor 1 selfie and social image construction the data of slightly agree to strongly agree is combines to have a proper understanding. So (37.6%) respondents believe that selfie helps them control their social image whereas (15.3%) gave neutral response.

Similarly when asked whether anyone deleted a selfie because of a negative response (30.3%) agreed to the fact and (18.3%) were neutral. (30.5%) believes that they have built a social media image through selfie and (18.1%) gave neutral response. (27.1%) respondents judge other based on their selfie (17.1%) gave neutral response. Percentage of people who un-tag themselves from a group selfie if they are not looking good was (37.8%) and (15.3%)

responses were neutral. (42.4%) were once worried that people will judge them based on their selfie now they are not. (18%) gave neutral response for this question. (35.6%) respondents believe that they can make people believe anything by their selfie and (18%) responded neutral. And lastly in this category of question (35.6%) agreed to the fact that based on comparison to others Selfie's they post their own Selfie's, (16%) opted neutral to this question). Overall if the statistics is observed 30% of the respondents believe and use selfie for social image construction and this number is large as 15% to 18% people opted for neutral responses.

Observing the data of table 4 one can find out that (36.1 %) of the respondents come under the category of slightly agree to strongly agree who believes that people think of them as different from real selfie because of their Selfie's and (17.8%) gave neutral response. (33.4%) receives negative response on their selfie here (20.8%) gave neutral response.

(30.6%) agreed that the negative response they received lowered their self-confidence level (20.3%) gave a neutral response. And another alarming statistics is (40.6%) respondents also believes that people over social media have started liking them more after they have started posting their Selfie's (18.5%) gave a neutral response. (27.8%) people believe that they are introvert but they post a lot of Selfie's, (20.8%) here opted for neutral response. looking into the statistics of question number 30 one can find out that (48.1%) people come into this category who agree that selfie is acting as a mood elevator(16%) opted neutral. Even (28%) agree to the fact that if they don't get enough likes and comments on their Selfie's it affects their mood here (17.5%) opted neutral response. So in this category where questions related to selfie and dual personalities are asked majority of the people who agreed to various question were in the range of 30 to 48%) which is quite high as the people in neutral category were also in the range of 16% to 20%.

Table 2

Factor-1 Social Image Construction		Factor-2 Selfie Creating Dual Personality	
B42	Selfie help me control my social image/ social reputation	B25	I am a different person of what people think of me after seeing my selfie
B43	I have deleted a selfie as because it did not get any likes	B26	Have you had a negative reaction on posting a selfie
B44	I have built a image with the help of selfie that I want to project	B27	That negative comment lowered my self-confidence (or worried you)
B45	I judge people on the basis of their Selfie	B28	People have started liking me more after I started posting selfies
B46	Do you untag yourself you're a group selfie if you are not looking good	B29	I am an introvert person but I post a lot of selfie
B47	I was once worried that people will judge me if I post Selfie but now I am not	B30	My mood is elevated by more number of likes and comments on my selfie
B48	I can make people believe anything I want to through my Selfie	B31	If I receive less number of likes and comments it effects my mood badly
B49	Based on comparison I try to post better Selfie than others		

Table 3: Factor-1 Social Image Construction

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree	Total	Weight Mean
B42:	85	73	31	61	62	67	21	400	3.57
	21.3%	18.3%	7.8%	15.3%	15.5%	16.8%	5.3%	100.0%	
B43	111	73	22	73	62	42	17	400	3.24
	27.8%	18.3%	5.5%	18.3%	15.5%	10.5%	4.3%	100.0%	
B44	113	64	29	72	58	44	20	400	3.28
	28.3%	16.0%	7.3%	18.0%	14.5%	11.0%	5.0%	100.0%	
B45	130	57	37	68	55	39	14	400	3.09
	32.5%	14.3%	9.3%	17.0%	13.8%	9.8%	3.5%	100.0%	
B46	88	70	30	61	61	60	30	400	3.59

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree	Total	Weight Mean
	22.0%	17.5%	7.5%	15.3%	15.3%	15.0%	7.5%	100.0%	
B47	86	56	18	71	65	79	25	400	3.78
	21.5%	14.0%	4.5%	17.8%	16.3%	19.8%	6.3%	100.0%	
B48	88	68	30	72	66	57	19	400	3.52
	22.0%	17.0%	7.5%	18.0%	16.5%	14.3%	4.8%	100.0%	
B49	94	65	33	66	60	63	19	400	3.50
	23.5%	16.3%	8.3%	16.5%	15.0%	15.8%	4.8%	100.0%	

