

مجلة البحوث الإعلامية

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قواعد النشر

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- يرسل مع كل بحث ملخص باللغة العربية وآخر باللغة الانجليزية لا يزيد عن ٢٥٠ كلمة.
- يزود الباحث المجلة بثلاث نسخ من البحث مطبوعة بالكمبيوتر.. ونسخة على CD، على أن يكتب اسم الباحث وعنوان بحثه على غلاف مستقل ويشار إلى المراجع والهوامش في المتن بأرقام وترد قائمتها في نهاية البحث لا في أسفل الصفحة.
- لا ترد الأبحاث المنشورة إلى أصحابها.... وتحفظ المجلة بكافة حقوق النشر، ويلزم الحصول على موافقة كتابية قبل إعادة نشر مادة نشرت فيها.
- تنشر الأبحاث بأسبقية قبولها للنشر.
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١١. أ.د/ رزق سعد (مصر)
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محتويات العدد

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- ٦٩٧ توظيف القائم بالاتصال للأخبار الرائجة في الشبكات الاجتماعية وتأثيرها على الممارسة المهنية والأخلاقية - دراسة ميدانية د. إسماعيل عبد الرازق رمضان الشرنوبى
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- ٩٢٣ محددات عزوف الشباب عن المشاركة في انتخابات مجلس النواب لعام ٢٠٢٠م، وعلاقتها بمستوى مشاركتهم الافتراضية على شبكات التواصل الاجتماعي د. شيماء أبو مندور عبد الغني أبو مندور

٩٧٩

■ إدارة العمل الصحفي عن بُعد خلال جائحة كورونا: دراسة في ضوء نموذج غرف الأخبار الموزعة
د. فاطمة الزهراء عبد الفتاح

١٠٣١

■ تعرض الشباب المصري للشائعات الإلكترونية على مواقع التواصل الاجتماعي وعلاقته بمشاركتهم السياسية
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١٠٨٥

■ How Personality Affects Social Media Self-Presentation of Egyptian Female University Students through Selfies?

Prof. Dr. Shaima'a Zoelfakar Hamed Zoghaib

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2682- 292X	1110- 9207	7	6.5	جامعة الأزهر	مجلة البحوث الإعلامية	الدراسات الإعلامية	1
2314- 873X	2314- 8721	7	6	الجمعية المصرية للعلاقات العامة	مجلة بحوث العلاقات العامة الشرق الأوسط	الدراسات الإعلامية	2
2636- 9393		5	5	جامعة الأهرام الكنتية	المجلة العربية لبحوث الإعلام و الإتصال	الدراسات الإعلامية	3
2366- 9891		4	4	Cairo University	مجلة إتحاد الجامعات العربية لبحوث الإعلام و تكنولوجيا الإتصال	الدراسات الإعلامية	4
2636- 9237		3.5	3.5	جامعة جنوب الوادي	المجلة العلمية لبحوث الإعلام و تكنولوجيا الإتصال	الدراسات الإعلامية	5
2367- 0407		6.5	3.5	اكاديمية الشروق	مجلة البحوث و الدراسات الإعلامية	الدراسات الإعلامية	6
2366- 9131		6.5	3	جامعة القاهرة - مركز بحوث الرأي العام	المجلة العلمية لبحوث العلاقات العامة والإعلان	الدراسات الإعلامية	7
2366- 914X		6.5	3	جامعة القاهرة - مركز بحوث الرأي العام	المجلة العلمية لبحوث الإذاعة والتلفزيون	الدراسات الإعلامية	8
2366- 9168		6.5	3	جامعة القاهرة - مركز بحوث الرأي العام	المجلة العلمية لبحوث الصحافة	الدراسات الإعلامية	9
1110- 6836		6.5	3	جامعة القاهرة - مركز بحوث الرأي العام	المجلة المصرية لبحوث الإعلام	الدراسات الإعلامية	10
1110- 6844		6.5	3	Cairo University, Center of Public Opinion Research	المجلة المصرية لبحوث الرأي العام	الدراسات الإعلامية	11

- يطبق تقييم مارس 2020 للمجلات على كل الأبحاث التي نشرت فيها قبل 1 يوليو 2020
- يطبق تقييم يونيو 2020 للمجلات على كل الأبحاث التي ستشتر فيها بدء من 1 يوليو 2020 و حتى صدور تقييم جديد في يونيو 2021
- المجلات التي لم تتقدم بطلب إعادة تقييم سيظل تقييم مارس 2020 مطبقا على كل الأبحاث التي ستشتر بها وذلك لحين صدور تقييم جديد في يونيو 2021
- يتم إعادة تقييم المجلات المصرية دورياً في شهر يونيو من كل عام ويكون التقييم الجديد سارياً للسنة التالية للنشر في هذه المجلات

● **How Personality Affects Social Media
Self-Presentation of Egyptian Female University
Students through Selfies?**

Prof. Dr. Shaima'a Zoelfakar Hamed Zoghaib

Professor in Radio and TV Department and Head of the English
Section in the Faculty of Mass Communication, Cairo University

Email: s.zoelfakar@mcomm.cu.edu.eg

● **السمات الشخصية وعلاقتها بتقديم طالبات الجامعة لذواتهن على مواقع
التواصل الاجتماعي من خلال السيلفي**

