

T.C.
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MASTER THESIS

**SELFIES; CONSUMER BEHAVIOUR AND MASS
COMMUNICATION**

Zrinka PEHAREC

Thesis Advisor: Associate Prof. Dr. Melek ATABEY

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TEXT OF OATH

I declare and honestly confirm that my study, titled “Selfies; consumer behaviour and mass communication”, presented as a Master’s, has been written without applying to any assistance inconsistent with scientific ethics and traditions, that all sources from which I have benefited are listed in the bibliography, and that I have benefited from these sources by means of making references.

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ABSTRACT

This thesis focuses on the influence of a usage of the selfie as a postmodern way of communication. Selfie is a fast self-portrait, made with mobile devices and immediately distributed and inscribed into one or more of social networks. The photographic self-portrait is surprisingly common in the very early days of photography exploration and invention, when it was often more convenient for the experimenting photographer to act as model as well.

The aim of this thesis is to have a better understanding how through online representation of selfies new social phenomenon is born. The study also examines the process of communication through an image. This form of instant visual communication is accepted within social media users not only for private purposes, but often as a way of marketing promotional activities for private companies and institutions. The broader objective of this study is to contribute to the academic society to raise awareness about power of mass usage of images taken by oneself in order to send a message.

Selfies as a communication tool deserve much more critical attention than they have received to date. The first chapters address to the multiple interconnections between social media, self-portraits, self-representation, online mass behaviour and power. In addition, the recent research work done on this field of studies is combined with theoretical background based on philosophy, sociology and communications theories.

Qualitative research method has been applied in order to reach answers on research questions. An online survey was done with 214 participants, while an interview with another 10. Even though participants were from 6 different continents, it couldn't be noticed that the habits towards selfie taking and posting were different. The goal was to provide fresh insights into development of social media and specific set of online visual communications.

Keywords: selfie, social media, self-portraits, visual communication, consumer behaviour

ÖZET

Bu tez, bir postmodern iletişim aracı olarak selfie'nin (özçekim) kullanımı ve etkileri üzerinde durmaktadır. Anlık ve hızlıca cep telefonları ile çekilen Selfie portreleri çabuk bir biçimde sosyal medyada yerini bulup yayılır. Fotoğrafla oluşturulan bu öz-portreler aslında fotoğrafın ilk günlerinden beri kendini keşfetme ve yaratmanın bir yolu olarak şaşırtıcı bir biçimde yaygın olmuştur. Fotoğrafla ilgili denemeler yapmak isteyen sanatçıları için bu çalışmalarda kendilerinin modellik ediyor olması da kolay ve elverişli bir yol olarak görülmüştür. Bu çalışmanın temel amacı, 'selfie' lerin internet üzerindeki sunum ve paylaşımlarının, yeni bir sosyal olgunun oluşumunun nasıl hazırlayıp etkiledikleri sorularına yanıtlar aramaktır. Çalışma ayrıca, bir resim aracılığıyla kurulan iletişim süreçlerini incelemektedir. Anlık görsel iletişim, sosyal medya kullanıcıları tarafından yalnızca özel nedenler dolayısıyla değil aynı zamanda özel şirket ve kurumların yaptığı tanıtım ve reklam etkinlikleri için kabul edilmektedir.

Araştırma ayrıca kişilerin kendilerinin çekip oluşturmuş olduklarını bu resimlerin kitlesel olarak kullanım ve paylaşımlarının gücü konusunda akademik bir farkındalık yaratmayı ve bu alana katkıda bulunmayı amaçlamaktadır. Bir iletişim aracı olarak 'Selfie', bugüne kadar üzerinde yapılan tartışmalarda çok da vurgulanmamış olan eleştirel bir bakış açısı ve ilgiyi hak etmektedir. Çalışmanın ilk bölümlerinde, sosyal medya, öz-portre, öz-sunum, internetteki kitlesel davranışlar ve iktidar arasındaki ilişki irdelenmektedir. Burada ayrıca konuyla ilgili yapılmış başka araştırmalara da değinilmekte, ve ayrıca araştırmanın teorik çerçevesi oluşturan felsefe, sosyoloji ve iletişim kuramlarına dayalı tartışmalara yer verilmektedir. İnternet üzerinde gerçekleştirilen araştırmada 214 kişi ile anket , 10 kişi ile de derinlemesine görüşme yapılmıştır.ve paylaşımlarında çok büyük Görüşülen kişiler 6 farklı ülkeden gelmelerine rağmen selfie çekimlerinde ve paylaşımlarında hemen hemen benzer bir tutum içinde oldukları bulunmuştur. Buradaki amaç, sosyal medyanın gelişim ve kullanımına ve internet üzerindeki görsel iletişimin nasıl kurulduğuna dair yeni verilere ulaşmak olmuştur.

Anahtar sözcükler: selfie (özçekim), sosyal medya, öz-portre, görsel iletişim, tüketici davranışı.

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INDEX OF SYMBOLS AND ABBREVIATIONS

Abbreviations

ARPA	Advanced Research Project Agency of the USA
UCLA	University of California
UCSB	University of Santa Barbara
CERN	European Laboratory for Particle Physics
WWW	World Wide Web
FTP	File Transfer Protocol
EMAIL	Electronic Mail
IM	Instant Messaging
MSN	Microsoft Messenger
CNN	Cable News Network
SM	Social Media
FB	Facebook
SNS	Social Network Sites
BBS	Basic Bulletin System
IRC	Internet Relay Chat
ICQ	I seek you
AOL	American Online
PC	Personal Computer
LOL	Laughing Out Loud
BRB	Be Right Back
HD	High Definition

1. SOCIAL MEDIA AND SOCIETY

1.1. Introduction

Jurgen Habermas concept of 'Public Sphere' implied citizens in the 18th century meeting in German *Tischgesellschaften*, English *Coffee Houses*, and French *Salons*. (Habermas 1974:49) People would freely express, talk on the matter at hand but share enough common conceptions to have a discussion. Throughout the following decades, different forms of media irreversibly moved into our lives. We live in a time when the public sphere includes less of public gathering and socialisation and more of an active online presence.

The development of the mass media was in line with of development of the communications and information technologies. During the 20th century and now the 21th century, some form of media managed to enter almost every person's life. As the mass media became more and more the most important source of information, people' minds were and are still shaped and influenced by *media texts*¹. At the beginning, newspapers and magazines, books, posters, commercials, later television programme with films, videos, cartoons, TV commercials were prominent; however, within the past two decades the Internet has shaped our virtual and physical reality. The Internet is the latest in a series of technological advances that has changed the world in fundamental ways.

All discourses and, all communication construct our reality. Every representation or description of the world around us is an attempt to describe or define that reality; in that sense this construction and selection, the order of details, communicate creator's view of the same reality. Media is an extended arm of people in power reaching those who have right to vote, to consume, to act, to choose, to live. As Devereux argues, it is essential that the concept of power be at the heart of any serious attempt at understanding the media (Devereux 2014:47).

¹...the best collective name for content and for cultural 'works' of all kinds: the programmes, films, records, books, comics, images, magazines, newspapers and so on produced by the cultural industries (Hesmondhalgh 2013:3).

Media is a medium which publicly represents an idea, event, knowledge, happening, person or people aiming to receive the trust of the recipients of that message. The role in its production process refers to everything that goes into making a media text – the technology, the ownership and economics, the institutions involved, the legal issues and the use of common codes and practices. Since the birth of press and later with the development of modern media, the dominant economic and political groups have used the mass media as way of organizing and controlling the society. Edward Bernays describes this in 1928:

“the minority had discovered a powerful help in influencing majorities. It has been found possible so to meld the mind of the masses that they will throw their newly gained strength in the desired direction. We are governed, our minds are melded, our tastes formed, our ideas suggested, largely by men we have never heard of. This is a logical result of the way in which our democratic society is organized. Vast number of human beings must cooperate in this manner if they are to live together as a smoothly functioning society” (Bernays 1928:9-19).

The different types of media represent different types of power on a certain time line. During the late 18th and the beginning of 19th century newspapers were the most powerful media known. Later with the emergence of television (TV) programming, TV become the unquestionably leading form. The film industry was established and Hollywood movies conquered the world. The themes of the movies would be entertaining by implementing present political situation. The messages were integrated to these works by the people in power.

Since the rise of the Internet, the World Wide Web and Social Media in the 1990's we are witnessing the radical rise of postmodern media power. New way of communication was followed by entry of smartphones in the mobile telephone market. Smartphones possess an unseen power of reachability and flow of information instantly. Today mobile technologies are accelerating changes of our behaviour by enabling users to participate in such. The ability to receive information in the palm of our hands allows, Social Media to change our way of living and contacting. Yet the rhetoric of a new public sphere was, and still is to some extent, gratefully appropriated by businesses salvage the virtues of the corporate sphere. J. van Dijck observes that an endorsed fusion of nonmarket and

for-profit principles breathes the spirit of public collectivism, a spirit espoused by those who regard the Web's technical infrastructure as an opportunity for opening up unimpeded social space (van Dijck 2013:16).

1.2. Thesis Outline

This thesis consists of four chapters. The first chapter explores the purpose of this study including the approach adopted as well as issues to be considered. Further the theories and methodologies are explained along with importance of carrying out a study like this.

After second chapter is a review of the literature on Computer Science, Social Media, the History of Self-Portraits and Photography of Self-Portraits, Psychology of Self-Portraits, Mass Communication and Consumer Behaviour. This chapter highlights the theoretical background of the Social Media phenomenon as a new way of visual communication.

In chapter three, the research model and formulated hypotheses are presented, together with the research methodology, and data collection procedures.

Finally, chapter four presents the results of data analysis along with conclusion by discussing the main findings and implications for practitioners and researchers, the limitations of a research done, and future research directions.

1.3. Research Issues and Approach

The aim of this study is to carry out interviews and an online survey with Social Media users who frequently take and post selfies² on one of the many Social Media Networks. The reason for doing in-depth interviews and surveys is to have a better understanding of how through the online representation of selfies a new social phenomenon is born. Social media is generally seen as an aspect of

² "Selfie" was crowned as Oxford Dictionaries' word of the year for 2013. Selfie – the Oxford Word of the Year for 2013 – is a neologism defined as “a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and uploaded to a social media website (Oxford Dictionary), 2014)

everyday life in modern culture, but most people in society do not seem aware of selfies from the prism of visual communication and an online behaviour pattern.

As Bernays argues, the mechanism by which ideas are disseminated on a large scale is propaganda, in the broad sense of an organized effort to spread a particular belief or doctrine (Bernays 1928:20). This thesis examines how selfies can be used as a visual communication tool used as propaganda for personal or institutional goals. As McLuhan (1964:26) points out, “the medium is the message”- In this case the selfie is the message, but the content of the selfie is a message within this message.

Social media users are constant selfie consumers. From the point of view of a consumer we may occasionally question what we see, what we read and what we hear. Therefore, the selfie is selected as a research item to monitor. An analyses focus on the social media users and their selfie posts. To monitor the selfie takers’ activity when posting those on social networks, qualitative content analysis will be employed.

In summary, the aim of this research is to assess the new visual communication tool used primarily in social media activities.

1.4. Research Objectives

The main objective of this study is to examine the reasons behind taking selfies. There are countless possible questions to ask the group representatives. Therefore, it is important to note which aspect is going to be highlighted in the analysis. This study seeks to find out what compels selfie takers to post certain images in the public sphere. The intention of this study is to answer the questions 'how'.

The study aims to answering the following questions:

- How are selfies used as a way of self-representation in the public?
- How are selfies used as a way of mass communication?

- How were previous researches about selfies done?
- How are the notions of private and public transforming in this process?
- How are selfies used as a way of marketing methods in order to reach consumers?
- How are selfies creating symbol of virtual hyper reality?

Based on the above aims, this thesis investigates a number of issues. First, it seeks to find out about the relationship between social media and society. In examining the current situation of Social Media, the study operates on the view that the social media today rapidly changes the social media users' behaviour.

1.4.1. Research Questions

Before the research was carried out, the following research questions and hypotheses were formulated to guide in the analysis of "Selfie: Mass Communication and Consumer Behaviour"

1. The first hypothesis is that taking and posting selfies comes from the narcissistic need of constant self-presentation.
2. The second hypothesis is that the publicity social media users' posts reach with their online presence influences them directly in posting selfies on Social Media Networks. Selfies are for them a tool of visual communication.
3. Selfies are a tool for mass marketing communication in both private and institutional segments.

1.5. Theory

Although many perspectives have viewed the role of media in online presence, social media has the potential of impacting change. In order to carry out the literature review two phases were adopted; selecting and analysing.

The first phase began with a search of relevant publications. The author of this thesis joined an Online Selfie Research Group on Facebook...which was

founded by Teresa Senft to share bibliographies, disseminate new work, and curate specific selfie images. In the final word of the research done on selfies Losh states that their group has about two hundred members, most of whom are female scholars who identify as being feminist (Losh 2014:4). This is also a group of active academics, who are doing researches on the subject of selfies and are sharing them on Social Media within a similarly interested community. It is a closed group available to academic researchers only. Many research works were found within this particular group and helped build this thesis.

Yaşar University online library was the second database of choice because it incorporates with 24 other academic databases. Additionally Academi.edu and Allacademic.com, both Web of Science was the impact factor indicator. Preference was given to those articles that had been published by journals with an impact factor score.

Furthermore, a search was done by titles, abstracts, keywords, academic papers, scientific conference papers, book chapters, journals, magazines and workshop proceedings, yielding more than 70 articles. This was narrowed as follows. Literature about social media was selected dating from 2000-2015 so as to reflect the most recent synthesis of knowledge about computer sciences, photography, social media and selfies. Relevant articles were then selected based on their titles and abstracts. Finally, the full text of the remaining articles found to be most relevant was reviewed.

Besides theories of Social Media, Psychology and Society, the thesis mainly adopted a model of critical culture theories and critical behavioural theories. History of Self-Portrait, Mass Communication and Consumer Behaviour was dealt broadly in the second chapter of the study under the heading of theoretical perspective.

Firstly it was important to introduce the history of the Internet as a form of electronic communication, what is a base for development of Social Media Networks. Secondly theory of SMNs was presented and development of early social networks. This part is found to be the grounding part of behavioural

phenomenon once talking about SMs. Besides technological development theories, theories about history of self-portrait in classical paint-art were illuminated. The theory of 'self' and psychology of self-portrait as well as the 'selfie' theory was presented. Finally within the theory framework the theory of mass culture to social media culture within the mass communication theories was presented. Social Media is tightly connected with consumer behaviour what makes final subchapter of this theoretical framework.

1.6. Methodology

The aim of this thesis is to use qualitative research methods to better understand how a new social phenomenon is born throughout Social Media presentation of selfies and to give answers on research questions. In broad terms, M. Hennink et. al point out that qualitative research is an approach that allows you to examine people's experiences in detail, by using a specific set of research methods such as in-depth interviews, focus group discussions, observations, content analysis, visual methods, and life histories or biographies (Hennink et.al 2011:9).

The theoretical part of this thesis will be implemented within the research. Research will be done on two groups of selfie takers who meet the criteria. The first group of participants will consist of 15 to 20 people; they will participate in an online survey, while the second group will consist of 5 to 10 people and in-depth interview will be conducted. Both groups of participants are male and female, middle-class, from 20 to 60 years old, coming from different countries and continents; they are all active Social Media users on networks such as Facebook, Twitter, Instagram etc. Socio-demographic data will be collected via a brief pre-interview questionnaire that will help find target group of people. A crucial requirement is they are actively posting selfie photographs and have been for the past year to three years period. One group will be given a survey while with other group an in-depth interview will be conducted.

Surveys are appropriate for research questions about self-reported beliefs or behaviour. W. L. Neuman states that researchers usually ask about many things

at once in surveys, measure many variables (often with multiple indicators) and test several hypotheses in a single survey (Neuman 2006:273). According to A.Rubin et. al questionnaires may be administrated in three basically distinct ways: (1) self-administrated questionnaires can be completed by the respondents themselves, (2) interviewers can administer questionnaires in face-to-face encounters, reading the items to respondents and recording the answers, and (3) interviewers can conduct telephone surveys (Rubin et.al. 2010: 129). A survey will be done with the previously-mentioned group of students by sending them e-mail with a web link to the survey. The online survey tool SurveyMonkey will be used with self-administrated questionnaires. Some of the questions will be based on -past experiences with selfie taking. For example, what kind of desires push people to take selfies or why do they take them, do they make selfies on public places or/and in private moments, do they post all selfies they take, is posting selfie an act of identification, do they expect their selfies to be liked and commented, and what are their social media expectations from posting a selfie.

The second component of this research is structured in-depth interviews. As C. Boyce et. al. state, in-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents in order to explore their perspectives on a particular idea, program, or situation (Boyce et.al. 2006:5). An in-depth interview will be carried out with social network users active in posting selfie photos. This specific method is chosen since it can provide, “detailed information about person's thoughts and behaviours or to explore new issues in depth” (Boyce et.al 2006:5). In-depth interviews may provide a more relaxed atmosphere where people will feel more comfortable having a conversation about selfies relative to filling out a survey. The key to successful interviewing is learning how to stimulate an informant to produce more information without injecting so much into the interaction that could result in a reflection of myself in the data. On the other hand limitations may occur. Qualitative methods often dislike small samples. However, “it should be noted that the general rule on sample size for interviews is that when the same stories, themes, issues, and topics are emerging from the interviewees, then a sufficient sample size has been reached” (Boyce et.al 2006:4).

Ten people will be interviewed. For all ten of them it is common that they are active selfie takers and active social media selfie posters. They are all grown up and independent. Their social media activities were observed by researcher for a year period and based on what has been observed, they were asked to give an interview. From the social and communication point of view, all ten participants' behaviours researcher found specific and interesting. Therefore they were chosen.

The field interview is a joint creation between a researcher and a member. The interview will be carried out face-to-face, via mobile phone, via Skype and via Viber if an in-person production is not possible to arrange. Members are active participants whose insights, feelings, and cooperation are essential parts of a discussion process that reveals subjective meanings. Neuman points out that field researches ask three types of questions in a field interview: descriptive, structural and contrast questions (Neuman, 2006:421). In these structured interviews, the researcher follows an interview schedule – a specific set of instructions that guide those asking questions. A. A. Berger points out that the instructions might tell what follow-up questions to ask if a question is answered in a certain way (Berger 2000:233).

Descriptive questions will be asked about time and space: Where do you take selfies? In what situations do you take selfies? Do you take more selfies while at home? Also questions about people and activities: Do you prefer taking selfies with friends? Do you do selfies in school, at work, on the street, in the bar, at concerts, during sports activities, on excursions? Furthermore descriptive questions will be asked like: Can you give me an example of a perfect selfie? Describe to me successful selfie story? What are your expectations when posting a selfie? Accordingly to descriptive answers structural questions will be formed, for example: Are there any types of selfies you wouldn't post on social media? What would make you post selfies of your intimate moments? Lastly the contrast questions builds on the analysis verified by structural questions. Neuman argues that questions focus on similarities or differences between elements in categories or between categories as the researcher asks members to verify similarities or differences. Why questions are to be avoided as much as possible because they

imply that there is a factual answer, or an interviewee would try to give a “right“ answer.

1.7. Data Collection

The data for this study was obtained by a qualitative content analysis of in-depth interviews and surveys conducted with active selfie takers and active social media users who met certain criteria. The sample population includes both males and females. The in-depth interview takers are belonging to middle-class and to different national identities such as Croatian, German, Czech, Jordanian, American, Canadian, Namibian and Australian. The age scale of this group varies from 20 to 70. Survey group of selfie takers belongs mostly to a group of students and young in employment coming from Croatia, Germany, Jordan, Rumania and 30 other countries. The age scale of majority participants is between 20 to 35 years old.