Table 4: Factor-2 Selfie Creating Dual personality

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree	Total	Weight Mean
B25	70	70	45	71	65	54	25	400	3.63
	17.5%	17.5%	11.3%	17.8%	16.3%	13.5%	6.3%	100.0%	
B26	80	73	31	83	65	47	21	400	3.51
	20.0%	18.3%	7.8%	20.8%	16.3%	11.8%	5.3%	100.0%	
B27	89	85	23	81	58	43	21	400	3.37
	22.3%	21.3%	5.8%	20.3%	14.5%	10.8%	5.3%	100.0%	
B28	71	65	28	74	70	67	25	400	3.77
	17.8%	16.3%	7.0%	18.5%	17.5%	16.8%	6.3%	100.0%	
B29	105	75	26	83	57	34	20	400	3.24
	26.3%	18.8%	6.5%	20.8%	14.3%	8.5%	5.0%	100.0%	
B30	61	49	34	64	67	91	34	400	4.09
	15.3%	12.3%	8.5%	16.0%	16.8%	22.8%	8.5%	100.0%	
B31	110	74	34	70	62	36	14	400	3.16
	27.5%	18.5%	8.5%	17.5%	15.5%	9.0%	3.5%	100.0%	

H2: Selfie posting behavior is causing dual personality one real and one projected over social media.

Table 5

Descriptive		
	Social Image Construction	**Selfie Creating Dual personality**
N	400	400
Mean	4.03	3.54
Std. Deviation	1.49	1.54
Skewness	-0.18	0.20
Std. Error of Skewness	0.12	0.12
Kurtosis	-0.89	-0.88
Std. Error of Kurtosis	0.24	0.24

The skewness results shows that for social image construction the skewness value is (-0.18) which means that though selfie are helpful for small term image construction but for long term social image construction it will not be beneficial. As for long term a person has to be consistent and the social media image construction and to be planned the way done by media celebrities etc. Whereas observing the skewness value of selfie creating dual personality it is positive i.e. (0.20) so it could be interpreted that selfie will create dual personalities if will be used for longer time period for shorter period they are ok to use and if not used frequently and with a though. Based on the results it could be interpreted that selfie posting behavior specially is Selfie's are posted frequency and posted without much though may be the reason for causing dual personalities one real and one projected over social media. Hence the hypothesis stands true.

Figure 1
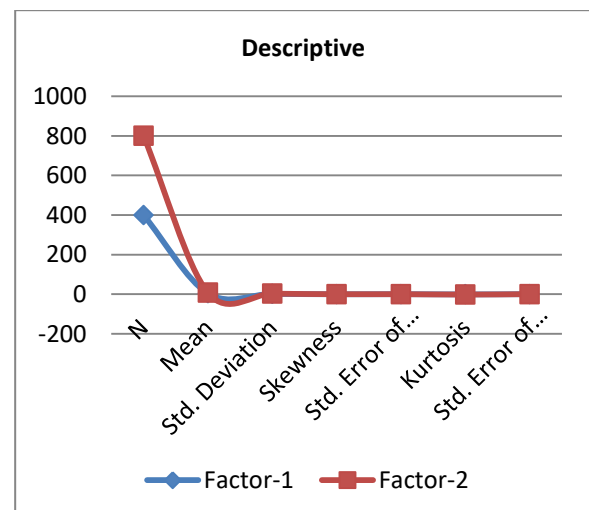
Narcissism and the correlation

The first objective of the study was to find out whether the Selfie's and its posting behavior is causing narcissistic personality disorder amongst the responded. The following hypothesis was formulated and the following analysis and interpretations are presented based on the statistics.

H1: Selfie posting behavior is causing narcissistic personality disorders.

Observing Table 6 which shows the frequency of the level of Narcissism amongst the responded shows that majority of the responded shows low levels of narcissism i.e. were below average i.e. 224 (56.0%) out of (N=400), people with average narcissistic disorder were 163(40.8%) and those who have high level of narcissism in the scale were 13(3.3%) only.

Table 6

		Frequency	Percent
Narcissism	Low	224	56.0%
	Average	163	40.8%
	High	13	3.3%
	Total	400	100.0%

Table 7 presents the statistics through which the significant between Narcissism and the two factors that is Social image construction and Selfie Creating dual personality. The correlation between Narcissism and Social image construction is significant at the level of 0.05 which is (0.110) and Narcissism with Selfie Creating Dual Personality is (0.108). Observing the statistics further the correlation between the factors Social image construction and selfie creating dual personality factors are very significant at the level of (0.01) level i.ee (0.129).

