

# Should you post a selfie on social media?: Social Judgements of Selfie Posts on Social Media



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## RESEARCH BACKGROUND

### The Selfie Generation

- More than half of Millennials have shared a 'selfie' on a social media site. (Pew Research center, 2014)

### Previous Literature

- There are a number of studies about **selfie production** on social media.
  - The positive correlation between high levels of narcissism/self-esteem and selfie posting on social media was found in multiple studies (Fox & Rooney, 2015).
- There is still lack of understanding how individuals make **judgements** about '**messages**' as well as '**message posters**' when selfies are included on the public SNS posts.

## HYPOTHESIS

**H1:** The post with selfie will be perceived as **more inappropriate** than the post without selfie.

**H2:** The poster who posted selfies will be perceived as **more narcissistic**, and **less socially attractive** than people who do not include selfies.

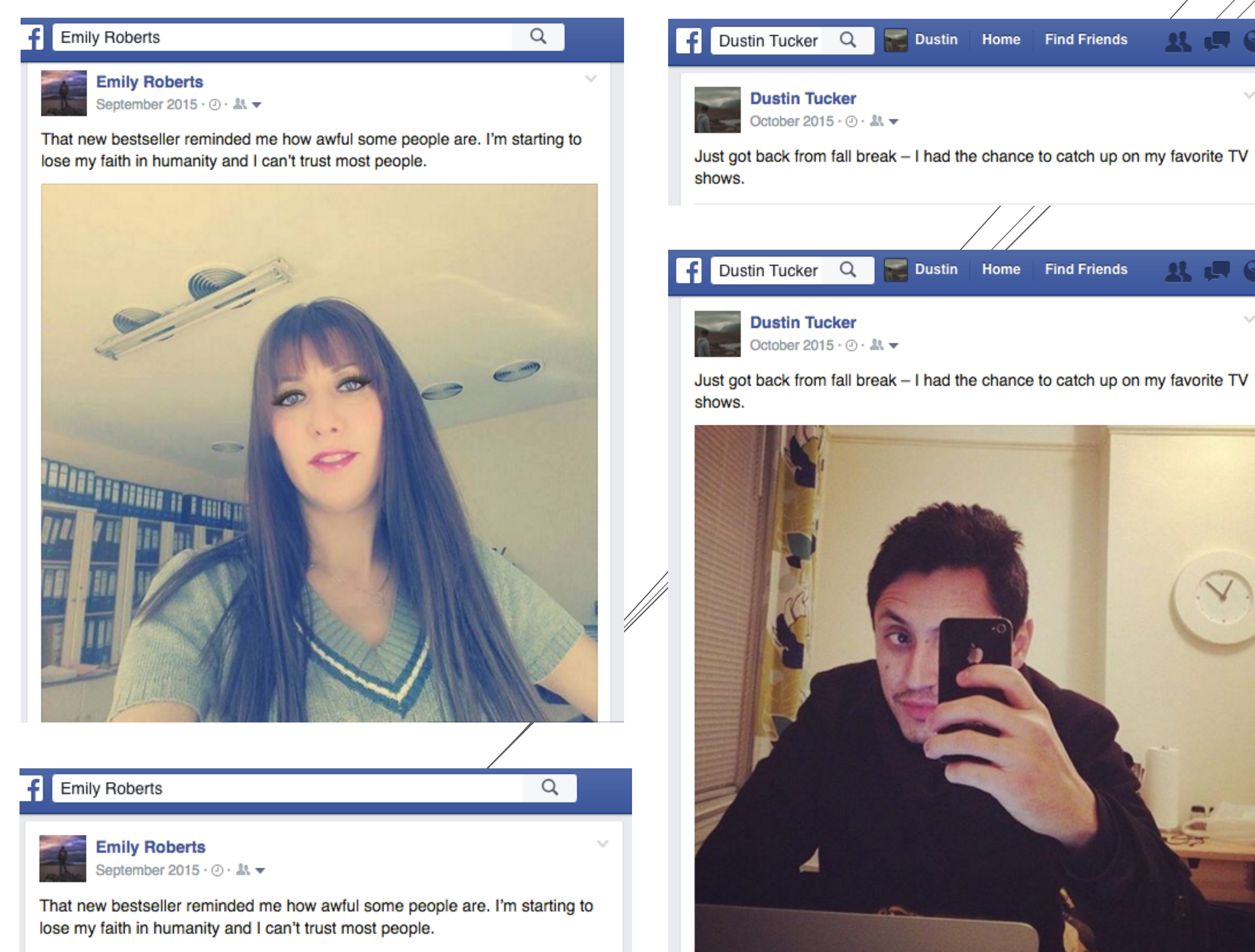
## RESEARCH METHOD

**N= 115**, 70.4% female, Age *M* = 20.8

### Procedures

- Selfie Pilot (N=10): control for physical attractiveness, facial expression, and determined if the photo was a selfie
- Message manipulation (Bazarova, 2012)
- Participants evaluated five Facebook posts through an online survey.
- **2 x 2 x 2 Experiment**
  - Selfie vs. No Selfie
  - High Intimacy vs. Low Intimacy
  - Positive vs. Negative

