

Prevalence of Selfitis among Nursing Personnel in Ranchi

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Abstract

Background: Advent of social networking has changed the entire communication system. People have become more expressive and opinionated. It is also used to fulfil individuals' identity need, typically, those suffer from a lack of self-confidence and are seeking to 'fit in' with those around them.^[1] Therefore some people take selfies and continually posts them on social media to get online appreciation in the form of 'likes' and 'comments'. Psychologists have warned that 'selfitis' is an ailment that needs attention and people who suffer from this need help. **Objectives:** To explore the prevalence of selfitis among nursing personnel and their purpose of taking selfie. **Methods:** This is a cross sectional analysis of data collected from 444 nursing personnel from selected hospitals of Ranchi city with the help of selfitis behaviour scale. Data were evaluated through frequency and percentage. **Results:** Sixty-nine percent nursing personnel suffering from acute selfitis, whereas 21% chronic and 10% borderline. Among them 67% like to take selfies sometimes, 26% rarely and 7% regularly take selfies. **Conclusion:** Though selfitis is not yet recognised as a problem officially, not included in DSM – 5 yet, but any obsession is a real problem and leads to negative impact, therefore efforts should be taken to increase awareness and prevent such issue.

Key words: Prevalence, Selfitis, Nursing, Students, Ranchi.

INTRODUCTION

No one can deny that the selfie culture is quite popular nowadays. Taking selfie and uploading them on social media to get more likes and comments has taken a new dimension called 'selfitis'. The term "Selfitis" was first coined in 2014 by American psychiatric Association as a mental disorder. American Psychiatric Association defined selfitis as an obsessive compulsive desire to take photos of self to look good and to post on social media.^[2] Why this is happening may need some more studies to explore the underline causes but it can be Attention Seeking Syndrome (ASS). Easy access to technology has given a means to the tendency for expression of ego or esteem needs of the human beings as given in Maslow's Need-Hierarchy Theory.^[3] Though the behavior officially not described as a problem yet, certain behavior can be addictive in the sense if one continue to do them again and again and have harmful consequences and if someone is involved in such behavior, can still get help from a treatment professional no matter what it is. More focus should be given on risk factors because if focus only given to treatment, at the point someone needs treatment, significant damage may have already done. The present study was conducted to identify the prevalence of selfitis and purpose of taking selfies among nursing personnel from selected hospitals in Ranchi.

METHODS

The present study used a qualitative approach and an exploratory survey design to identify the prevalence of selfitis among nursing personnel age ranged between 25 to 45 years with average age of 24.385 years who were working in various hospitals in Ranchi city, Jharkhand. The study conducted in the year 2019, screening done through the Selfitis Behavior Scale (SBS).^[4,5]

Prior permission taken from the owner of the tool for the implementation in the study. The SBS scale is a 20 item likert scale. The answers can be rated as 1=strongly disagree, 2= disagree, 3=not sure, 4=agree and 5=strongly agree.

The sum total of the answers of all the 20 questions will determine the level of selfitis as 0-33 borderline, 34-67 acute and 68-100 chronic. Data collected from 444 nursing personnel. All the nursing personnel were explained about the purpose of the study and assured for confidentiality. They gave their consent for participation in the study. All the subjects were asked to fill the questionnaires in the presence of the researchers. Data collected and analysed by frequency percentage to find out the prevalence of selfitis.

RESULTS

N. B. - The SBS is a five point like scale consisting of two negative response (strongly disagree and disagree), one neutral response (not sure) and two positive response (agree and strongly agree). In Table 2. Only the sum total of frequency and percentage of positive response taken into consideration for discussion and the items of the SBS arranged in a descending order as per the findings. Table 1 showing out of 444 nursing personnel, 94 having chronic, 69% acute and 10% borderline selfitis.