Table 7

Correlations	Narcissism	Social Image Construction	Selfie Creating Dual personality
Narcissism	1	.110*	.108*
Social Image Construction		1	.129**
Selfie Creating Dual personality			1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 8 and 9 shows the mean and standard divination values and the ANOVAs significance values of the both the factors i.e. the social image construction and the selfie causing dual personality. The values shows that these two factors does not have statistical difference in mean values of various variable used and also these variables does not share any statistically significant value when ANOVAs test is applied.

Table 8

Descriptives					Descriptives				
Age		N	Mean	Std. Deviation	Occupation		N	Mean	Std. Deviation
Factor-1: Social Image Construction	<=20	94	4.143	1.3788	Factor-1: Social Image Construction	Home Maker	42	3.9783	1.46593
	21-30	196	4.0162	1.54161		Service	119	3.9581	1.40075
	31-40	84	3.9739	1.46375		Business	21	3.9671	1.83879
	>40	26	3.8869	1.59236		Student	177	4.1137	1.50043
	Total	400	4.0287	1.48804		Not Employed	41	3.9502	1.5628
Factor-2: Selfie Creating Dual personality	<=20	94	3.5391	1.63501		Total	400	4.0287	1.48804
	21-30	196	3.5253	1.51734	Factor-2: Selfie Creating Dual personality	Home Maker	42	3.2821	1.50601
	31-40	84	3.5665	1.46398		Service	119	3.5572	1.61312
	>40	26	3.5385	1.67586		Business	21	3.4686	1.34019
	Total	400	3.5381	1.53959		Student	177	3.596	1.54301
Descriptives						Not Employed	41	3.53	1.47708
Type of Family		N	Mean	Std. Deviation		Total			
							400	3.5381	1.53959
Factor-1:	Nuclear	275	4.0256	1.4608	Descriptives				

Descriptives (continued)

Variable	Category	N	Mean	Std. Deviation
Social Image Construction	Joint	109	4.0312	1.54243
	Living alone	16	4.0656	1.66978
	Total	400	4.0287	1.48804
Factor-2: Selfie Creating Dual personality	Nuclear	275	3.6356	1.5128
	Joint	109	3.2937	1.5324
	Living alone	16	3.5269	1.93148
	Total	400	3.5381	1.53959

Descriptives

Marital Status		N	Mean	Std. Deviation
Factor-1: Social Image Construction	Married	129	4.0574	1.47686
	Unmarried	233	4.0134	1.49885
	Any Other	38	4.0253	1.49725
	Total	400	4.0287	1.48804
Factor-2: Selfie Creating Dual personality	Married	129	3.4805	1.49287
	Unmarried	233	3.5584	1.57594
	Any Other	38	3.6087	1.50309
	Total	400	3.5381	1.53959

Education		N	Mean	Std. Deviation
Factor-1: Social Image Construction	Up to12th	65	4.4006	1.44716
	Graduate	125	3.8982	1.40245
	Post graduate	177	3.9018	1.55922
	PhD	16	4.5413	1.36805
	Any other	17	4.4059	1.34656
	Total	400	4.0287	1.48804
Factor-2: Selfie Creating Dual personality	Up to12th	65	3.7489	1.64387
	Graduate	125	3.4422	1.50139
	Post graduate	177	3.5359	1.54834
	PhD	16	3.9819	1.49922
	Any other	17	3.0412	1.28124
	Total	400	3.5381	1.53959

Table 9

ANOVA						
Marital Status		Sum of Squares	df	Mean Square	F-value	p-value
Factor-1: Social Image Construction	Between Groups	.162	2	.081	.036	.964
	Within Groups	883.327	397	2.225		
	Total	883.489	399			
Factor-2: Selfie Creating Dual personality	Between Groups	.712	2	.356	.150	.861
	Within Groups	945.053	397	2.380		
	Total	945.765	399			
Education		Sum of Squares	df	Mean Square	F-value	p-value
Factor-1: Social Image Construction	Between Groups	20.593	4	5.148	2.357	.053
	Within Groups	862.896	395	2.185		
	Total	883.489	399			
Factor-2: Selfie Creating Dual personality	Between Groups	11.387	4	2.847	1.203	.309
	Within Groups	934.378	395	2.366		
	Total	945.765	399			
Occupation		Sum of Squares	df	Mean Square	F-value	p-value
Factor-1: Social Image Construction	Between Groups	2.310	4	.578	.259	.904
	Within Groups	881.178	395	2.231		
	Total	883.489	399			
Factor-2: Selfie Creating Dual personality	Between Groups	3.492	4	.873	.366	.833
	Within Groups	942.273	395	2.386		
	Total	945.765	399			
Type of Family		Sum of Squares	df	Mean Square	F-value	p-value
Factor-1: Social Image Construction	Between Groups	.025	2	.013	.006	.994
	Within Groups	883.464	397	2.225		
	Total	883.489	399			
Factor-2: Selfie Creating Dual personality	Between Groups	9.127	2	4.563	1.934	.146
	Within Groups	936.638	397	2.359		
	Total	945.765	399			
Marital Status		Sum of Squares	df	Mean Square	F-value	p-value
Factor-1: Social Image Construction	Between Groups	.162	2	.081	.036	.964
	Within Groups	883.327	397	2.225		
	Total	883.489	399			
Factor-2: Selfie Creating Dual personality	Between Groups	.712	2	.356	.150	.861
	Within Groups	945.053	397	2.380		
	Total	945.765	399			