Secondary data was obtained from books, journals and other studies carried out by researchers in the field of social sciences, communications and visual communications studies, social media, sociology, psychology, philosophy, art history and computer studies. The research findings were evaluated according to mass media theories and the psychology of self-representation.

1.8. Significance of The Study

The contributions to this research are threefold. Firstly, there are not many empirical studies about selfies even though Social Media has been around for certain period of time. Social Media research has mainly been based on descriptive studies; this exploratory research attempts to contribute towards Social Media studies by using empirical data. Thirdly, few studies have been conducted based on this new visual communication tool as a mass communication tool.

The results of this study are significant in several ways. The non-existence of research in this field which analyses reasons of selfie takers as well as the results of such visual communication is a driving force for this thesis. Therefore,

it is expected that the findings of this study will add more knowledge to the growing awareness about the power of the mass usage of images taken by oneself in order to send a message.

This study should be of interest to the general public, students, social media researchers, media professionals and community managers.

The finding of the study will help to define this new visual form of communication, and the power of the messages sent to the public via Social Media canals.

2. THEORETICAL PERSPECTIVE

2.1. Introduction

2.1.1. The True Start of Wireless Connections

"When wireless is perfectly applied the whole earth will be converted into a huge brain, which in fact it is, all things being particles of a real and rhythmic whole. We shall be able to communicate with one another instantly, irrespective of distance. Not only this, but through television and telephony we shall see and hear one another as perfectly as though we were face to face, despite intervening distances of thousands of miles; and the instruments through which we shall be able to do this will be amazingly simple compared with our present telephone. A man will be able to carry one in his vest pocket" (Kennedy, 1926).

The words quoted above are from the interview with Tesla by J.B. Kennedy in 1926. In his book on Tesla R. Lomas writes that Nikola Tesla, the scientific genius who invented inter-alia, the fluorescent light, how light can be harnessed and distributed, seismology, a laser, and a mechanical laxative. Tesla accepted to sign up an agreement on 10th of December 1900 with J.P. Morgan for 150,000 thousand dollars to fifty-one percent of the global patent based on "wireless technology" which Tesla eventually create (Lomas 2006:125). J.P. Morgan backed Tesla to build a tower that would use the natural frequencies of our universe to transmit data, including a wide range of information communicated through images, voice messages, and text. This represented the world's first wireless communications, but it also meant that aside from the cost of the tower itself, the universe was filled with free energy that could be utilized to form a world wide web connecting all people in all places (The 10 Inventions of Nikola Tesla That Changed The World), 2014).

It is hard to locate precisely the date of the rise of Internet rather it was a process, "created by a collection of visionaries and executed by hundreds of individuals whose contributions helped develop the technology" (Bidgoli et.al 2004:114). We can argue that the rise of Internet started from Tesla's visions and later work on wireless technology to the "memex" of Vannevar Bush. Bush in the famous Atlantic Monthly article from 1945 envisioned a system for rapid dissemination and organization of scientific information, instantly available to all who seek. The "memex" was to be a "transparent platen" on which books, pictures, periodicals, newspapers, longhand notes, photographs, and other

information would be provided to anyone who had access to the machine and knowledge of its index system (Bidgoli et.al 2004:114).

Figure 1.1: Tesla's Tower – To Draw Millions of Volts of Electricity Through the Air From Niagara Falls and Then Feed It Out to Cities, Factories and Private Houses from the Tops of the Towers Without Wires.



Source: Aether force; Open Source Living Science

The early 20th-century was marked with technology inventions from the telephone, the radio, the talking motion picture, neon lamps, motorized movie cameras, the super heterodyne radio circuit, robots, the first 3-D movie, the dynamic loudspeaker, the mechanical and later electronic TV system, colour television to early computers like ENIAC. On the other hand the situation in the world at the time was the Cold War, a state of political and military tension after World War II between powers in the Western Bloc and those in the Eastern Bloc. This situation influenced the bringing together the desire to increase communication across distance and the desire to efficiently process information. These combinations become “a matter of national defence and prides” (Bidgoli et.al 2004:114).

B. Eunson writes that the online world began in 1969 when the Advanced Research Project Agency (ARPA) of the US Department of Defence developed ARPANET, a computer network that facilitated communication between researchers at dispersed locations and also provided a communication system decentralised and robust enough to take over should a nuclear attack disrupt conventional, centralised systems (Eunson 2008:203). The military's sole concern was not strong, because it had its own network and "didn't really want anyone else on it. Communications-hungry scientists did care, because they wanted to trade information in the service of scientific progress" (Poe 2011:213). The idea was to build a network of networks that would allow scientists to communicate with any other scientists regardless of which network he or she was using. The idea became reality, and the Internet was bigger and more accessible than ARPANET. It became possible to exchange message files and run some programs.

The first computers connected were those between "four sites - each with its own particular research specialities: UCLA, the University of California, Santa Barbara (UCSB), Stanford Research Institute, and the University of Utah" (Bidgoli et.al 2004:117). R.H. Zakon states that the connection between UCLA and Stanford was a success, and the remaining two nodes, one at UCSB, and one at the University of Utah, were working by the end of the year (Zakon 1993:112).

As stated in the work of Bidgoli et. al, Tim Berners-Lee was a research fellow at the European Laboratory for Particle Physics (CERN) in Switzerland in the late 1980's (Bidgoli et.al, 2004:121). Eunson also states that a large part of the Internet as we know it today was developed in 1989 in CERN (Eunson 2008:203). As M.T. Poe points out Tim Berners-Lee set about designing a way to make the Internet useful as a collaborative tool and figured out that what people really wanted out of a network was access to things on computers, not computers themselves (Poe 2011:214). Since Berners-Lee's invention wasn't financially supported, he finally received it from NeXT computer started by Steve Jobs. Bidgoli et.al mention also that Berners-Lee found that much of what he needed to create his World Wide Web (WWW) hyperlinking software was available on his NeXT computer (Bidgoli et al. 2004:121).

Writing on Internet and other forms of electronic communication Eunson points out that “the Internet, which is in fact a network of networks, facilitates a number of forms of electronic communication including electronic mail (or email), the WWW, newsgroups, or online discussion/chat groups, file transfer protocol (FTP)(links to data files), instant messaging (IM)(real-time chat between identified individuals)” (Eunson 2008:203).

Bidgoli argues that in the years following 1995 the Internet, the WWW, and related technologies became a part of the public consciousness (Bidgoli et.al 2004:121). Traditional media slowly started to realise that the Internet and the WWW were the future of their existence. The Internet experienced rapid growth through the 90's and 2000's. According to the Internet World Stats, in December of 1995 only 0,4% of world population were Internet hosts, where as of June of 2014 it is estimated that 42,3% of world population are now connected (Internet World Stat), 2015). As McLuhan (1967:63) argued in 1967 “Time has ceased, space has vanished. We now live in a global village a simultaneous happening”. Nowadays not being present on line is equal to not being publicly present at all. The rise of the Internet was and is a base for the next stage of online communications in the world. In terms of modernity, the way of being publicly present and how to communicate is called **Social Media**.

2.2. The Theories of Social Media

2.2.1. The Rise of Social Media

Most of the people surrounding me have registered several profiles on Social Media platforms. A good example of a social media user would be Aya a 21 year old undergraduate student of Logistics and E-Business from the German Jordanian University who is spending an exchange student year (2014/2015) in Germany.

Since the very early age of ten Aya started to use MSN messenger, and three years later she opened her first Social Media account on Facebook. She uses a wide variety of Social Media platforms on a daily basis, such as Facebook,

Twitter, Instagram, LinkedIn, Pinterest, Snapchat, Google+, YouTube and Skype. Aya also downloads music via iTunes.

She frequently uses Wikipedia as a source of information, and, as a young undergraduate seeking professionalism, she uses LinkedIn to expand the network of her future field of business. She finds LinkedIn useful for presenting herself in a business manner on the labour market. In addition to that, her brother considers Wikipedia only as an encyclopaedia what helps him with his studies.

At the moment Aya has an internship at a leading German automobile company and noticed that her employers checked her profile on LinkedIn before giving her the position. In order to highlight her presence in the labour market she opened a Xing account as well. Aya was advised to do this as the website is widely used among the German business community.

Through AcademiEdu she is following professors and researchers from academic circles in her field from all over the world. She also uses Twitter and Google+ to connect with her international friends, while through Snapchat she connects mostly with friends from her home university, checking their daily activities. She also finds Snapchat useful for watching CNN news channels. Aya enjoys adding many famous people and follows how they spend their private time.

She uses Instagram to follow photos posted by her family and peers from her home University and high school in Amman, Jordan. She finds Instagram useful for following the latest fashion icons and sports in order to get more ideas for her daily and evening image. She prefers accounts called “Beautiful Destinations”, and “Awesome Inventions”.

Aya uses Facebook to read world news, to keep in touch with her friends and family either to look at the photos they posted, write on their walls or share some news on their wall. The comments she posts are frequently written in either Arabic, English, German or French. She uses Facebook chat daily for chatting with FB (Facebook) friends and also has installed the FB chat application for her

iPhone. She connects through FB groups extensively: an internship vacancies and accommodation search.

Aya admits that she spends most of her free time online using SM (Social Media) platforms to interact with her close circle of family and friends or for her daily needs.

With Pinterest Aya chooses her outfits. She checks the latest clothing tips and ideas. She also gets ideas on how to organize her room and calendar, especially now that she is experiencing living abroad and on her own for the first time. Aya says she loves Pinterest because it gives her an option to find specifically what she's looking for. For example, she writes „outfit with leather skirt“ and gets pictures and ideas for such combinations with various specifications.³

2.2.2. What is Social Media?

Social online networks as a phenomenon originated as a consequence of Internet usage and its further development. The internet is no longer a place of receiving, providing, using, and sharing information; it is now a virtual space of socialisation. In everyday life a group of friends is a social network, which leads to the next point that a social network can serve many purposes. Cities, universities, schools, courses, businesses and sports groups are all forms of social networks. H. U. Buhl points that already about 400 years before Christ, Aristotle described human beings as *zoon politicos* – a character with the fundamental need of searching and creating communities (Buhl 2008:81). We define “*social network* as a cluster of people connected for a specific reason” (Ryan 2011:4). With development of technology such as telephone, radio, telegraph, and internet the difficulties of distance were overcome. Individuals or a group of individuals are able to communicate across the planet in a real time. This communication evolution resulted in social groups that had never existed before. E. Giaccardi

³ A. Afgani 2015, written interview

claims that social media and technology support new ways of engagement with the physical and social settings of the heritage (Giaccardi 2011:9). The social media network “we speak of today has fostered an entirely new category of social networking Web sites and behaviours that provide many opportunities” (Ryan 2011:6) that we never experienced before.

Social Network Sites are “web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system” (Boyd & Ellison 2008:211). SNS enable users to make their social networks visible as well as allow them to communicate “with people who are a part of their extended social network. People who use social networks are called users and the social networks themselves are applications” (Ryan 2011:7).

Most sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities. Some sites cater to diverse audiences, while others attract people based on a common language or shared racial, sexual, religious, or nationality-based identities. According to Boyd et.al., sites also vary in the extent to which they incorporate new information and communication tools, such as mobile connectivity, blogging, and photo/video-sharing (Boyd et.al. 2008:210).

The basic structure of any Social Network Site is a visible profile with an articulated list of friends who also use the same system. During the registration of one's profile an individual needs to fill out forms answering a series of questions. Typically, questions are asked about name, contact, age, location, and personal interests. Most sites have a specific place in the profile for a personal photo of identification or a visual self-representation. Photos can be uploaded into albums. A comment, a photo or a video can be posted on the main wall. Other users known as friends can like, share, or comment on that post.

2.2.3. History of Social Media

Although the social media have become popular and widespread in 2000s, its history goes back to the end of 1970s. On a web page on the Social Media, H. Voyles describes its development as follows:

“In 1978 two Chicago computer hobbyists invented the BBS - a basic bulletin system where they could share information with friends through postings before the dawn of the World Wide Web, which was developed by mentioned British engineer, Time Berners-Lee at CERN. CERN donated the technology to the international public in 1993. CERN's donation prompted the development of the first graphical browser, Mosaic, in 1993, by students at the University of Illinois at Urbana-Champaign. By 1997, there were 200 web servers online, and they hosted a million sites, among them, perhaps the first social network, SixDegrees.com, which let users create profiles and list friends. Google opened as an Internet search engine in 1998. Friends Reunited, often referred to as the first online network to achieve prominence, emerged in Great Britain” (Voyles, 2014).

Sharing information via distance through the computers has been initiated by enthusiastic individuals, and like happened in the other technological developments it has become public and later commercial. What follow in the next parts of this chapter are the origins of the internet and the social media, and the ways in which they have evolved being publicly and commercially used mediums.

2.2.4. The Persecutors of Social Media

The formation of IRC (Internet Relay Chat) by Jarkko Oikarinen in August 1988 is considered crucial point in the history of the first social media network. As Borders states, it was notably used to break news relating to the Soviet coup attempt during the media blackout and keep tabs on the first Gulf War (Borders, 2009). It was used for file sharing, link sharing, and otherwise keeping in touch. It was really the father of instant messaging as we know it today.

In 1996 four Israeli technologists invented the instant messenger (IM) system for desktop computers called I seek you (ICQ). Voyles writes that this was quickly purchased by American Online (AOL) and it became a mainstream hit (Voyles, 2014). It was the first instant messaging program for Personal Computers

(PCs). It was at least partly responsible for the adoption of avatars, abbreviations (LOL, laughing out loud, BRB, be right back) and emoticons. Other IM clients soon followed.

The first recognizable modern social network site was launched in 1997 under the address **SixDegrees.com**. Dating sites are considered the first social networks. The first dating sites started cropping up almost as soon as people started going online. On this social network site it was possible for user, “to create profiles, list their Friends, and, beginning in 1998, surf the Friend lists” (Boyd et.al. 2008:214). Each of these features existed in some form before, but this site was the first to combine them all. At that time, the end of the nineties, few people were active Internet users and having Friends on a list didn't bring too much interaction. Besides, Friends were strangers, and most users didn't find it appealing to meet a stranger.

Odigo Messenger first became available in 1998. It was an early social networking service based on instant messaging. The service was done in a way that members would use a ‘people search’ function. People would be searched for based on preferences (age, gender, location, interest etc.). The goal of this social network was to form friendships. Odigo offered many unique, advanced real-time communication and navigation features, including dynamic buddy lists, voice messaging, content channels, wireless connectivity, e-mail alerts, chat-on-page, co-surfing, offline messaging, message history archives, visibility filters, and Web site note posting. Later Odigo carried multiple brands during a spell of affiliations with different Web service providers such as ICQ, MSN Messenger and AOL Instant Messenger. Odigo was purchased for an estimated \$20 million by the Israeli company Comverse Technology in 2002. It eventually shut down the free service in 2004 abandoning millions of loyal users (Odigo Messenger, 2015).

Figure 2.1: Odigo Messenger.



Source: depokafe.files.wordpress.com

LiveJournal started in 1999 and took a different approach to social networking. While Six.Degrees.com allowed users to create a basically-static profile, LiveJournal was a social network built around constantly-updated blogs. On LiveJournal, people mark others as Friends to follow their journals and manage privacy settings (Boyd et.al. 2008:215).

Major advances in social networking began when **Ryze.com** was launched in 2001 to help people leverage their business networks (Boyd et.al 2008:215). In particular, the people behind Ryze, **Tribe.net**, **LinkedIn** and **Friendster** were tightly entwined personally and professionally. P. Festa points out these networks believed that they could support each other without competing (Festa, 2003). In 2002, Friendster reached 3 million users just three months after launching. Friendster was really the first modern, general social network. C. Chapman also documents that, Friendster, founded in 2002 is still a very active social network, with over 90 million registered users and 60+ million unique visitors each month. Most of Friendster's traffic comes from Asia (90%) (Chapman, 2009). Meanwhile, **AOL** had 34 million users. **MySpace**, a virtual clone of Friendster, was launched in 2003, and LinkedIn followed. The number of Web pages topped 3 billion

(Voyles, 2015). In the end, Ryze never acquired mass popularity, Tribe.net grew to attract a passionate niche user base, LinkedIn became a powerful business service, one of the first mainstream social networks devoted to business, and Friendster became "one of the biggest disappointments in Internet history" (Chafkin 2007:1). Originally, LinkedIn allowed users to post a profile (basically a resume) and to interact through private messaging. Gradually, other features were added, including groups, question and answer forums, and advanced profile features, including real-time updates.

Hi5 is another major social network, established in 2003. While Hi5 is not particularly popular in the U.S. "Hi5 was adopted in smaller countries in Latin America, South America, and Europe" (Boyd et.al. 2008:218).

MySpace was founded in 2003 and by 2006 had grown to be the most popular social network in the world. MySpace differentiated itself from competitors by allowing users to completely customize the look of their profile. Users could also post music from artists on MySpace and embed videos from other sites. Originally, MySpace allowed communication through private messages, public comments posted to a user's profile, and bulletins sent out to all of the user's friends. Boyds observes that as the site grew, three distinct populations began to form: musicians/artists, teenagers, and the post-college urban social crowd (Boyd et.al. 2008:217). Blogs are also a big part of MySpace profiles, with each member automatically getting a blog.

Facebook "was designed to support distinct college networks only. Facebook began in early 2004 as a Harvard-only SNS" (Cassidy, 2006; by Boyd et.al. 2008:218). Beginning in September 2005, Facebook expanded to include high school students, professionals inside corporate networks, and, eventually, everyone (Boyd et.al. 2008:218). In 2008 Facebook became the most popular social networking site, surpassing MySpace, and continues to grow. Facebook has added a number of features over the past few years, including instant messaging/chat and apps, (and their developer platform). Users have a few different methods of communicating with one another. Private messaging is available as well as writing on another user's wall. Wall posts are visible to that

user's friends, but usually not to the general public. Users can easily change their privacy settings to allow different users to see different parts of their profile, based on any existing relationships; the basic privacy settings are "only friends", "friends of friends", and "everyone". Users can post notes that are visible to all of their friends. Users can also comment on or, "like" the posts of their friends, and conversations often occur within the comment sections among multiple people.

Writing on **Multiply**, one of the other major social networks, Chapman states that a "family-friendly" social network and media sharing site was established in 2004 and puts much more emphasis on security and privacy than many other networks. Multiply users have the option to set security levels on each item they post, making them public, network-only, or invite-only (Chapman, 2009).

Orkut, launched in January 2004, is Google's social network, and while it didn't gain popularity in the U.S "Orkut became the premier SNS in Brazil before growing rapidly in India" (Madhavan, 2007; by Boyd et.al. 2008:216-217). Orkut lets users share media, status updates, and communicate through IM.

Kontain, launched in 2008, works differently than many social networks. It allows users to follow each other through photos, videos, and music, rather than just simple status updates. Kontain actively recruits businesses to sign up and, promote their service as a way of connecting with customers.

Niche social networks, like **Ning** are platforms for creating niche social networks. Networks are hosted by Ning but can take on their own personality and can even pay to have their own branding instead of the Ning brand (Chapman, 2009). The biggest advantage was that it made it incredibly simple for non-technical users to set up their own social network.