● أ.د/ شيماء ذوالفقار حامد زغيب

أستاذة بقسم الإذاعة والتلفزيون ورئيسة شعبة اللغة الإنجليزية
بكلية الإعلام جامعة القاهرة

Abstract

Drawing on a survey of 326 undergraduate female students of Mass Communication from Cairo University, this study examined the relationship between the «Big Five» traits (Neuroticism, Extraversion, Openness to experience, Agreeableness and Conscientiousness), Narcissism and Self-esteem, and posting selfies on social media (Facebook and Instagram). The study also investigated the effects of activity level in using these two platforms, motivations of taking selfies in addition to educational variables (education year, education type in high school). The results shed light on the significant effect of active social media usage, extroversion and the type of education on posting selfies. The implications of the findings are discussed.

Key words: Selfies, Facebook, Instagram, Personality traits, Big Five, Narcissism, Self-esteem.

ملخص الدراسة

تم إجراء هذه الدراسة باستخدام منهج المسح وأداة الاستبانة على 326 طالبة من جامعة القاهرة، واستهدفت الدراسة رصد العلاقة بين السمات «الخمس الكبار» (العصابية، الانبساط، الانفتاح على التجربة، القبول والاجتهاد)، بالإضافة إلى النرجسية وتقدير الذات من ناحية، ونشر صور سيلفي على وسائل التواصل الاجتماعي (فيسبوك وإنستجرام). كما تناولت الدراسة تأثير مستوى النشاط في استخدام هاتين المنصتين، ودوافع التقاط صور سيلفي، بالإضافة إلى المتغيرات التعليمية (العام الدراسي، نوع التعليم قبل الجامعي). وقد اعتمدت الدراسة على نظرية العرض الذاتي، وقد تم إجراء الانحدار اللوجستي لاختبار فرضيات الدراسة، حيث إن المتغير التابع (نشر الصور الشخصية) هو متغير اسمي ثنائي.

وقد أظهرت النتائج وجود ارتباط إيجابي دال إحصائياً بين مستوى الاستخدام النشط للفيسبوك وأربع سمات شخصية، هي: النرجسية، واحترام الذات، والانبساط، والانفتاح على التجربة، كما أظهرت النتائج وجود علاقة ارتباط موجبة دالة إحصائياً بين سمة شخصية واحدة هي درجة الانبساطية وصور السيلفي على الإنستجرام.

وجاء نوع التعليم قبل الجامعي متغيراً مهماً أيضاً، حيث يمكن أن يعزى الاختلاف بين خريجي المدارس الحكومية والخاصة إلى مستويات مختلفة من الوضع الاجتماعي والاقتصادي؛ حيث إن خريجي المدارس الخاصة أعلى في المستوى الاجتماعي الاقتصادي، وهذا يتيح لهم أن يكونوا أكثر انفتاحاً على ثقافات مختلفة، وأقل تحفظاً مقارنة بخريجي المدارس الحكومية.

الكلمات المفتاحية: السيلفي، فيسبوك، إنستجرام، السمات الشخصية، العوامل الخمسة الكبرى، النرجسية، تقدير الذات

Introduction

In contemporary society, social media use has become a widespread daily activity, especially among adolescents and youth who are often engaged in visual content and selfie sharing (Boursier, Gioia, and Griffiths 2020). Over the past 2 decades, the triple digital revolution—social network, Internet, and mobile phone—has increased the use and popularity of the “selfie” which is referred to by (Luppicini 2013) as ‘technoself’, and the phenomenon of the selfie has been examined as a new culture that shapes human self-presentation and social relationships (Faimau 2020).

Several studies have emerged to study the characteristics of social media users, their communication preferences and personality traits (Ljepava et al., 2013). There are several important reasons why this area of research needs attention. Personality traits represent relatively enduring characteristics of individuals that show consistencies over their lifespans and across a wide range of situations (Pervin and John, 1997; Shaffer, 2000). Moreover, personality traits have been found to be related to a broad spectrum of human activities and types of behavior (Landers and Lounsbury, 2006).

Due to its relevance to social behavior and as a broad classification of personality traits, the Big Five Model has recently been employed to investigate the use of social networking sites (Amichai – Hamburger & Vinitzky, 2010; Correa, Hinsley and de Zuniga, 2010; Ross et al., 2009). There is a general consensus regarding the Big Five model as a unified conceptual framework for personality (Digman, 1990, 1997; Wiggins and Trapnell, 1997), that gives researchers a common vocabulary for understanding personality dynamics (Mershon and Corsuch, 1988).

Social media have become a significant factor in interpersonal relationships for college and university-age students (Ljepava et al., 2013). While studies on social media have examined how personality is related to the use of Facebook (Kuo and Tang, 2014; Hong et al., 2014; Tang et al.; 2016) and Twitter (Davenport et al, 2014; Lee and Kim, 2014; Bhattacharya et al, 2016),

little is known about the relationship between personality traits and selfies. Do selfies reflect their owners' personality traits? Can people predict others' personality based on their selfies?

As mobile technology becomes more prevailing, the practice of selfies has become a popular cultural phenomenon across the world. As most studies focused on the relationship between selfies and narcissism, while data regarding other personality traits are scarce. It is important to study this relatively new social phenomenon in its relationship to different personality traits.