DISCUSSIONS

Drawing the results and going through the analysis one could say that both the hypothesis of the research stands true. The main objective of the study was to research whether Selfie's are creating dual personalities i.e. one real and one internet personalities. The other objective was to see whether the following is also affecting the narcissus levels of the respondents who are using selfie as a medium for communication and building asocial image on social media.

The results clearly shows that (hypothesis 1) Selfie posting behavior is causing narcissistic personality disorders the following hypothesis was proved true as the narcissism shared a significant correlation with both the factors selfie creating dual personality and selfie creating social image construction. For the following few expert interviews were also conducted were also the experts related to photography, social media, communication and psychology were interviewed. According to the experts selfie is an extension of self, it is a mode of self expression but as it is also related to media the social media it also accompanies with it the glamour and presentation of the self in the best manner. The more one presents one in glorified manner the more one tend to fall in love with the self which validated the data explain it high level of significance with dual personality and social image construction.

With respect to the (Hypothesis 2) Selfie posting behavior is causing dual personality one real and one projected over social media. The statistics as discussed above clearly shows that the following hypothesis also stands true. Statistics showed that selfie will create dual personalities if will be used for longer time period .If used for shorter period they are ok to use and if not used frequently and with a though to it. Based on the results it one can conclude that selfie posting behavior especially if the Selfie's are posted frequently and posted without much though may be the reason for causing dual personalities one real and one projected over social media. The following was even validated by the experts. According to the experts if Selfie's are used to projects a self which is unreal or different from the real from the self, the following fact will be ok if selfie is used for fun, for example extreme use of filters and application to show a self which is very different from real self is ok but if the following is don't for a prolonged period of time could form addiction and can also lead towards dual personality which could cause many kinds of socio-psychological issues.

Limitations and future directions

For future research related to the following subjects many limitations have to be considered. As the following is a subject which is not entirely related to media it also involves the psychological aspect, certain question could have been answered with apprehension. The study if done in presence of a psychologist and if had been clinical could have fetch much more productive results and in depth analysis. As the research is on social media the demography and the variable could have been area specific to understand the cultural influence on the respondents/women. If the research has been narrowed down more in terms of variable life age, or the occupation would have furthers been beneficial for that certain segment chosen. Further research could be carried out to device a tool which will incorporate all the elements and the level of dual personality created could be easily calculated and the people using selfie on social media platform could be alarmed to talk precautions.

The following research was carried on women as men show high level of narcissism so a similar research could be conducted on men to understand how Selfie's effect dual personality in men. The following search could benefit a lot in the arena of psychology especially with people who are dealing with depression and loneness and using selfie and social media to fill that void and them getting addicted to them. The following research could also become the base for further researchers where how Selfie's could be used for social image construction without affecting the mental health of an individual (Singh & Tripathi, 2016).

CONCLUSION

The following research could be concluded by saying that Selfie's are creating dual personalities if they are using over social media without giving much though. Women clicking selfless if are using them to create a social media image which differs from their real personalities then these Selfie's could

cause dual personalities leading to causing mental health issues according to the experts if the following was done for a long run. The study also tested the narcissism level in these women and the correlation narcissism established with Selfie's creating dual personalities and selfie used for social media also communicate the fact that more selfie are used for social image construction and more they form dual personalities more the level of narcissism the individual show that means it may increase the narcissism level in the person. Selfie could be used as an excellent medium to express and communicate on social media platform. But as the following medium is very powerful as one photograph is equal to 1000 words (Grammarist) and the photograph presented is presented with validation (photo of self is posted by the self) so the following tool should be used carefully keeping, the social media image it constructed, the social implication the psychological implications that it could creates and it creates.

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