2.2.5. Company- Sponsored Social Networks

Authonomy, as Chapman states (2009), is one example of the company-sponsored social networks. It is a writers' network hosted by the UK division of

Harper Collins that has attracted thousands of hopeful writers from all over the globe, but plenty of other companies have created their own networks as well.

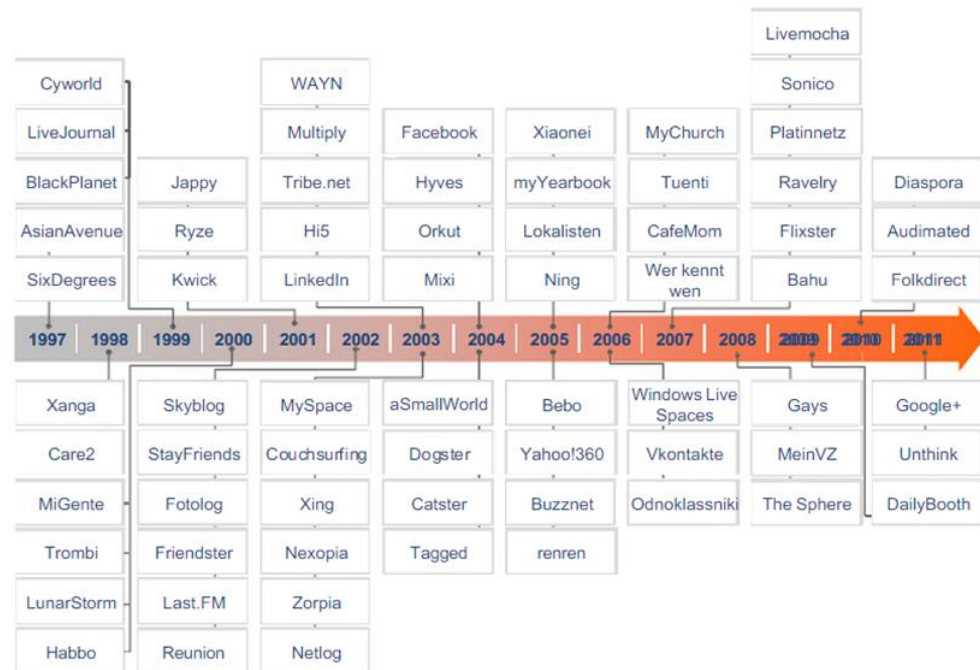
Media Sharing SNs were Phtotobucket, Flickr, YouTube and Revver. **Photobucket** was the first site for photo sharing. It was launched in 2003. Photobucket allows users to share photos publically or in password-protected albums. Photo bucket also hosts video content.

Flickr has become a social network in its own right in recent years. They claim to host more than “3.6 billion images as of June 2009” (Chapman, 2009). Flickr also has groups, photo pools, and allows users to create profiles, add friends, and organize images and video into photo sets/albums. One of Flickr’s major advantages is that they allow users to license their photos through Creative Commons, as well as retaining all copyrights. Flickr has also launched a collection called “The Commons”, which features archived photos and images from a variety of museums and other institutions under a “no known restrictions” license, (meaning the photos are believed to be in the public domain).

YouTube was the first major video hosting and sharing site, launched in 2005. Users can upload, view and share video through YouTube or by embedding them on other websites (social networks, blogs, forums, etc.). YouTube now allows users to upload HD videos, and recently launched a service to provide TV shows and movies under license from their copyright holders. YouTube’s major social features include ratings, comments, and the option to subscribe to the channel of a user’s favourite video creator.

Revver took a slightly different approach to video hosting and sharing. While YouTube, Metacafe, and most other video sharing sites let you post videos for free and don’t pay content creators for any advertising revenues their videos generated, Revver has been sharing revenue from the start. Revver “splits the revenue generated by a video 50/50 with that video’s creator. Some other video sharing and hosting sites are moving in this direction of revenue sharing, but Revver still remains the primary one that does it with all content on the site “ (Chapman, 2009).

Table 2.1 A timeline of the foundation of selected online social networks from 1997 to 2011.



Source: Academia.edu: Online social networks; A survey of a global phenomenon

2.2.6. Social news and bookmarking

Delicious (aka, Del.icio.us) is a social bookmarking site founded in 2003. Chapman (2009) argues that it allows its users to bookmark any content they find online, tag that content, and then share it with other users. Users can tag bookmarks and search accordingly. Delicious allows users to view the most popular content among other users, as well as up-and-coming content, not unlike most social news sites.

Digg was founded in 2004. Digg users can share links to anything online and other users can vote that content up (“dig”) or down (“bury”). Users can also comment on content posted by others and keep a friends list. Digg has undergone a lot of controversy in its day; including criticism regarding the power the top 100 Digg users have over what becomes popular on the site. “The “Digg Effect”—when content makes it to the front page, thereby sending a huge influx of traffic to that site, often overloading its servers—is also well-known and often frustrating to those unprepared for the sudden popularity” (Chapman, 2009).

Reddit is another social news site founded in 2005. Reddit operates in a similar fashion like Digg allowing users to vote content up or down. Users can view popular items, new items, and “controversial” items presumably those items that have received a lot of both up and down votes. Reddit, like Digg, also allows users to comment on posted items.

Real-time updates have become the new norm in social media since the advent of Twitter in 2006. Virtually all major social networks now allow real-time updates.

Twitter was founded in 2006. This online social network enables users to send and read short 140-character messages called “tweets”. Twitter has also spawned a number of third-party sites and apps turning it into more of a platform than a single service. Chapman states that “here are Twitter clients for updating and managing followers, that is services that track Twitter trends and services for posting photos and videos directly to Twitter” (Chapman, 2009).

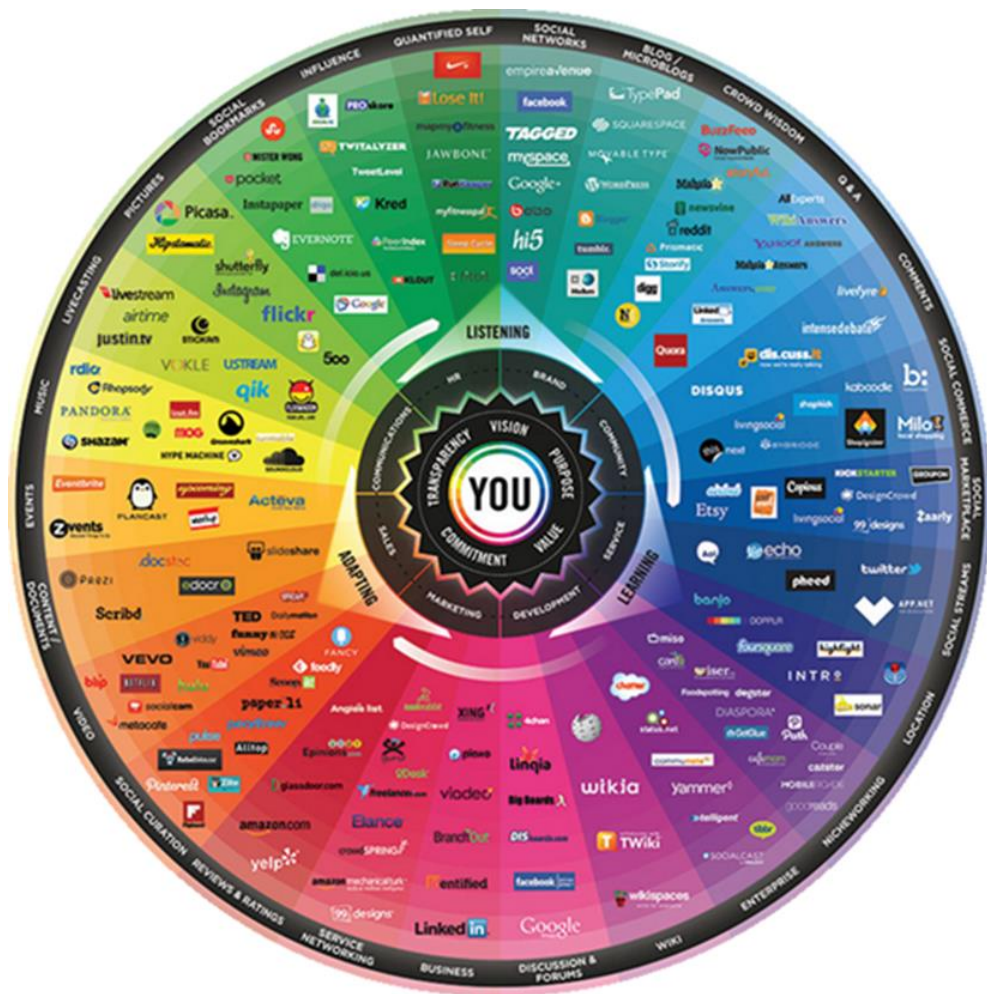
Posterous is the newest major microblogging application, launched in May 2008 (Lardionois, 2008). Users post content via email. Emails can include attached photos, MP3s and other file types that are also posted. No initial signup is required setting it apart from most other social media services.

Tumblr is sort of a cross between a social networking website and a microblogging platform. Tumblr was founded in 2007 and had around 75,000 tumble bloggers switch to the service immediately. The site lets users post photos, video, text, audio, links, conversations, and other content on blog-like sites. There are mobile applications available for posting to Tumblr, making it ideal for life streaming. Tumblr is also very easy to use, making it well-suited to less technical users. It is similar to Twitter and other microblogging platforms in the way that it lets you follow other Tumblr users and see their updates in a specialized dashboard feed. Users can also “heart” (favourite) other Tumblr users’ content and reblog posts from other users, keeping the original credit intact.

2.2.7. Other Services Adopt Real-Time Updates

As mentioned before, virtually every social networking site now allows for status updates. Facebook has incorporated status updates into their interface for years. MySpace adopted the practice more than years ago. And most recently, LinkedIn has started to allow users to update their status. Real-time updates allow users to stay connected to their friends and family on a constant basis and often improve relationships between people. When you constantly know what's going on with friends and family, it's easier to discover shared interests, activities, and other information that might never have come out in real-life conversations. This can lead to stronger relationships offline.

Table 2.2 The Conversation Prism: a visual map of the social media landscape.



Source: google.de, developed in 2008 by Brian Solis

2.2.8. The iPhone's Role in Real-Time Updates

The iPhone can be largely credited for the rise in popularity of real-time updates. Prior to the iPhone's launch, mobile browsers were clunky at best and virtually unusable at worst. But the iPhone made it easy and even fun to browse the web from a mobile device. Add apps for virtually every social network to the mix and it became possible for users to update anytime, from anywhere. Other phones have followed suit and there are now multiple devices available that let users easily update their status on the go, including posting photos and video updates. The iPhone has taken such a huge role in social media that there are now social networks only available on the iPhone. iRovr is a social networking app specifically for the iPhone/iPod Touch. It allows users to post photos, updates, links (including to YouTube videos), create polls, subscribe to RSS feeds and more. It was launched in 2007 and is still going several years later.

It seems that nowadays there are social and user-generated sites for just about every activity you can imagine. There are social shopping sites, social financial planning sites, and sites for getting book, movie, app, and other reviews. Moreover there are sites to share your goals and meet like-minded people, sites to plan your travel experiences and share them with others, and sites to help you bring decisions on just about anything. Social media has become a huge part of the lives of millions of people worldwide. Whether it's something as simple as looking up reviews of movies from real, live people, instead of professional movie reviewers or getting advice on major life decisions, there are social sites out there to provide you with the information you seek. Even on general-purpose social networks and social media sites like Twitter there are thousands of ways to get input on just about anything. Instead of using Google the next time you have a question about something, try asking on Twitter. Often you get better information from the crowd there in less time relative to pouring over pages of search results. It's a tool to bring people in or to point people in certain direction. It's informal way of talking to people without making them feel they have to do anything.

2.3. History of Self-Portrait

A self-portrait is a piece of artistic work, in which the artist creates a likeness of themselves. This piece of art can tell us a lot about how an artist perceives him/herself, or how they would like to be perceived by others. P. Bourdieu argues that a work of art has meaning and interest only for someone who possesses the cultural competences, that is, the code, into which it is encoded (Bourdieu 1984:2). A portrait is a likeness of a person in any medium. A portrait can be a painting, a photograph, a sculpture or any other artistic representation of a person. Some artists choose to create abstract portraits. They might not tell what the subject looks like, but they may give an understanding of what kind of person they are and what the artist's emotions are toward them.

N. Cederbom in her work says that the artist is a subjective researcher of reality, hence any reality investigated by him, becomes his own, inner reality. Therefore we could say that each self-painting is, in fact, a kind of self - portrait. From this we may infer that the artist who is actually painting a self - portrait is an investigating artist who is clearly occupied with researching the 'self' (Tadmor, 1973; Peiper, 1983; West, 2004 by Cederbom, 2009:2).

2.3.1. A Self-Portrait versus Mirroring Oneself

“Mirrors had been standard in artists' studios for several hundred years “Leonardo Da Vinci called the mirror the “master of painters”. Da Vinci wrote that 'Painters oftentimes despair over their power to imitate nature, on perceiving how their pictures are lacking in power of relief and vividness which objects possess when seen in a mirror” (MacFarlane et.al. 2002:64). Sturken et.al draw our attention to the similar point:

“There has been throughout the history of art a convention of depicting womengazing at themselves in mirrors, with their bodies turned toward the presumed spectator of the painting. The use of the mirror as a prop serves two functions. Mirrors were used by painters such as Titian to offer another view in the image, to create multiple planes within a painting that could be seen by the stationary spectator. The mirror is also a code of femininity. Venus looks at herself while the Cupid figures attend to her. . Thus, while she is on display for the presumed male spectator, the

convention of the mirror establishes her gaze as narcissistic”(Sturken et.al. 2009:124).

Figure 2.2.: Titian, Venus with a Mirror, c.1555, oil on canvas.



Source: nga.gov

‘The selfie’ (see chapter 2.3.1. Selfie and History of Selfie) as we know it dates back to the 15th century, when artists across Europe - most prolifically the German artist Albrecht Dürer - started creating works in which they themselves were the main subject (National Portrait Gallery: History of the selfie), 2013). O. Blanke argues that Albrecht Dürer is generally thought of as the first artist to have drawn a series of self-portraits for himself as well as the public (Bell 2000) speaks of his discovery of the modern self’. They are the most frequent self-portraits and the painter draws himself as if he were seeing himself in the mirror (as if he were somebody else) (Blanke 2007:16-17).

Figure 2.3a Albrecht Dürer, Self-Portrait Figure at age of 28, 1500, wood panel.



Source: abcgallery.com

2.3b Self-portrait, Van Dyck, 1640/41 oil on canvas.



Source: savevandyck.org

This Van Dyck self-portrait dates from the very end of his life and presents a direct, intimate image of an artist at work. He shows himself fashionably dressed but apparently in the act of painting the line of his right shoulder and sleeve are just out of sight suggesting his hand is applying paint to a canvas just out of sight. For the present-day viewer it conveys a sense of direct engagement with Van Dyck as an individual, despite the passage of almost 400 years' time (National Portrait Gallery: History of the selfie), 2013).

Figure 2.4 Parmigianino, Self-portrait in a Convex Mirror c. 1524, oil on convex panel.



Source: The Independent

Curious about the subtleties of art, Parmigianino decided to draw himself as he appeared in a barber's convex glass. He purposely chose to paint the mirror instead of a straightforward self-portrait and in doing so, he made a statement about the nature of art and what it can reveal. It shows us the self-examination and exploration processes that the artist must go through in order to channel their creativity.

Mary Beale was Britain's first professional female painter. Beale used self-portraits to shape her public perception at a time when many women lived in their families' shadows. Posing with a painting of her children, rather than with the children themselves, Beale presents herself as an artist first and a mother second.

Figure 2.5a Mary Beale Self-Portrait c. 1685 oil on canvas.



Source: npg.org.uk

Figure 2.5b Rembrandt's Portrait of the Artist c. 1633, oil on wood.



Source: nga.gov

Rembrandt painted, drew, and etched so many self-portraits in his lifetime that changes in his appearance invite us to gauge his moods by comparing one image to another (National Gallery of Art, Self-Portrait 1659), 2015). Seventy-odd self-portraits produced over a forty-year period are unparalleled for their sheer number of variety. C.P. Schneider says that working from the premise that Rembrandt's self-portraits were self-conscious acts of “self-discovery”, Chapman reveals the ways in which Rembrandt strove to define himself as an artist, and ultimately as an individual (Schneider 1992:831).

Many years earlier Rembrandt investigated his physical appearance as it showed up in the mirror. It seems as if he was occupied with researching the structure of the face, the anatomy, striving to improve his ability to copy reality. In fact, he observed himself for many years and at the end gave the world a visual, autobiographical story. Cederbom argues that while he was busy and in an investigative manner deeply observing the model of the painting (his image in the mirror) and working on the development of his proficiency as a portrait painter, he was, in fact, investigating himself and documenting his life. He did not only

describe his inner world, but also the state of the body, the soul and the human spirit (Schildkraut, 1999;3Bruce, 1999; Lurie, 2006 by Cederbom, 2009:2-3).

Figure 2.6 Diego Velázquez, Las Meninas, 1656, oil on canvas.



Source: oneonta.edu

A more complex example is the Las Meninas by Diego Velázquez, a group portrait of the court of Spanish King Philip IV. According to Z. Gugleta Las Meninas is a paragon, not of pure representation, but of self-referential representation or structure, that is, a representation understood in relation to the structural dialectic of the sign – as shown in the interplay between absence and presence, between the absence of the model (the royal couple) and the (material) presence of the image or signifier (Gugleta 2011:2). Las Meninas allows the spectator to freely interact with the painting's various contradictory points of view and therefore offers him a fuller understanding of the painting's emotional and

intellectual depth. M. Foucault (1994:3) argues that it is a matter of pure reciprocity we are looking at a picture in which the painter is in turn looking out at us Foucault (1994:3). Blanke says that Velázquez paints himself as painting and as standing in front of a large canvas. By inverting the classical visuospatial perspective and thus imagining seeing the entire scene from the position and visuospatial perspective of the King and Queen, Velázquez turns the portrait of the emperors and their daughter into a portrait of himself (Blanke 2007:17-18).

According to R. Milton Underwood, seven conspicuous planes are (i) a canvas being painted by Velázquez, (ii) a dog and a midget, (iii) the little princess with her maids of honour and a dwarf, (iv) Velázquez himself, (v) a man and a woman, (vi) a mirror on a wall with other paintings, and (vii) a man in a doorway (Milton Underwood 2012:233). On the back wall is a mirrored reflection of the king and queen. The act of placing himself in the painting shows us that Velázquez believes that he deserves to be in their company. Contrary to the adage that “mirrors never lie,” Kahr (1975:243) suggests that the mirror “hints at its own unreality”. The mirror establishes itself, as one critic has noted, as a full-fledged painting. Gugleta says that, for the mirror is uncannily situated as one frame among others; juxtaposed to other paintings proper it acquires the same status; it exists as an image per excellence, self-enclosed, residing in its own *raison d'être* (Gugleta 2011:10). The painting is based on a visual pun in that the spectator takes the place of the king and queen, whom Velázquez is busy painting (Lucie-Smith 1992 by Milton Underwood 2012:236-237). Foucault argues, “however it isn't a picture, it is a mirror. Of all the representations placed in the picture this is the only one visible, but no one is looking at it “(Foucault 1994:6).

