FACTORS CONTRIBUTING TO ADDICTING TAKING SELFIE PHOTOS AMONG MALAYSIAN ADULTS

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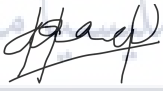
SIGNATURE: 

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Report submitted in fulfillment of the requirements for the Bachelor Degree of Technology Management (Innovation) with honours

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DECLARATION OF ORIGINAL WORK

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DEDICATION

I dedicate this research project to my beloved mama, Mariyam Binti Yahya for her great motivation, my abah, Rushidi Bin Haron, for his continuous support, and my stepfather, Ir. Dr. Ridza Azri Bin Ramlee, for his dedication in helping with my studies. Not to forget, my late great-grandfather, Lian Bin Hussian, that always been in my heart. I will never forget you Nenek. Also, to my family, best friends (Intan Izainie, Aina Nadira, Farah Izzreena), and other friends, thank you for always being there for me, I love you guys! Finally, to Nazirul Amri for always been there for me in my ups and down as I try to finish this Degree Final Year Project.

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ABSTRACT

Selfies have become a part of people's daily lives, and they have become a worldwide craze, with people taking selfies virtually every second using a smartphone, digital camera, or webcam. Unfortunately, this tendency might be rather concerning because it can lead to obsession to selfie-takers. This research discusses the factors contributing to addicting taking selfie photos among Malaysian adults and analyze relationship between the factors that influence addiction in taking selfies and the negative impact could happen because of it. Quantitative research was used to conduct this research. Therefore, the questionnaire will be distributed to the Malaysian adults via social media. By distribution targeting Malaysian adults, researcher collect 400 respondent. The partial least squares (Smart PLS 4) are used to analyze the collected data. The results show that three hypotheses (perceived enjoyment, status seeking, trendsetter personality) are accepted, and three hypotheses (attention seeking, social competition, social interaction) are rejected. Finally, determine the most critical factor

Keywords: *Selfie, Addiction, Social Media, front-face camera, Malaysia*

ABSTRAK

Selfie telah menjadi sebahagian daripada kehidupan harian orang ramai, dan ia telah menjadi kegilaan di seluruh dunia, dengan orang ramai mengambil swafoto hampir setiap saat menggunakan telefon pintar, kamera digital atau kamera web. Malangnya, kecenderungan ini mungkin agak membimbangkan kerana ia boleh menyebabkan ketaksuban kepada diri sendiri. Penyelidikan ini membincangkan faktor-faktor yang menyumbang kepada ketagihan mengambil gambar swafoto dalam kalangan orang dewasa Malaysia dan menganalisis hubungan antara faktor-faktor yang mempengaruhi ketagihan dalam mengambil gambar swafoto dengan kesan negatif yang boleh berlaku kerananya. Kajian kuantitatif digunakan untuk menjalankan kajian ini. Oleh itu, soal selidik akan diedarkan kepada warga dewasa Malaysia melalui media sosial. Hasil sebanyak 400 soal selidik telah dikutip menumpukan warga dewasa Malaysia. Smart PLS 4 digunakan untuk menganalisis data yang dikumpul. Keputusan menunjukkan bahawa tiga hipotesis (keseronokkan dirasa, mencari status, personaliti pemula 'trend') diterima, dan tiga hipotesis (mencari perhatian, persaingan sosial, interaksi sosial) ditolak. Akhir sekali, tentukan faktor yang paling kritikal

Kata kunci: *Selfie, ketagihan, media sosial, telefon pintar, Malaysia*

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ABBREVIATION	MEANING
DV	Dependant variables
IV	Independent variable
AT	Attention seeking
PE	Perceived enjoyment
SC	Social competititon
SI	Social interaction
SS	Status seeking
TP	Trendsetter personality
AVE	Average Variance Extracted
PLS	Partial Least Squares
HTMT	Heterotrait-Monotrait Ratio
SEM	Structural Equation Modelling
R^2	Coefficient of determination of endogenous structure
F^2	Effect size
STDEV	Standard Deviation
β	Path coefficient

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This research conducted to analyze the factors contributing to addicting taking selfie photos among Malaysian adults. A selfie is described as a snapshot of oneself that is published on social media. Selfies became famous and trendy in early 2013 as phone makers integrated front-facing cameras as special features in respective cellphone innovation programmes. Google assumed that the total amount of selfies posted in 2015 was over 24 billion, demonstrating that the progression of the selfie had become increasingly popular around the world. Presently, the most of the world's young regard selfies to be their most main pastime. Unfortunately, this tendency might be rather concerning because it can lead to obsession to selfie-takers(Nasya Rahim et al., 2021a). A selfie is a snapshot that commences the transmission of human emotion in the form of a connection (between photographers and photographed, pictures and filtration software, observer and witnessed, individuals exchanging photos, members and networking software systems, and so on.)(Senft & Baym, 2015).

The theory of behavioural addiction has been actively popularised as well as heavily criticised. The flood of behavioural addictions continues to rise and, at times, resembles a tsunami that will drown any attempt to stop pathologizing people's behavior and preserve common sense. This definition defines behavioural addiction as a repetitive and persistent behaviour that causes significant harm or distress, where the behaviour is not A new tendency appears to be abandoning the conceptualization of harmful behaviours as behavioural addictions. As a result, rather of categorizing an obsessive and potentially harmful activity of taking selfies as a "selfie addiction," this behaviour was viewed as an inflammation-like selfitis. lessened by the individual and the accompanying harm or anguish is functionally debilitating (Starcevic et al., 2018).

Finally, this chapter will explain on the background of study which is selfies photos addiction. The explanation of this chapter begins with research background, problem

statement, research question, research objectives, scope of study, significant of research and chapter summary.

1.1 Background of Study

Selfies have become a part of people's daily lives, and they have become a worldwide craze, with people taking selfies virtually every second using a smartphone, digital camera, or webcam. Photos taken with a distinctive commentary and a plethora of hash tags are shared to social media sites, particularly among younger generations (Nasya Rahim et al., 2021).

Many advancements have been brought to society as a result of technological breakthroughs, but there will always be a black mirror linked with its counterpart. Selfie addiction is one of the symbols on this black mirror. Selfies have become increasingly popular since the turn of the century. The smartphone has infiltrated so deeply into our daily lives that existence without it becomes unthinkable. In 2013, the Oxford English Dictionary named "Selfie" the word of the year (Venkatesh, 2020)

The term "selfie" refers to snapping images of oneself to share on social media networks. While a person may just upload one or two images, chances are they took dozens before capturing the perfect snap. Many people engage in the practice of taking selfies, but for some, the tendency can become obsessive (Oliver, 2019)

Dr. Ramani Durvasula, a professor of psychology at California State University said that selfie addiction is when a person is almost obsessively taking selfies, multiple times a day, and posting that to whatever it might be Snapchat, or Facebook, Instagram. The American Psychiatric Association (APA) recently declared a new mental condition dubbed "selfitis," stating that obsessive photo capturing and sharing is a technique to get attention, compensate for low self-esteem, and compensate for a lack of closeness(Hagen-Miller, 2018).

Because selfies are simply photographing of oneself, you may be wondering what harm they might create. In general, it is not an illegal substance, and it does not endanger

others. Instead, the harm stems from its impact on mental health and its propensity to convince people to engage in risky activities. According to research, the more time a person spends on media platforms, the more likely they are to have emotions of inadequacy, low self-esteem, and general melancholy. Most people only share the best versions of themselves online. Scanning through your feed and to see everyone you know having adventures, excitement, and success can make you feel worried or melancholy (Oliver, 2019)

Tan Kit Aun, senior developmental psychopathology lecturer at Universiti Putra Malaysia, agreed, adding social networking sites give the narcissists in us complete control over self-presentation. Narcissists use self-regulation tactics to reinforce their favorable self-images, and social media is the ultimate platform for this. While no definitive study on selfie addiction has been conducted, Tan stated that there are a few pathological similarities to Internet gambling illnesses, according to the Diagnostic and Statistical Manual of Mental Disorders. Preoccupation, environmental hardship from school, family, work, and friends, deceit of Internet time, and utilizing the game to escape or ease a poor mood are all diagnostic symptoms of internet gambling disorder. They also anticipate that similar diagnostic criteria will apply to selfie addiction (Bahari & Adilah, 2016)

1.2 Problem Statement

Choo Mei Sze, a master's degree holder in developmental psychology and co-founder of a social media marketing said she has seen and involved in the development of social media and expresses her concerns about various harmful trends in the virtual world, including cyberbullying, Twitter ranting, and selfie addiction. "My greatest worry is cyberbullying and how much it affects one of my research topics, psychosocial adjustment." Unfortunately, issues such as anxiety and depression and despair might occur if no one 'likes' or follows their images. "Some people suffer from eating problems in order to look attractive because they believe it is the best method to improve their likes," she explains (Md Khalili, 2014)

There are numerous psychological reasons why selfie capturing, and publishing is so compulsive. Excessive selfie-taking may be the result of a lack of self-confidence, prompting selfie-takers to seek respect and admiration in the form of likes and good comments by sharing their ideal public image online. Social networking platforms are the major site of self-presentation and identity development for many social media users. How they are perceived by others so plays a significant influence in developing their self-confidence. Aside from a lack of self-confidence, narcissism may contribute to a greater tendency to acquire selfie addiction. An online poll discovered that respondents with higher narcissism tend to pay more attention to their selfie-posting behavior, responses (comments and likes) from peers on social media, and selfies of everyone else. (Balakrishnan & Griffiths, 2018)

Despite being the most popular thing in this period, several selfie-related incidents have been documented. In Malaysia, a 36-year-old man nearly perished after heroically climbing atop the safety gate at Darul Hana Bridge in Kuching, Sarawak, merely to take a photo with the lovely landscape of Kuching city, like Kawi (Bahari & Adilah, 2016). Aside from that, according to Yunus, in 2016, five university students fell into a gorge at a depth of 24 metres in Kuala Besut, Terengganu. The Nurul Nasya Rahim incident occurred simply because the students tripped while taking photographs at the summit of Kluang Hills (Bahari & Adilah, 2016)

Viewing selfies is generally associated with poorer outcomes, according to research. The appearance comparison mediated the relationship between Instagram selfie browsing and lower body confidence. Viewing selfies posted on social media by peers may lead to participants experiencing low body confidence or a desire to change their appearance after comparing their appearance to the posted images (Mclean et al., 2019).According to a new study conducted by Florida State University academics Jessica Ridgway and Russell Clayton, people who were more satisfied with their body image posted more selfies to Instagram with confidence. However, they reported more conflict with their romantic partner as a result. According to the study's authors, when one partner frequently posts attractive selfies, the other partner may feel jealous or threatened. This may result in excessive monitoring of the other person's Instagram feed, which means they

see even more of the attention the photos receive from followers, potentially agitating them even more. This could result in more conflict, cheating, or a breakup (Marshall, 2016).

Everyone have the right to snap and share selfies, but they must also be responsible. Only significant and responsible postings will be shared by responsible adolescents. Without awareness of ethical social media sharing, the negative impact outweighs the positive. They should also consider how others might feel about their post or selfie. Be mindful that people may become ill from viewing their photo (Saidin, 2018). As researchers, we expect there are other factors and solutions that lead to addicting taking selfie photo which will lead to bad mental health such as depression. Therefore, this study is conducted to explore what are these factors that causes Malaysian adults addicted in taking selfie photos.

1.3 Research Questions

1.3.1 Why some Malaysian adults involve in selfie addiction?

1.3.2 What are the factors cause of selfie addiction?

1.3.3 How selfie addiction affects Malaysian adults' daily life?

1.4 Research Objectives

1.4.1 To identify the causes of selfie addiction.

1.4.3 To explore the behavior of selfie addiction.

1.4.3 To determine the selfie addiction adverse effect on the Malaysian adults.

1.5 Scope of Study

The study aims to determine the factors influencing addicting in taking selfies among Malaysian adults by questionnaire. This study investigated the level of how worse the selfie addiction among Malaysian adults that can affect their daily life. The relationship between the factors addicting taking selfies and advancement of technology will be investigated in this report. The location of this research will be in Malaysia targeting among Malaysian adults. Finally, this research will look at negative impact that could be happen by having addiction in taking selfies among Malaysian adults. This research is conducted within the time frame of beginning in April 2022 until January 2023.

1.6 Significant Research

This study aimed to determine the factors of addiction in taking selfies. Furthermore, the researcher will be able to examine the relationship between the factors that influence addiction in taking selfies and the negative impact could happen because of it. As a result, this study can be used as a resource for people who want to learn more about the influence and effect of selfie addiction.

1.7 Chapter Summary

The researcher addressed the background analysis of the research subject, problem statements, research issue and purpose, scope of study, limitation of study, and significance of research in the introduction for the topic.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter presents a literature review on mobile and advanced technology, technology and addiction behaviour, and selfie behaviours. It will identify and summarize all relevant research done on a specific topic. Moreover, theories and any previous work will be reviewed to analyse the factors contributing to addiction to taking selfies. It will also discuss the conceptual framework that relates to selfie addiction and propose the ideal research framework.

2.1 Mobile and Advanced Camera Technology

People nowadays are far more likely to leave the residence without their wallet or house keys than without their smartphone because the smartphone has changed the life of an entire generation of people. Several have grown up with smartphones, which have drastically altered their values and routines. A smartphone is a mobile phone with sophisticated capabilities that go beyond making or receiving calls and text messages. Most smartphones can show images, play movies, read and send e-mail, and browse the Internet (Blahnik & Schindelbeck, 2021).

Digital cameras were an afterthought in most mobile devices. The first market laptop was created in 1982, but the first webcam did not hit the market until 1994. Even back then, it was a peripheral rather than a built-in device. The cell phone was the first mobile gadget with an integrated camera. Samsung and Sharp debuted mobile phones featuring built-in rear cameras in 2000. Surprisingly, it took another 6 years for a laptop with a built-in camera to be developed. The ease of carrying and using camera phones, as well as the ability to swiftly share images, led in rapid early acceptance. Built-in cameras on mobile phones were an expected feature by the moment smartphones appeared (Morikawa et al., 2021).