Therefore, the current study aims to investigate how the Big Five traits, in addition to two narrow personality traits like narcissism and self-esteem influence posting selfies among Egyptian female university students.

Selfies on Online Social Networking (OSN) Sites:

Posting "Selfies" to online social networking (OSN) sites is considered a new self-presenting and self-promoting phenomenon. (Sorokowska et al, 2016). More teenage girls nowadays engage in online self-presentation to observe and compare themselves against their peers (Kaplan and Haenlein, 2010).

According to popular news accounts, the selfie has started for the first time in its present form in 2004, with its usage is sky-rocketing by 17000% since 2012 (Bennett, 2014). The popularity of selfies on OSN sites has captured public attention and has become an aspect of current pop culture. (Barry et al, 2015). They prevail on the OSN landscape; for example, Instagram hosts over 286 million photographs hashtagged with selfie and over 288 million photos hashtagged with me (Websta, 2017).

In 2013, Oxford dictionaries added the word "selfie" to its lexicon and later named it their international "word of the year" (Brumfield, 2013). A selfie has recently been defined as "a self-portrait photograph of oneself (or of oneself and other people), taken with a camera or a phone camera held at arm's length or pointed at a mirror, which is usually shared through social media" (Sorokowska et al., 2015).

The widespread of selfie posting imposes questions about the social and psychological motives behind this behaviour, and the important needs and goals that selfie posting reflects. (Weiser, 2015)

Compared to other types of photos, selfies are distinguished by giving individuals the ability to control their face visibility, express their emotions

and determine the camera position (Qui et al., 2015). They are used for self-presentation and self-expression on social media. Others view selfies as a mean of communication that is replacing or enhancing the ever-popular text message (Wortham, 2013).

Studies have shown that individuals care about their online self-image and manipulate their self-presentation to create socially desirable self-image (Bazarove et al, 2013; Lin et al., 2014). They have been found to promote themselves and get positive feedback from their social networks. (Mehdizadeh, 2010; Siibak; 2009).

In a study conducted by Katz and Crocker (2015), many interviewees noted that the more personal the image (i.e., the more it focused on the user rather than on environment or action) and the wider the public distribution of that image, the more viewers would believe the image had been done for vain or self-promotion purposes. Most interviewees said social media provided a useful platform for updating friends and families about their lives. They also said that there can be a stigma attached to users who primarily post images of just their face and/or bodies rather than images that more directly reveal life contexts such as entertainment activities, jobs, meals, or educational achievements.

The Big Five Model/ The Five Factor Model (FFM):

The Big – Five Model consists of five broad personality traits, namely, Neuroticism, Extraversion, Openness, Agreeableness and Conscientiousness.

Neuroticism is defined as a measure of affect and emotional control, with low levels leading to good control over emotions and stability, whereas individuals with high levels may be somewhat sensitive and nervous with an inclination to worry (Costa and McCrae, 1992).

It is found that those who were high on Neuroticism demonstrated a strong interest in using the Internet for communication (Wolfradt and Doll, 2001), and to avoid loneliness (Amichai – Hamurger and Ben – Artzi, 2003; Butt and Phillips, 2008). Positive correlations have been found with the amount of time spent on Facebook ($r = .20$; Ryan and Xenos, 2011).

Amichai – Hamburger and Ben – Artzi (2003) found that high levels of Neuroticism in females were correlated with social usage of the internet ($r = .32$), while there was a negative relationship between Neuroticism and use of the Internet for informational purposes ($r = -.27$).

It may thus be hypothesized that those who have high scores on Neuroticism will use social media more often primarily for socializing.

Extraversion: Extraverts are typically adventurous, sociable and talkative, whereas introverts are typically quiet and shy (Costa & McCrae, 1992).

Individuals who are low on the trait of extraversion (i.e., introverted), are more likely to use SNS for their communication needs. However, Facebook may actually disadvantage an introvert because it relies on offline relationships that an extrovert is more likely to develop, and those high in extraversion have shown to be members of significantly more "groups" (Ross et al., 2009) and have significantly more "friends" (Amichai – Hamburger and Vinitzky, 2010).

These results came in line with an earlier study by Amichai – Hamburger and Ben – Artzi (2000) who found a significant correlation between social use of the internet in general and extraversion only for females. Ljepava, N. et al. (2013) found that extraversion was most relevant to self- presentational information on Wall as well as self – presentational behaviors at News Feed.

Extraversion is also more consistently related to photo-sharing activity. Gosling and collaborators (Gosling et al., 2011) found that an individual's level of extraversion best predicted the frequency of adding photos of themselves.

On the basis of previous research, it is hypothesized that there will be a positive correlation between extraversion and self-presentational behaviors on social media.

Openness to Experience:

Individuals who have high levels of openness- to – experience (openness) have a wide range of interests and seek novelty, whereas those who have low levels of openness prefer familiarity and convention (McCrae and Costa, 1987). It is the personality factor most likely to be associated with trying out new methods of communication, or using an SNS to seek out new experiences (Butt and Phillips, 2008; Correa et al., 2010) and with the use of more Facebook features (Amichai- Hamburger and Vinitzky, 2010). Also, Openness has been found to be related to information seeking (McElroy, Hendrickson, Townsend, and DeMarie, 2007).