William Hogarth, the first British-born artist to gain wider recognition abroad, went even further in portraying himself as a dedicated craftsman. A Hogarth selfie from 1757 shows him fixated on his canvas, neither concerning himself with the viewer nor flattering his appearance. Hogarth thought the perceived vanity shown by European artists in their self-portraits made their work inferior: the canvas used for his self-portrait originally showed his dog urinating on a collection of Old Master drawings (National Portrait Gallery; *History of Selfie*) 2013).

Figure 2.7a William Hogarth, Self-portrait c. 1757, oil on canvas.



Source: npg.org.uk

Figure 2.7b Sir Joshua Reynolds, Self-portrait, c. 1747, oil on canvas.



Source: npg.org.uk

As seen in Figure 2.7b. Hogarth's contemporary Joshua Reynolds also painted himself at work, but peering out of the canvas - not at the viewer, but towards his own reflection, as he studies a mirror to capture his own likeness.

While Hogarth's self-portrait has a patriotic subtext, the selfie has also been an important tool for émigré artists looking to bridge the gap between cultures and establish themselves in England. As young artists, both Dante Gabriel Rossetti and Isaac Rosenberg projected their identities through confident self-portraits locking the viewer's gaze with an unflinching stare (National Portrait Gallery, History of Selfie), 2013).

Fig. 2.8a Dante Gabriel Rossetti, Self-portrait 1847, pencil and white chalk on brown paper.



Source: npg.org.uk

Fig. 2.8b Isaac Rosenberg, Self-portrait 1915, oil on panel .



Source: npg.org.uk

Figure 2.9 Frank Auerbach, Self-portrait, 1994–2001, pencil and graphite.



Source: npg.org.uk

Nowadays technology makes it possible for anyone to take an instant selfie, but for Frank Auerbach creating a self-portrait was a protracted artistic struggle. Starting in 1994 and completed in 2001, his monochrome self-portrait was continually erased and redrawn as the artist chased a self that always remained just out of reach. Self-portraits are a rare aspect of his work; this drawing is only one of five in existence. He is more interested in repeatedly depicting his small circle of regular sitters rather than himself, some of whom he has been painting for twenty years and he acknowledges the difficulty in self-portraiture, the “chasing one’s own shadow” (National Portrait Gallery, 'Self-portraits from c17th to c21st'), 2015).

The above are some examples of a number of artists from different periods who dealt with the self-portrait. The difference between them is in style, objectives and motivation, but what they have in common is that they are occupied with investigating the 'self'. Cederbom says that in their investigations they caused what is hidden to be exposed and become visible. In this way they are worthwhile to every social researcher who considers research as a way of making things visible (Denzin and Lincoln, 1994 by Cederbom 2009:4).

The phenomenon of self-investigation through self-portrait is a form of self-representation. “Painting a self-portrait is a metaphor of the investigation of the

'self', and the painting itself is a metaphor for personal, subconscious content. Peeling off layers of the text is similar to the psychoanalytic process”(Cederbom 2009:16). In this chapter I wish to bridge a connection between two ways of approaching self-representation: a classical way and postmodern way. This kind of behaviour is the same no matter which year and which century we live in, only the tool which helps the investigator in the investigation changes. What was once a canvas, paint, and a brush for an artist is today a digital camera and a smart phone. It is a human need to go deep within oneself, to self-investigate and to represent (see 2.3.2. Psychology of Self-Portrait). An old Chinese proverb says that one picture is worth one thousand words. A painting or an image are both a visual source of information dealing with the 'self'. They send us a content to read and learn. 'Self' teaches 'self' what 'self' is.

2.3.2. Selfie and the History of Selfie

*“We live in the age of the selfie. A fast self-portrait, made with a mobile devices and immediately distributed and inscribed into one or more of social networks, is an instant visual communication of where we are, what we are doing, who we think we are, who we are with and who we think is watching. Selfies have changed aspects of social interaction, public behaviour, self-awareness, privacy, humour and irony, altering temporality, performativity and embodiment. **It has become a new visual genre—a type of self-portraiture formally distinct from all others in history.**” This is how Jerry Saltz, the insightful art critic for New York Magazine writes” (The Public Domain Review), 2013).*

Selfies have their own structural autonomy. In some way, selfies reach back to the Greek theatrical idea of methexis—a group sharing wherein the speaker addresses the audience directly. Fascinatingly, the genre of selfies comes from all of us; they are a folk art that is already expanding the language and lexicon of photography. Selfies are photography of modern life. *“Selfie”* was crowned as Oxford Dictionaries' word of the year for 2013. Selfie – the Oxford Word of the Year for 2013 – is a neologism defined as “a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and uploaded to a social media website” (Oxford Dictionary), 2013).

The *'selfie'* itself is far from being a strictly modern phenomenon or something only young people do. The earliest forms of selfies were the artists

when painting their own self-portraits (see chapter 2.3). In the middle 19th century with the creation and mass production of mirrors and photography people could worship their own form. Once, if a person wanted to see an image of him or her, they needed to see their reflection in the water. Only upper class or upper middle class could afford a painter to paint a portrait. B. Fausing in his work points that the self and identity are not the only issues connected to the selfies. The subject, the self, is most clearly exposed in the face, and the face and identity have become important in the media since the Renaissance. Selfies are just the newest development in this tradition, which began with the invention of the mirror, the book (printing), and the miniature painting. They all put the subject as both maker and receiver in the centre. This was the birth of the modern subject (Fausing 2014a:1).

Fausing argues that the camera is used as a mirror in the selfie; often, there is an actual mirror in the picture, so there is a reflection in a mirror, since the picture shows it all. The mirror stage is the stage in which children become conscious of their competence or incompetence in their mirror image or by relating themselves with others as mirrors (Fausing 2014a:4-5).

Van Dijck points out that recent research by anthropologists, sociologists and psychologists seem to suggest that the increased deployment of digital cameras – including cameras integrated in other communication devices – favours the functions of communication and identity formation at the expense of photography's use as a tool for remembering (Garry and Gerrie, 2005; Harrison, 2002; Schiano et al., 2002 by van Dijck 2008:59). L. Keating writes that with this cultural trend has come the rise of the selfie stick — a monopod that attaches to a smartphone and holds it in place, while its handle extends so the user can fit a group or the background into the photo and snap the selfie with a press of a button (Keating, 2015).

Today Selfies taken with a smartphone are a part of a wholesome called the Internet. If subject social media would be a team sport, than a selfie would be a player who wants other players to be aware of his/her presence. Players want to let others know that he/she is here, he/she is strong, he/she is important, he/she is

mighty, he/she is beautiful, he/she is interesting, he/she is crazy, he/she is lovely, he/she is sad, he/she is happy, he/she is enjoying, he/she is afraid, he/she is HERE and NOW.

Table 2.3 The development of the self-media.

The development of the self-media				
Renaissance, 1600	1839	1929	2006	2014
Mirror	Photography reproduction	TV	You Tube	Selfies
Book (printing)	Mechanical revolution		2.0, 'You',	
(Miniature) painting	Modernity		Digital revolution	
			Late modernity	
Focus on subject/individuality.....				

Source: Bent Fausing (2015:94)

According to Fausing, looking at yourself in a mirror or to depict yourself in a self-portrait, a selfie, is a form of reflection that not only separates us from the animals but also from other human beings because, through self-reflection, we step into character and become individuals (Fausing 2014a:3).

If we call selfie posting on SMs mass behaviour, than we could say that in the past several years another way of self-expression, another way of capturing the moment, another way of interaction, another way as seeing ourselves, another way of linguistically, social and online communication was noted. Before these pictures were not usually disseminated to strangers and were never made in such large numbers by so many people. Is selfie the most prevalent popular genre ever?

2.3.3. An Image – The Photography

Photography has often been a central factor in the functioning of discourses. Since the nineteenth century “photographs were deployed as a means of categorization in order to distinguish, for instance, the normal and the abnormal according to the discourses of a particular time”(Sturken et.al, 2009:124). Tiidenberg argues that traditionally photographs were seen as showing us the reality (cf. Bogdan & Biklen, 2003); according to Rose (2001), some historians of photography have argued, that the use of photographs in a specific regime of truth

(Foucault, 1977), resulted in photos being seen as evidence of "what was really there". The regime of truth is no longer prevalent among visual scholars and scholars of photography – photos are seen as "a negotiated version of reality" (Pink, 2005, p. 20), tools for identity formation and communication, currency for social interaction (van Dijck, 2008, p. 62) and carriers of various forms of capital (Schwarz, 2010 by Tiidenberg 2014:1). Van Dijck argues that photography also always served as an instrument of communication and as a means of sharing experiences (van Dijck 2008:59). Walden (2008:91) in his work 'Truth in Photography' points out that in the 1970s Susan Sontag described photography as producing works that are "no generic exception to the usually shady commerce between art and truth." In the 1980s Allan Sekula referred to "the established myth of photographic truth." In the 1990s Fred Ritchin asserted that "[p]hotography's relationship with reality is as tenuous as that of any other medium." More recently, Vicki Goldberg has talked of "another nail in the coffin of photography's truthfulness, which has been moribund so long it's hard to mourn by now." Moreover, Marita and Cartwrights (2011:72) argues that we can have intense relationships with images precisely because of the power they have both to give us pleasure and to allow us to articulate our desires through looking. In addition, Scruton (2008:138) says that a photograph more effectively shares the appearance of its subject than a typical painting, photography is a better mode of representation. Van Dijck says that photography might even be thought to have *replaced* painting as a mode of visual representation. Indeed, a younger generation seems to increasingly use digital cameras for 'live' communication instead of storing pictures of 'life' (van Dijck 2008:58).

2.3.4. Early days of 'Selfies'

Indeed, the photographic self-portrait is surprisingly common in the very early days of photography exploration and invention, when it was often more convenient for the experimenting photographer to act as model as well. In fact, the picture considered by many to be the first photographic portrait ever taken was a 'selfie'. The image in question was taken in 1839 by an amateur chemist and photography enthusiast from Philadelphia named Robert Cornelius. Cornelius had set up his camera at the back of the family store in Philadelphia. He took the

image by removing the lens cap and then running into frame where he sat for a minute before covering up the lens again.

Figure 2.10 Robert Cornelius Self-Portrait: The First Ever “Selfie”, 1839.



Source: petapixel.com

He took the image by removing the lens cap and then running into frame where he sat for a minute before covering up the lens again. On the back he wrote “The first light Picture ever taken, 1839” (The Public Domain Review), 2013).

Figure 2.11a An unidentified Edwardian woman taking a selfie with a Kodak Brownie box camera around 1900.



Source: pinterest.com

Figure 2.11b Joseph Byron, Self-portrait by photographer, 1909.



Source: mirror.co.uk

In Figure 2.11a, one of the oldest selfie in existence was taken by an early Edwardian woman in 1900 with a Kodak Brownie box camera. Unlike today's compact smartphones and slender tablets, taking a selfie a hundred years ago was a complicated task that required the photographer to hold a large, boxy apparatus in front of him. In figure 2.11b Byron Clayton is smiling for the camera in his hand dressed in impeccable suit and bowler hat.

Figure 2.12 Grand Duchess Anastasia Nikolaevna Romanova, Self-portrait, 1914.



Source: thenypost.com

Anastasia was said to have taken this photo in October 1914, when she was 13 years old and about 14 years after the first Brownie camera was introduced by Eastman Kodak (The Grand Duchess Anastasia Kneels on a Chair and Takes a Selfie Before a Mirror using a Kodak Brownie Camera), 2015). In the letter that

accompanied the photograph, she wrote, "I took this picture of myself looking at the mirror. It was very hard as my hands were trembling"(A Rare Selfie of Grand Duchess Anastasia Nicholaevna in 1914), 2013).

In Figure 2.13 there is a Buzz Aldrin, the second person to walk on the moon, tweeted⁴ about the self-portrait he snapped in November 1966 during the Gemini 12 flight.

Figure 2.13 Buzz Aldrin, The First Space Selfie, 1966.



Source: Twitter

⁴ A Tweet is any message posted to Twitter which may contain photos, videos, links and up to 140 characters of text.

2.3.5. A short overview of 'selfies'

“In 2004, a group was formed on the social photosharing network Flickr with the name selfy (yes, spelled with a y), which was supposed to describe self-taken digital pictures. And, in the beginning of 2007, the first Group Pool was created on Flickr with the name „Selfie Shots.“ Around the same time, however, the tag selfie also became common on Twitter, Tumblr, Instagram, and deviant Art. Then, the name spread out to other media – particularly, to descriptions of celebrities who use selfies. The latter form plays with the genre and exaggerates its expression – for example, by pouting” (Fausing, 2014b).

B. Wendth states that more than 130 million user images and videos have been hashtagged with the word ‘selfie’ on Instagram. #I, #me, #myself, #self, #selfie, #selfies, and #selfportrait account for over 439 million user images and videos as of June 2014 (Wendth 2014:7). Marwick (2015:141) argues that selfies are so popular with young people that they have become a genre unto themselves, with their own visual conventions and clichés.

Figure 2.14a Nelson Mandela memorial service.



Source: The Guardian

Figure 2.14b Plane Crash Selfie.



Source: cbc.ca

According to Fausing (2014b) there are several types of selfies like healthy selfies: the **healthie**, the couple's selfie: the **usie**, the fartmer's selfie: **felfie**, **ugly**; purposely looking „ugly“, **belfie**: selfie showing off your backside, **delfie**: selfie with your pat, **after sex selfie**, **helfie**: when your hairdo is the main star, **no makeup selfies**, **wealthie**: when you've got so much to spend and you want the world to know it, **dronie**: drone photography, **groupie**: outstretching your arm to fit a really large group (Mejia, 2015), **prank selfies**, **gas chamber selfies**, **space selfies**, **plan crash selfies**, **funeral selfies** (Saltz, 2014), **war selfies**, **antique location selfies**, **accompanied by celebrity selfie**, **duck face selfie**, **parody selfie**, **protest selfie**, **extreme selfie**, **footie**.

Figure 2.15a Double Mirror Selfie.



Source: Author's private database

Figure 2.15b Extreme Selfie/Usie/Selfie stick.



Source: cdn.viralscape.com

Figure 2.15c Yaşar University, Faculty of Communications Professors' Selfie.



Source: Facebook

Figure 2.15d Dangerous Bear Selfie



Source: Mail online

Figure 2.15e Post Half Marathon Groupie



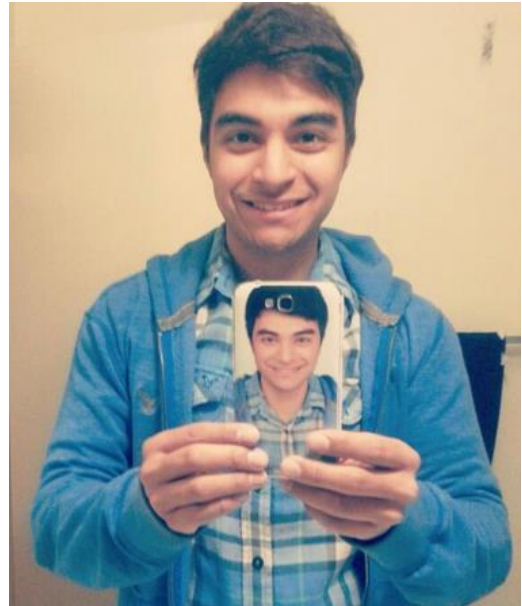
Source: Authors' private data base

Figure 2.16 a-f Some of of the Selfie Olympics winners.

a)



b)



c)



d)



e)



f)



Source: Mashable.com, BusinessInsider.com

Another form of 'Selfie' expression is #SelfieOlympics. It has elevated the selfie from its previous primary appeal of voyeurism and aesthetic slumming and made it a hotly contested competition. S. Laird states that Selfie Olympics took over in the middle of 2014 on Instagram and Facebook (Laird, 2014). C. Moss in her article 'The 12 Most Extreme Selfies From The 2014 Selfie Olympics' says there are certain staples we've noticed (everyone's taking photos in their bathrooms, and "door selfies" are popular), but your creative options are endless (Moss, 2014). There's no clear winner but images which become popular and shared among FB and Twitter community.

Figure 2.14a shows the so called 'Obama's funeral selfie' from 2013 at Nelson Mandela's memorial service in South Africa. This selfie travelled the world. The most important news agencies, newspapers like The Guardian, Forbes, Telegraph, Washington Times etc. and their web portals shared this image. Helle Thorning-Schmidt, the Danish prime-minister, told the Danish newspaper Berlingske: "Maybe it also shows that when we meet heads of state and government, we too are just people who have fun (Anthony, 2013) “.

Fausing argues that selfies are now no longer just something young people do. Even the Danish Prime Minister is in on it. The selfie is becoming a fixed ingredient at christenings, confirmations, weddings, anniversaries, illness, death, funerals, and so on. This says something about our relationship to the self, our image of the self and our aspirations to see ourselves – and each of the various subtypes adds its own nuance (Fausing, 2014b).

2.3.6. The Selfie in the Self

Turkle in her book writes that “the term sharing, used as an option of making posts of users wall on social network profile, is a synonym of showing personal information, comments, and moreover photographs. We discovered the network—the world of connectivity” (Turkle 2011:13) where over the past ten years period of popularise of social networks a new visual genre – selfie photo taking and posting developed. A consequence of social networking, though is loss of privacy ”we make our technologies, and they, in turn, shape us” (Turkle

2011:19). On the other hand we capture the moment, produce an image, have an experience and use it as a way of self-promotion. Marwich points out that this explosion in selfies has been explained, variously, either as evidence of an epidemic of narcissism among the young, or as an empowering new self-presentation medium (Twinge and Campbell 2009; Lee 205 by Marwich 2015:141). E. Goffman states that observers are asked to believe that the character they see actually possesses the attributes he appears to possess, that the task he performs will have the consequences that are implicitly claimed for it, and that, in general, matters are what they appear to be (Goffman 1956:10).

At the beginning, the main idea of Social Media was to use a certain place, named Social Media platform, which would gather peers, family, colleagues, and strangers. This virtual space was first used for sharing information from our private and social life, to inform the community about our relationship status, things we do in our free time and who we are with. Mc Luhan argues that when IBM discovered that it was not in the business of making office equipment or business machines, but that it was in the business of processing information, then it began to navigate with clear vision (McLuhan 1964:2). Accordingly selfies became the visual information shared through 'social media equipment'.

Symington argues that there have been philosophers like Berkeley who believed that reality is an illusion and we cannot know that anything exists outside ourselves. There is a huge difference between something that is known and something that is surmised or felt (Symington 1993:12). N. Hochman states that in other words, while what is going on inside the image shows us what the world is right now (derived from the immediate registry and sharing of everyday life) everything outside of that image (metadata such as tags, location coordinates etc.) considers the what if, or what might be, or how we might think about what is the world through the lens of the aggregated, simultaneous representations of particular data units. In short: the “real” is everything that is going on inside an image (images of particular subjects in the world), while the symbolic is everything that is outside of that image and is connected to it via similar fragmented informational atoms (Hochman 2014:3). As S.Turkle explains by giving her TED Talk:

“I share therefore I am; texting, email, posting, all of these things let us present as we want it to be. Instead of building true friendships we are obsessed with endless personal promotion investing hours on net building our profile, perusing the optimal order of words in our next message, choosing the pictures in which we look our best, all of which is meant to service as a desirable message of who we are. We are expecting more from technology and less from each other. The social networks aren't just changing what we are doing but also who we are. Social networks offer us three fantasies: that we can put our intention where ever we want it to be, two that we will always be heard, and three that we will never have to be alone. We use technology to define ourselves, so that we can feel alive” (Turkle, 2012).