The mobile phone has evolved into the most significant technological devices in people's lives. The cameras and Internet functions built into today's smartphones have spawned a new trend in society: selfies. A selfie is a self-portrait snapshot that focuses solely on the photographer. Typically, the photographer will photograph themselves with a hand-held camera, a phone camera, or a digital camera. Taking selfies and uploading them to social networks like Facebook and Instagram have become huge phenomena for the younger generation. The popularity of selfies has spawned a new market trend which is the installation of a beauty camera app on a smartphone. Most smartphone users will install the beauty camera app on their phone in addition to enhance their selfie photos before posting them on any social networking platform (San et al., 2018).

A selfie is defined as "a snapshot taken of oneself, generally with a smartphone or webcam and posted to social media." This concept includes all three basic selfie activities: capturing a photographic image of oneself, using a camera on one's smartphone, and posting this image to the public. Aside from the photograph, other crucial selfie qualities include metadata, which is composed of many layers which is automatically generated data (such as geo-tags and time stamps), information supplied by the user (hashtags), and data contributed by other consumers (comments and "likes") (Tifentale, 2018).

2.2 Technology and Addiction behaviour

Compulsive and repetitive behaviours that are associated with negative outcomes have been a conceptual problem for psychopathology. They are commonly referred to as behavioural addictions, albeit this term has been ambiguous, misapplied, and applied to a dizzying array of behaviours. A similar pattern of medicalizing undesirable behaviours has lately emerged, with the rise of 'selfitis' (Starcevic et al., 2018).

The word "selfitis" is now used to characterize the selfie addiction, which is the need to take and upload a selfie online in order to compensate for low self-worth and fulfil the intimacy gap. Selfie related activities might resemble several characteristics of addiction, including such persistent conduct, an overwhelming urge to continue the action, frequency and time spent doing all this activity, reliance and difficulty in discontinuing this

habit, and its influence on social life. Indeed, in 2014, at the age of 19, a young man tried to commit suicide after failing to shoot the perfect selfie, with approximately 200 selfies taken per day. This habit interfered with his normal activities, such as attending school and hanging out with friends (el Khoueiry et al., 2021).

Selfie-sharing is now one of the most top activities associated with social media use. Web-mediated communication platforms, without a doubt, provide an ideal setting for socialising with the main types of online content-sharing (i.e. self-images). Furthermore, the high potential for expanding self-disclosure and monitoring one's own popularity through positive feedback may set off a behaviour-reward feedback mechanism that serves as the foundation for social media addiction. The rapid rise of social media in recent years has facilitated the distribution of user-generated material (i.e. selfies/video/posts/stories), increased self-published personal information or photographs, and facilitated chances for self-promotion and media exposure (Boursier et al., 2020).

2.3 Selfie Behaviour

2.3.1 Definition

A selfie is described as a snapshot of oneself, particularly one taken with a smartphone or webcam and uploaded on social media. Every day, over a million selfies are taken. Selfies have been described as an addiction or obsession. "Selfitis" was classified as a psychiatric disease in which a person has an obsessive-compulsive drive to snap images of oneself and publish them on social media to compensate for a lack of self-esteem and to fill an intimacy gap. Researchers have discovered a correlation between selfies and personality and self-esteem. Taking and uploading selfies, like excessive buying and smartphone addiction, may be viewed as a technique to compensate for solitude, boredom, or relationship troubles (Verma et al., 2020).

There are three level of selfitis which is borderline ("taking photos of oneself at least three times a day but not posting them on social media"), acute ("taking photos of oneself at least three times a day and uploading each of the photos on social media"), and

chronic ("uncontrollable urge to take photos of oneself around the clock and uploading the photos on social media more than six times a day"). According to recent research, the occurrence and intensity of selfie addiction may be related to specific personality factors. A 2014 study discovered a link between narcissistic and psychopathic personalities and the proclivity to publish a big number of selfies online (el Khoueiry et al., 2021).

2.3.2 Advantages of Selfie

2.3.2.1 Self-Esteem

A selfie is a snapshot taken by them and afterwards published to social media platforms such as Twitter, Instagram, and Facebook. Nowadays, young people are obsessed with taking selfies. They take selfies to increase their confidence. Selfies have an impact on their self-esteem as well as their positive and bad outcomes. According to the researcher, many people nowadays enjoy taking selfies. Some people believe that taking selfies is a good method to get people to like them. People nowadays take selfies to entertain themselves while they are bored. The purpose of taking a selfie is to improve one's image on social media. Many people snap selfies in order to attract the attention of their friends and relatives. Furthermore, many take selfies because they are lonely, depressed, or broken-hearted and want to convey their feelings through photos. Many people only take selfies when they think they look well, and they set up situations to take additional photos in order to relieve tension. Posting selfies on social media can increase their fans or boost their confidence. The quantity of likes they have is a means for people to express themselves. (Moneva et al., 2020). According to (Nasya Rahim et al., 2021b) in a Common Sense Media survey, over 1000 teens between the ages of 13 and 17 feel more confident, popular, and have higher self-esteem after publishing selfies online, like in Monro.

2.3.3 Disadvantages of Selfie

2.3.3.1 Narcissism

Social media represent ideal environments to achieve narcissistic goals given the opportunity of controlling self-presentation on such platforms. Narcissists particularly tend to be active social media users such as content-creators, more engaged in posts and like/comment production, photo posting and uploading. In fact, many studies have reported a positive association between narcissism and specific social media use including status updates or picture postings, uploading attractive photos and promoting one's own visual content, photo "liking" and commenting, making efforts to attract admiring friends and number of online friends and followers. Similarly, narcissists appear to perceive their selfies as more attractive than individuals with a lower level of narcissism (Boursier et al., 2020).

2.3.3.2 Body objectification

Body image is an individual's perception of his or her physical self, as well as the thoughts and feelings that develop as a result of that perception. Individual and contextual factors influence these feelings, which can be pleasant, negative, or both. According to studies, introducing adolescent girls to online visits and long-term informal communication sites leads to high rates of weight dissatisfaction, drive for thinness, and body monitoring (Mohamed & Abdel Karim, 2019).

The use of photography as a means for expressing one's own identity and achieving social approval has sparked the interest of a new research field in which appearance appraisal and comparison, body issues, and objectification may arise. This is associated with experience in three specific components of objectified body consciousness: body surveillance (constant body monitoring due to the assumption of an outside observer's perspective), body shame (the perceived failure to achieve ideal standards of beauty), and appearance control beliefs (personal belief in controlling one's own bodily appearance). In terms of body surveillance and shame, media exposure to cultural beauty standards

encouraged objectified body images, boosting women's self-body objectification. High exposure to photographs and appearance-related dialogues and comparisons on social media, according to this viewpoint, are exclusively tied to appearance concerns and promote self-objectification (Boursier et al., 2020)

2.4 Underpinning Theory

2.4.1 Use of Gratification Theory

Brand selfies are undoubtedly one of the most prevalent and popular kinds of brand user and gratification (UGC) in current culture, with millions of selfies posted online every day across various social media platforms. The UGC theory investigates media effects from the perspective of individuals user, with the objective of understanding why and how people actively choose to utilise specific media to meet their needs or desires. It represents a departure in conventional communications studies, which have typically sought to answer the question, "What does the media do to people?" to "What do people do with media?" The latter approach holds that "people's values, interests, relationships, and social roles" all influencing what they do with media. The U&G hypothesis assumes that consumers' media consumption is motivated by specific goals/outcomes. Customers' psychological requirements or the gratifications sought through media exposure, as specifically decided by consumers, drive media consumption. Finally, the subsequent gratifications from such media intake may be linked to "the media content itself, media exposure in general, and the social context that typifies the situation of media exposure" (Borel, 2021)

2.5 Factors Contributing to Addicting Taking Selfie

2.5.1 Attention Seeking

Most people shoot selfies and share them on social media to fulfil this desire and obtain gratification. Likes and comments on their selfie would satisfy their want for

recognition, and notoriety through social media would satisfy their desire for appreciation. Currently, the younger generation requires recognition. They are insanely driven by praise and publicity. If they receive recognition and fame as a result of their selfie-taking enjoyment, they will ensure that the selfie age continues for another decade (Mohan et al., 2017). Being able to express oneself is a basic human need. Young people rely on the opinions and evaluations of their peers, which prompts them to look for ways to present themselves to the outside world. The sociometer theory demonstrates how self-esteem and psychological health are impacted by acceptance and rejection. When someone receives likes on their selfie, it may be a sign of acceptance, which raises their psychological wellbeing and sense of self-worth. A person's psychological health and self-esteem may suffer if they don't receive any likes on their selfie, which is a sign of rejection (Mubeen et al., 2022).

H1: Attention seeking has a significant positive relationship on addicting taking selfie among Malaysian adults.

2.5.2 Perceived enjoyment

The most intense form of pleasure is enjoyment. It is the joy of obtaining psychological fulfilment. Enjoyment is either a thrill or being charged out. Any activity that provides pleasure can be considered enjoyable. Selfies are also used by selfie users to document enjoyable occasions. If people gain pleasure from taking selfies, they will continue to do so and make it a habit. This habit will eventually lead to behaviour. Some selfie users regard selfie as a medium for capturing the moments of happiness that they spend with family, friends, pets, and so on. These selfies are a token of affection towards the personal ones (Mohan et al., 2017). In general, people who enjoy taking selfies believe that doing so is an important activity in their daily lives. Additionally, they constantly search for locations where they can take selfies and get angry if they aren't allowed to. More specifically, people might enjoy taking selfies to lessen their loneliness because doing so fosters self-disclosure and social communication. Posting selfie photos on social media and receiving feedback from friends is one way this is accomplished. More

specifically, it was reasonable to assume that people who were outgoing and enjoyed forming relationships with others would have more connections on social media and be more motivated to take selfies than other people (Charoensukmongkol, 2016).

H2: Perceived enjoyment has a significant positive relationship on addicting taking selfie among Malaysian adults

2.5.3 Social Competition

Social competition creates self-conscious as it entails being aware of one's physical appearance and actions. It's a type of self-awareness. In other words, it is an individual's opinion of his or her own activities and looks. The primary adversary of self-confidence is self-consciousness. In social situations, self-consciousness increases anxiety. As a result, it causes uneasiness and a lack of confidence. As a result, if a person posts a selfie and does not receive the expected number of likes, they will be unhappy. Seeing selfies of attractive people posted on social media might make others who are not so attractive feel insecure and quickly disappointed. To seem excellent in every photograph, most people choose for photo editing as well as cosmetic treatments, beauty boosting operations, and so on (P. Mohan et al., 2017). Social competition creates:

I. Elevates social status and importance
II. Getting more likes and comments on social media
III. Creates a healthy competition among social circle
IV. Making my selfie look better than others by using photo editing tools

H3: Social competition has a significant positive relationship on addicting taking selfie among Malaysian adults.

2.5.4 Social Interaction

Smiley cheery pictures showed extraversion, flashy attractive attire and makeup reflected narcissism, and body postures reflected narcissism. Most people snap selfies for

more than just themselves; they have a platform called social media where they may discover a group of viewers and express themselves in front of them through a specific impression. Humans do not like to rely on people to take pictures of them while travelling or in other settings; instead, they find selfies to be more convenient, and they try to portray and express themselves in their own unique style in self-shot photos. 'People who are socially apprehensive and fearful of personal encounters were found to have greater rates of internet usage." Another study discovered that persons who are lonelier are more drawn to selfie-taking than those who are more social. Individuals try to regain their solidity by establishing a bubble around them known as social media, where they conceal behind a screen and publish their life events and seek to be socially active with them (Haque, 2020).

H4: Social interaction has a significant positive relationship on addicting taking selfie among Malaysian adults.

2.5.5 Status Seeking

Peer pressure is a psychological phenomenon in which people do something primarily because other people are doing it. Females spend more time on social media uploading selfies and are more likely to acquire a social networking addiction. The possible explanation for this discovery is that females are more likely to alter their look by editing such as Photoshop, Snapchat, or even plastic surgery in order to feel comfortable with the selfies they post on social media. Males had a higher level of selfie addiction in the self-obsessed component. This was consistent with past research, which demonstrated that guys tend to flaunt their position in order to gain more Likes and Comments and gain popularity, while being concerned about their self-image (Mustafa et al., 2020).

H5: Status seeking has a significant positive relationship on addicting taking selfie among Malaysian adults.

2.5.6 Trendsetter personality

Selfie culture is the digital picture sharing culture that has contributed to the growth of selfie fever in recent years. This culture is also influenced by teenagers, young people, and adults. The introduction of smart phones with front-facing cameras signalled the beginning of the "selfie situation." It has gained widespread appeal in a short period of time. Following the initial introduction of the selfie, the 'self & me' element of human conduct has expanded dramatically, culminating in a self-ish culture or the 'me-me generation.' This generation is also known as the selfie and me generation. It encompasses both children and adults, although their perceptions and attitudes about this culture differ from generation to generation. Young people's selfie culture presents an opportunity to reshape ethical culture. The world of selfie representation is entirely a discussion or integration of media, sexuality, and gender (Mohan et al., 2017).

H6: Trendsetter personality has a significant positive relationship on addicting taking selfie among Malaysian adults.