However, the role of Openness to Experience in Facebook use is less clear as Facebook has become a relatively mainstream communication tool for

university students (Ellison et al., 2007) and thus may no longer be a "unique" experience, especially after the launching of new SNS such as Instagram and Tumblr. Consequently, some recent Facebook research has found no relationship between openness to experience and Facebook use (Moore, K. & McElory, J. C., 2012). However, as the phenomenon of selfies is considered a new one, it is expected that individuals with higher levels of openness to experience will take selfies, and be more willing to post them on social media.

Agreeableness:

It is a measure of how friendly people are, with high ratings being associated with individuals who are kind, sympathetic and warm (Costa & McCrae, 1992). According to Landers and Lounsbury (2006), a low score on the trait of Agreeableness was associated with individuals who were unpleasant to be around because they did not possess the types of social graces that made their company desirable. On the other side, agreeableness has been found to be unrelated to internet and social media usage in other studies (Correa et al., 2010; Amichai – Hamburger and Vinitzky, 2010).

It has been suggested that less agreeable individuals would have greater numbers of online contacts as the internet provides a means to build friendships that are difficult to initiate and maintain offline (Ross et al., 2009). However, the kind and warm nature of Agreeable persons may result in a positive correlation with social uses of SNS (Hughes et al., 2012). Consequently, as posting selfies is a more social use, it is expected that more agreeable persons will post more selfies on their social media accounts.

Conscientiousness:

It refers to a person's work ethic, orderliness and thoroughness (Costa and McCrae, 1992). It has been found to have negative relation to the use of the Internet and other forms of CMC (Swickert et al., 2002). It has also been suggested that conscientious individuals are inclined to avoid SNS as they cause distraction (Butt and Phillips, 2008) from more important tasks. Ross et al. (2009) found no significant correlation between conscientiousness and Facebook activities. Ryan and Xenos (2011) found a significant negative correlation between Conscientiousness and the amount of time spent on Facebook ($r = -.14$). Consequently, Amichai – Hamburger and Vinitzky (2010) found that despite highly Conscientious individuals have more friends than

those low in conscientiousness, they uploaded significantly fewer pictures to the site.

As the previous studies are relatively few with mixed results, we need more studies on this personality trait to know its relationship to posting selfies, which is considered a relatively new phenomenon on social media.

Narrow Personality Traits:

Several authors have suggested that the Big Five Model may be too broad to capture some of the nuanced relationships between personality and online behavior (e.g. Ross et al., 2009).

It may be that other more specific personality characteristics not defined by the Five- Factor Model such narcissism and self-esteem are more influential in some activities related to social media use.

Narcissism:

The narcissists tend to view themselves as intelligent, powerful, physically attractive and unique and SNSs may create or reinforce narcissistic tendencies by serving as channels for self-promotional displays (Buffardi and Campbell, 2008). Twenge and Foster (2010) see that there has been a significant increase in narcissism among the new generations over the last two decades.

Research concluded that there was a positive relationship between narcissism and usage of SNS (Mehdizadeh, 2010; Ryan and Xenos, 2011), but there were other findings that found narcissism unrelated to the amount of time spent on SNSs (Bergman et al., 2011; Gentile et al.; 2012).

McKinney et al., (2012) found that narcissists believe that others are interested in one's activities, which is reflected in posting photos (Ong et al., 2011), as narcissism is a personality trait that is highly related to self-presentation on SNS to be in the spotlight and the center of conversations among friends (Lee et al., 2014). It is found that narcissism is positively correlated with selfie-posting frequency (Weiser, 2015; Fox and Rooney, 2015) as narcissists value their physical appearance (Davis, C. et al., 2001), and consider selfie posting a behavior through which they can use their looks to get both attention and admiration (Weiser, 2015). For individuals high in narcissism, posting selfies represents a means not only to seek attention and admiration from others, but also to show heightened perceptions of leadership, authority and dominance (Ackerman et al., 2011).

Narcissists may present these photos as a strategy to convey their superiority to others (Jonason et al., 2014). Also, narcissists engage in more photo editing behaviour (Fox and Rooney, 2015) which reflects the underlying insecurity associated with narcissism (Raskin, R. & Terry, H.; 1988).

Selfies have been described as “a symptom of social media-driven narcissism” (Pearlman, 2013, para. 20), as taking and posting selfies is a way of self-promoting used by those self-absorbed narcissists. Posting selfies may function as a new psychological way through which narcissistic individuals try to gain others’ attention and admiration to maintain their inflated self-views (Morf & Rhodewalt, 2001), Narcissistic women who have self-perceptions of power, authority, and dominance over others may find selfie-posting as a possible way to satisfy these needs without being socially punished (Weiser, 2015).

Self- esteem:

Self-esteem refers to the person's self-evaluation; that is, to what extent the individual views the self as worthwhile and competent (Coopersmith, 1967). Also, self-esteem is conceptualized as both stable trait that develops over time and a fluid state that reacts with daily events and circumstances (Heatherton and Polivy, 1991).