Table 2 showing that the five most common purpose of taking selfie among nursing personnel are, taking selfie provides better memories about the occasion (910%), taking selfies as trophies for future memories (8%), taking selfie gives a good feeling to enjoy environment (8%), taking selfie improves mood and makes feel happy (7%) and using photo editing tools to look better than others (6%). Whereas the five least common purpose of taking selfie are, to gain enormous attention, more acceptance among peer group, feel more popular, become a strong member of peer group, feel detached from peer group and each of the purpose scored 3%. Figure 1 Shows 21% nursing personnel having chronic, 69% acute and 10% borderline selfitis. Figure 2 Shows 7% nursing personnel taking selfies regularly, 67% sometimes and 26% rarely taking selfies. Figure 3 Shows purpose of selfie taking among the nursing personnel.

Table 1: Prevalence of various levels of selfitis among nursing personnel.

Level of selfitis	SBS Score	Frequency N=444	Percentage %
Borderline	0 – 33	46	10
Acute	34 – 67	304	69
Chronic	68 - 100	94	21

Table 1 showing 21% nursing personnel having chronic, 69% acute and 10% borderline selfitis..

Table 2: Purpose of selfie taking among the nursing personnel.

Purpose of selfie taking	n	%
Provides better memories about the occasion	320	10
Take selfies as trophies for future memories	254	8
Gives a good feeling to enjoy environment	236	8
Improves mood and makes feel happy	202	7
Use photo editing tools to look better than others	178	6
Become more positive about self	171	6
Expect friends to appraise	157	5
Instantly modifies mood	156	5
Feel confident when take a selfie	154	5
To increase confidence	143	5
Able to reduce stress	136	4
Able to express more	132	4
Helps increase social status	121	4
'Likes' and comments	118	4
Creates healthy competition with friends	112	4
Gain enormous attention	105	3
Gain more acceptance among peer group	101	3
Feel more popular	92	3
Become a strong member of peer group	90	3
When don't take selfies, feel detached from peer group	78	3

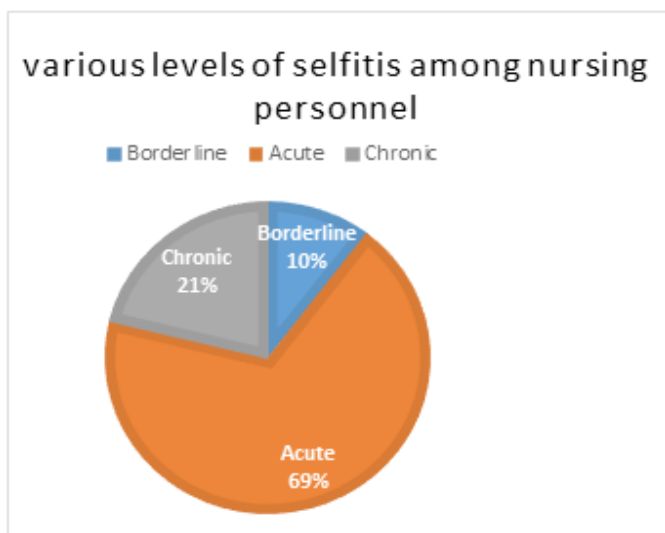


Figure 1: Shows 21% nursing personnel having chronic, 69% acute and 10% borderline selfitis.

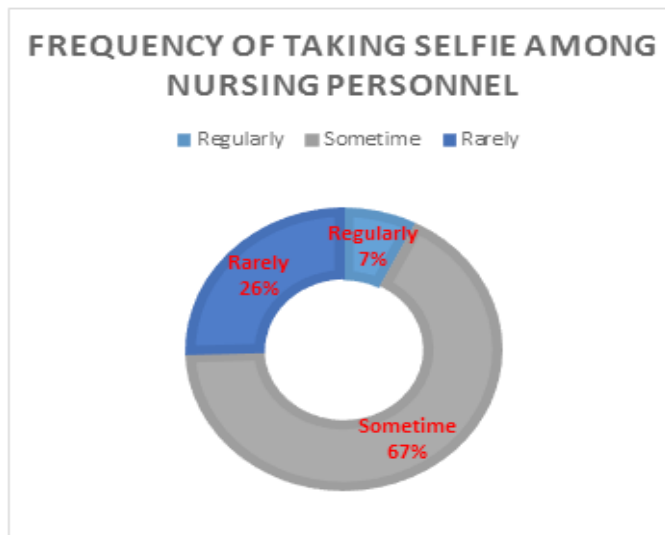


Figure 2: Shows 7% nursing personnel taking selfies regularly, 67% sometimes and 26% rarely taking selfies.