2.6 Research framework

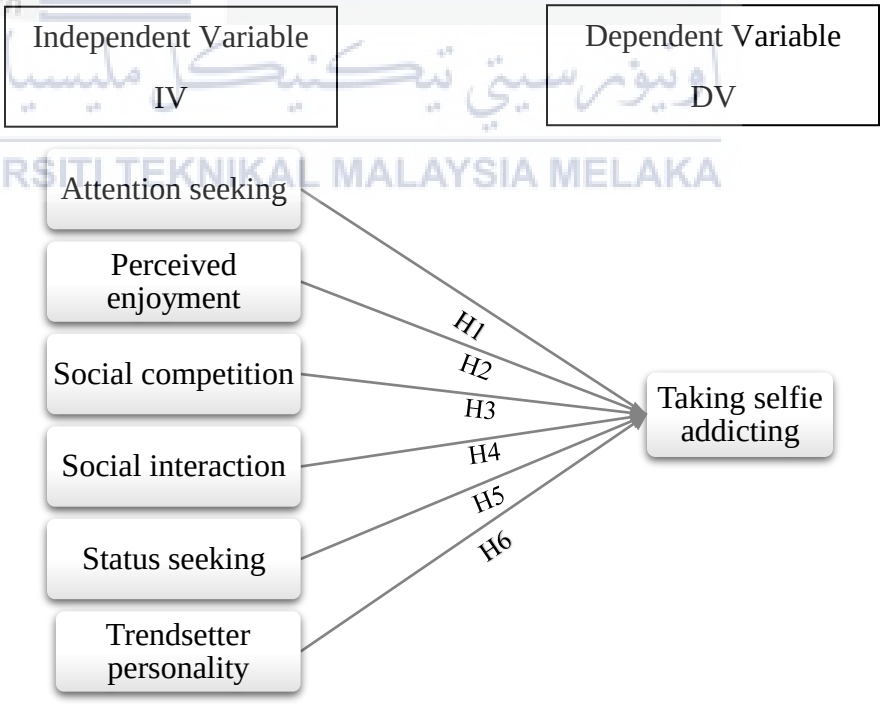


Figure 2. 1: Research framework

2.7 Summary

In this research, the researcher has found five available hypothesis developments. It is formed because of the research on to findings factors that contribute to addicting taking selfie. For the formed of hypothesis one (H1) is attention seeking have positively related on contributing to addicting taking selfie. Likes and comments on their selfie would satisfy their want for recognition, and notoriety through social media would satisfy their desire for appreciation. Secondly, hypothesis two (H2) is perceived enjoyment have positively related on contributing to addiction taking selfie as some selfie users regard selfie as a medium for capturing the moments of happiness that they spend with family, friends, pets, and so on. Thirdly, hypothesis three (H3) emphasize social competition have positively related on contributing to addicting taking selfie as social competition creates self-conscious as it entails being aware of one's physical appearance and actions. It's a type of self-awareness. In other words, it is an individual's opinion of his or her own activities and looks. In hypothesis five (H4) social interaction have positively related in contributing to addicting taking selfie as it mentioning individuals try to regain their solidity by establishing a bubble around them known as social media, where they conceal behind a screen and publish their life events and seek to be socially active with them. In hypothesis five (H5) status seeking have positively related in contributing to addicting taking selfie as its peer pressure is a psychological phenomenon in which people do something primarily because other people are doing it. Finally, hypothesis six (H6) showing trendsetter personality have positively related on contributing to addicting taking selfie as the introduction of smart phones with front-facing cameras signalled the beginning of the "selfie situation." It has gained widespread appeal in a short period of time

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discussed data gathering methods such as steps, procedures, and samples. The purpose of this study is to get a knowledge of the research approach utilised to collect data on the elements that contribute to Malaysian individuals becoming addicted to snapping selfie images. Attention seeking, perceived enjoyment, social competition, social interaction, status seeking, and trendsetter personality are among the reasons.

The study technique and the research approach are swapped. The method refers to the procedure for gathering and analysing data. As a result, the quantitative (statistical) analysis approach will be used in conjunction with a questionnaire development tool. The researchers feel that for the researcher get make an informed decision about the study, some comprehension of this is required. This research strategy clearly outlines how this study investigation was carried out.

3.2 Research Design

A research design is a research approach or procedure. It explains the fundamental strategies used by researchers to deliver trustworthy and interpretable data. Study architecture also addresses difficulties such as subject selection and data collection preparation. (Teixeira et al., 2019) it contends that research design is a data collecting and analysis strategy for addressing research challenges and achieving research objectives, and that it provides a rational basis for selecting data sources, data collection methods, and data analysis techniques. This will involve the identification, exploration, and explanation of the entire research proposal. Researchers can do research using either qualitative or quantitative methods.

Researchers hope to investigate the elements that contribute to Malaysian adults becoming addicted to snapping selfie shots in this study. In this study, researchers

conducted evaluation and summary tests to define the elements that influence respondent' independent variables connected to selfie addiction.

The researcher used the reference in the prior study journal's literature review as a guide to conduct this investigation. The investigator will also examine the research methods that will be employed to collect data successfully. The questionnaire was utilized as a data gathering instrument by the investigator. The formulated questions are based on the analysis's objectives. The competence will be examined, and this examination will address both the study aims and research issues.

3.2.1 Methodological Choice

Quantitative statistics are preset numerical data that may be evaluated and displayed statistically using graphs, histograms, tables, and maps (Teixeira et al., 2019). The quantitative analysis investigates the link between the research model's variables, which are calculated and quantitatively evaluated using a range of statistical approaches. The researcher may choose the survey approach for this study, which is to distribute the questionnaire to the selected respondents. This issue will be specified such that all respondents are treated equally. This strategy also employs probability sampling methods to assure generality. The data from the survey will be analyzed using the Smart PLS4.

3.3 Instrument Development

There are two major components to the questionnaire for this analysis. Part A was designed to categorise respondents' demographic information, such as gender, age, and experience. The processing of this data enables researchers to understand the differences between the aspects of respondents. (Kasunic, 2005). Part B was designed to test the study's research model with built constructions and objects. Both nominal and ordinal scales were used to create the measuring scales. Except for the respondent's personal information, which was scored using a nominal scale, most of the questionnaire was scored

using an ordinal scale. In this study, the Likert scaling method was found to be adequate for calculating questionnaire items. (Likert, 1932). For Likert-type scales, a five-point scale is the norm (Johns, 2010). Respondents were then asked to describe their level of agreement or disagreement with each statement using a five-point Likert scale (1= strongly disagree; 2= disagree; 3= neutral; 4= agree and 5= strongly agree).

3.3.1 Instrument Validation (Content and Face Validity)

Several efforts were made in this study to ensure that the questionnaire was accurate and effective. The items underlying the constructs were extracted from an analysis of the relevant literature and instruments that had been adapted from various contexts and previously verified in the first step, after an initial exploration of the general influential determinants. Face validation is the most basic type of validation because it does not require complex quantitative methodologies to validate the testing equipment. Instead, the researcher must examine the questionnaire and its items to ensure that the questions measure what they are supposed to measure for researchers or respondents to embrace and enjoy the questionnaire's items. (Saffi et al., 2013). The face validity of the questionnaire was evaluated for this analysis with the assistance of the research supervisor, who served as an academic expert. As a result, the content validity of this study questionnaire was determined by employing previously constructed measuring questions from prior literature, and the experts provided additional perspectives.

Table 3. 1: Section B for Independent Variable

Factors	Item code	Original items	Revised items	Source of items
Attention seeking	AT1	Social media is the place where I can get more positive responses than receiving it in physical contact	-	(Lei, 2017)
	AT2	I'm satisfied with my social media posts that I had made when I	-	

		received more positive responses from my followers		
	AT3	I would post more social media updates to received more positive responses from my followers	-	
	AT4	I need more positive responses in my social media posts to gain recognition from my followers and give myself a sense of pride	-	
Perceived enjoyment	PE1	Using WeChat Mini Program is stimulating	Using social media to post my selfie is stimulating	(Rao & Ko, 2021)
	PE2	This travel app was entertaining	Selfie was entertaining	(Wu et al., 2021)
	PE3	This travel app was enjoyable	Selfie was enjoyable	
	PE4	This travel app was fun to use	Selfie was fun to use	
Social competition	SC1	Sharing my selfies creates healthy competition with my friends and colleagues	-	(Ravi Varma et al., 2020)
	SC2	Taking different selfie poses helps increase my social status	-	
	SC3	I post frequent selfies to get more 'likes' and comments on social media	-	
	SC4	I use photo editing tools to enhance my selfie to look better than others	-	
Trendsetter personality	TP1	When I share a selfie, people become aware of my existence	-	(Çıplak & Çam, 2019)
	TP2	I post selfies to draw traffic to my social media webpages	Posting selfies are important to draw traffic to my social media	(Kearney, 2018)

	TP3	Posting selfies makes me cool or popular among peers	Posting selfies makes me popular among peers	
	TP4	I post selfies to know if people find me attractive	Posting selfie are important for me to know if people find me attractive	
Social interaction	SI1	Updating social media posts enables my followers to know what is up on my mind	-	(Lei, 2017)
	SI2	Constant social media updates show that I'm sociable within the social circle that I'm belong to	-	
	SI3	I have the desire to make more friends in social media, to expand my social circle	-	
	SI4	Making new friends on social media is one of the methods to curb loneliness	-	
Status seeking	SS1	I gain more acceptance among my peer group when I take selfie and share it on social media	-	(Ravi Varma et al., 2020)
	SS2	I become a strong member of my peer group through posting selfie	-	
	SS3	When I don't take selfies, I feel detached from my peer group	-	
	SS4	I post selfies to manage and maintain my online image	Posting selfies are important to manage and maintain online image	(Kearney, 2018)

Table 3. 2: Section C for Dependent Variable

Factors	Item code	Original items	Revised items	Source of items
Selfie Liking	SL1	Taking selfies makes me happy	-	(Charoensukmongkol, 2016)
	SL2	I am very good at taking selfies	-	
	SL3	I take selfies whenever I have a chance	-	
	SL4	Taking selfies is an important activity in my daily life	-	

3.4 Population

For population, researcher focusing among Malaysian adults around peninsular Malaysia at ages around 18- 40. This is important in population as it will determine the target audience that researcher trying to find. The entire group about whom researcher want to make conclusions is referred to as a population. The group from which researcher will gather data is known as a sample. The sample size is always smaller than the population. Using the Krejcie-Morgan table, 384 sample size was suggested as Malaysian adults' population exceed 1 million which is, according to the National Statistics Department, 14.6 million Malaysians, or an astounding 45 percent of our population, are between the ages of 15 and 39. By this, researcher make decision to gather 400 respondent for this research.

3.5 Sampling Method and Sample Size

Well-known sampling techniques include non-probability sampling and probability sampling. In probability sampling, any variable in the population has a known, non-zero probability of being chosen. Non-probability sampling units are chosen based on criteria such as availability and convenience (Zikmund et al., 2012). In this research, a non-probability sampling strategy was utilized, with sampling units chosen based on purposeful

sampling based on the required features of the member of the sample that represented the research objectives.

A purposeful sampling method is a sort of non-probability sampling in which the competence and reliability of the informant must be guaranteed (Daniel, 2014). Purposeful sampling assumes that the sample participants are members of the population and are likely to support the study's goals(Sibona & Walczak, 2012).This study adopted a purposeful sampling approach and selected respondents with experience relevant to the research focus which is factors contributing to addicting taking selfie photos among Malaysian adults. The reason why this sampling technique was selected is because the potential respondents should have experience with taking selfie addiction. The final survey was conducted using 400 respondents who had some experience with snapping selfie photos. According to (Anderson & Gerbing, 1984), The minimum sample size for reasonable estimation is 100-150 participants. Other authors, on the other hand, have advised a minimum sample size of 200 responders. (Hoelter, 2016).

3.6 Pilot Test

Following instrument validation, the questionnaire should be examined with target respondents to identify whether it needs to be altered or adjusted for enhancement or refinement (Kasunic, 2005). A pilot survey is a small-scale version of a bigger study that can be used to any type of research method, particularly before conducting a questionnaire survey, and it is typically recommended to do so before beginning the main data collection activity. A pilot study is required to discover and validate any deficiencies in the developed instrument. Before disseminating the questionnaire to many target respondents, researchers test it with a small sample. Various pilot group sample sizes are proposed: according to some writers, the pilot study sample size could range between 25 and 75 people (Converse & Presser, 1986). 50 samples were collected for the pilot research in this analysis to validate the measurement model using Smart PLS4.

3.7 Pilot Study Readings

Researchers generally use the pilot test method to evaluate the reliability of questionnaires. The researcher gathered data from 50 people in the pilot study. This apart from that, the questionnaire questions will be modified as needed based on the results of the pilot test. Cronbach's alpha for pilot test result reliability is shown in Table 3.3 below. Cronbach's Alpha is considered unacceptable if it is less than 0.6, indicating that the questioning is invalid. Furthermore, the lower limit is 0.6 or higher. This pilot testing study tested 28 questions. Values greater than 0.7 are considered acceptable, and Table 3.4 shows that each variable has a high level of dependability. Cronbach's alpha values for independent variables, Attention Seeking (AT) is 0.858 with 4 items, and Perceived Enjoyment (PE) is 0.911 with 4 items as well. Cronbach alpha for Social Competition (SC) is 0.798 with 4 items, Social Interaction (SI) is 0.773, and Status Seeking (SS) is 0.815 with 4 items. Finally, with 4 items, Trendsetter Personality (TP) is 0.879. Selfie Liking (SL) Cronbach alpha is 0.854 with 4 items for the dependent variable.