There are mixed findings regarding the association between self-esteem and the use of online networking sites. In a study conducted by Mehdizadeh (2010), university students with low self-esteem were found to spend more time on OSN sites, especially those with higher narcissism scores as they engaged in promotional activities like posting self-promoting photos on these sites. This came in line with Ellison et al. (2007) as they found low self-esteem students using OSN sites to build social capital to compensate for their low self-esteem. Also, Gonzales and Hancock (2011) found that OSN sites had a positive impact on self-esteem as users presented only positive information about themselves that enhanced their self-esteem. People with low self-esteem preferred self-disclosing on OSN sites rather than in person (Marshal et al., 2015), especially that OSN sites allow individuals to edit their photos and determine who is allowed to access their photos (Barry et al., 2017). However, Nadkarni and Hofmann (2012) suggested that self-esteem may predict the apparent need for self-presentation on OSN sites.

The lack of confidence characterized by low self-esteem (Owens, 1993) and the fragile self-esteem thought to underlie some aspects of narcissism (Pincus & Roche, 2011) may deter individuals with low self-esteem from posting selfies (Barry et al., 2015). It has been suggested that repeated attempts to achieve "the perfect selfie" can cause insecurities, and the absence of positive feedback on a selfie is potentially dangerous for one's confidence and self-esteem (Martino, 2014; Walker, 2013).

However, not all of the attention on selfies has been negative. For instance, some have argued that selfies are a healthy form of self-exploration, allowing individuals to be more authentic, and that selfies can actually boost self-esteem (Rutledge, 2013), or be reflective of high self-esteem. On another side, there are some studies that found no relationship between self-esteem and self-presentational behaviors on OSN sites (Kalpidou et al., 2011; Winter, 2008). Barry et al. (2015) found that there are generally a lack of association between self-esteem and overall postings of selfies.

Motivations of OSN usage

Motivational factors may be more useful in understanding OSN use. These motivating factors appear to be independent of the Five-Factor approach to personality, yet are likely influential in the decision to use forms of OSN such as Facebook and Instagram (Ross et al., 2009).

Given the increasing numbers of OSN users, peer pressure to join these social networks may be a factor influencing the decision to join OSN (Govani and Pashley, 2007).

In a review article of Facebook research in social science, Wilson, Gosling, and Graham (2012) indicated that the most common motivation for Facebook usage was to keep in touch with friends. Kujath (2011) reported that OSN serve as an extension of face to face communication.

Young people are aware of their social network profiles as their own "Shop windows", which is sometimes called "Brand You" (Livingstone 2008; Waters and Ackerman, 2011) as self-presentation is a major motivation for OSN use, especially for adolescent girls (Binns, 2014).

In an educational context, Sendal, Cecucci, and Peslak (2008) found that college students often used Facebook as a collaborative tool for communication and group projects. Such usage likely influences college-age

individuals' presence on this social network, regardless of personal preferences.

Self-presentation Theory:

With the prevalence of the Internet and social networking sites, self-presentation now extends from face-to-face contexts to SNSs, where individuals construct their own image and personas. Motivations for self-presentation are derived from the evaluative presence of other people (Baumeister & Hutton, 1987).

Goffman's (1959) theory of self-presentation has been widely used to guide studies about online self-presentation (Yang and Brown, 2016; Stern, 2007; Bortree, 2005). Past studies have analysed a wide range of behaviours related to online self-presentation, including choice of Facebook profile picture (Back et al., 2010) and other online photo-sharing behaviours (Gosling, Augustine, Vazire, Holtzman & Gaddis, 2011; Ong et al., 2011; Stefanone, Lacaff & Rosen, 2011).

Scholars like Mendelson & Papacharissi (2010) noted that when people use SNSs as a channel to articulate their identities, they tend to present a "highly selective version of themselves" (p.4). Young people try to present what is best in themselves and show their in-group identity through compliance with peer standards and expectations (boyd, 2014). In the digital age, photographs demonstrate the image that a person wants to display (Mascheroni et al., 2015).

While photographs traditionally functioned as memories, the younger generation today appears to progressively use digital photos for live communication. The ease of sharing images over the Internet or through mobile devices makes photographs the "preferred idiom in mediated communication practices" (Van Dijck, 2008, p.3). Consequently, in view of the increasing use of selfies on SNSs among the younger generation, and the lack of scholarly attention on this, the current study focuses on self-presentation in the form of selfies on SNSs among university female students and its relationship to their personality traits.

Methodology:

Research Hypotheses:

- 1) Posting selfies is affected by the following personality traits:
 - a- Narrow personality Traits (Narcissism, Self- esteem).
 - b- Big Five (Openness to experience, extroversion, conscientiousness, agreeableness, neuroticism).
- 2) Posting selfies is affected by the level of social media usage activity:
 - a- Level of Facebook usage activity
 - b- Level of Instagram usage activity
- 3) Posting selfies is affected by motivations of taking selfies
- 4) Posting selfies is affected by education variables:
 - a- School year
 - b- Kind of high school education

Procedure and sample:

A survey was conducted on 326 undergraduate female students in the School of Mass Communication, Cairo University. 53.1% were freshmen, and 46.9% were seniors. 47.5% were graduated from public high schools, while 52.5% were graduated from private high schools, including Arabic-teaching schools and Language-teaching schools. 99.1% of the sample had a facebook account and 64.4% had an Instagram account. The questionnaire included scales of different personality traits including the Big Five (Extroversion, Openness to experience, Conscientiousness, Agreeableness and Neuroticism), Narcissism and Self- Esteem, in addition to measures of the level of social media usage activity, motivations of taking selfies and educational variables.