Wearing something nice, looking good, being fit, and being in an exciting and dangerous place, enjoying our free time, having fun, taking a selfie with a celebrity and much more. All those elements include performing and trying to show others the kind of person we want them to envision us. As Goffman (1956:31) states “performers tend to foster the impression that their current performance of their routine and their relationship to their current audience have something special and unique about them”. However, intentions are deeper since only the compulsion to take selfies seems secondary to showing off someone else. Moreover, those are all actions of efforts to see who we really are. We persist in taking them, until we see what we are after.

2.3.7. Psychology of Self-Portrait

Human psychology aims to understand and analyse our inner needs, emotions, experiences and accordingly the reasons of our decisions, actions and behaviour. N. Symington in his work on Narcissism says we make contact with other human beings either by projecting ourselves into their world or by interjecting them into our world. A variety of psychic actions are continually taking place at a deeper level, beneath the threshold of awareness (Symington 1993:13). In this thesis we try to understand better the inner reasons of self-representation through self-portraits - selfies. “Foucault talks about technologies of the self, and about ways in which different cultures have seen it as necessary to cultivate and discipline the self, and that self-care for the ancient Greeks was seen as a pre-requisite for self-knowledge” (Rettberg, 2014 by Losh 2014:4). Furthermore, Olaf Blanke in his research paper ' I and Me: Self-Portraiture in

Brain Damage', extends his research on three types of self-portraits: visual self-portrait, disembodied self-portraits and corporeal self-portraits. Blanke (2007:17-18) argues that while painting a self-portrait the artist is in a similar mental situation as neurological patients experiencing autoscopic hallucination, out-of-body experience, or heautoscopy. Whereas the painter may voluntarily depict himself using visual, disembodiment-related, or corporeal brain mechanisms, these brain mechanisms related to visual, disembodiment-related, or corporeal processing are also activated in the brains of neurological patients leading to hallucinated self-portraits. Goffman argues that

"...everyone is always and everywhere, more or less consciously, playing a role... It is in these roles that we know each other; it is in these roles that we know our selves. In a sense, and in so far as this mask represents the conception we have formed of ourselves—the role we are striving to live up to—this mask is our truer self, the self we would like to be. In the end, our conception of our role becomes second nature and an integral part of our personality. We come into the world as individuals, achieve character, and become persons". (Goffman 1956:12)

Blanke in his research 'Self-Portraiture in Brain Damage' mentions recent research from cognitive neuroscience and neurology suggests that embodiment is of major importance for neuroscientific models of self and self-consciousness. This is suggested by illusory own body perceptions (such as autoscopic hallucinations, heautoscopy, and out-of-body experiences) during which the self may be experienced as being localized outside one's body borders. Blake argues that self-portraiture may rely on similar brain mechanisms and have proposed a classification of self-portraiture based on neurological classifications of illusory own body perceptions (Blanke 2007:14).

And in the bureaucratic setting of the public school, the images take on a further irony as they are evidence of young people acting out of their own agency in a setting not of their making. Part of the fun is in knowing that this is an inappropriate place to take a selfie. Selfies like this are about awareness of our own self-awareness. They can create a moment of playfulness that helps us to recognize the truth about living in culture that celebrates the individual and the spectacle. They can help us to deal with the absurdity of the ordinary in the face of all of that expectation of fame and spectacle. They can be disruptive of

expectations. And sometimes, even the blurriest of selfies can help us to see ourselves, and the specialness of our own lives, more clearly.” — Lynn Schofield Clark, Director of the Estlow International Centre for Journalism and New Media at the University of Denver and author of *The Parent App: Understanding Families in the Digital Age* (Oxford University Press), 2013). For instance, Mark R. Leary, Professor of Psychology and Neuroscience at Duke University and author of *The Curse of the Self: Self-Awareness, Egotism, and the Quality of Human Life* has pointed out that “by posting selfies, people can keep themselves in other people’s minds” (Losh 2014:6).

Selfie takers can be considered artists expressing themselves and sharing a message. The content of the visual image is a message shared through virtual medium. In the history of human culture there is no example of a conscious adjustment of the various factors of personal and social life to new extensions except in the puny and peripheral efforts of artists. McLuhan states that the artist picks up the message of cultural and technological challenge decades before its transforming impact occurs (McLuhan 1964:13). Bourdieu points out that hidden behind the statistical relationships between educational capital or social origin and this or that type of knowledge or way of applying it, there are relationships between groups maintaining different, and even antagonistic, relations to culture, depending on the conditions in which they acquired their cultural capital and the markets in which they can derive most profit from it (Bourdieu 1984:12).

Goffman in his 'The Presentation of Self in Everyday Life' calls it 'front region':

“to refer to the place where the performance is given ...and it is a part of front called 'setting'. We will have to see that some aspects of a performance seem to be played not to the audience but to the front region. The performance of an individual in a front region may be seen as an effort to give the appearance that his activity in the region maintains and embodies certain standards. These standards seem to fall into two broad groupings. One grouping has to do with the way in which the performer treats the audience while engaged in talk with them or in gestural interchanges that are a substitute for talk. These standards are sometimes referred to as matters of politeness. The other group of standards has to do with the way in which the performer comports himself while in visual or aural range of the audience but not necessarily engaged in talk with them”. (Goffman, 1956: 66-67)

In this regard common sense suggests there is kinship between narcissism and self-portraits. Let us see ourselves being seen. Deep inside, with no words written or said we judge each other while watching each other's selfies posted. In parallel we keep doing the same and enjoy doing it, we keep enjoying being watched. Sturken et. al. state that the concept of the gaze is fundamentally about the relationship of pleasure and looking in psychoanalysis, the term scopophilia refers to pleasure in looking and exhibitionism-taking sexual pleasure in being looked at (Sturken et.al, 2009:124). The pleasure is in the amount of attention received by the public. On Social Media we measure it with the number of likes, shares and comments. The more the merrier.

2.4. Approach in Social Media and Mass Communication Theories

2.4.1. From Mass Culture to Social Media Culture

The idea of this chapter is to explain how Social Media serves as a product of consumer society. In order to come to this point it is necessary to go back in the time of development of mass society. Sturken et.al. point out that the idea of „the masses“ was introduced in the nineteenth century to describe changes in the structure of societies undergoing industrialization and the emergence of a massive working class (Sturken et.al 2009:224). This term mass media “became into common use in the post-World War II era, a period marked by the dissemination of broadcast television throughout much of the world” (Sturken et.al., 2009:225). *Mass culture* didn't happen overnight. Ross states that it was part of urban life influencing cultural practices beyond the big cities. This phenomenon stretched across Europe to North America. Together, the rise in real wages and free time, high levels of literacy, the liberalization of trade, and rapid advances in communications marked the outer parameters of a fundamentally new cultural constellation in the latter stages of the nineteenth century (Ross 2008:12).

As Hardt (2004:11) puts it “it was a time when *mass culture*, characterized by the *mass production* of standardized products for mass market, appropriated the process of *mass communication* in a general trend of massification – which actually began centuries ago with the operation of the printing press”. The *mass*

press came during the nineteenth century as a result of a technological innovations and the expansion of literacy. “By the turn of the century the masses had become part of the reading public, and moreover had money to spend on reading material” (Ross 2008:21).

As the press was expanding the cinema developed into a remarkably successful form of entertainment, radio was used within private and public spaces, photographic images were a new language of mass communication, later on television built this reputation. As Hardt (2004:3-11) points by the 1920s mass communication had become a worldwide phenomenon that helped create the contemporary face of a global environment. The next phase was development of Internet in the 1980s (see chapter 2.1.). In the meantime, the media did not belong to the people, yet people need media for access to knowledge about themselves and the world, while the media must deliver audiences to meet commercial demands for a functioning regime of consumption.

Ross states that the predominance of private ownership in the entertainment industry and the seemingly ubiquitous dissemination of its output via modern communications technologies gave media magnates’ unprecedented power to manipulate audiences (Ross 2008:14). Hardt points out that under an ideological and institutional umbrella of democratic conventions, *mass communication* has been reconfigured to respond to commercial concerns in ways that economic capital helps shape and reinforce the social and political will of society – all the while being strengthened by enormous profit margins, especially during the latter part of the twentieth century (Hardt 2004:5).

The idea of a *Culture Industry* is central to the Marxists and Critical Theorists. Poe states that, the Culture Industry thesis holds that the late capitalism’s mass media turn people into obedient consumers, making them willing victims of exploitation, and thereby ensuring the survival of capitalism itself. In Marx's day, religion was the opiate of the masses; in our day, the Marxists and Critical Theorists claim, it's the *mass media* (Poe 2011;4-5).

The steam engine, the multiple presses, and the public school, that trio of the industrial revolution, have taken the power away from kings and given it to the people. For economic power tends to draw after it political power; and the history of the industrial revolution shows how that power passed from the king and the aristocracy to the bourgeoisies. Today, however, a reaction has set in. Bernays observes that the minority had discovered a powerful help in influencing majorities. It has been found possible so to mould the mind of the masses that they will throw their newly gained strength in the desired direction (Bernays 1928:19).

This leads to the point that if one influences the leader, one automatically influences the group. Edward Bernays, 'The father of Public Relations' and Freud's nephew, in his book *Propaganda* explains how men do not need to be actually gathered together in a public meeting or in a street riot, to be subject to the influences of mass psychology. He sees men being by nature a member of a herd, even when one is alone in his room with the curtains down. He argues "his mind retains the patterns which have been stamped on it by the group influences" (Bernays 1928:49). Bernays says that Trotter and Le Bon concluded that the group mind does not think in the strict sense of the word. In place of thoughts it has impulses, habits and emotions. In making up its mind its first impulse is usually to follow the example of a trusted leader. This is one of the most firmly established principles of mass psychology (Bernays 1928: 50).

As Hartdt (2004:22) sees it as "the idea that persuasive power could be an important weapon ultimately shifted to the field of psychological warfare and carried propagandists beyond World War II. For instance, after World War II, Americans and Russians provided movies for entertainment knowing that this form of mass communication can reach almost anybody, the illusion promoting socialism or capitalism". A generation later American movies promoted American way of life around the world, it promoted the American dream, which promises a better life.

Hardt (2004:13) suggests that "mass communication in capitalist societies is the voice of a corporate age, which simulates the presence of communal ties and the possibility of shared experiences for the masses". Hardt says also that

according to Karl Marx (and other classical sociologists) social knowledge is significantly influenced by the predominant forms of social organization, whose prevailing ideas are grounded in a collaboration of social scientific, political, and educational forces and rely on the process of mass communication to help reinforce the ideological thrust of a particular world view (Hardt 2004:27). In that regard should we ask ourselves, what the manipulative idea behind social media is about.

2.4.2. The Influence and Power of Social Media

The Internet has changed the way we live, what we consume, how we work, whom we interact with, how we find things out, how we share information, and how we socialise. The Internet offers what a real life does not. The Internet has profoundly changed the human experience. T. Correa et.al. points that we use the Web to find information, buy and sell products, watch television, seek mates, search for entertainment, and participate in the political sphere (Gil de Zuniga, Puig & Rojas, 2009; Gil de Zuniga, Veenstra, Vraga & Shah, in press; Park Kee & Valenzuela, 2010 by Correa et.al. 2009:247). Turkle observes that we rework unresolved issues and seek out missed experiences. The Internet provides new spaces in which we can do this, no matter how imperfectly, throughout our lives. Adults as well as adolescents use it to explore identity (Turkle 2011,152-153).

Table 2.4: World Internet Usage and Population Statistics.

WORLD INTERNET USAGE AND POPULATION STATISTICS DEC 31, 2014 - Mid-Year Update						
World Regions	Population (2015 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2015	Users % of Table
Africa	1,158,353,014	4,514,400	318,633,889	27.5 %	6,958.2 %	10.3 %
Asia	4,032,654,624	114,304,000	1,405,121,036	34.8 %	1,129.3 %	45.6 %
Europe	827,566,464	105,096,093	582,441,059	70.4 %	454.2 %	18.9 %
Middle East	236,137,235	3,284,800	113,609,510	48.1 %	3,358.6 %	3.7 %
North America	357,172,209	108,096,800	310,322,257	86.9 %	187.1 %	10.1 %
Latin America / Caribbean	615,583,127	18,068,919	322,422,164	52.4 %	1,684.4 %	10.5 %
Oceania / Australia	37,157,120	7,620,480	26,789,942	72.1 %	251.6 %	0.9 %
WORLD TOTAL	7,264,623,793	360,985,492	3,079,339,857	42.4 %	753.0 %	100.0 %

Source: internetworldstats.com

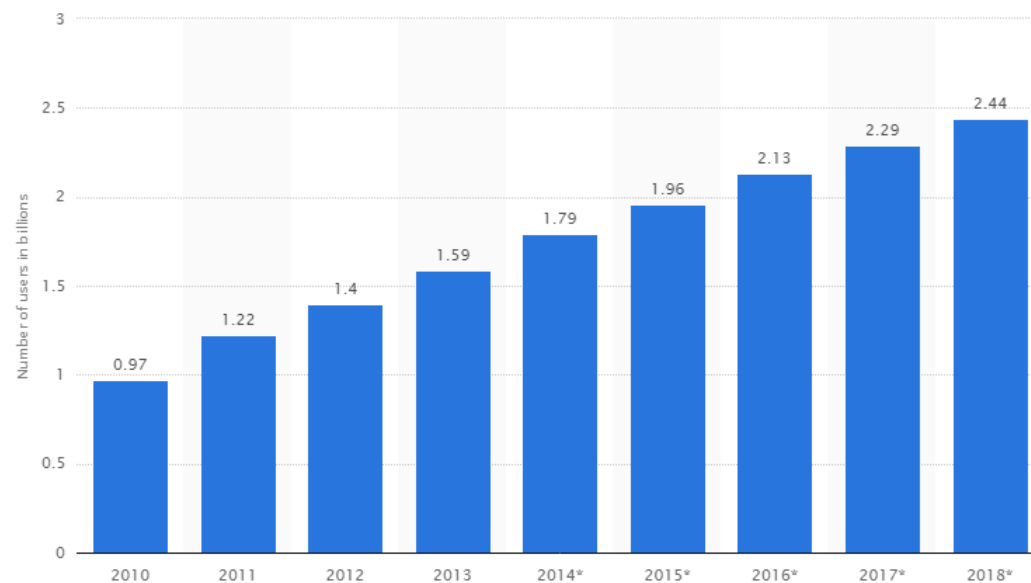
According to the Internet World Stats web page dating from 31 December 2014, in the developed world: Europe, Australia/Oceania and North America, the percentage of population for world Internet usage is between 70,40 % to 86,9%.

In the less developed world, Africa, Asia, Middle East, Latin America/Caribbean the percentage is between 27,5% to 52,4%. On the world level 42,4% of the population are Internet users (Internet World Stats), 2015).

The high Internet usage in the developed world, followed by the same trend in less developed world, the influence of media moved from newspapers to TV, from TV to Internet. No matter if we are part of a group, in school, at our working place, in sports, with our friends or just sitting alone in front of our PC, laptop, smartphone or touch screen table PC we are a part of a group we belong to. It can be online group we are member of, still makes us a member of group, therefore the system of accepting messages and the amount of influence stays the same.

According to the Facebook corporate web pages there were 936 million daily active users on average for March 2015, 798 million mobile daily active users, and 1.55 billion monthly active users as of March 31 2015 (Newsroom Facebook), 2015). This makes Facebook the leading Social Media Network with the highest number of users in the world.

Table 2.5 Number of social network users worldwide from 2010 to 2018 (in billions).



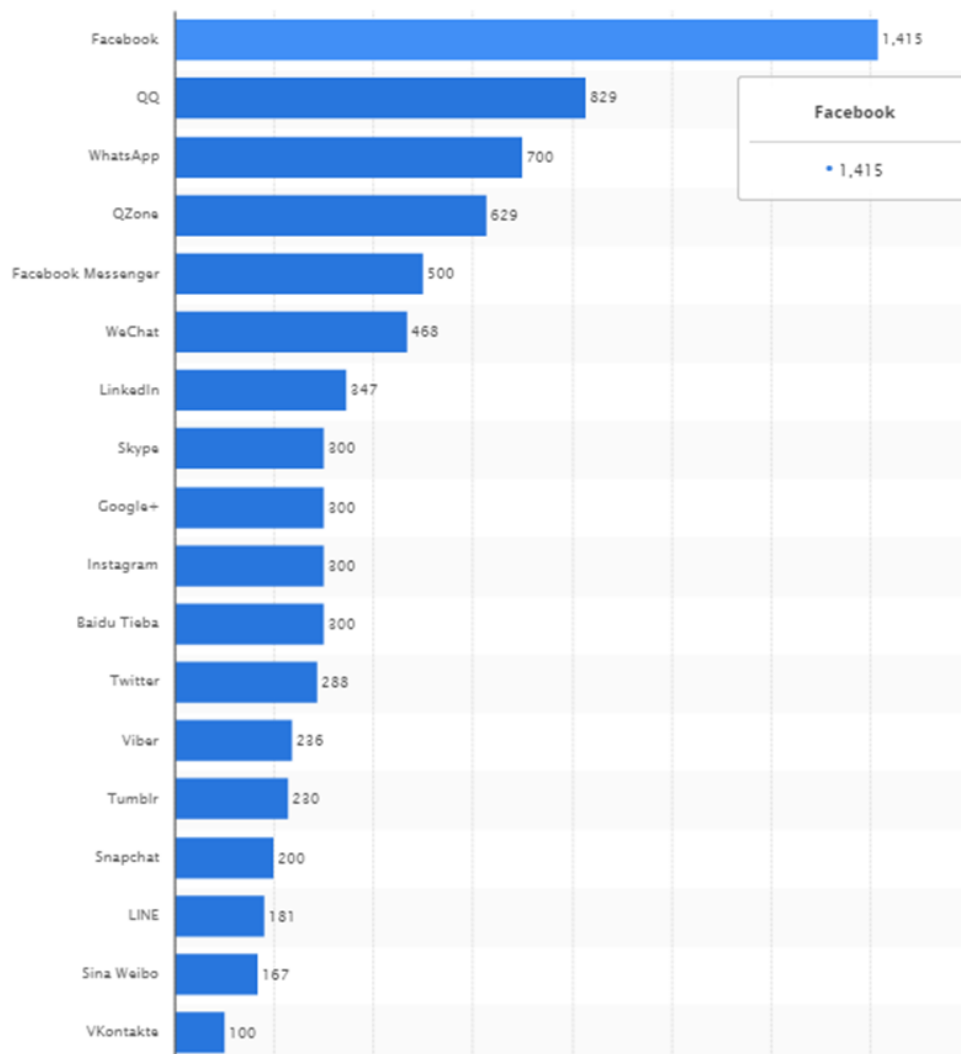
Source: American Marketing Association

When S. Turkle was conducting her research on the teenagers' use of the cell phones Turkle, the teenagers told her that they sleep with their cell phone, and even when it isn't on their person, when it has been banished to the school locker,

for instance, they know when their phone is vibrating. The technology has become like a phantom limb, it is so much a part of them. These young people are among the first to grow up with an expectation of continuous connection: always on, and always on them (Turkle 2011:16-17). Van Dijck (2008:54) argues that an easy distribution of images over the internet and quick dissemination via personal handheld devices promote pictures as the preferred idiom in mediated communication practices.

This statistic shows the number of social network users worldwide from 2010 to 2014 with projections until 2018. In 2016, it is estimated that there will be around 2.13 billion social network users around the globe, up from 1.4 billion in 2012.