Table 3. 3: Reliability Analysis

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 3. 4: Pilot test reliability statistic

Variables	Cronbach's alpha	No of items
Attention seeking	0.858	4
Perceived enjoyment	0.911	4
Social competition	0.798	4
Social interaction	0.773	4

Selfie liking	0.854	4
Status seeking	0.815	4
Trendsetter personality	0.879	4

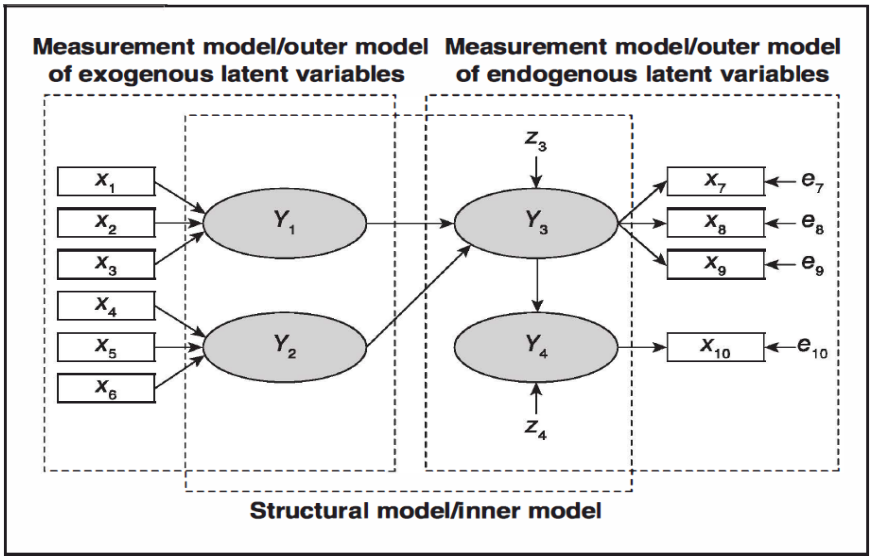
All the alpha readings for the independent and dependent variables are good and acceptable based on the value of Cronbach's Alpha. As a result, all the questionnaires in the pilot study are suitable for further distribution to other potential respondents.

3.8 Survey Data Analysis

SEM (Structural Equation Modeling) was utilised to examine the data, investigate the study model, and assess the links between the research model constructs (Gefen et al., 2000).

SEM is a statistical procedure that combines confirmatory component analysis and path analysis to validate measurement models and match them to the structural model(Kline, 2011). SEM enables researchers to examine the interactions between autonomous and dependent structures at the same time(Urbach & Ahlemann, 2010). This means that SEM allows a researcher to test hypothesized constructs to better understand a research phenomenon using latent variables that are known to the researcher (Bentler, 2003).

SEM is a combination of two levels of analysis: (a) measurement model analysis and (b) structural model analysis. The Outer Model (measurement model) depicts the interactions between constructs and predictor variables, whereas the structural model depicts the relationships (paths) between constructs (Byrne, 2016).



(Xn) : Indicators, (Yn) : Constructs and (en) & (zn) Associated Errors

Figure 3. 1: Example of PLS- structural equation model

The extent to which specific variables, either directly or indirectly, influence changes in the values of other latent variables in the model. Figure 3.1 is an example of a basic model adapted from (J. Hair, 2009).

PLS is a component-based SEM methodology that is widely used to analyses the relationships between dependent and independent variables and to model theoretical concepts in technology theories and IS research(Cheung & Vogel, 2013). PLS may examine the correlations between many dependent and independent variables, as well as the validity and reliability of latent variables. PLS focuses mostly on boosting model knowledge by optimizing the amount of correlation between constructs. As a result, if the purpose of the research is prediction and theoretical growth, PLS-SEM is appropriate. This technique can also be used to examine data with small sample sizes or with a non-normal distribution.

Furthermore, PLS is enough for a dynamic model with several latent variables(J. Hair, 2009). As previously indicated, two-stage approaches, as shown in Figure 3.2, are recommended for data analysis in SEM. In the first stage, the measurement model is tested to confirm that the objects used to measure each construct are accurate and dependable.

The structural model is the second stage, which entails identifying the framework's linkages.

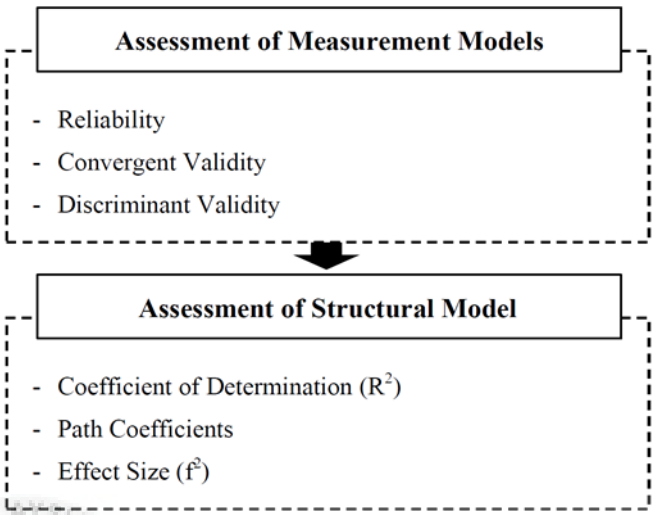


Figure 3. 2: Chosen analysis technique: PLS path model assessment

The measurement model evaluation informs about the specification of the scale items by analyzing the validity and reliability of the item, which serves as the foundation for the SEM analysis (J. Hair, 2009). As a result, the key criterion for evaluating a model is to check the reliability and validity of the measurement models in order to assess the strength of the measures used to evaluate the proposed model.

First, build reliability was assessed using Smart PLS 4 to analyse composite reliability (CR) and internal consistency reliability (Cronbach's alpha). While Cronbach's alpha is a widely used measure for assessing internal (Sekaran & Bougie, 2016), A more accurate approximation can be achieved by assessing composite reliability. According to (J. Hair, 2009), The composite reliability measure is thought to be more appropriate than Cronbach's alpha because (1) CR does not presume similar indicator loadings for internal consistency, unlike Cronbach's alpha, and (2) the amount of indicators does not affect internal consistency in PLS.

In the second stage, the construct's validity was assessed using convergent and discriminant validity (Hu et al., 2015) .Convergent validity of scale items was examined for this study using three criteria: (1) item factor loading, (2) composite construct

reliability, and (3) average variance extracted (AVE), as indicated by (Fornell & Larcker, 1981a). The discriminating validity of components was tested using cross-factor loadings and the square root of AVE, as well as correlations between all constructs in the model (Henseler et al., 2009).

After building trust in the constructs' reliability and validity, a structural model was developed to provide evidence to support the research paradigm. The evaluation of a structural model includes an assessment of the link between the model's constructs. The PLS analysis employs three parameters: (1) the determination coefficient (R2), (2) the direction coefficients, and (3) the impact scale (Urbach & Ahlemann, 2010), they were employed to put the structural model's explanatory abilities to the test. Table 3.5 lists many parameters that show how the measurement model and structural model should be evaluated.

Table 3. 5: Procedures of measurement and structural model assessment

Step	Analysis	Test	Criteria	Source
Measurement Model Assessment Using PLS Algorithm	Reliability	Composite reliability	(a) > 0.80 or (b) > 0.70	(a). (Fornell & Larcker, 1981; Kijsanayotin, Pannarunothai, & Speedie, 2009) (b). (MacKenzie, Podsakoff, & Podsakoff, 2011)
		Cronbach's Alpha	≥ 0.70	(Sekaran & Bougie, 2011)
	Convergent Validity	Item factor loading	(a) ≥ 0.70 (b) > 6	(a). (Fornell & Larcker, 1981) (b). (Hoyle, 1999)
		Average Variance Extracted (AVE)	≥ 0.50	
	Discriminant Validity	Cross-factor loadings	Loading of each measurement item on its assigned construct greater than its loading on any other constructs in the model	(Chin, 1998)
		Square root of AVE & Bivariate correlation	Square root of AVE of each construct > Correlations between the constructs.	(Fornell & Larcker, 1981)
Structurer Assessment Model Using Bootstrapping & PLS Algorithm	Structural model	Coefficient of determination (R^2)	0.670 Substantial 0.333 Moderate 0.190 Weak	(Chin, 1998)
		Path coefficients (β)	Significant at p-value<0.05	(Urbach & Ahlemann, 2010)
		Effect size (f^2)	$0.02< f^2 \leq 0.15$ Small effect $0.15 < f^2 \leq 0.35$ Medium effect $f^2 > 0.35$ Large effect	(Cohen, 1988)

3.9 Chapter Summary

Because of the study questions and objectives, this analysis offered a quantitative research strategy to assessing the link between independent variables and dependent variables in the population. Partial Least Squares (PLS) is a component-based SEM approach that is extensively used to assess the associations between dependent and independent variables utilizing Smart PLS 4 software.

CHAPTER 4
RESULTS

4.0 Introduction

The researcher thoroughly examines the findings of the study. In this study, 400 questionnaires were distributed to the intended participants in order to identify factors contributing to addicting taking selfie photos among Malaysian adults. Prior to collecting the full set of data for this study, a pilot test was conducted. This survey took the researcher about four weeks to complete, along with a pilot test. The purpose of this survey was to assist the researcher in determining whether the dependent variables, selfie liking, and independent variables, attention seeking, perceived enjoyment, social competition, trendsetter personality, social interaction, and status seeking, were present. The survey was created with Google Forms and was divided into two sections: Part A was designed to collect demographic data from respondents, such as gender, age, educational level, social media platforms used, frequency of taking selfie photos in a week, frequency of using social media in a day, and most common reason for taking selfie photos. Section B includes both dependent and independent variables.

For the whole set data and pilot test, the researcher uses SmartPLS4. SmartPLS4 is available for free download from the software developer's official website at www.smartpls.com. Prior to downloading the software, you must first create a free account. In the social and behavioural sciences, structural equation modelling (SEM) has become an important statistical tool. It can model nomological networks by expressing theoretical concepts as constructs and connecting these constructs through a structural model to study their relationships. Random measurement errors can be accounted for, and empirical evidence for postulated theories can be obtained through statistical testing (Benitez et al., 2020).

4.1 Multicollinearity

A variance inflation factor (VIF) in regression analysis is a measure of the amount of multicollinearity. In a multiple regression model, multicollinearity exists when there is a correlation between multiple independent variables. This can have a negative impact on the regression results. As a result, the variance inflation factor can estimate how much a regression coefficient's variance is inflated due to multicollinearity. The higher the VIF, the more likely multicollinearity exists, and more research is needed. When VIF exceeds 10, there is significant multicollinearity that must be corrected. Variables are not correlated when VIF is equal to 1. VIF between 1 and 5 indicates that variables are moderately correlated, while VIF greater than 5 indicates that variables are highly correlated (Potters, 2022).VIF are classified into two types. The outer VIF value is used to assess collinearity between items of different constructs, whereas the inner VIF value is used to assess collinearity between all constructs. The tolerance and VIP values for all related variables are shown in Table 4.1.

Table 4. 1: Multicollinearity statistics among independent variables

Independent Construct	Dependent Construct
Attention seeking	2.464
Perceived enjoyment	1.800
Social competition	3.549
Social interaction	2.805
Status seeking	3.250
Trendsetter personality	3.828

4.2 Respondent Profile Information

Demographic factors in this study can be found in Part A of the questionnaire and must be assessed using descriptive analysis. The demographic questions provided basic information about those who completed the entire questionnaire. The survey asked the target respondents to answer questions about their gender, age, educational level, and which social media platforms they use, as well as their frequency of taking selfies in a week and frequency of using social media in a day. The survey results are interpreted as follows

in the table below. The descriptive data for the current study's respondents are presented in Table 4.4. Gender, age, and education level are among the sample characteristics. The demographic profile of the sample is shown in Table 4.4.

Table 4. 2: Characteristics of the sample

Items		Frequency	%
Gender	Female	235	58.75
	Male	165	41.25
	Total	400	100
Age	18-23 years old	198	49.5
	24-29 years old	87	21.8
	30-35 years old	41	10.3
	36-40 years old	74	18.5
	Total	400	100
Education level	Master or above	19	4.8
	Degree	247	61.8
	STPM/Diploma	73	18.3
	SPM and below	46	11.5
	Other	15	3.7
	Total	400	100

Based on Table 4.4, female respondents that involved in this survey were 235 (58.75%) and male were 165 (41.25%). Most of the respondents belong to the age group between 18-23 years old with frequency 198 (49.5%), 24-29 years old were 87 (21.8%), 30-35 years old were 41 (10.3%), 36-40 years old were 74 (18.5%). Most of the respondents were bachelor's degree; 247 respondents with 61.8% while STPM/Diploma and SPM and below respondents were 73(18.3%) and 46(11.5%) respectively. There is 19 respondent who is Master and above with 4.8% that involved in this survey. Lastly, in this research, other respondents were with frequency 15 (3.7%).

4.3 Which Social Media Platforms that Respondent Use to Post Selfie

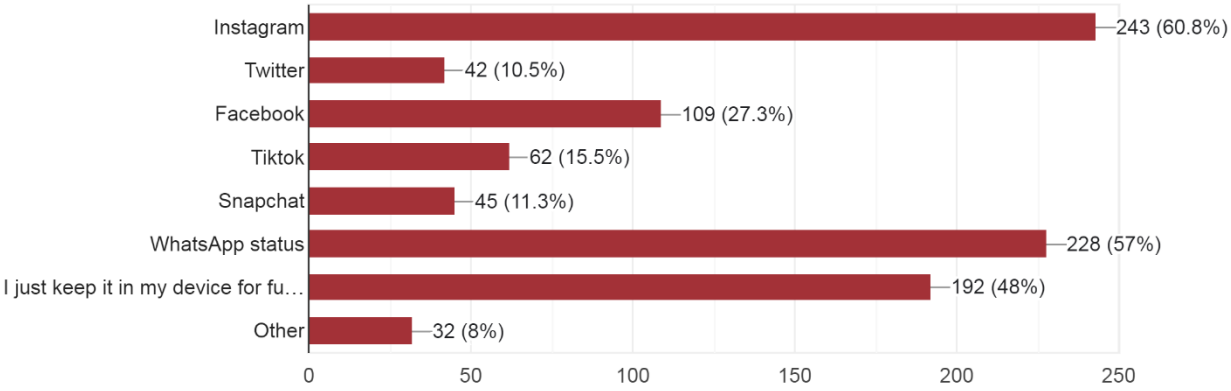


Figure 4. 1: Social media platforms respondent use

The figure 4.1 shows that the respondents also were asked about which social media platforms that they use to post selfie. With the total 400 respondents, 60.8% with frequency 243 were the largest per cent which is Instagram followed by Whatsapp Status has frequency 228 (57%), I just keep it in my device has frequency 192 (48%), Facebook was 109 (27.3%) and Tiktok were 62 (15.5%). Another three platforms which is Snapchat, Twitter and other have frequency of 45 (11.3%), 42 (10.5%) and 32 (8%) respectively. These eight categories of social media platforms are the frequent platforms that respondents use to post selfie.