Measurement of Variables:

Level of Facebook usage activity: It is measured by a scale consisting of 14 questions adopted from Ross et al. (2009). It contained items assessing basic use of Facebook, and the posting of personality- identifying information. Response alternatives differed according to the nature of the item. Basic use items included the use of the Wall, posting photos and videos, sending private messages, participating in or launching groups, organizing and participating in events, status changes, the use of comments and likes, changing profile pictures and updating personal information. The scale ranges from 0 to 19, with a mean score = 13 and SD= 3

Level of Instagram usage activity:

It is measured by an additive scale consisting of seven questions including the number of followers, number of weekly posted photos, average number of likes photos get and if the user participates by liking, commenting and sharing direct messages with friends. The scale ranges from 3 to 20 points, with a mean score = 9 and SD = 5.2.

The Big Five Inventory (BFI) (John, Donahue, & Kentle, 1991):

The BFI is a 44-item measure: extraversion (eight items), agreeableness (nine items), Conscientiousness (nine items), Neuroticism (eight items), and openness to experience (10 items). A five-point Likert-type scale was used.

Reliability for the Big Five traits measures ranged from 0.60 to 0.75

Narcissism Personality Inventory (NPI) -15 item version (Cozma et al., 2014)

The NPI-15 is a short version of the NPI-40, which is a 40- item measure (Raskin and Terry, 1988). It is a reliable and valid measure of narcissism which asks participants to select the most appropriate response from a pair of items and respond on a dichotomous response format either "0" for narcissism- inconsistent responses or "1" for narcissism consistent responses. These scores were summed, with higher scores on the NPI indicating higher levels of narcissism.

In the 16- item scale, developed by Ames et al. (2006), there are two items that have the same meaning and almost the same words "I like to be the center of attention" and "I really like to be the center of attention". Cozma et al. (2014) slightly modified NPI-16 by deleting the second item which led to the NPI-15 version which the current study adopts.

Self- esteem:

It was measured using the Robins, Hendin, and Trzesniewski (2001) single-item self- esteem scale. Participants indicated agreement with the statement "I have high self- esteem" on a scale ranging from "strongly Disagree" (1) to "strongly Agree" (5).

Motivations of taking selfies:

96% of the sample takes selfies. They were given four statements representing different motives of taking selfies to choose what matches them. For each motive chosen, the respondent takes one point. The scale ranges from 1 to 4, with a mean score equals to 1.3 and SD= 0.7

Results:

General results:

Active Facebook Usage and Personality Traits:

Results showed that there were significant positive correlations between the level of active FaceBook usage and four personality traits as follows:

- 1) There was a positive correlation between level of narcissism and active FB usage as $r = 0.12$ ($p < 0.05$). This result came in line with studies of Mehdizadeh (2010), and Ryan and Xenos (2011) who found positive relationship between narcissism and SNS usage.
- 2) There was a positive correlation between level of self-esteem and active FB usage as $r = 0.12$ ($p < 0.05$), a result that agrees with that of Nadkarni and Hofmann (2012).
- 3) There was a positive correlation between level of extroversion and active FB usage as $r = 0.34$ ($p < 0.0001$). This result agrees with that of Ross et al.(2009), Amichai – Hamburger and Vinitzky (2010) and Ljepava et al (2013).
- 4) There was a positive correlation between level of openness to experience and active FB usage as $r = 0.2$ ($p < 0.001$), a result that is close to those of Butt and Phillips (2008); Correa et al.(2010); and Amichai- Hamburger and Vinitzky (2010).

Active Instagram Usage and Personality Traits:

Results showed that there were significant positive correlations between the level of active Instagram usage and only one personality trait which is extroversion as $r = 0.3$ ($p < 0.0001$). This result is due to the relationship between extroversion and self-presentational behaviors like photo sharing (Gosling et al., 2011) which using Instagram satisfies among female university students, as Instagram is exclusively a photo-sharing site.

Taking Selfies:

96% of the sample take selfies, 56.9% of them take selfies alone, 57.5% take selfies with family members, 25.2% take selfies with big groups while the majority (88.8%) take selfies with their close friends which reflects the nature of taking selfies that is considered a social activity practiced during fun time among friends.

The only significant personality trait in the logistic regression predicting taking selfies is extroversion as Wald chi-square = 6.24 ($p < 0.05$), with an

estimated coefficient (B)= 0.18, and odds ratio estimates $\text{Exp}(B) = 1.2$, which means that, controlling for all other variables, a one point increase in the level of extroversion increases the odds of taking selfies by a factor of 1.2; a result that confirms the nature of the behavior of taking selfies as a social activity that aims to self-presentation which matches the personality of extroverts.

Motivations of taking selfies:

65.5% of the students who take selfies say they do that so as not to need anyone to take the photo for them, 22.7% of them say they take selfies because it is just a new trend, while 22% say they see themselves more beautiful in selfies which reflects the need for self-presenting and self-promoting. 13.7% of them say they love the pauses of selfies; a motive that is mostly related to the previous one as they consider these pauses will show them in a better way.