Table 2.6 Leading SN worldwide as of March 2015, ranked by number of active users in mil.



Source: statista.com

For instance the power of social media supports the statistical information that according to statista.com the leading five product brands with the most fans on Facebook in May 2015 are Facebook for Every Phone (519,97 millions), Coca-Cola (Coke) (90.40 mil), Youtube (80,73 mil.), Red Bull (43.01 mil.) and Nike Football (41.92). To support this argument and the power of Facebook; the annual revenue in 2009 was 777 million U.S. dollars, whereas annual revenue in 2014 was 12,466 million U.S. dollars. The most popular five private profiles on Facebook with the belonging number of followers are Shakira (106 277 691), Cristiano Ronaldo (104 335 149), Eminem (97 945 355), Rihanna (90 034 588), and Vin Diesel (89 072 575). The most popular Instagram private profiles are: Kim Kardashian (26 mil followers), Beyonce Knowles (26 mil), Ariana Grande (25 mil), Selena Gomez (23 mil), and Justin Biber (23 mil) (The ten most popular Instagram accounts: in pictures), 2015).

As seen in Figure 2.17., Oscars Groupie posted by Ellen DeGeneres taken during the broadcast, became the most retweeted message of all time. She tweeted the picture on her own account. The Selfie shows Hollywood stars including (from left) Jennifer Lawrence, Channing Tatum, Meryl Streep, Julia Roberts, Ellen DeGeneres, Kevin Spacey, Bradley Cooper, Brad Pitt, Lupita Nyong'o and her brother and Angelina Jolie (with her face half obscured). It reached 779,295 retweets in approximately half an hour, come the end of the ceremony, the figure stood at 2,070,132. Up to now this post was retweeted for 3,339,618 times.

Figure 2.17 The most tweeted Selfie/Post ever



Source: Ellen DeGeneres Twitter

Behind this successful Twitter-Retweeting story lays Samsung sponsorship. Samsung paid a reported \$20m for its advertising "integration" during last Sunday's broadcast of the Oscars. Ellen De Generes's star-studded selfie, was taken during the broadcast on a Samsung smartphone, and this media is the most retweeted message of all time (Addley, 2014).

2.5. Social Media and Consumer Behaviour

We are all shaped differently. Since the day we were born our family, and later the society we grow up in shape us. In addition, in a highly influential study of education in the USA, Bowles and Gintis argued that schools are involved in socialization, but only because this helps to produce the right kind of workers for capitalist companies. Their Marxist thesis argued that this close connection between the productive sphere and education was not simply a matter of the school curriculum involving the kinds of knowledge and skills, which employers needed. The American education system, they argued, in fact helped to shape whole personalities. The structure of social relations in education not only ensures the student to the discipline of the workplace, but also develops the types of personal demeanour, modes of self-presentation, self-image, and social class identifications, which are the crucial ingredients of job adequacy. Specifically, as Bowles et. al. argue the social relationships of education - the relationships between administrators and teachers, teachers and students, and students and students, and students and their work - replicate the hierarchical divisions of labour (Bowles et.al., 1978:131).

The fact that mass media often is presented to us as entertainment means that we are more willing to pay attention to them. We perceive mass media as informative and entertaining. When we tell ourselves that the mass media is "only entertainment," we consume it carelessly.

Losh gives the example of Lauren Greenfield's short film "Selfie," which depicts a girl in a bathroom self-documenting with her bejewelled smartphone, was shot as part of an advertising campaign with the hashtag #trulyrich and the tag line "You only have one self. Do you really need 29 selfies?" As a

documentary photographer, Greenfield's previous projects have included gallery exhibits for her books *Fast Forward* and *Girl Culture*, which similarly moralize about adolescent commodity fetishism and precociousness (Losh 2014:3)

In an age of endless representations, endless self-fashioning, there emerges another, contrary desire: "to be invisible, if only for 15 minutes", "a number of groups now actively resist being photographed, interviewed, monitored, tracked or represented" and "there is a parallel trend online where users are adopting tools to camouflage, obfuscate or anonymise their presence online. As tools of misrepresentation, they work to mutate the shape of one's data shadow through the generation and submission of fake information on one's behalf" (International New Media Gallery), 2013).

Figure 2.18 Kobe vs. Messi: The Selfie Shootout.



Source: YouTube

Nevertheless companies recognise the power of selfies and social media. Turkish Airlines created a new YouTube ad called "Kobe vs. Messi: The Selfie Shootout". Kobe Bryant and Lionel Messi are competing to take the most exotic selfie, and using Turkish Airlines as their means of transport. The end line describes how Turkish Airlines flies to more countries than any other carrier. According to the thinkwithgoogle.com web page it analyzed that the campaign's goals were to increase Turkish Airlines' brand awareness around the world, reach

a new target audience: spirited, adventurous people with wanderlust, and test the campaign's effectiveness by measuring brand recall for Turkish Airlines' ads. Their approach was to craft a playful marketing campaign around one of 2013's most searched words, Selfie, create a custom channel to introduce the campaign and demonstrate the company's spirit in an interactive way, and leverage YouTube's advertising tools to reach a wider global audience. As a result this viral social media ad reached 77 million views in one week, making it YouTube's fastest spreading commercial, and multiplied the YouTube brand searches 3x to achieve a 16% increase in Google global brand searches, and a 9% increase in global brand recall (How Turkish Airlines Reached 100+ Million Travellers' Prospects With Selfies), 2014).

3. PRESENTATION OF RESEARCH FINDINGS

3.1. Introduction

Among the clearest effects of the Social Media in modern society, SM is used to publish, share and inform the public about presence of a new visual genre - selfies. Selfies are brought into the focus of attention. Marwich argues that the Internet is increasingly a visual medium, and more and more individuals are using images rather than written self-descriptions to express themselves (Marwick 2015:137). With Selfies the public is informed as to who that person is, where he or she is, whom he/she is with, why he/she is posting a selfie, what is so interesting about this image, and what kind of message does this person wants to convey to the public. This survey and personal interviews are searching for an answer to the specific question of the need for self-presentation with selfies, what kind of a visual tool of communication is a selfie for its takers and SM posters, and finally are selfies a commercial tool for private and institutional usage.

3.2. Research Design

A new class of information networks called “online social networks” have exploded in popularity and now rival the traditional Web in terms of usage. Online social networks also offer many useful properties that can be leveraged to enhance information systems, such as enhancements to controlling information propagation, new directions for information search and retrieval, and new ways of reasoning about trust. In art, the self-portrait is considered as a genre of its own. In the era of modernism, self-portrait painting is considered, more than any other kind of art, an instance where artists "are investigating their inner life rather than playing out social or artistic roles, or referring to specific events of the moment" (West, 2004: 180 by Caderboun, 2009:32). “Social media sites work as platforms for self-expression. They challenge users to consciously, visibly, and deliberately perform their identity. This dominant developmental discourse encourages users to test and explore different identities, a self-conscious and highly visible performance of identity via SM. Those actions brings into question the form and value of this activity. Individuals choose to represent themselves using a range of

techniques. The term of Microcelebrity is often applied to users of SM who wants to be followed for no special reason. Microcelebrity is further a mind-set and a collection of self-presentation practices endemic in social media, in which users strategically formulate a profile, reach out to followers, and reveal personal information to increase attention and thus improve their online status” (Senft 2013 by Marwick 2015:138).

Theories and studies concerning self and photography cite the narcissist need for self-presentation and self-fashioning. Under this analysis it is accepted that the survey and in-depth interview are going to be analysed. Therefore, the main intention of this study was to investigate why selfie takers take and post pictures on SM.

Furthermore, I would like to shed light on the way social actors represent themselves on SM. I would ask about the reasons why SM users do what they do, what kind of intentions and feeling are behind those actions, and what are the expectations behind those actions. A qualitative approach was used for this investigation. This was done because it was the most direct way to get first-hand answers about intentions, feelings, motives and actions.

With all these intentions in mind, the survey and in-depth interview were chosen as a way of communication. As stated under the heading of Methodology and Data Collection, studies will be done on two groups of selfie takers who meet certain criteria. First group of 214 people, second of 10 people; male and female, middle-class, from 20 to 70 years old, coming from different countries and continents, who are active SM users on networks such as Facebook, Twitter, Instagram etc.. Since the main purpose of this investigation was to find out the reasons why do selfie takers take them and then post them on SM, the participants were selected due to their specific behaviour. The prime consideration was that all of them are actively taking and posting selfies. Their gender, occupation, country of residence, age or any other features didn't play influential role. Online survey tool SurveyMonkey will be used with self-administrated questionnaires. Some of the questions will be based on past experiences about selfie taking, what kind of desires push people to take selfies or why do they take them, do they make selfies

on public places or/and in private moments, do they post all selfies they take, is posting selfie an act of identification, do they expect their selfies to be liked and commented, what are their social media expectations once posting a selfie.

Another research method is in-depth interview. This is a qualitative research technique that will involve conducting intensive individual interviews with a small number of respondents and their perspectives will be explored. In-depth interview will be done with social network users active with posting selfie photos. This specific method is chosen since it can provide detailed information about person's thoughts and actions or to explore new issues. In-depth interview may provide more relaxed atmosphere. My expectation is that collect information people may feel more comfortable having a conversation about selfies rather than filling out a survey.

The data collected for this study was obtained by a qualitative content analysis of in-depth interviews and surveys conducted with active selfie takers and active SM users who met the criteria. All the social media users who are active on SM platforms, but are not active in posting selfies were excluded. Also all interviewee who take selfies but don't post them, were excluded from this survey. All the interviewees who take selfies just occasionally were also excluded.

After deciding on 40 main survey questions and types of question, online survey programme for survey MonkeySurvey was used to form an online survey. Accordingly question for in-depth interview were formed. The analysis of the survey was automatically conducted by the MonkeySurvey software, however, further analysis was carried by MS Windows and Excel programs and tables and charts created. The formation of the survey in the survey programme, the conduction of interviews, and the classification of results were carried out by the researcher alone. The researcher also made double coding checks to maximize the validity.

Despite possible limitations, this study is extensive, unique and the only available project which searches for questions related to answering reasons of selfie rituals.

3.2.1. Previous Researches

Firstly, there are few empirical studies regarding selfies even though SM has been around for some time. Past SM research has been mainly based on descriptive studies; this exploratory research attempts to contribute towards SM studies by using empirical data. Hardly any studies have been conducted based on the new visual communication tool as mass communication tool.

The non-existence of research in this field that analyses the reasoning behind taking selfies, as well as the results of such visual communication is a driving force for this thesis. Therefore, it is expected that the findings of this study will add more knowledge to the growing awareness of the power of the mass usage of images taken by one in order to send a message.

D.W. Lee points out that previous studies have found that people who share online photos spend a great amount of time “selecting, modifying, editing, storing, or uploading” photographs and find responses from their audience sufficient reward for their efforts (Lee 2010: 270).

A. Tifentale explains that *Selficity*, the research project led by Dr. Lev Manovich and Software Studies Initiative, investigated the style of self-portraits (selfies) in five cities across the world: Bangkok, Berlin, Moscow, Sao Paolo, and New York. It is an attempt to make sense of a multitude of selfies posted on Instagram. While searching for answers to some of the abovementioned questions, *Selficity* reveals the inherent complexities of understanding the selfie as a product of the advancement of digital image-making and online image-sharing as well as a social phenomenon that at the same time serves as a means of individual and creative self-expression (Tifentale 2014:4). To locate selfies photos, they randomly selected 120,000 photos (20,000-30,000 photos per city) from a total of 656,000 images they collected on Instagram. Due to such an extensive study only several research findings will be mentioned here. Depending on the city, only 3-5% of images analysed were actually selfies. In each city analysed, there are significantly more women selfies than men selfies (from 1.3 times as many in Bangkok to 1.9 times more in Berlin). Moscow is a strong outlier - here, we have

4.6 times more female than male selfies. Most people in our photos are young (23.7 estimated median ages). Bangkok is the youngest city (21.0), whereas NYC is the oldest (25.3). Men's average age is higher than that of women in every city. Surprisingly, more older men (30.0) post selfies on Instagram than women (Selfiecity), 2014).

Another approach is study “*Selfies’ Reveal Systematic Deviations from Known Principles of Photographic Composition*” conducted by group of academics from the Dipartimento di Neuroscienze, Università di Parma, Italy and the Department of Psychological Sciences, University of Liverpool as N. Bruno et.al explains. They used ‘selfies’, self-portraits taken with a hand-held smartphone camera, to test three known principles of photographic composition. The rule of thirds, the golden ratio rule, and the eye cantering principle. Selfies provide an ideal test bed for these questions due to the control they give self-photographers when they compose the photograph. We used a database of images created by non-professional photographers (N=388). After analysis, they concluded that there was little support for any of the three principles, suggesting that none is strongly rooted in spontaneous perceptual preferences (Bruno et.al., 2014:45).

Katrin Tiidenberg in her research paper “*Bringing sexy back: Reclaiming the body aesthetic via self-shooting*”. Constricting societal norms of sexuality, body shape and body practices influences how my participants (N=20, 10 female, 9 male, 1 transgender, ages 21 - 51, average age 34) live their embodied and sexual lives. This article explores how self-shooting (taking selfies) and blogging in a NSFW (not safe for work) community on tumblr.com influences participants experiences of their embodied selves and the body-aesthetic in a wider sense. It presents narratives of sexual and embodied empowerment, and how that can lead to appropriation of the definition of ‘sexy’. Selfies are ubiquitous in our digitally saturated environments and this article adds to the yet limited, although growing scholarly voices that conceptualize self-shooting as a significant late-modern self-, and community construction practice. The findings of this article raise important questions of safe spaces that people seem to need for being sexual and the particular suitability of the image-rich internet (Tiidenberg 2014:1-8).

“Instafame: Luxury Selfies in the Attention Economy” Marwick A.E., is an essay from 2013 that draws on textual and visual analysis of forty public Instagram accounts with over ten thousand followers each. The goal in searching for highly followed accounts was not to collect a representative sample of Instagram users but to view a diverse array of popular users.

3.2.2. Qualitative Research Analysis

3.2.3. Online Questionnaire

Questionnaires are not among the most prominent methods in qualitative research, because they commonly require subjects to respond to a stimulus, thus they do not act naturally. In spite of this, they have their uses, especially as a means of collecting information from a wider sample than can be reached through personal interviews. Due to the frequency of their use in other contexts in the modern world, the response rate is a potential problem. Alternatively, a questionnaire will be used in the first instance, followed by qualitative techniques on a sample. The interaction among techniques in this way is typical of qualitative research.

3.2.4. Phenomenological Interview

“In these kinds of interviews, interviewers refer to a prepared interview guide that includes a number of questions. These questions are usually open-ended, and after posing each question to the research participant, the interviewer follows up with probes seeking further detail and description about what has been said. Although the interview guide provides the same starting point for each semi-structured interview given that it assumes a common set of discussable topics – each interview will vary according to what was said by individual interviewees, and how each interviewer used follow up questions to elicit further description” (Roulston 2010:15).

An important point to follow in semi-structured interview is to have good listening skills, in order to make sure that the topic and the questions refer to the interviewee, and accordingly to ask deeper questions specific to the topic and the interviewee.

Furthermore, this interview is about the interviewee’s experiences, views and emotions. Therefore this semi-structured interview is at the same time a

phenomenological interview. “To use phenomenological interviews effectively, it is essential that the interviewer has identified participants who have both experienced, and are able to talk about the particular lived experience under examination” (Roulston 2010:17). The questions asked are open-ended starting with: “You mentioned, tell me, what that was like for you, describe that in more detail for me”. Phenomenological interviews are usually used to portray a certain actual experience.

A key point to have in mind is that a larger number of participants don't necessarily imply better quality or better understanding. According to Bauer and Gaskell “there are a limited number of interpretations or versions of reality. They argue that while experience may appear to be unique to the individual, the representation of such experience does not arise in individual minds; in some measure they are not an outcome of social processes” (Bauer et.al 2000:43).

3.3. Definition of the Research Variables

3.3.1. Online Survey

1- Country of origin

This variable defines the country from which the participants come. This is an important variable for this survey since it locates participants.

Location is important since the habits of the SM users seem to be the same or very similar no matter participant's country of origin.

2- Gender of the participants

This variable defines the gender of the participant of the online survey. There are three possible answers: female, male, and other.

It has been estimated that for this survey sexual orientation, heterosexual, homosexual, gay/lesbian or bisexual is not relevant, only gender identity is a matter of question. However option other is offered in cases where partakers belong to a group such as transgender.

3- The Highest Level of Education

The highest level of education is asked in a form of a question with six

levels of education offered. This variable classifies the behaviour in connection to education level.

4- Age

Crucial variable of age was divided into 7 levels from 18 to 75 or older..

Age is related with certain way of behaviour and SM usage.

5- Multiple choice questions

This variable offers 21 pre-set questions with multiple choice answers offering mostly answers option as yes, sometimes and no. This particular question type and responses was selected in order to get very defined and clear answers about examiners selfie and SM habits, actions and opinions.

6- Matrix Questions

Matrix questions are used to allow respondents to apply the same measurement when answering several related questions.

Rating Scale questions calculate a weighted average based on the weight assigned to each answer choice. Matrix questions inspected deeper desires, affections, reasons, emotions and representations.

7- Single Textbox

Single textbox questions were added in order to get the respondents to short text.

3.3.2. Interview

The Interview was divided into 9 types of questions. Each of them aimed to find out specifics of the interviewers point of view and personal experiences.

1- Basic questions

This variable determines interviewees' country of origin, nationality, age, gender, education degree, religion and profession.

2- General Queries

Questions about interviewee's actions and habits related to selfies were examined.

3- Personal point of view

Deeper personal questions were asked about interviewee's opinions, and inspirations.

4- Social Media Activities

For this variable SM usage questions were formulated about present and past SM activities, such as how did this habit develop? As well as are they influenced by others doing the same thing, and what are their expectations once being actively present on SM?

5- Specifics

This particular type of questions examined the embodiment of interviewee's.

6- Selfies and Privacy

These questions referred to the types of actions which were an end line of sharing privacy with public.

7- Selfies, Motives and Emotions

This is the central part of the interview since it examines interviewees' reasons, motives, and emotions in connection to specific visual and SM actions. Also, questions applying to the awareness of their actions were conducted in this part.

8- Reality of Represented Selfies

These are questions which examine the reality of the image represented.

9- Plans for the Future

This includes, plainly any future selfie and SM activities plans.

3.4. Evaluation of the Research Findings

A qualitative analysis of active selfie takers and SM users'-online survey was conducted. In total, 214 participants from 40 different countries took the survey, with questions asked according to the seven numbered variables. The online survey project gathered participants from 6 continents (Europe, Asia, North America, South America, Africa and Australia), and from 40 different countries (Croatia, Turkey, Germany, Romania, Slovenia, Hungary, Spain, Italy, France, Bosnia and Hercegovina, Czech Republic, Finland, Slovakia, Norway, Portugal, Lithuania, United Kingdom, Switzerland, Republic of Macedonia, Kosovo, Greece, USA, Canada, Brazil, Algeria, Nigeria, Burkina Faso, Eritrea, Jordan, Iran, Kazakhstan, Uzbekistan, Pakistan, India, Sri Lanka, Japan, Indonesia, Malaysia, Australia and New Zealand).