## Experimental Stimuli - Example Facebook Posts

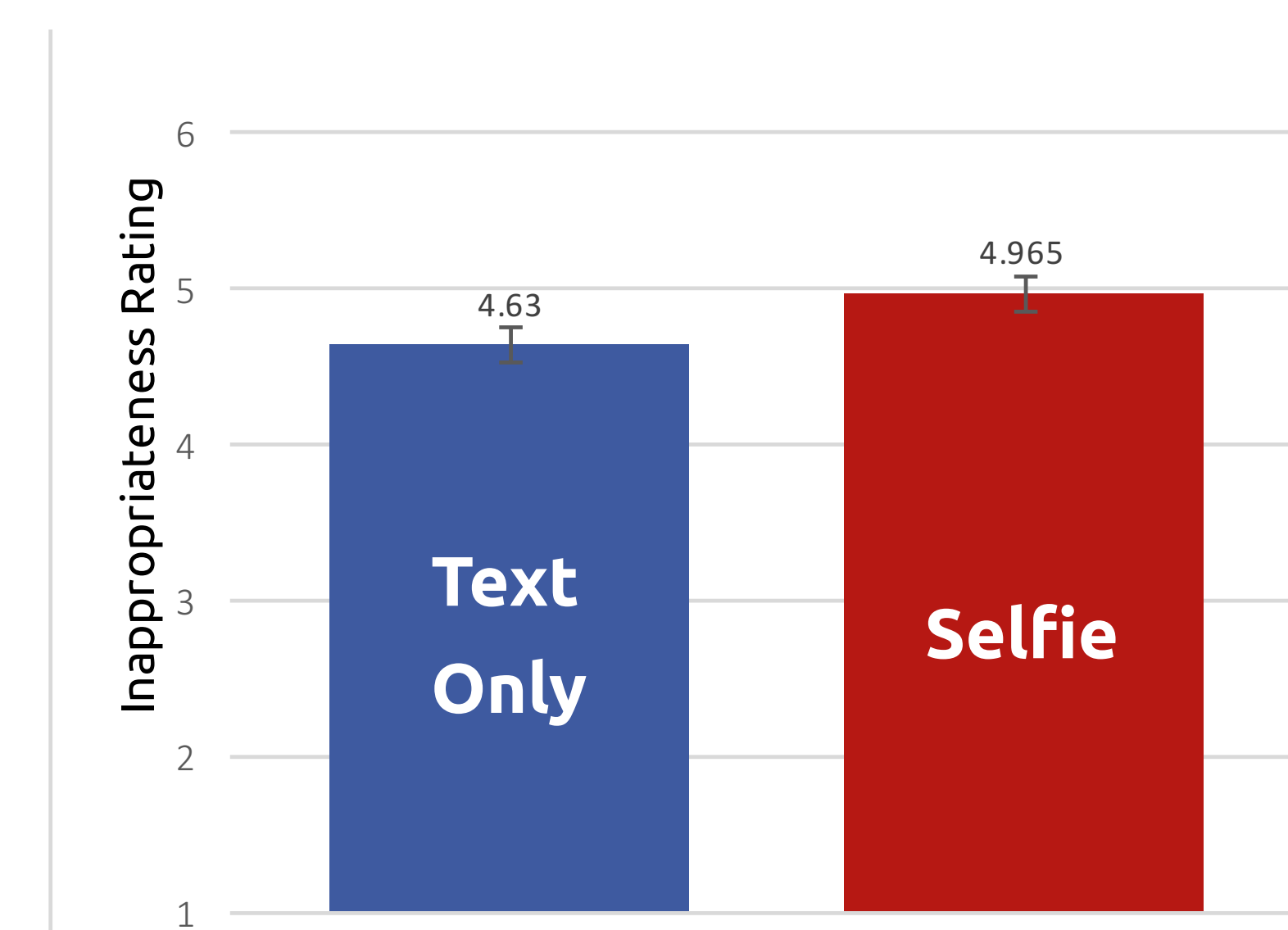


### Measures

- **Message- Appropriateness** (7-point bipolar scale)
  - Appropriate: Inappropriate
  - Suitable to the situation : Unsuitable to the situation
- **Poster- Narcissism** (1-strongly disagree; 5-strongly agree)
  - "This person tends to want others to admire them."
- **Poster- Social Attraction** (1-strongly disagree; 5-strongly agree)
  - "I would like to have a friendly chat with this person."