For many people, posting selfies is a form of self-expression, an exploration of different identities, or an attempt to create an idealised version of themselves. Visual content is the most effective way to connect with your followers, and Instagram is solely focused on providing a high-end visual experience. It is the most effective platform for engaging audiences, with hundreds of millions of daily active users. Meanwhile, Whatsapp status creates privacy by allowing users to share end-to-end encrypted text, photo, video, and GIF updates that disappear after 24 hours. To send and receive status updates to and from user contacts, both the user and their contacts must have each other's phone numbers saved in their address books.

4.4 Frequency of Taking Selfie Photos in a Week

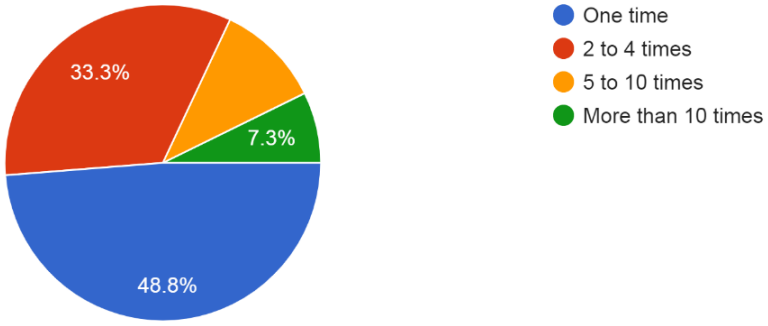


Figure 4. 2: Frequency of taking selfie photos in a week

The figure 4.2 shows that the respondents also were asked about frequency of taking selfie photos in a week. With the total 400 respondents, 48.8% with frequency 195 were the largest per cent which is one time followed 2 or 4 times has frequency 133 (33.3%), 5 to 10 times has frequency 43 (10.8%), more than 10 times was 29 (7.3%).

Selfie addiction is on the rise. There is a fine line between those who enjoy sharing photos and taking the occasional selfie and those who obsessively take photos. From the figure above showing that respondent majority usually taking selfie one time per week indicating that young Malaysian adult don't have much obsession in taking the selfie.

4.5 Frequency of Using Social Media in a Day

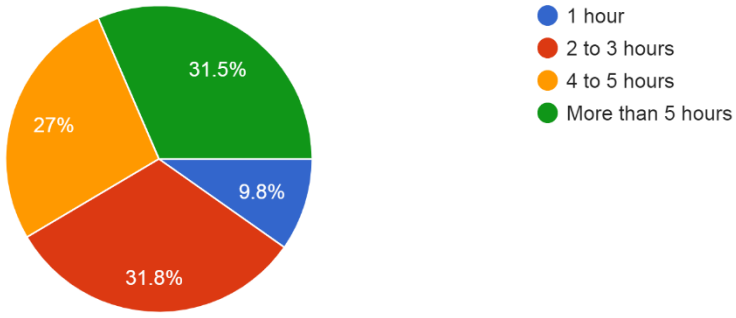


Figure 4. 3: Frequency of using social media in a day

The figure 4.3 shows that the respondents also were asked about their frequency of using social media in a day. With the total 400 respondents, 31.8% with frequency 127 were the largest per cent which is 2 to 3 hours followed by more than 5 hours has frequency 126 (31.5%), 4 to 5 hours has frequency 108 (27%), 1 hour was 39 (9.8%).

The term "social media" refers to websites and applications that emphasise communication, community-based input, interaction, content sharing, and collaboration. People use social media to stay in touch with friends, family, and members of various communities. Social media is internet-based and allows users to share content such as personal information, documents, videos, and photos in real time. Users interact with social media through web-based software or applications on a computer, tablet, or smartphone. This could be the reason why respondent engaging in social media with majority of them spend in social media 4 to 5 hours and above daily.

4.6 Most Reason for Taking Frequent Selfie Photos

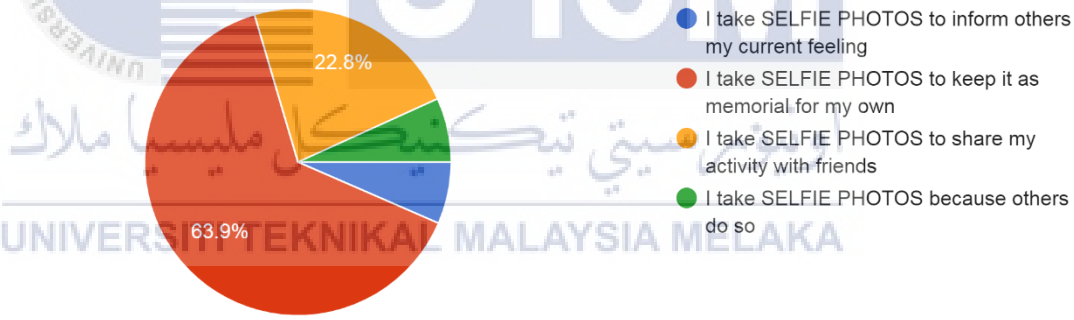


Figure 4. 4: Most reason for taking frequent selfie photos

The figure 4.4 shows that the respondents also were asked about their most reason for taking frequent selfie photos. With the total 400 respondents, 63.9% with frequency 255 were the largest per cent which is I take selfie photos to keep it as memorial for my own followed by I take selfie photos to share my activity with friends has frequency 91 (22.8%), I take selfie photos because others do so has frequency 27 (6.8%), I take selfie photos to inform others my current feeling was 26 (6.5%).

Respondent answering that they take selfie to keep it as memorial mostly indicated that respondent want to capture the moment and keeping it for themselves as a memory such as big day like birthday event, wedding event or convocation event. Secondly, majority of them also likely will share it with their friends mainly on social media as a sign of showing their activity or any eventful for their friend knowledge.

4.7 Evaluation of PLS Path Model Result

Structural equation modelling (SEM) is a statistical technique family that has grown in popularity in business and the social sciences. Its ability to model latent variables, account for various types of measurement error, and test entire theories makes it applicable to a wide range of research questions. The measurement model (also known as the outer model) and the structural model are two sets of linear equations that formally define PLS path models (also called inner model). The measurement model defines the relationships between a construct and its observed indicators (also known as manifest variables), whereas the structural model defines the relationships among the constructs. Sample size is important both technically and in terms of inference statistics. Technically, the number of observations must be large enough so that the regressions used in the PLS algorithm do not generate singularities. As a result, the number of parameters or variables in a model may exceed the number of observations. Inference statistics are useful when attempting to generalise from a sample to a population. The larger the sample size, the narrower the confidence intervals for the model's parameter estimates, and the less likely it is that a parameter estimate's deviation from zero is due to sampling variation (Henseler et al., 2015).

4.8 Assessment of Measurement Model

The Partial Least Squares Path Modelling (PLS-PM) of 400 distributed questionnaires was used to analyse and assess the data in this study. SmartPLS4 provides results in well-organized tables and partly in informative results graphics. Users can build a PLS path model graphically in SmartPLS4 and estimate it with their data using the basic PLS-SEM, weighted PLS-SEM, consistent PLS-SEM, and sum score regression

algorithms. Advanced bootstrapping is one of the software's additional algorithms for understanding and modelling composite-based models. Users can also save the results or reports in Excel, HTML, or R formats for future use or sharing with colleagues. Furthermore, the core results are displayed in the graphical modelling window, allowing for easy evaluation and exporting of the model (Memon et al., 2021).

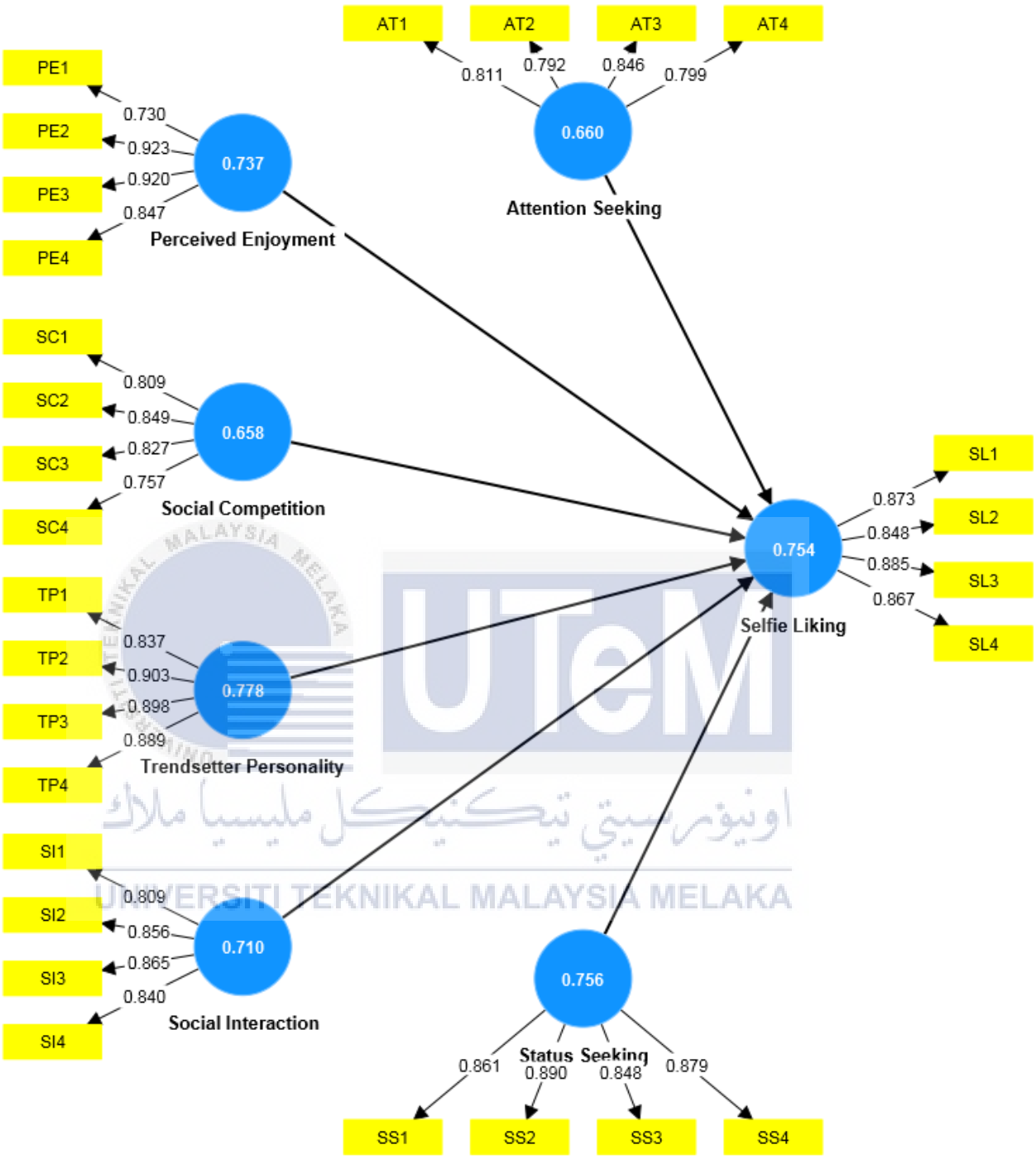


Figure 4. 5: Measurement model

4.9 Construct Validity

Construct validity have two kinds. The first is convergent, while the second is discriminant. The study of what items must be related to each other is known as convergent

validity. In contrast to convergent validity, discriminant validity refers to each construct being empirically distinct from the others. Discriminant validity investigates how one latent variable differs from others. To establish discriminant validity in Smart PLS, the Fornel and Lacker criteria, Cross loadings, and Heterotrait-Monotraite (HTMT) approaches are used. Each technique has its own set of rules or criteria for determining discriminant validity of notions.

4.10 Convergent Validity

Convergent validity is the degree to which the new scale is related to other variables and measures of the same construct. The construct should not only correlate with related variables, but it should also not correlate with dissimilar, unrelated variables (Krabbe, 2017)A subtype of construct validity is convergent validity. Construct validity indicates how well a test measures the concept for which it was created. To assess your test's convergent validity, you must show that there is a positive correlation between measures of related constructs. In other words, if you have two related scales, people who perform well on one should also perform well on the other. A correlation coefficient, which is a number between 1 and 1, is used to estimate correlation. This coefficient indicates the magnitude and direction of the relationship between variables (Nikolopoulou, 2022).

Correlation coefficient values can be interpreted as follows:

r = 1: There is perfect positive correlation

r = 0: There is no correlation at all.

r = −1: There is perfect negative correlation

An r value greater than 0.50 is generally thought to indicate convergent validity.