The idea was that all of these entire participants have the common attribute of regularly taking selfies and posting them on SM network. The mentioned participants, 214 of them in total, are between 18 to 74 years old (the exact age is not known, only an approximate age range is given). The initial idea was to disseminate the survey among active selfie takers and active SM users. The potential participant and their online behaviour were observed for a year period of time by the author. Observations were done on the Facebook Social Media Network. The survey was called **Selfie - self about yourself**, and a link to the online survey (<https://www.surveymonkey.com/s/PKDQPDJ>⁶) was sent to observed SM users who posted selfies within the past year. At the beginning it was expected and planned that a maximum of 30 people would take a part in this survey, surprisingly though, the link for this survey become viral. First participants forwarded the link to other active SM users and selfie posters. Several of them shared the link on their FB walls. It spread rapidly among FB community. The result was that in six days, dating from 14th July to 19th July 2015, 214 people took part in the **Selfie-self about yourself** survey.

The second part of this research was an in-depth, semi-structured, phenomenological interview with ten selfie takers and active SM users. Subsequently, the interviews were analysed. Questions were asked according to the nine numbered variables. The ten interviewees come from the Czech Republic, Germany, Australia, Croatia, Namibia, the USA, Canada, and Jordan. They are between 20 and 70 years old, are from different occupations, different cultural backgrounds, different religions, and different level of educations. Four out of ten interviews were conducted personally; one interview was done via mobile phone, three via Viber, and two via Skype.

⁵ SurveyMonekey is an online survey development cloud-based ("software as a service") company.. SurveyMonkey provides free, customizable surveys, as well as a suite of paid back-end programs that include data analysis, sample selection, bias elimination, and data representation tools.

As two research methods were used and each has 7 to 9 variables, many results were available for each type of research. For practical reasons the findings are explained in two categories:

- Findings from online survey questionnaires
- Findings from in-depth-interviews

3.4.1. Findings from Online Survey Questionnaires

Table 3.1, Survey Characteristics.

Survey Name	Selfies - self about yourself 07/2015
Sponsor	Zrinka Peharec
Collector	Yaşar University, Zrinka Peharec
Purpose	Main objectives are: - to find out how selfies are a way of self-representation - to find out how selfies are a tool of visual communication - to find out how selfies are used as a tool for private and institutional usage
Date started	14th to 19th July 2015
Target Population	Selfie Takers and SM Users
Sampling Frame	Online community of SM active users and selfie posters
Sample Design	Adults selected by their SM Activities
Sample Size	214 adult persons coming from 40 different countries
Computer Assistance	SurveyMonkey Software, MS Office
Reporting Unit	Each person did survey independently and personally
Time Dimension	Daily data collection
Frequency	Conducted annually, for 'Selfies' project only
Level of Observation	Online Facebook space
Web Link	https://www.surveymonkey.com/s/PKDQPDJ

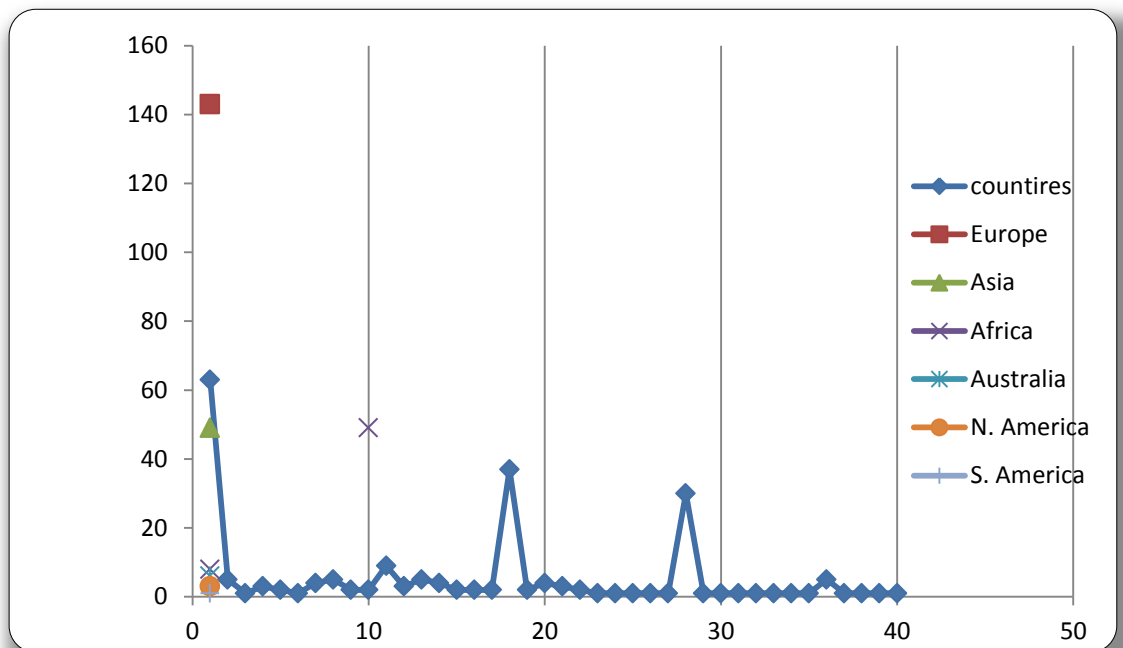
Source: Thesis online questionnaire

Country of origin

Participants were from 40 different countries: Croatia (63), Turkey (5), USA (1), Slovakia (3), Kazakhstan (2), Kosovo (1), Pakistan (4), United Kingdom (5), France (2), Italy (2), Romania (9), Republic of Macedonia (3), Nigeria (5), Australia (4), New Zealand (2), Canada (2), Czech Republic (2), Jordan (37),

Lithuania (2), Spain (4), Iran (3), Malaysia (2), Hungary (1), Portugal (1), Finland (1), Uzbekistan (1), Brazil (1), Germany (30), Japan (1), Indonesia (1), Burkina Faso (1), Switzerland (1), Lithuania (1), Canada (2), Eritrea (1), Slovenia (1), Norway (1), Bosnia and Hercegovina (5), Greece (1), Algeria (1), India (1) and Sri Lanka (1).

Table 3.2, Country of origin of the entire survey participants

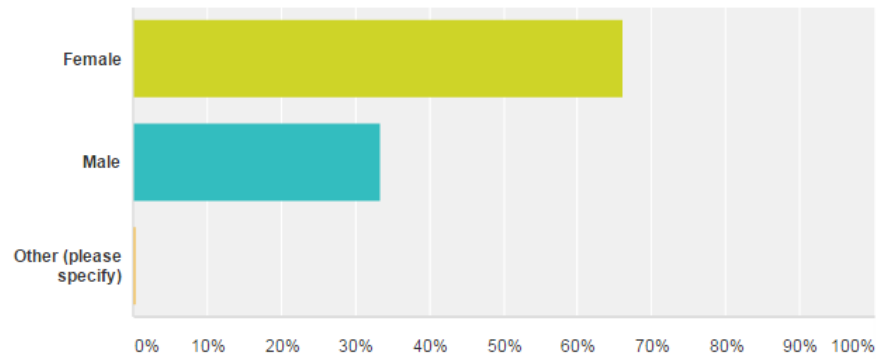


Source: Thesis online questionnaire

One hundred forty-three survey participants Out of 214 were from Europe, 3 from North America, 1 from South America, 8 from Africa, 49 from Asia, 6 from Australia.

Gender of the interviewees

Table 3.3, Gender of the interviewees



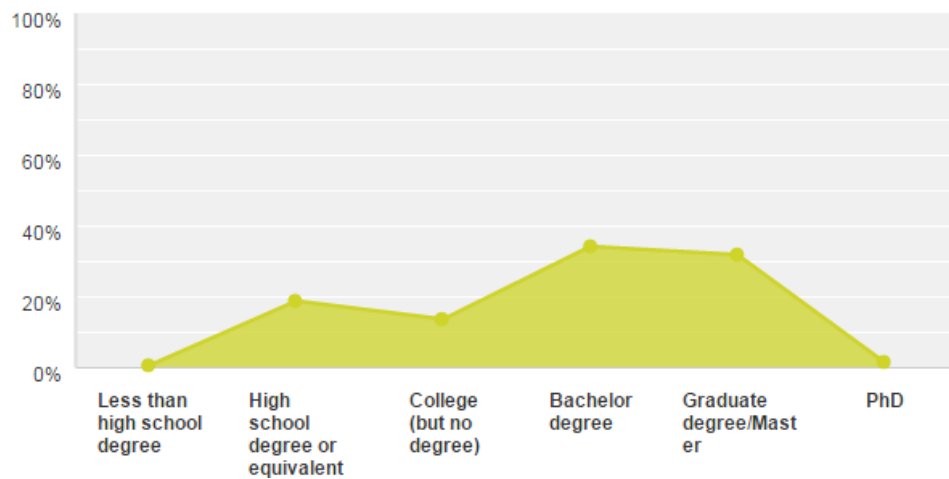
Answer Choices	Responses	Count
Female	66.20%	141
Male	33.33%	71
Other (please specify)	0.47%	1
Total		213

Source: Thesis online questionnaire

Regarding the gender of the interviewees, 141 out of 214 were female, whereas 71 were male, one person specified gender as other.

The highest level of education

Table 3.4 The highest level of Education.



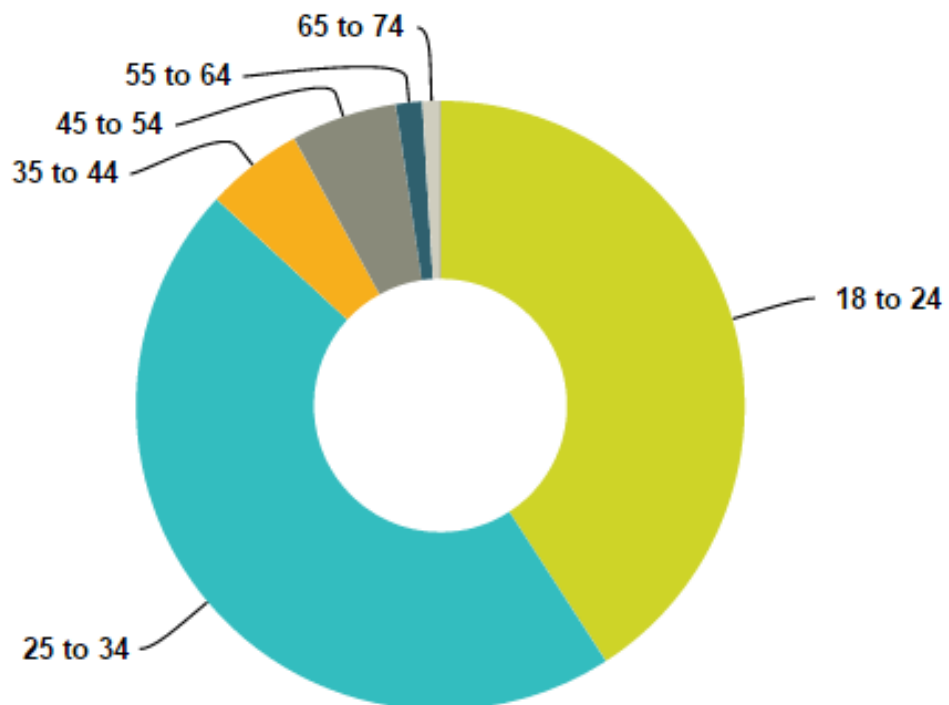
Answer Choices	Responses
Less than high school degree	0.47% 1
High school degree or equivalent	18.69% 40
College (but no degree)	13.55% 29
Bachelor degree	34.11% 73
Graduate degree/Master	31.78% 68
PhD	1.40% 3
Total	214

Source: Thesis online questionnaire

The highest level of education is asked in a form of a question with six levels of education offered. Out of 214 people surveyed, 40 of them finished high school, 29 of them college, 73 of them Bachelor degree, 68 did Master degree and only 3 of them had PhD as the highest level of education.

Age

Table 3.5, Age of the survey participants.



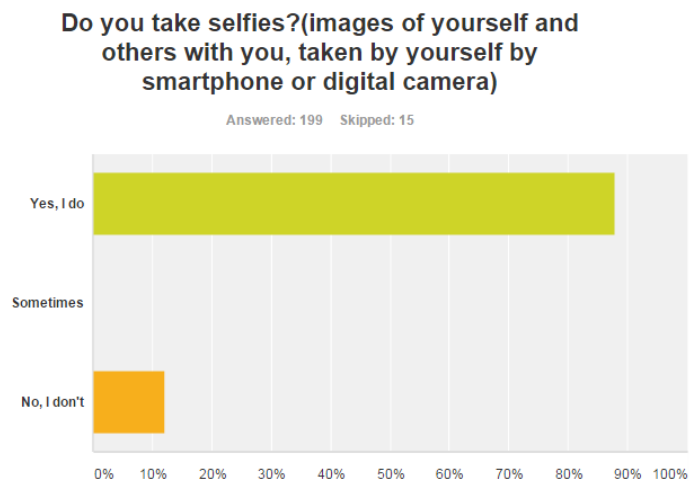
Answer Choices	Responses
18 to 24	40.85% 87
25 to 34	46.01% 98
35 to 44	5.16% 11
45 to 54	5.63% 12
55 to 64	1.41% 3
65 to 74	0.94% 2
75 or older	0.00% 0
Total	213

Source: Thesis online questionnaire

With respect to the age range, 87 out of 213 participants were in the age group from 18 to 24 year old. The highest number of participants was in the age group from 25 to 34, a total of 98 out of 213. Eleven were between 35 to 44 years old, 12; 45 to 54, 3; 55 to 64 and 2 participants were in the range from 65 to 74 of age. One participant didn't answer this question.

Multiple choice questions

Table 3.6, Do you take selfies?



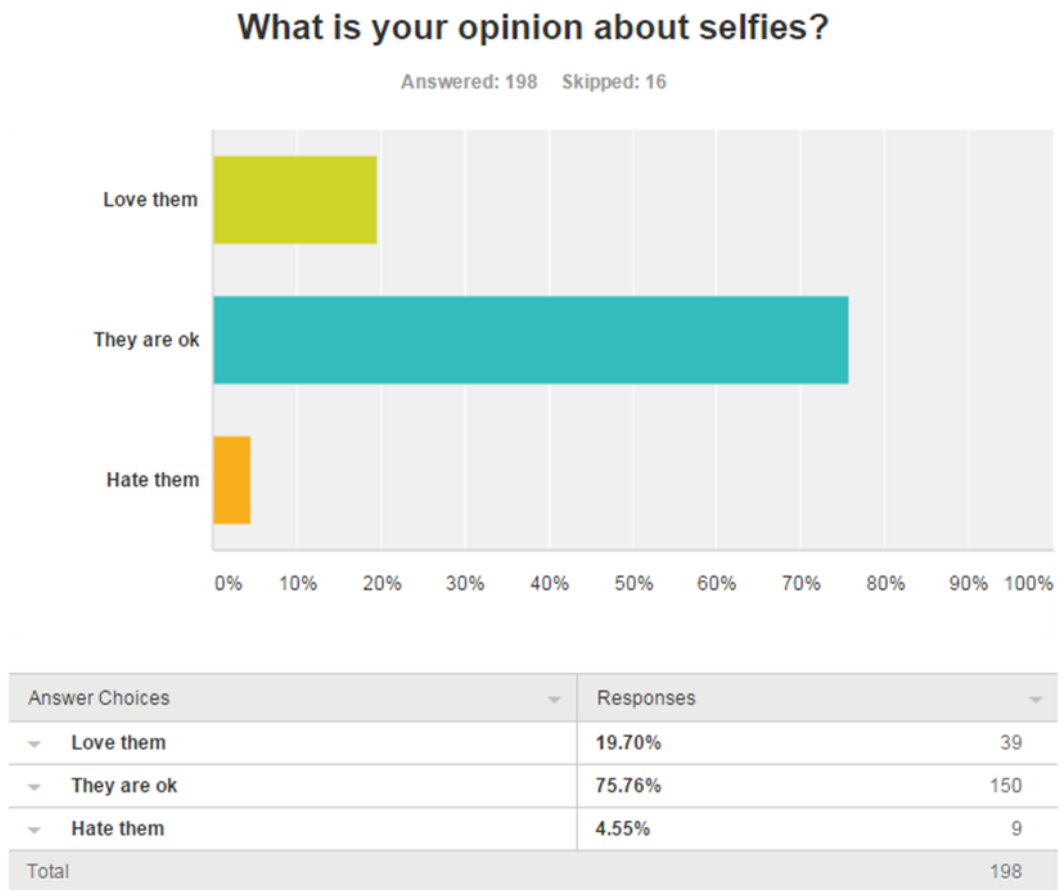
Answer Choices	Responses
Yes, I do	87.94% 175
Sometimes	0.00% 0
No, I don't	12.06% 24
Total	199

Source: Thesis online questionnaire

The first multiple choice question was related to the habit of taking selfies. This was also an elimination question. Participants, who answered with a no, were directly out of the survey. Almost 88% of participants, or 175 participants out of 199 do take selfies. There was an option of “sometimes”, but not one participant answer this way. 12.06% of 24 participants don’t take selfies.

2)

Table 3.7, What is your opinion about selfies?

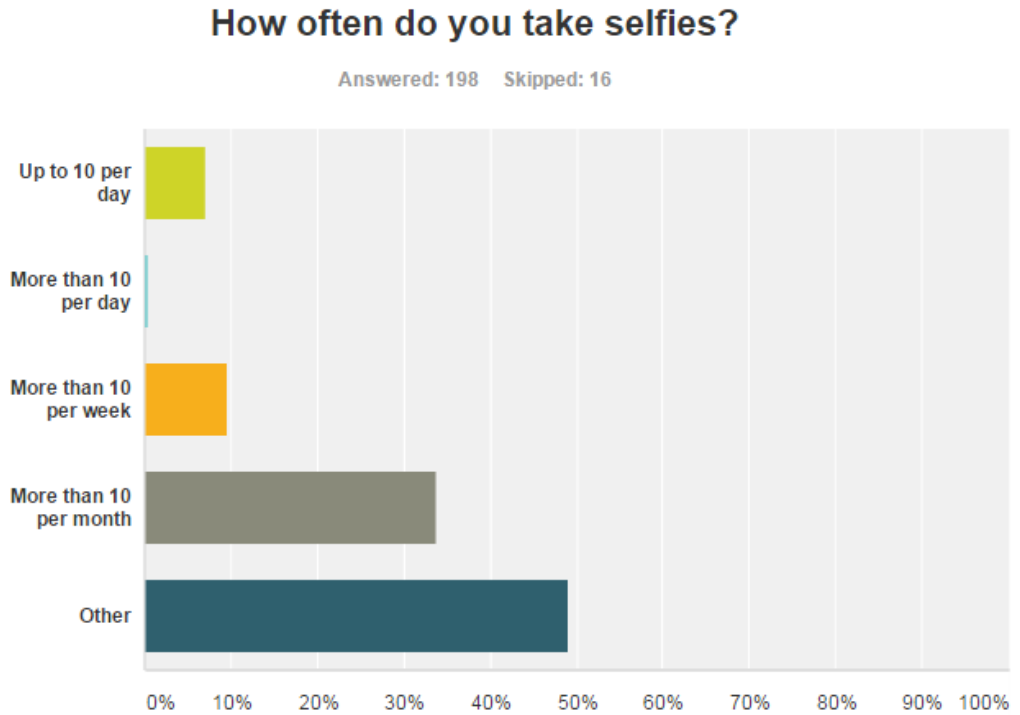


Source: Thesis online questionnaire

The results indicate that 150 out of 198 participants think selfies are ok, while 39 love them. 9 participants out of 198 (4.55%) who answered this question reported that they hate selfies.