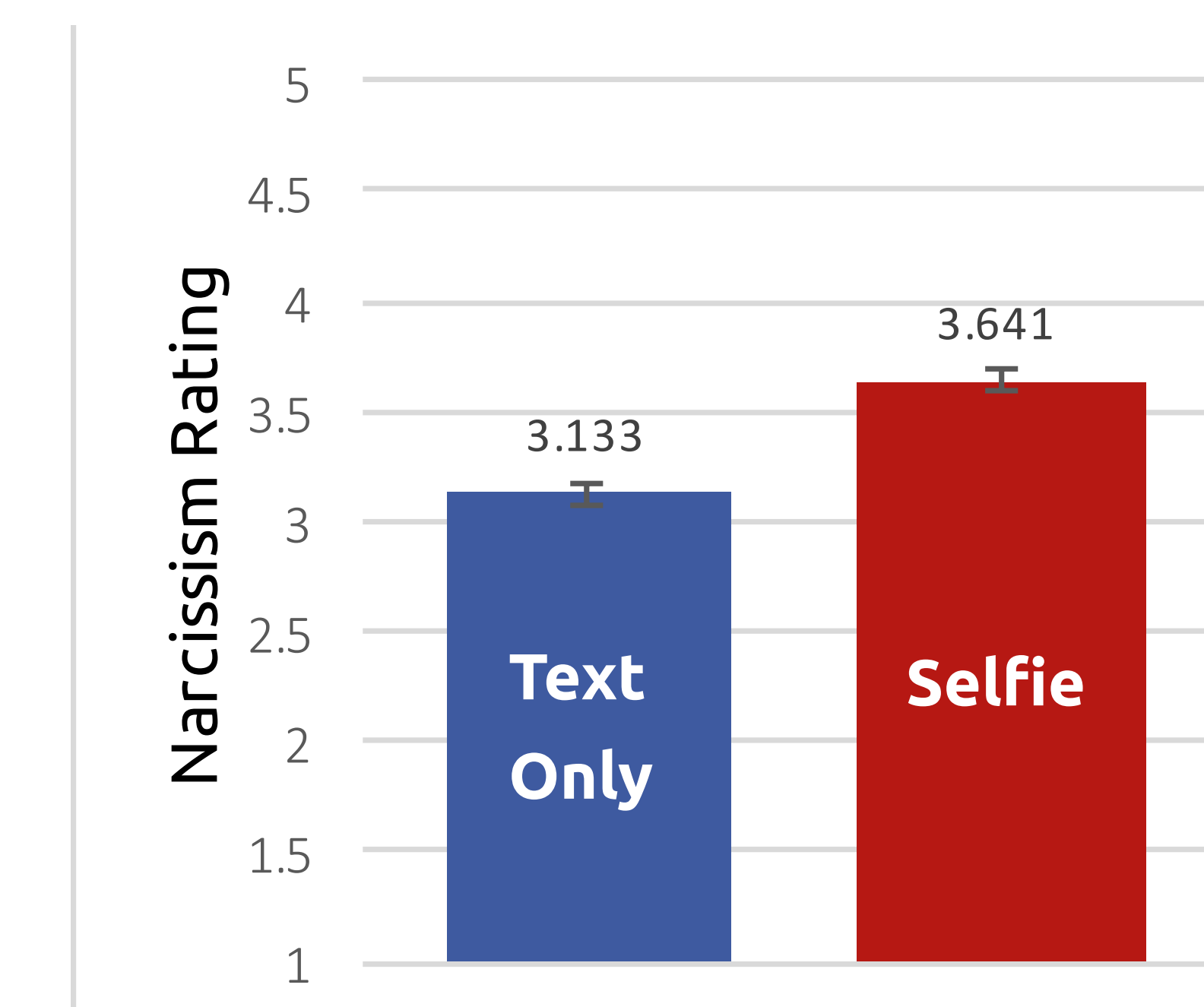
## RESULT

### Inappropriateness Ratings of Post



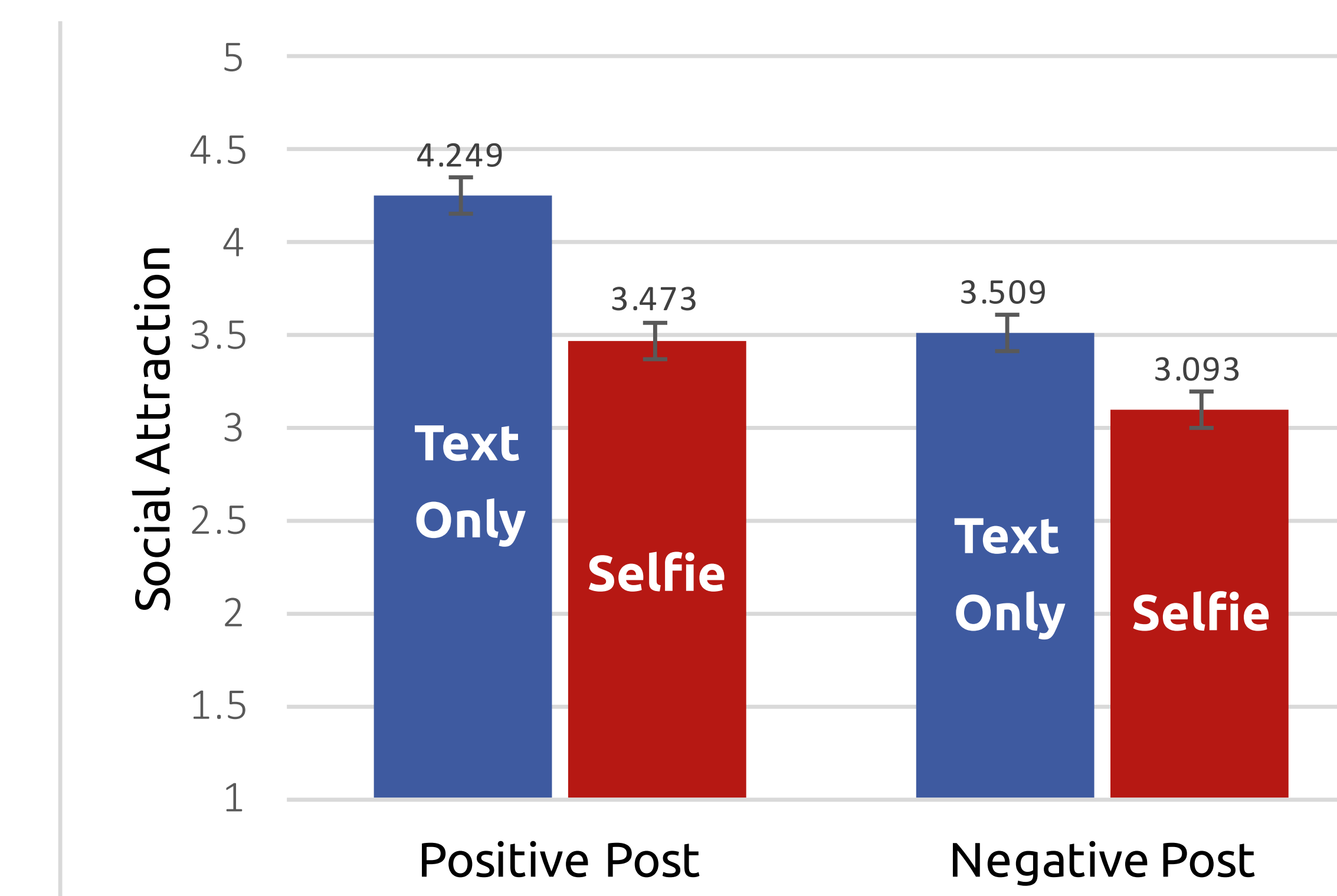
- Selfie condition predicted perceived message appropriateness  $F(1, 343.32) = 36.18, p < .001, \eta^2 = .09$ .
- Posts with a selfie were rated as **more inappropriate** than posts without a selfie.

### Narcissism Ratings of Poster



- Selfie condition predicted perceived narcissism  $F(1, 340.59) = 77.86, p < .001, \eta^2 = .18$ .
- Posts with a selfie were rated as **more narcissistic** than posts without a selfie.

### Social Attractiveness Ratings of Poster



- A significant interaction effect between selfie and valence condition predicted perceptions of poster social attractiveness  $F(1, 331.72) = 4.79, p < .05, \eta^2 = .24$ .
- **Positive posts without a selfie** were rated as the **most socially attractive**.
- **Negative posts with a selfie** were rated as the **least socially attractive**.

## DISCUSSION

- Selfies change appraisals of message and poster.
- Selfies have a negative impact on social judgments across all dependent variables.
- Selfies changed the social attractiveness of the text.
  - Studying text+visual matters for social media research.