

# Let me take a selfie

# Exploring the psychological effects of posting and viewing selfies/groupies on social media

## Introduction

Previous selfie related studies examined the relationship between posting selfies and narcissism (i.e. Barry, Doucette, Loflin, Rivera-Hudson, & Herrington, 2015)

Social comparison theory posits people seek to compare themselves to others they believe are similar to themselves, particularly to determine their own levels

## Hypotheses

**H1a:** Self-esteem mediates the relationship between posting selfies and life satisfaction

**H1b:** Self-esteem mediates the relationship between viewing selfies and life satisfaction

**H2a:** Self-esteem mediates the relationship between posting groupies and life satisfaction

of abilities and success (Festinger, 1954)

Do people engage in upward or downward social comparison when they post or view selfies/groupies on social media?

Does selfies/groupies viewing or posting behavior influence self-esteem and life satisfaction?

**H2b:** Self-esteem mediates the relationship between viewing groupies and life satisfaction

**H3a:** Need for popularity moderates the effects of selfie viewing frequency on self-esteem.

**H3b:** Need for popularity moderates the effects of groupie viewing frequency on life satisfaction.

## Study Design

### Online Survey

Participants from Mturk ( $N = 275$ )  
Female: 49%  
Age:  $M = 33.46$  ( $SD = 12.26$ )  
Race: Whites = 84%

### IVs:

Selfie Posting ( $M = 2.27$ ,  $SD = 1.41$ )  
Groupie Posting ( $M = 5.25$ ,  $SD = 1.71$ )  
Selfie Viewing ( $M = 2.26$ ,  $SD = 1.40$ )  
Groupie Viewing ( $M = 4.95$ ,  $SD = 1.76$ )

### Mediator:

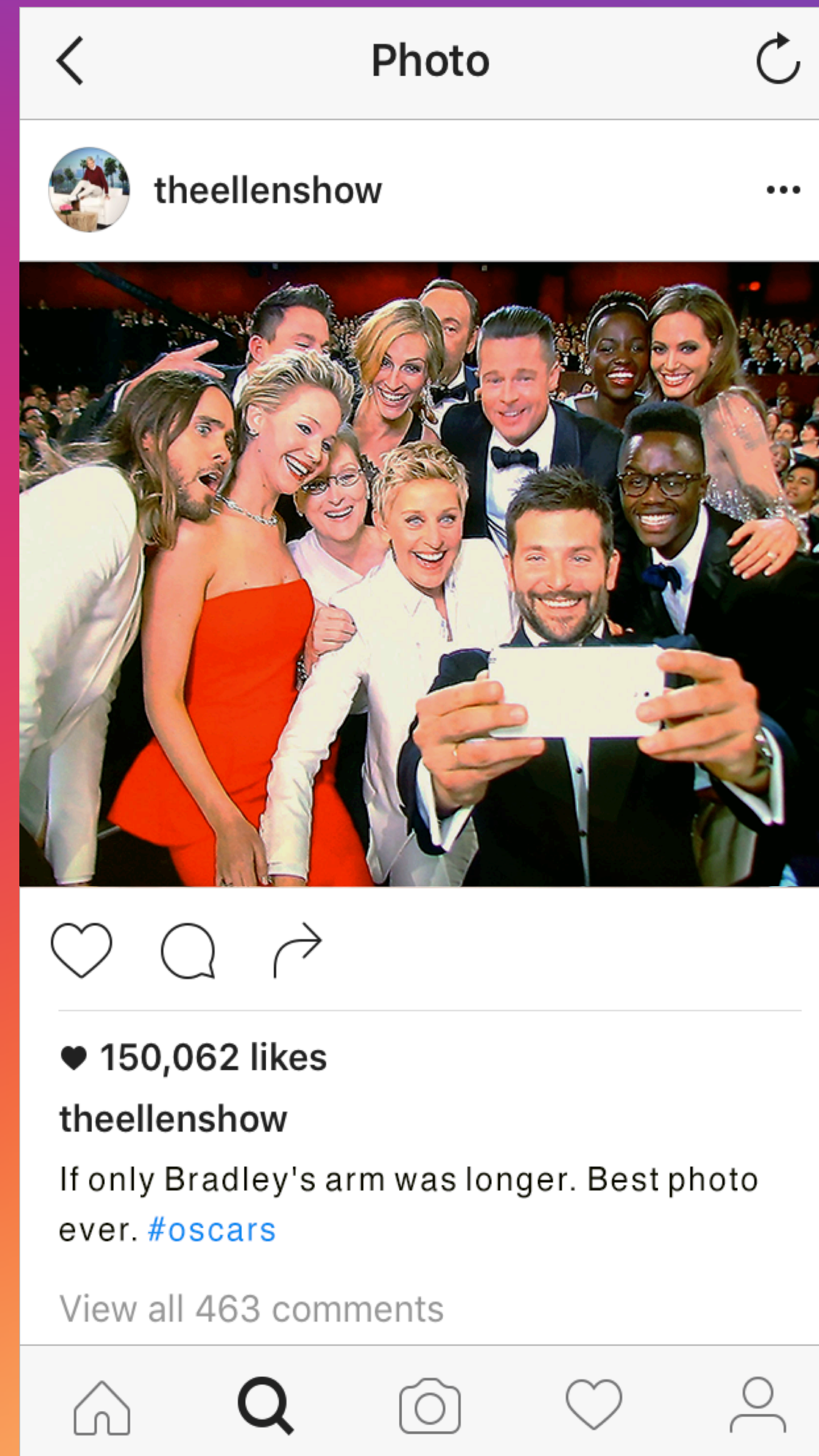
Self-esteem ( $\alpha = .87$ ,  $M = 5.08$ ,  $SD = 1.04$ )