Owning a selfie stick:

Only 22% of those who take selfies own a selfie stick. Their motivations for having it were as follows: the selfie stick helps in taking better photos (56.5%), it helps in taking photos with big groups (60.9%), helps in showing backgrounds in a better way (26.1%), it's a new trend (7.2%), because my friends and acquaintances bought it (2.9%). It seems from these answers that the motivations of the respondents were mostly functional and goal oriented and not out of the desire to imitate others. This is understood in light of the characteristics of the sample who are university students specialized in media, and most of them study photography and video shooting.

The only significant personality traits in the logistic regression predicting owning a selfie stick were: extroversion, as Wald chi-square= 4.3 ($p < 0.05$), with an estimated coefficient (B) = 0.07, and odds ratio estimates $\text{Exp}(B) = 1.072$, which means that, controlling for all other variables, increasing one point in extroversion, increases the odds of owning a selfie stick by 1.072 which may be attributable to the use of selfie sticks by extroverts to take more personal photos and share them with friends on social media as a way of self-presenting and self-promoting, which are related to extroversion, and openness to experience, as Wald chi-square= 5.1 ($p < 0.05$), with an estimated coefficient (B)= - 0.058, and odds ratio estimates $\text{Exp}(B) = 0.944$, which means that, controlling for all other variables, increasing one point in

the level of openness to experience, decreases the odds of owning a selfie stick by 0.944. Although selfie sticks are considered a relatively new tool and those characterized by openness to experience like to buy new things, it is not considered new for students of mass media any more, in addition to the fact that purchasing anything is affected by the SES of the student.

Hypotheses tests:

To test the hypotheses of the study, logistic regression was conducted as the dependent variable (posting selfies) is a binary nominal variable. The variables were entered to the model on five steps; the narrow personality traits (Narcissism and self-esteem) were entered in the first step then the Big Five personality traits (Extroversion, Agreeableness, Conscientiousness, Neuroticism and Openness) were entered in the second step, the level of activity in using social media (Facebook and Instagram) were entered in the third step, then motivations of taking selfies were entered in the fourth step, and finally the educational variables (education year and education system in high school) were entered in the fifth and last step.

Impact of Narrow Personality Traits:

The following predictors were entered to the model in the first step (Narcissism and Self-esteem). The overall model was not significant as the value of chi-square of the model was 2.1 ($p > 0.05$), Nagelkerke $R^2 = 0.009$. Both narcissism and self-esteem had no significant effects on posting selfies. This result contradicts most of the previous studies, however, it came in line with the study of Ong et al (2011) that found narcissism unrelated to the number of photos posted on social media, especially when extroversion was taken into consideration. It also came in line with the study of Barry et al. (2015) which found a lack of association between self-esteem and posting selfies on SNSs.

Impact of the Big Five personality traits:

The following five predictors (Extroversion, Agreeableness, Conscientiousness, Neuroticism and Openness) were entered into the model which converted it into a significant one as the value of chi-square was 41.9 ($p < 0.05$), Nagelkerke $R^2 = 0.168$, which means that this model explains 16.8% of the phenomenon. The only significant variable among this group is Extroversion as Wald chi-square = 28.5 ($p < 0.05$). The estimated coefficient (B) = 0.177. The odds ratio estimates $\text{Exp}(B) = 1.194$. This means that,

controlling for the effect of other variables, any one point increase in extroversion increases the odds of posting selfies by 1.194. This result agrees with some previous studies (Lee et al., 2014; Gosling et al., 2011).

Extroversion also correlated with using different features of Facebook like attending events ($r=0.21$, $p<0.0001$) and organizing events through Facebook ($r= 0.17$, $p<0.002$). This result comes in line with what Amichai-Hamburger and Ben-Artzi (2000) have reached as extrovert females used the internet more for social reasons.

There was also significant differences in the openness level between students who post selfies ($M= 37.5$) and students who don't post selfies ($M= 35.6$) as $t= 2.7$ ($p<0.05$). This is due to the relative newness of selfie- posting phenomenon, as individuals with higher levels of openness-to- experience are more interested to seek novelty and have lower preference for familiarity and convention (McCrae & Costa, 1987), and SNS are used to seek out new experiences (Butt & Philips, 2008) especially on Instagram as a newer platform in comparison to Facebook that became a relatively mainstream communication tool for university students (Ellison et al., 2007). However, openness did not have a significant effect when it was added to the model which may be due to the presence of some suppressive variables.

Impact of active social media usage:

The level of active Facebook usage and active Instagram usage predictors were entered in the third step. The value of chi-square became 128.6 ($p< 0.05$), Nagelkerke $R^2 = 0.455$, which means that the entry of these two predictors increased the explanatory force of the model to be 45.5% of the phenomenon.

Both variables were significant as Wald chi-square of active FB use level= 10.7($p<0.05$) with an estimated coefficient (B)= 0.198 and odds ratio estimates Exp (B)= 1.219, which means that any one point increase in the level of active FB use increases the odds of posting selfies by 1.219.

The Wald chi-square of active Instagram usage= 41.907 ($p< 0.05$), with an estimated coefficient (B) = 0.187 and odds ratio estimates Exp(B)= 1.205 which means that any one point increase in the level of active Instagram use increases posting selfies by 1.205.