Table 4. 3: Measurement model

Construct	Items	Loadings	Composite reliability (rho_a)	Average variance extracted (AVE)

Attention seeking	AT1	0.811	0.833	0.660
	AT2	0.792		
	AT3	0.846		
	AT4	0.799		
Perceived enjoyment	PE1	0.730	0.894	0.737
	PE2	0.923		
	PE3	0.920		
	PE4	0.847		
Social competition	SC1	0.809	0.827	0.658
	SC2	0.849		
	SC3	0.827		
	SC4	0.757		
Social Interaction	SI1	0.809	0.864	0.710
	SI2	0.856		
	SI3	0.865		
	SI4	0.840		
Selfie Liking	SL1	0.873	0.896	0.754
	SL2	0.848		
	SL3	0.885		
	SL4	0.867		
Status seeking	SS1	0.861	0.896	0.756
	SS2	0.890		
	SS3	0.848		
	SS4	0.879		
Trendsetter personality	TP1	0.837	0.905	0.778
	TP2	0.903		
	TP3	0.898		
	TP4	0.889		

The average variance extraction model is distinguished by a significant mean value of the square loads of the construct-related indicators. Table 4.3 shows the average extraction of variance for each construct. As previously stated, an average variance extraction value of 0.5 or greater indicates that a latent variable can explain more than half of its indicator variation on average, and thus is acceptable (Hair et al., 2014). The variance values for all constructs show convergent validity when the average variance extraction is greater than 0.50. The average variance extraction of the constructs for the relevant constructs is shown in Table 4.3.

Table 4. 4: Composite reliability and Average Variance Extract (AVE)

Construct	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AT	0.828	0.833	0.886	0.660
PE	0.878	0.894	0.917	0.737
SC	0.826	0.827	0.885	0.658
SI	0.864	0.864	0.907	0.710
SL	0.891	0.896	0.925	0.754
SS	0.893	0.896	0.925	0.756
TP	0.905	0.905	0.933	0.778

The construct reliabilities of the variables were calculated as the next step in this analysis. Table 4.4 displays all the construct reliability value variables. Construct reliability is 0.70 or higher. Table 4.4 shows that all constructs have acceptable reliability scales ranging from 0.827 to 0.905. Attention seeking has a composite reliability of 0.833, Perceived enjoyment has a composite reliability of 0.894, Social competition has a composite reliability of 0.827, Social interaction has a composite reliability of 0.864, Selfie liking and Social status has a composite reliability of 0.896, and Trendsetter personality has a composite reliability of 0.896. This demonstrates that the composite reliability values

are enough for determining convergent validity. As a result, the current study did not violate the convergent validity of the constructs.

4.11 Discriminant Validity

In this study, the discriminant validity technique was also used to assess validity. The discriminant validity has been applied to evaluate when one construct does not associate with another. As a result, "discriminant validity" refers to the degree to which the measures of different concepts differ. The idea is that if two or more concepts are distinct, valid measures of each should not have a high correlation." (Fornell & Larcker, 1981). As a result, three methods have been used to support and validate the current research work, as well as to measure and access the discriminant validity:

i. Fornell-Larcker Criterion

ii. Cross Loadings Analysis

iii. Heterotrait-Monotrait Ratio (HTMT)

4.11.1 Fornell Lacker Criterion

The Fornell Lacker Criterion was the first criterion used to evaluate discriminant validity in Smart PLS. Fornell and Lacker (1981) developed the Fornell Lacker Criterion. This criterion thoroughly assesses the discriminant validity. The square root of the AVE of each variable in the research model must be greater than the correlation of the same variable with others in this method. It displays the Fornell Lacker Criterion results as a matrix. The values at the top of diagonals must be greater than the values at the bottom. The values on the top of the diagonals in Table 4.5 are higher than the values below, indicating that discriminant validity has been established.

Table 4. 5: Fornell Lacker Criterion

	AT	PE	SC	SI	SL	SS	TP
AT	**0.812**						
PE	0.569	**0.859**					
SC	0.672	0.630	**0.811**				
SI	0.699	0.532	0.636	**0.843**			
SL	0.537	0.761	0.611	0.539	**0.868**		
SS	0.650	0.534	0.769	0.692	0.590	**0.870**	
TP	0.672	0.573	0.779	0.745	0.543	0.776	**0.882**

4.11.2 Cross Loading

The second method for assessing discriminant validity is cross loading. Cross loading is a method with a criterion that the value of each item with its own construct is greater than the value of another construct of the research theoretical model. Crossing loading of items with their own construct is higher, indicating that these items are measuring their own construct rather than other constructs.

All the items in this study represent their own construct rather than other constructs that are irrelevant to them. As a result, discriminant validity has been demonstrated. This also ensures that there is no multicollinearity between constructs. According to Table 4.6, the values of all items/indicators included in the adjusted measurement model have loading greater than 0.40 and a higher representation of own constructs than other constructs.

Table 4. 6: Cross loadings of the items

	AT	PE	SC	SI	SL	SS	TP
AT1	0.811	0.445	0.503	0.516	0.432	0.501	0.491
AT2	0.792	0.451	0.463	0.576	0.385	0.424	0.505
AT3	0.846	0.495	0.562	0.600	0.483	0.546	0.560

AT4	0.799	0.453	0.648	0.579	0.435	0.630	0.625
PE1	0.603	0.730	0.629	0.534	0.530	0.575	0.635
PE2	0.479	0.923	0.539	0.473	0.706	0.464	0.476
PE3	0.464	0.920	0.529	0.445	0.713	0.459	0.463
PE4	0.442	0.847	0.496	0.400	0.647	0.366	0.438
SC1	0.524	0.483	0.809	0.449	0.460	0.578	0.593
SC2	0.576	0.557	0.849	0.566	0.513	0.646	0.676
SC3	0.561	0.516	0.827	0.534	0.468	0.688	0.677
SC4	0.517	0.481	0.757	0.506	0.531	0.583	0.579
SI1	0.576	0.436	0.529	0.809	0.453	0.579	0.627
SI2	0.607	0.458	0.563	0.856	0.461	0.600	0.644
SI3	0.588	0.457	0.555	0.865	0.469	0.598	0.631
SI4	0.582	0.441	0.492	0.840	0.432	0.554	0.609
SL1	0.500	0.756	0.525	0.479	0.873	0.508	0.456
SL2	0.468	0.569	0.547	0.450	0.848	0.487	0.456
SL3	0.459	0.664	0.525	0.503	0.885	0.520	0.497
SL4	0.434	0.636	0.528	0.439	0.867	0.534	0.478
SS1	0.594	0.505	0.633	0.654	0.498	0.861	0.699
SS2	0.563	0.469	0.681	0.600	0.529	0.890	0.667
SS3	0.489	0.366	0.623	0.502	0.473	0.848	0.596
SS4	0.609	0.507	0.732	0.645	0.548	0.879	0.730
TP1	0.585	0.535	0.632	0.655	0.477	0.612	0.837
TP2	0.650	0.501	0.698	0.654	0.494	0.696	0.903
TP3	0.562	0.468	0.711	0.653	0.469	0.737	0.898
TP4	0.573	0.518	0.708	0.667	0.475	0.692	0.889

4.11.3 Heterotrat-Monotrait Ratio (HTMT)

In addition to the Forner Lacker Criterion and Cross Loading, Heterotrat-Monotrait (HTMT) is a method for evaluating the discriminate validity of data in SEM proposed by(Henseler et al., 2015). The HTMT is defined as "the mean value of the item correlations

across constructs relative to the (geometric) mean of the average correlations for the same construct items"(J. F. Hair et al., 2019). The HTMT result is provided in an index table using Smart PLS. It is an alternative to the Fornell Lacker Criterion for evaluating discriminatory validity in the PLS-SEM.

The average of correlations between all variables in the model was used to calculate HTMT. When HTMT readings are high, discriminating value issues arise. The HTMT threshold value of 0.9 proposed by (Henseler et al., 2015)means that two variables are correlated but the correlation is less than 0.9. It denotes multi-collinearity. All HTMT values in Table 4.7 show a value less than 0.9, indicating that the discriminant validity of the construct has been established.

Table 4. 7: Discriminant Validity (HTMT)

	AT	**PE**	**SC**	**SI**	**SL**	**SS**	**TP**
AT							
PE	0.680						
SC	0.808	0.751					
SI	0.826	0.621	0.749				
SL	0.620	0.851	0.709	0.613			
SS	0.750	0.612	0.893	0.786	0.660		
TP	0.775	0.659	0.901	0.843	0.605	0.861	

4.12 Assessment of structural model

The structure equation model (SEM) is a tool that displays the predicted path using a theoretical model. The SEM model in the proposed research model includes the hypothesised link between the independent, and dependent variables. The structural model predicts how well the theoretical model envisions the proposed pathways. To put it another way, the structural model is tested to determine whether the hypothesised relationship within the inner model is correct. Figure 4.6 depicts the performance of the structural model. As previously stated, the three parameters in current research that determine the hypothesised relationships between constructs are:

1. Coefficient of Determination ($R2$)

2. Effect Size ($f2$)

3. Path Coefficients

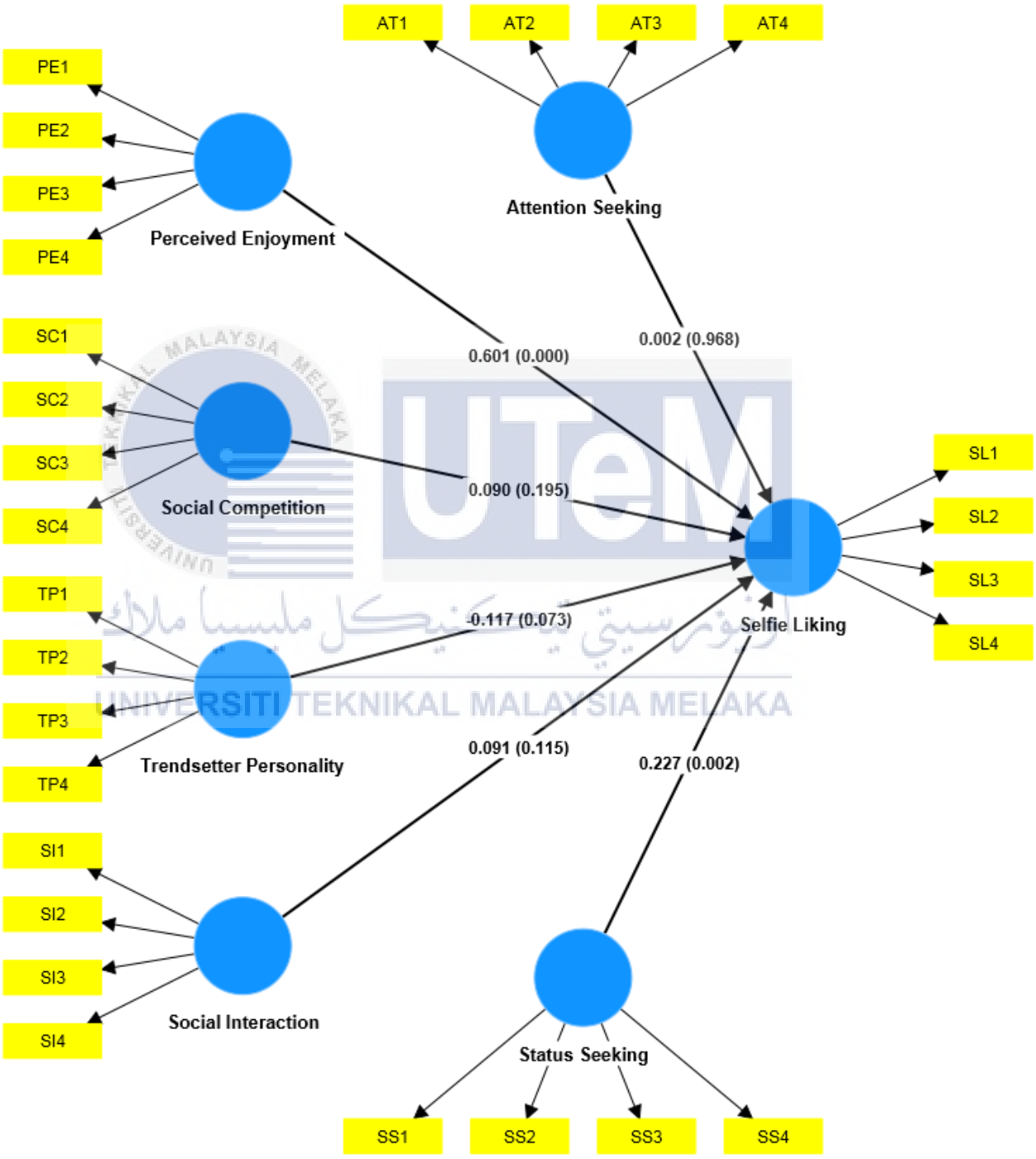


Figure 4. 6: Structural model

4.13 Coefficient of Determination (R^2)

The assessment of the R^2 Evaluation structural model is a critical step. It represents the variance of the dependent variable (Henseler et al., 2015). R^2 has a predetermined range of 0 to 1. R^2 values range from 0 to 1, indicating that the variance is weak, moderate, or strong. Table 4.8 displays the current research findings, which show a strong R^2 value of 0.633 for Selfie Liking.

Table 4. 8: Coefficient of determination (R^2)

Construct	R-square	R-square adjusted
SL	0.633	0.627

4.14 Effect Size (f^2)

A variable in a structural model can be influenced or changed by several factors. The elimination of an exogenous variable can affect the endogenous variable. When an exogenous variable is removed from the model, F^2 represents the change in R-square. F-square effect size is >=0.02, >=0.15 is medium, and 0.35>= is large. Table 4.9 shows the F-square value of this study. The f^2 value for each path is shown in the table below.