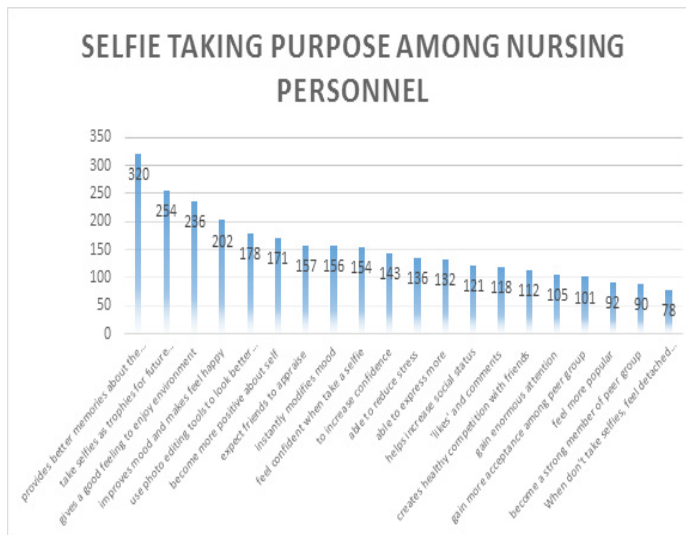


Figure 3: Shows purpose of selfie taking among the nursing personnel.

DISCUSSION

The present study is an attempt to explore the selfitis behaviour among nursing personnel. Four hundred and forty-four nursing personnel participated in the survey. There was very limited number of studies conducted in this regard.

The findings (Table 1) of the present study revealed 21% nursing personnel having chronic, 69% acute and 10% borderline selfitis. The finding is supported by the study conducted by Singh *et al.*^[6] which found majority of (70.5%) nursing students had moderate selfitis followed by (29.50%)

severe selfitis.

Seven percent nursing personnel taking selfies regularly, 67% sometimes and 26% rarely taking selfies (Figure 1) which is in contrast to the findings of the study conducted by Veena. G and M. Krishnamurthy^[7] that reported 65% of respondents take selfies regularly 20% sometimes, 10.83% rarely and 4.17% of respondents never take selfies.

The five most common purpose of taking selfie among nursing personnel (Table 2) are, taking selfie provides better memories about the occasion (9-10%), taking selfies as trophies for future memories (8%), taking selfie gives a good feeling to enjoy environment (8%), taking selfie improves mood and makes feel happy (7%) and using photo editing tools to look better than others (6%). Whereas the five least common purpose of taking selfie are, to gain enormous attention, more acceptance among peer group, feel more popular, become a strong member of peer group, feel detached from peer group and each of the purpose scored 3%. Similar result were also found in the study conducted by Janarathanan Balakrishnan and Mark D. Griffiths,^[4] Singh V. and Yadav A.^[6] and Veena.G and M.Krishnamurthy.^[7]

Like any of the study this study also has its limitations. All the data were self-report and are subject to many well-known biases like social desirability and memory recall. The sample was a convenience sample therefore is a non-representative of other populations and cultures.

The vast majority of the sample (90%) was below the age of 40 years; therefore, further research should attempt to examine the selfitis across different age groups and populations using more representative samples.

CONCLUSION

The present study has proved that selfie syndrome is dominantly developing

craze of modern era due to increased digitalization, easy access to internet and inexpensive gadgets with internet access. From the present study it is concluded that the majority of nursing personnel have acute selfitis. Therefore, if awareness increasing measures not taken then this majority group may become chronic and the present study is helpful to develop awareness and provide a baseline information.

CONFLICT OF INTEREST

The author declare that there are no conflicts of interest.

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