### Moderator:

Need for Popularity ( $\alpha = .95$ ,  $M = 2.74$ ,  $SD = 1.41$ )

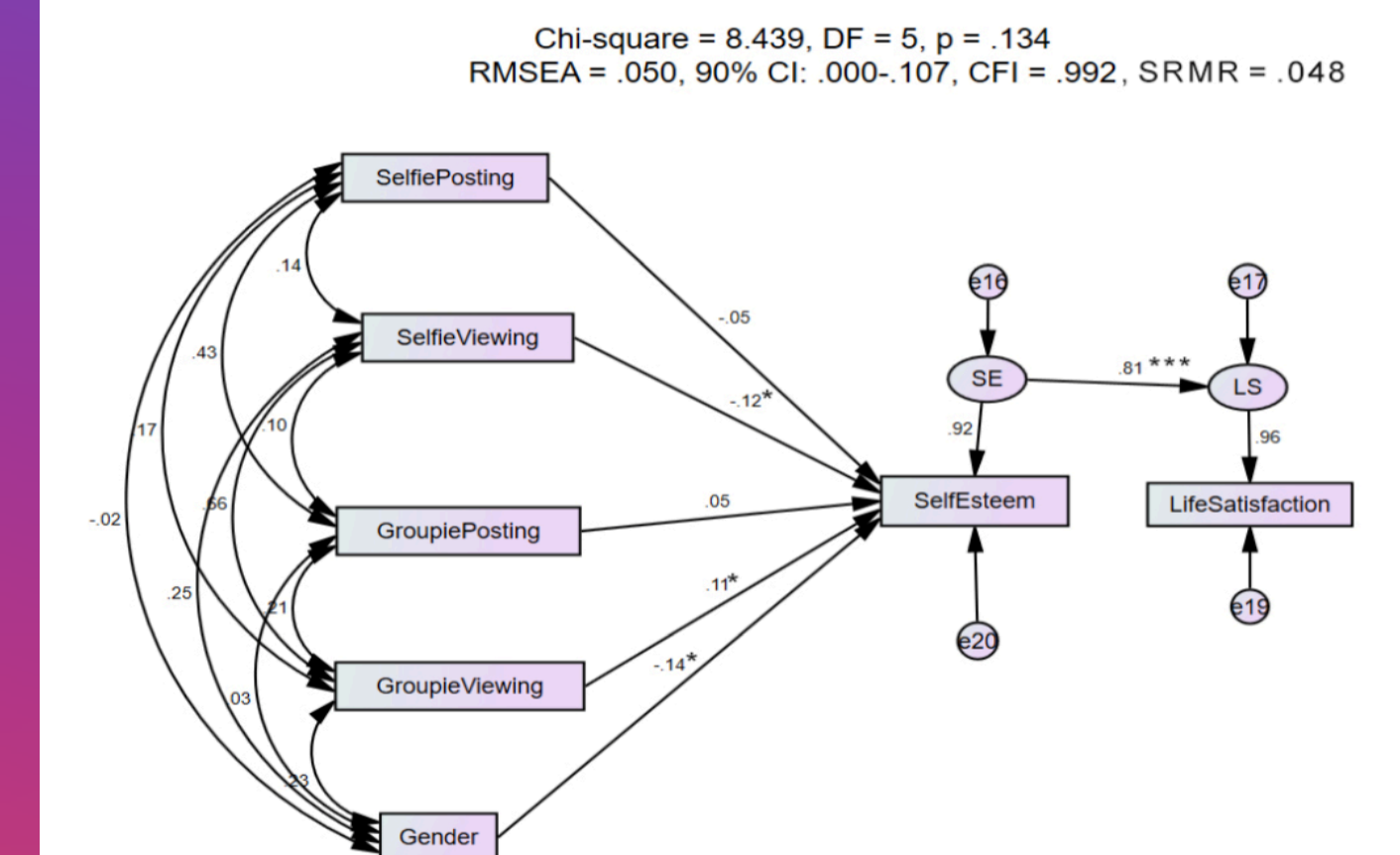
### DV:

Life Satisfaction ( $\alpha = .92$ ,  $M = 4.68$ ,  $SD = 1.53$ )



## Results

Figure 1.  
Structure Equation Model



Note: \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

Figure 2.  
Need for popularity moderates the effects of selfie viewing frequency on life satisfaction

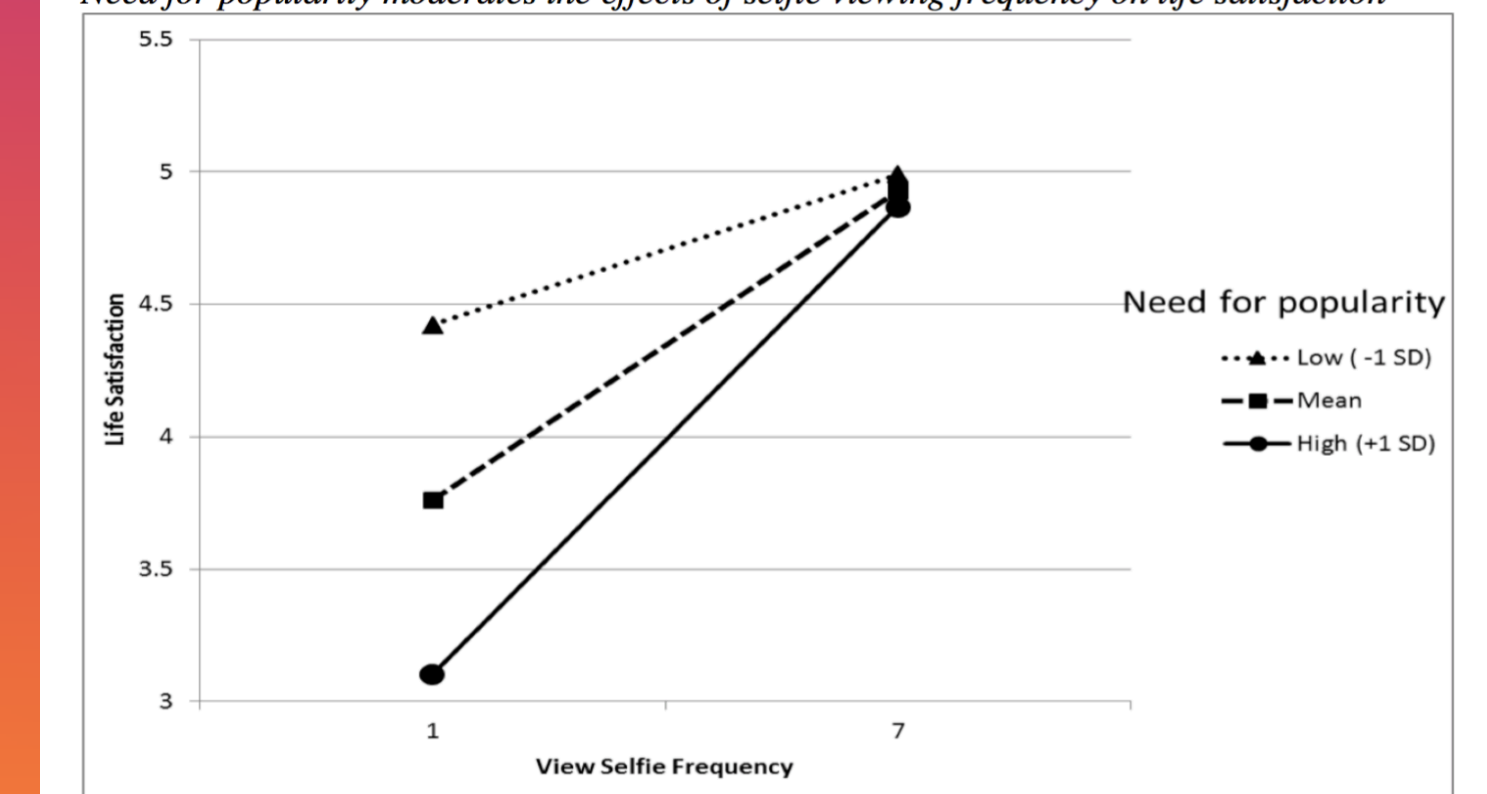


Figure 3.  
Need for popularity moderates the effects of selfie viewing frequency on self-esteem