Table 4. 9: Result for Effect Size (f^2)

Path	F^2
Attention seeking→Selfie liking	0.000
Perceived enjoyment→Selfie liking	0.546
Social competition→Selfie liking	0.006
Social interaction→Selfie liking	0.008
Status seeking→Selfie liking	0.043
Trendsetter personality→Selfie liking	0.010

4.15 Path Coefficient

The bootstrapping method was used to test the significance of path coefficients, as proposed by(Leguina, 2015). The specifics and significance of path coefficients are shown

in Table 4.10. According to the table, Attention Seeking does not have a positive relation on Selfie Liking (= 0.057, t= 0.040, p= 0.968). Perceived Enjoyment has a positive relation on Selfie Liking (= 0.045, t= 13.268, p=0.000). While Social Competition has a negative relation on Selfie Liking (=0.069, t=1.297, p=0.195). Furthermore, Social Interaction also does not have a positive relation on Selfie Liking (= 0.058, t= 1.575, p=0.115). Status Seeking has a positive relation on Selfie Liking (= 0.074, t= 3.058, p=0.002). Lastly, Trendsetter Personality (= 0.065, t= 1.792, p=0.073) does have positive relation to Selfie Liking.

In the current study, the bootstrapping technique was used with 5000 sub-samples to generate approximate t-values for significance testing of each path coefficient. Table 4.10 shows all the results.

Table 4. 10: Path coefficient

Hypotheses	Path	Path coefficients	P values	T Value	Standard deviation
H1	Attention seeking -> Selfie liking	0.002	0.968	0.040	0.057
H2	Perceived enjoyment -> Selfie liking	0.601	0.000	13.268	0.045
H3	Social competition -> Selfie liking	0.090	0.195	1.297	0.069
H4	Social interaction -> Selfie liking	0.091	0.115	1.575	0.058
H5	Status seeking -> Selfie liking	0.227	0.002	3.058	0.074
H6	Trendsetter personality -> Selfie liking	-0.117	0.073	1.791	0.065

4.16 Hypotheses Testing

Path coefficients can be thought of as OLS normalised beta coefficients (Ordinary Least Square). The bootstrapping approach is used to test the significance of hypothesised correlations in order to estimate the practical t-value for the path coefficients. Table 4.11 shows the results of the structural model for Path Coefficients and P-value, and Figure 4.7 shows the results of hypothesis testing (direct effect).

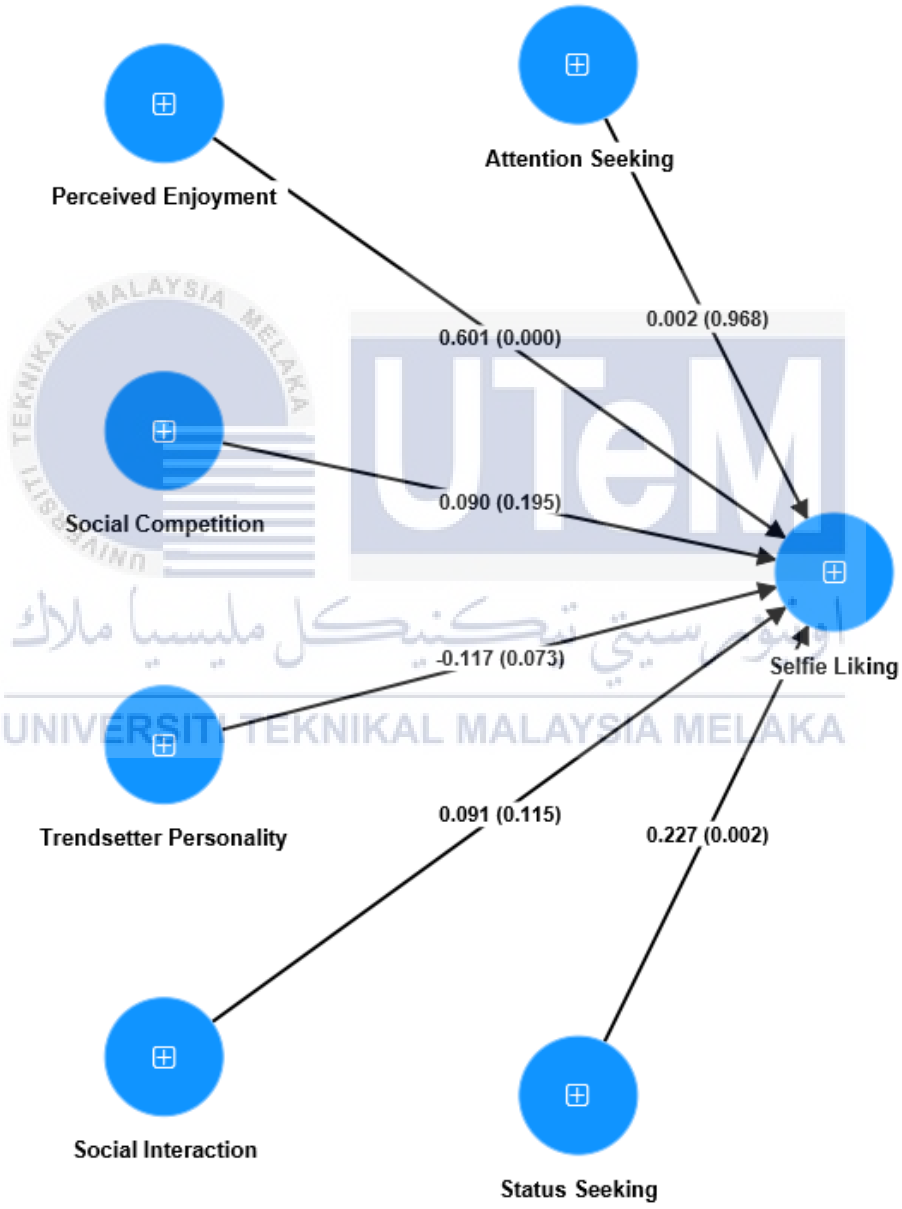


Figure 4. 7: Structural model for path coefficients and P-value

Table 4. 11: Table of hypothesis testing (direct effect)

Path	Path coefficients	P values	T Value	Standard deviation
Attention Seeking -> Selfie Liking	0.002	0.968	0.040	0.057
Perceived Enjoyment -> Selfie Liking	0.601	0.000	13.268	0.045
Social Competition -> Selfie Liking	0.090	0.195	1.297	0.069
Social Interaction -> Selfie Liking	0.091	0.115	1.575	0.058
Status Seeking -> Selfie Liking	0.227	0.002	3.058	0.074
Trendsetter Personality -> Selfie Liking	-0.117	0.073	1.791	0.065

Table 4. 12: Hypothesis testing summary

No	Statement	Hypotheses
H1	Attention seeking have positively related in contributing to addicting taking selfie.	Rejected
H2	Perceived enjoyment has positively related in contributing to addicting taking selfie.	Accepted
H3	Social competition has positively related in contributing to addicting taking selfie.	Rejected
H4	Social interaction has positively related in contributing to addicting taking selfie.	Rejected
H5	Status seeking have positively related in contributing to addicting taking selfie.	Accepted
H6	Trendsetter personality have positively related in contributing to addicting taking selfie.	Accepted

Table 4.12 summarizes the following:

H1: Attention seeking have positively related in contributing to addicting taking selfie.

The result shows that attention seeking does not have positively related in contributing to addicting taking selfie. (β=-0.057, t=0.040, p= 0.968). As the p-value is greater than 0.10, hence the hypothesis is rejected.

H2: Perceived enjoyment has positively related in contributing to addicting taking selfie

The hypothesised relationship between perceived enjoyment and contribution to addicting taking selfie is related. ((β= 0.045, t= 13.268, p=0.000). With a p value of <0.10, the hypothesis is accepted.

H3: Social competition has positively related in contributing to addicting taking selfie.

It was proposed that relationship social competition has positively related in contributing to addicting taking selfie. However, the results show that Social competition does not has positively related in contributing to addicting taking selfie (β= 0.069, t= 1.297, p= 0.195). As p value is higher than 0.10, therefore, this hypothesis is rejected.

H4: Social interaction has positively related in contributing to addicting taking selfie.

The result shows that social interaction does not has positively related in contributing to addicting taking selfie. (β=-0.058, t=1.575, p= 0.115). As the p-value is greater than 0.10, hence the hypothesis is rejected.

H5: Status seeking have positively related in contributing to addicting taking selfie.

Hypothesis status seeking have positively related in contributing to addicting taking selfie (β= 0.074, t= 3.058, p= 0.002). Hence the hypothesis is accepted.

H6: Trendsetter personality have positively related in contributing to addicting taking selfie.

The result shows that trendsetter personality have positively related in contributing to addicting taking selfie. (β=-0.065, t=1.791, p= 0.073). As the p-value is greater than 0.10, hence the hypothesis is accepted.

4.17 Summary

The statistical approaches used to test hypotheses on the data are presented in the current chapter of the report. Pilot research was used to develop the statistical approach. The measurement model was then evaluated using convergent and discriminating validity analysis. The data demonstrated enough calculation validity values to proceed to the structural model. To test the hypothesised relationship between variables, the current study used SEM Smart PLS 4.0 tools. This analysis examined six hypotheses or correlations, according to the results. Six hypotheses were proposed in total, three of which were accepted and three of which were rejected.

CHAPTER 5
CONCLUSION, DISCUSSION AND RECOMMENDATION

5.0 Introduction

This chapter will summarise all the previous chapter's findings and outcomes. The proposed hypothesis will be evaluated based on the investigation's results and findings. This chapter discusses the study's findings, research questions, and achievement of the objectives. This study has several implications. Finally, in the conclusion of this chapter, recommendations for future relevant research will be made.

5.1 Discussion and Finding

5.1.1 Objective 1

RO1: To identify the causes of selfie addiction.

Many of today's Smartphones include a high-resolution camera, dubbed the "selfie camera." Though people have been taking photographs of themselves and others for many decades, the selfie camera has resulted in an extreme effect. Young adults prefer selfies to traditional photography because they demonstrate to others how they see themselves rather than how they appear(Moneva et al., 2020). In real sense, the obsession with taking a selfie every now and then by young people is a major source of concern for psychologists today. The act of snapping a selfie has recently been labelled as a form of mental illness caused by feelings of self-indulgence and self-absorption(H. Mohan & Lone, 2018). The first objective of this study is to identify the causes of selfie addiction. In this study, the researcher has conducted a survey questionnaire by using Google form and distributed them among the Malaysian adults who may or may not have selfie addiction. Following that, the researcher investigated some factors contributing to addicting taking selfie photos among Malaysian adults.

From the research questionnaire, it had 235 female respondents (58.75%) and 165 male respondents (41.25%). Most respondents are between the ages of 18 and 23, with a frequency of 198 (49.5%), followed by 24-29 years old at 87 (21.8%), 30-35 years old at

41 (10.3%), and 36-40 years old at 74 (18.5%). Many respondents (247, or 61.8%) had a bachelor's degree, while STPM/Diploma and SPM and below respondents were 73 (18.3%) and 46 (11.5%), respectively. With 4.8% participation, there are 19 Master and above respondents in this survey. Finally, in this study, other respondents had frequency 15 (3.7%).

In addition, respondents were also asked which social media platforms they use to post selfies. With the total 400 respondents, 60.8% with frequency 243 were the largest per cent which is Instagram followed by Whatsapp Status has frequency 228 (57%), I just keep it in my device has frequency 192 (48%), Facebook was 109 (27.3%) and Tiktok were 62 (15.5%). Snapchat, Twitter, and other platforms have a frequency of 45 (11.3%), 42 (10.5%), and 32 (8%), respectively. These eight social media platforms are the most frequently used by respondents to post selfies. Instagram allows respondents to create their own unique profile, just like Facebook and Twitter. Their account will display the news feed, keeping them informed of the Instagram posts of well-known people. The image or video they post will then appear on their profile. They will also see other people's posts. Respondent has a lot to do and enjoy on Instagram, especially when posting photos and videos. They can express themselves more creatively because Instagram gives users a variety of tools to do so. A WhatsApp Status feature enables users to post status updates that vanish 24 hours after being uploaded. By default, WhatsApp Status is only activated between users whose respective address books contain each other's contact information. Respondents are unable to view the respondent Status message if they do not have the respondent's contact's phone number saved. This give respondent a privacy to post their picture.

The respondents were also asked how frequently they took selfie photos in a week. With a total of 400 respondents, 48.8% had frequency 195, which is one time, followed by 133 (33.3%) having frequency 2 or 4 times, 43 (10.8%) having frequency 5 to 10 times, and 29 (7.3%) having frequency more than 10 times. There isn't necessarily a set number of selfies that the general public on social media deems to be excessive. If a respondent posts too infrequently, their audience will quickly forget about them and cast them into the far corners of their minds. However, if a respondent posts too frequently, they will turn

into a complete annoyance and will dread seeing their posts clog up other people's feeds. Most studies concur that one post per day is ideal, with a daily limit of two. By this, it can be concluded that 2 or 4 times and 5 to 10 times per week is still moderately but if respondent answer more than 10 times, they need to check back if they have addiction or not

The respondents were also asked how frequently they used social media in a day. With a total of 400 respondents, 31.8% had frequency 127, which is 2 to 3 hours, followed by more than 5 hours with frequency 126 (31.5%), 4 to 5 hours with frequency 108 (27%), and 1 hour with frequency 39 (9.8%). People today are using electronic devices more frequently than ever before due to the explosive growth in mobile device use and Internet access. Social media is widely used as a communication tool for routine daily matters or chats as well as a place where one can express or listen to feelings, stress, or depressive thoughts. Popular social networking sites include Snapchat, Instagram, and Facebook. It may also serve as a crucial forum for interacting with those who live elsewhere. From the questionnaire, Malaysian adult's majority use social media for more than 5 hours. This indicated that Malaysian adults are addicted to social media. Using social media have pros and cons as social media is a staple in society nowadays. But always remember that frequent use of social media brings negativity such as physical and mental health conditions. For physical, statistically, obesity among adults keep increasing every year. This can be associated with the frequent usage of social media as people nowadays spend more time with their gadget rather than doing physical activity such as workout. Mental health such as anxiety also associate with frequent usage of social media because there is beauty standard that people need to follow.