Impact of motivations of taking selfies:

The predictor of motivations of taking selfies was added to the model in the fourth step. The value of chi-square of the whole model= 131.2 ($p < 0.05$), Nagelkerke $R^2 = 0.46$, which means that the model explains 46% of the phenomenon of posting selfies. Wald chi-square of that variable equals 2.52 ($p > 0.05$), which means that the variable of motivations is not significant and did not increase the explanatory power of the model.

Impact of education variables:

The education variables (education year/ education type of high school) were added to the model in the fifth and last step. The value of chi-square of the whole model= 138.5 ($p < 0.05$), Nagelkerke $R^2 = 0.48$ which means that the whole model explains 48% of the phenomenon of posting selfies. The significant variable is the education type of the high school as Wald chi-square= 6.2 ($p < 0.05$) with an estimated coefficient (B)= 0.798 and odds ratio estimates $\text{Exp}(B) = 2.222$ which means that graduating from private high schools increases the odds of posting selfies by a factor of 2.222 in comparison to students graduated from public high schools.

Discussion:

This study examined the effect of the Big Five traits (Neuroticism, Extraversion, Openness, Agreeableness and Conscientiousness), and two narrow personality traits (narcissism and self-esteem) on posting selfies on Instagram and Facebook. The study also investigated the effect of the level of activity in using each of the two platforms, motivations of taking selfies, in addition to education variables (school year and type of education in high schools). A survey was conducted on 326 female university students from the School of Mass Communication in Cairo University.

The results shed light on the importance of extroversion as a personality trait affecting posting selfies positively. This result comes in line with what Amichai-Hamburger and Ben-Artzi (2000) have reached as extrovert females used the internet more for social reasons. As selfies are mostly taken with friends and big groups, it is mainly considered a social activity that matches the trait of extroversion.

Other factors that predicted posting selfies were: Facebook usage activity and Instagram usage activity. The entry of those two predictors increased the explanatory force of the model from 16.8% to 45.5%. This effect may be

attributable to the nature of this type of activity which revolves around social activities among which posting and sharing photos, including selfies, represent a big proportion.

The type of education in high schools was also a significant variable. The difference between public and private school graduates can be attributable to different levels of socio-economic status as private school graduates are mostly of higher SES levels, and this allows them to be more open to different cultures and less conservative in comparison to public school graduates. These differences affect the female students propensity to post personal photos which may not be acceptable in lower socio-economic and more conservative communities.

The lack of association between narcissism, self-esteem and other personality traits with posting selfies may be attributable to the nature of our sample where taking selfies and posting them are just a typical way of communicating with others among university students, especially mass media students, as taking photos and sharing them are part of their study that do not necessarily reflect narcissism or self-esteem.

However, the variables investigated here accounted for 48% of the phenomenon of posting selfies on social media leaving about 52% of the phenomenon unexplained. Future studies should look for other factors that may affect this phenomenon, in addition to putting the cultural context of the users into consideration.

Also, applying the current study on a female student population from one specialization (mass communication) made us unable to generalize the results to other populations. Future studies should be applied on more representative samples and on other platforms like Snapchat as the characteristics of the users may differ from one SNS to another.

One of the main limitations of social networking research in general is the lack of good theory and data concerning the optimal method for operationalizing SNSs use. Consequently, among the limitations of the current study is its dependence on participants' self-reported SNSs' behavior. More objective and precise studies can be obtained in future research by coding participants' actual SNSs usage.

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Table (1)

Logistic Regression Predicting Posting Selfies

Predictor	Model 1		Model 2		Model 3		Model 4		Model 5	
	Wald's χ^2	OR	Wald's χ^2	OR	Wald's χ^2	OR	Wald's χ^2	OR	Wald's χ^2	OR
Narrow Personality Traits										
Narcissism	0.63	1.04	0.43	0.96	0.003	1.004	0.007	0.994	.00	0.999
Self-esteem	0.68	1.28	0.29	1.195	0.055	0.913	0.028	0.937	0.02	1.058
Big Five Traits										
Extroversion			28.54***	1.194	9.24**	1.125	9.25**	1.125	7.67**	1.115
Agreeableness			0.43	0.974	0.43	0.968	0.63	0.961	0.76	0.956
Conscientiousness			0.85	0.974	0.007	0.997	0.003	0.998	.04	1.007
Neuroticism			0.42	1.018	2.56	1.052	2.14	1.047	1.9	1.046
Openness			1.47	1.028	1.1	1.028	1.3	1.031	0.8	1.025
Social Media Usage										
Facebook Usage Activity					10.7***	1.219	8.7***	1.199	9.2***	1.213
Instagram Usage Activity					41.91***	1.205	42.63***	1.212	35.2***	1.198
Taking Selfies Motivations										
							2.5	1.448	3.4	1.555
Education Variables										
Education Year									1.2	1.403
Education Type									6.18*	2.222
Constant	0.76		3.5		10		10.2		11.2	
Model Chi-Square	2.1		41.9***		128.6***		131.2***		138.5***	
Nagelkerke R2	0.009		0.17		0.455		0.46		0.48	

*p < 0.05 , ** p < 0.001, ***p < 0.0001

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