Lastly, the respondents were asked about their most reason for taking frequent selfie photos. With the total 400 respondents, 63.9% with frequency 255 were the largest per cent which is I take selfie photos to keep it as memorial for my own followed by I take selfie photos to share my activity with friends has frequency 91 (22.8%), I take selfie photos because others do so has frequency 27 (6.8%), I take selfie photos to inform others my current feeling was 26 (6.5%). From the questionnaire, many respondents answered to keep it as a memorial for their own. This indicated that respondents don't usually take selfie to

post it but rather keep it as a memory for them to keep it personally. This indicated that they don't have much addiction to show off their photos. This is also a sign that the picture they take are genuine for memory purposes and not fake by any trends or standard. Secondly, they take selfie to share their activity with their friends shows that they want people to know their whereabouts and activity they do daily. Their followers get to see more of them and can keep track of their activities. With images, they can tell a story or express a thought much better than a written article ever could.

5.1.2 Objective 2

RO2: To explore the behaviour of selfie addiction.

Table 5. 1: Results of hypothesis testing

No	Statement	T Value	P values	Hypotheses
H1	Attention seeking have positively related in contributing to addicting taking selfie.	0.040	0.968	Rejected
H2	Perceived enjoyment has positively related in contributing to addicting taking selfie.	13.268	0.000	Accepted
H3	Social competition has positively related in contributing to addicting taking selfie.	1.297	0.195	Rejected
H4	Social interaction has positively related in contributing to addicting taking selfie.	1.575	0.115	Rejected
H5	Status seeking have positively related in contributing to addicting taking selfie.	3.058	0.002	Accepted

H6	Trendsetter personality have positively related in contributing to addicting taking selfie.	1.791	0.073	Accepted

Six hypotheses were put forth by the research model among the variables. According to the data analysis, three hypotheses are accepted while three are rejected. The p-value 0.10 and t > 1.96 threshold values are the reasons why hypotheses are being rejected.

Firstly, the findings show that the factor Attention Seeking has no impact on contributing to addicting taking selfie photos (H1). A conscious or unconscious attempt to command attention, sometimes to win approval or admiration, is known as attention-seeking behaviour. As the hypothesis has been rejected, it means that Malaysian adults mainly don't have that kind of behavior of wanting to have praise or validation from others. This indicate that Malaysian people don't like to be exposed much and gain attention from people. It is essential for human survival to attract the attention of other humans. It is true. Seeking attention is not inherently bad, and it is human nature. Excessive attention seeking is not acceptable. Posting a selfie every few months is far from excessive. Attention seeking is not a bad thing if done moderately.

Secondly, the results indicated the factor that contribute to addicting taking selfie photos is Perceived Enjoyment (H2). Perceived enjoyment in taking selfie photos is a psychological enjoyment that most Malaysian adults have. Some selfies can be a medium for them to capture moments of happiness and make a good memory with their family and friends. Logically, people will choose to do an activity that makes them enjoyable rather than something that gives them negativity. This show that people post a selfie when they are in an enjoyable state which mean good feeling with the surrounding when posting the picture. Taking a picture of ourselves with a beautiful landscape or a piece of artwork doesn't mean we didn't enjoy the moment any less than if we hadn't. Instead, we have these photos to look back on and remember moments we might have forgotten otherwise. Whether or not to take selfies is a personal choice. We can take selfies while still enjoying the moment. We pass by someone taking a selfie with a famous piece of art and continue

our way. We assume they don't care about the art, haven't been affected by it, and haven't taken it in.

Thirdly, the result indicates that the factor of Social Competition has no effect on contributing to addicting taking selfie photos (H3). Because different selfie poses are thought to raise one's social status, competition with friends or co-workers can lead to a selfie addiction. With a variety of different selfies and strong editing, one can garner more likes and comments on social media. Adults in Malaysia don't seem to care about being the centre of attention because they don't want to elevate themselves socially. This demonstrated that there is no rivalry among Malaysian adults to prove who is superior. People flaunting what they have or are doing with whomever, in some sort of competition to see who has it better. It makes everyone feel as if they must compete with the rest of the world when life should not be competitive. This may cause them to question their life and wonder why they are not better or more fortunate than others.

Fourth, the factor Social Interaction has no direct relation in contributing to addicting taking selfie photos (H4). The use of mobile digital devices for social media interaction appears to aid in the recovery of many people from depressive states. Selfies are another activity that allows people to interact with others more effectively. But then, Malaysian adults don't have the intention to interact with people using selfie photos. Most people interact with people by chatting or talking directly with others as most telecommunication providers in Malaysia provide free calls nowadays that make people easily talk with others. Showing pictures is rather troublesome as people need to interpret the real meaning behind the picture and not many people understand others feeling very well.

Fifth, the hypothesis result shows that the factor Status Seeking has significant positive relation in contributing to addicting taking selfie photos (H5). People love to flaunt their status in wealth, body ideals, and happiness. By showing their status, they will gain more likes and comments as people tend to idolize them and make them a goal to be achieve. Nobody wants to flaunt their flaws, that is a fact. This can be a good sign if status that they show will give positive impact for others to work hard, but it also can be negative as people will question their life purposes of having difficult life. Status seeking is mostly

found in Malaysian adults as they love to show that they are more betters than others. This behavior in Islam are being said as Riak, which mean showing something that can make people feel jealous or envy.

Lastly, the findings show that the factor Trendsetter Personality has impact on contributing to addicting taking selfie photos (H6). The behaviour of a trendsetter personality is the desire to start or join a trend in order to gain followers and fame. Selfies are another cultural phenomenon that emerged after front-facing cameras were added to smart phones. It all began when individuals began using camera phones to take self-portraits and immediately sharing them on various social media sites with their friends and family. People didn't have to ask someone else to take their picture; instead, they could do it themselves, which made it special.

5.1.3 Objective 3

RO3: To determine the selfie addiction adverse effect on the Malaysian adults.

The third objective is to identify the most influential factors that contribute to Malaysian adults' addiction to taking selfie photos. According to the findings, selfie liking is influenced by the factors perceived enjoyment and status seeking.

From the values of path coefficients in Table 4.12, the results show that Perceived Enjoyment, Status Seeking and Trendsetter Personality is positively related with the selfie liking (H2, H5 and H6). The original sample of path coefficients is reported to be 0.601, 0.227 and -0.117. Both are significant because they are under the threshold value of $t>1.96$ and value $p<0.10$.

In summary, the factors of Perceived Enjoyment show the strongest and greatest significance in this study. It is because Perceived Enjoyment states the highest t-value and p-value ($t=13.268$, $p=0.000$). Therefore, this study had determined the most effecting factors among the factors that contribute to addiction of taking selfie photos is Perceived Enjoyment. It is followed by others factor which is Status Seeking and Trendsetter Personality.

5.2 Implications of Research

The findings of this study could be useful in providing information about the factors that contribute to Malaysian adults becoming addicted to taking selfie photos. Furthermore, this study discovered that perceived enjoyment, status seeking, and trendsetter personality are the most influential factors influencing selfie addiction among Malaysian adults. This study encourages researchers to dig deeper into this concept and identify the various other factors and clinical indicators that contribute to selfie-taking behaviour. This study is a preliminary attempt to investigate the concept of selfie-taking behaviour and the factors that influence it. The overall findings add to our understanding of the personal characteristics that explain why some people are more emotionally attached to selfies than others. According to the study, taking selfies can be beneficial because it allows people to increase their self-exposure, which has been suggested in previous research. However, it is important to note that taking selfies may be linked to some unhealthy behaviours.

Furthermore, this study's findings revealed that Perceived Enjoyment is the most influential and important factor, with the highest t-value and p-value (t=13.268, p=0.000). Thus, this factor demonstrates that selfie addiction among Malaysian adults is influenced by perceived enjoyment, which leads to psychological contentment.

5.3 Limitations of Research

While the current study adds to the body of knowledge that affect Malaysian adults, it also has limitations that may have an impact on research. One of them is the respondents' mood and bias. Responses vary depending on their mood and situation. Respondents' responses are also influenced by their hectic schedules. They may have answered the questionnaire incorrectly due to a lack of time. Another limitation is the lack of diversity in sociodemographic data, in other words, young adults rather than seniors. The sample was not gender balanced because more females than males had provided informed consent. The study also makes no distinction between different types of bodies, such as thin-ideal, athletic-ideal, hyper muscular-ideal, or obese. Different body types, for example, can influence the idea of posting a selfie to social media.

5.4 Recommendations for Further Research

This study should be replicated with a larger sample size in different settings and cultures to obtain stronger evidence of its key results. This study was part of a series on social media. There are many more areas that can be investigated in terms of selfie liking among Malaysian adults via social media. Selfie liking is not only related to relationships; there are several reasons why selfie addiction on social media can occur. These findings may contribute to the debate about which specific psychological processes underpin people's activities allow them to distinguish between common and dysfunctional behaviour. The findings of this study should aid in educating university students and millennials to love themselves and rethink the ideal standard of beauty. Furthermore, it should provide other researchers with a clear picture of the factors that contribute to selfie addiction.

5.5 Summary

In summary, this research aims to identify the causes of selfie addiction, determine the selfie addiction adverse effect on the Malaysian adults and explore and understand the behaviour of selfie addiction. The results of the findings obtained from the 400 respondents shows the result revealed factor perceived enjoyment, status seeking and trendsetter personality have a direct significant relation on contributing to addicting taking selfie photos among Malaysian adults.

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APPENDICES
APPENDIX A

QUESTIONNAIRE

THE FACTORS CONTRIBUTING TO TAKING SELFIE PHOTOS AMONG MALAYSIAN ADULTS

Assalamualaikum and Hi!

Dear participants,

I am inviting you to participate in this research by completing this questionnaire. The aim of this research is to investigate the factors contributing to taking selfie photos among Malaysian adults. The following questionnaire will require approximately 5-10 minutes to complete. Thank you for taking your times in assisting me with this research. Under no circumstances are you obliged to answer any of the questions, however, in doing so will greatly assist me in completing my research and enhancing the understanding of this research focus. The data collected will remain confidential and used solely for academic purposes.

Sincerely,

Name: Ainnur Safura Binti Rushidi

Final Year Student from Bachelor of Technology Management with Honours (Technology Innovation)

Faculty of Technology Management and Technopreneurs

Universiti Teknikal Malaysia Melaka

Supervisor: DR. NABIL HASAN SALEH AL-KUMAIM

For further questions, please contact:

Ainnur Safura Binti Rushidi

Email:

SECTION A: DEMOGRAPHIC PROFILE

Tick (/) the matching box.

1. Gender

- Male ☐
- Female ☐

2. Age

- 18 - 23 years old ☐
- 24 - 29 years old ☐
- 30 - 35 years old ☐
- 36 - 40 years old ☐

3. Education level

- Master or above ☐
- Degree ☐
- STPM/Diploma ☐
- SPM or below ☐
- Other: ☐

4. Which of the follow social media platforms do you use to post selfies?

- Instagram ☐
- Twitter ☐
- Facebook ☐
- Tiktok ☐
- Snapchat ☐
- Other: ☐

5. Frequency of taking selfie photos in a week

- One time ☐
- 2 to 3 times ☐
- 5 to 10 times ☐
- More than 10 times ☐

6. Frequency of using social media in a day

- 1 hour ☐
- 2 to 3 hours ☐
- 4 to 5 hours ☐
- More than 5 hours ☐

7. Please select most reason for taking frequent **SELFIE PHOTOS**

- I take SELFIE PHOTOS to inform others my current feeling ☐
- I take SELFIE PHOTOS to keep it as memorial for my own ☐
- I take SELFIE PHOTOS to share my activity with friends ☐
- I take SELFIE PHOTOS because others do so ☐

SECTION B: INDEPENDENT VARIABLES

For the following statements, please tick the answer that best matches your point of view to indicate your degree of agreement. *Please indicate whether (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, (5) strongly agree.*

Factors	Item code	Question	1	2	3	4	5
Attention seeking	AT1	Social media is the place where I can get more positive responses than receiving it in physical contact					
	AT2	I'm satisfied with my social media posts that I had made when I received more positive responses from my followers					
	AT3	I would post more social media updates to received more positive responses from my followers					
	AT4	I need more positive responses in my social media posts to gain recognition from my followers and give myself a sense of pride					
Perceived enjoyment	PE1	Using social media to post my selfie is stimulating					
	PE2	Selfie was entertaining					
	PE3	Selfie was enjoyable					
	PE4	Selfie was fun to use					
Social competition	SC1	Sharing my selfies creates healthy competition with my friends and colleagues					

	SC2	Taking different selfie poses helps increase my social status					
	SC3	I post frequent selfies to get more 'likes' and comments on social media					
	SC4	I use photo editing tools to enhance my selfie to look better than others					
Trendsetter personality	TP1	When I share a selfie, people become aware of my existence					
	TP2	Posting selfies are important to draw traffic to my social media					
	TP3	Posting selfies makes me popular among peers					
	TP4	Posting selfie are important for me to know if people find me attractive					
Social interaction	SI1	Updating social media posts enables my followers to know what is up on my mind					
	SI2	Constant social media updates show that I'm sociable within the social circle that I'm belong to					
	SI3	I have the desire to make more friends in social media, to expand my social circle					
	SI4	Making new friends on social media is one of the methods to curb loneliness					
Status seeking	SS1	I gain more acceptance among my peer group when I take selfie and share it on social media					

	SS2	I become a strong member of my peer group through posting selfie					
	SS3	When I don't take selfies, I feel detached from my peer group					
	SS4	Posting selfies are important to manage and maintain online image					

SECTION C: DEPENDENT VARIABLES

For the following statements, please tick the answer that best matches your point of view to indicate your degree of agreement. *Please indicate whether (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, (5) strongly agree.*

Factors	Item code	Original items	1	2	3	4	5
Selfie Liking	SL1	Taking selfies makes me happy					
	SL2	I am very good at taking selfies					
	SL3	I take selfies whenever I have a chance					
	SL4	Taking selfies is an important activity in my daily life					