3)

Table 3.8, How often do you take selfies?



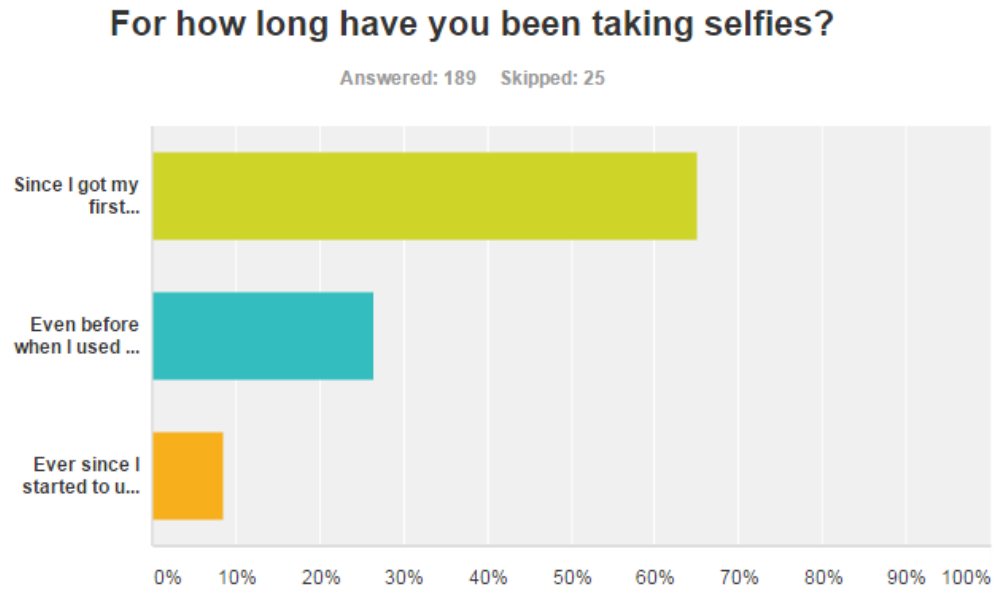
Answer Choices	Responses	
▼ Up to 10 per day	7.07%	14
▼ More than 10 per day	0.51%	1
▼ More than 10 per week	9.60%	19
▼ More than 10 per month	33.84%	67
▼ Other	48.99%	97
Total		198

Source: Thesis online questionnaire

Following the question about habits of frequency when it comes to selfie taking, 97 out of 198 participants answered “other”, while 67 of them or 33.84% answered that they take more than 10 selfies per month. Nineteen of them or 9.60% take more than 10 selfies per week. 1 participant takes more than 10 per day, while 14 of them or 7.07% take up to 10 selfies per day.

4)

Table 3.9, For how long have you been taking selfies?



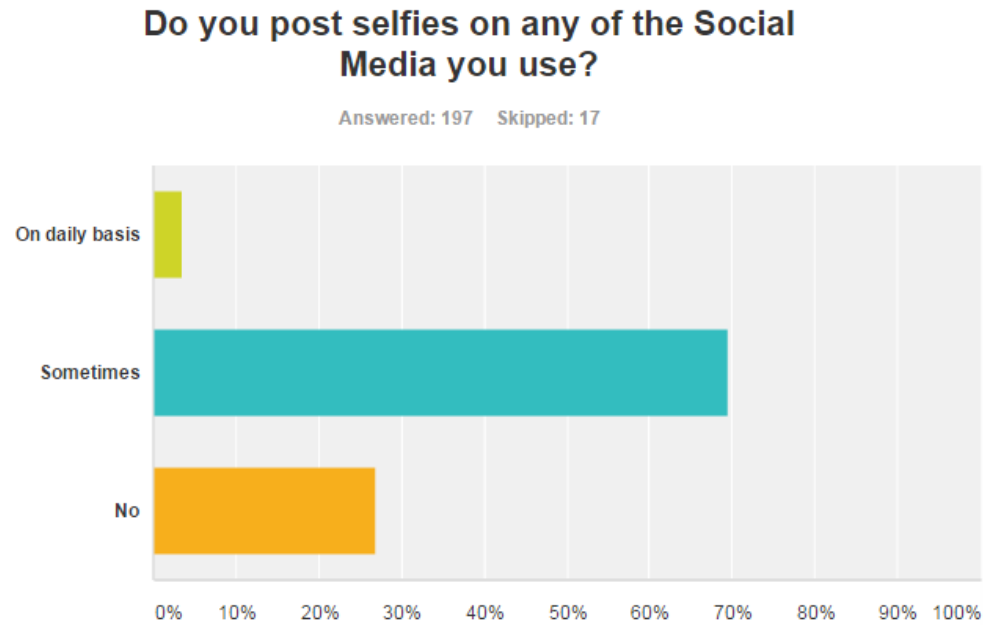
Answer Choices	Responses
Since I got my first smartphone	65.08% 123
Even before when I used my digital camera	26.46% 50
Ever since I started to use PC camera	8.47% 16
Total	189

Source: Thesis online questionnaire

The fourth multiple question asked was about the length of taking selfies. One hundred twenty-three participant or 65.08% answered they have been taking selfies ever since they got their first smartphone. Fifty participants or 26.46% were taking selfies even before acquiring a smartphone, using their digital cameras, and 16 of them or 8.47% ever since they started to use PC camera.

5)

Table 3.10, Do you post selfies on any of the SM?



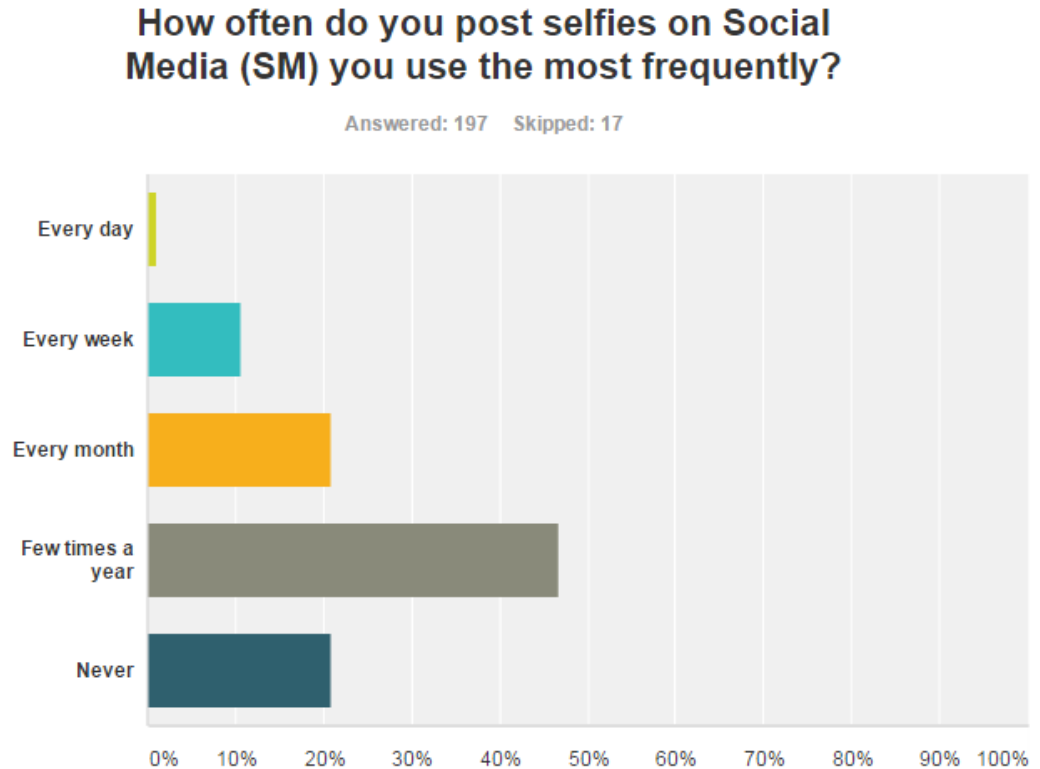
Answer Choices	Responses
On daily basis	3.55% 7
Sometimes	69.54% 137
No	26.90% 53
Total	197

Source: Thesis online questionnaire

The results to the question about posting selfie habits indicate that most of the participants do post their selfies on one of the social media that they use. To support that argument results show that 69.54% of the participants or 137 out of 197 who answered this questions claim that they post selfies sometimes, 7 of the participants or 3.55% post them on daily basis, while 53 of participants don't post them at all.

6)

3.11 How often do you post selfies on SM?



Answer Choices	Responses
Every day	1.02% 2
Every week	10.66% 21
Every month	20.81% 41
Few times a year	46.70% 92
Never	20.81% 41
Total	197

Source: Thesis online questionnaire

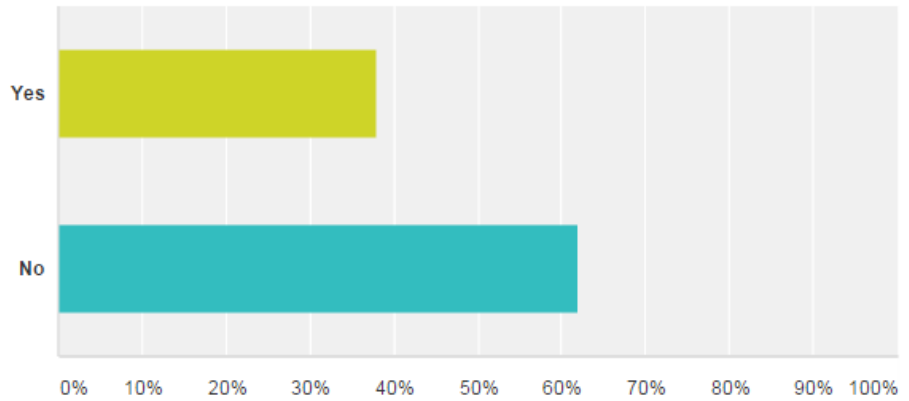
The question about the frequency of posting selfies on SM showed that 2 participants out of 197 post them every day, 21 post them every week, 41 participants post selfies every month, 92 participants post selfies a few times a year, while 41 participants never post selfies they take.

7)

3.12 Familiarity with selfie commercial campaigns.

Are you familiar with commercial campaigns/competitions institutions do and use selfies as a mean of promotion?

Answered: 197 Skipped: 17



Answer Choices	Responses	
Yes	38.07%	75
No	61.93%	122
Total		197

Source: Thesis online questionnaire

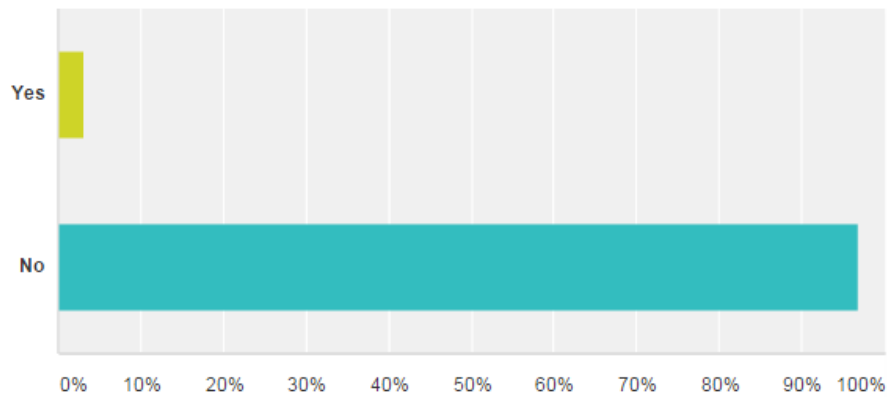
Furthermore, the question about familiarity with commercial campaigns or competitions companies or institutions do and use a selfie as a mean of promotion was asked. Most of the participants, 122 out of 197, or 61.94% answered that they were not familiar with such marketing actions, while only 38.07% or 75 participants were

8)

3.13. Selfie campaign participation.

Have you ever participated in any kind of selfie comercial competition/campaign for one of the companies?

Answered: 196 Skipped: 18



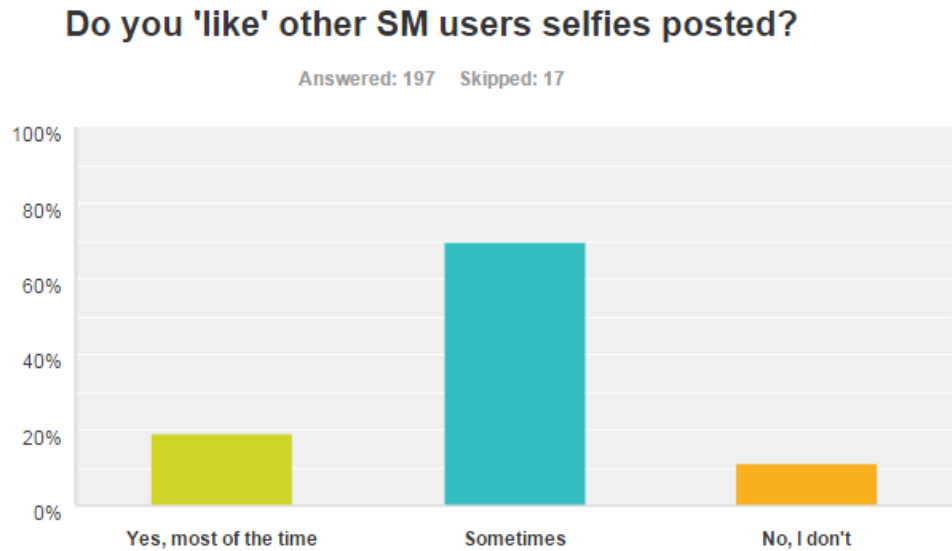
Answer Choices	Responses	
Yes	3.06%	6
No	96.94%	190
Total		196

Source: Thesis online questionnaire

The results indicate that most of the participants, 190 out of 196 or 96.94% never participated in any kind of selfie comercial competition or campaign for some of the companies. Six participants or 3.06% answered that they participated.

9)

Table 3.14 Do you 'like' other SM users selfies posted?



Answer Choices	Responses
Yes, most of the time	19.29% 38
Sometimes	69.54% 137
No, I don't	11.17% 22
Total	197

Source: Thesis online questionnaire

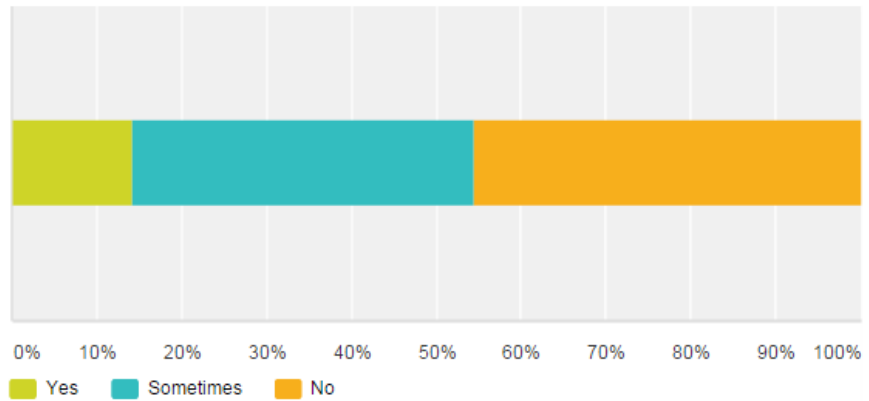
When people were asked if they 'like' other Social Media users posted selfies posted, 69.54% percent reported that they do 'like' them sometimes, 19.29 % percent answered they 'like' most of the time, and 11.17% percent answered they don't 'like' other SM users selfies posted

10)

Table 3.15 Selfie Filters usage.

Do you use Selfie Filters when you take and post selfies?

Answered: 196 Skipped: 18



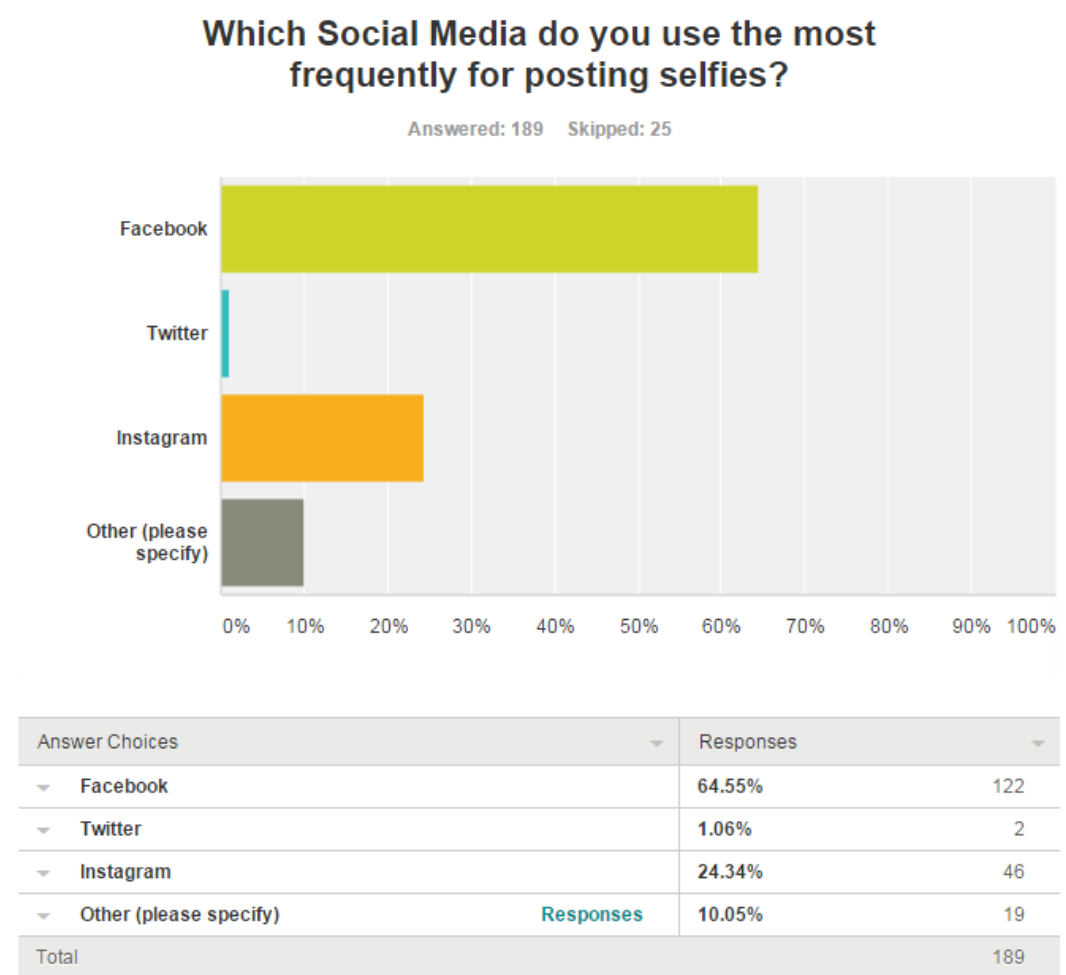
Answer Choices	Responses
Yes	14.29% 28
Sometimes	40.31% 79
No	45.41% 89
Total	196

Source: Thesis online questionnaire

This multiple choice question which asked if survey participants use Selfie Filters when they take and post selfies resulted in over 14% percent of the people saying yes. An additional result indicated that over 40% percent use filters sometimes, while over 45% percent don't use filters.

11)

Table 3.16 Social Media usage.

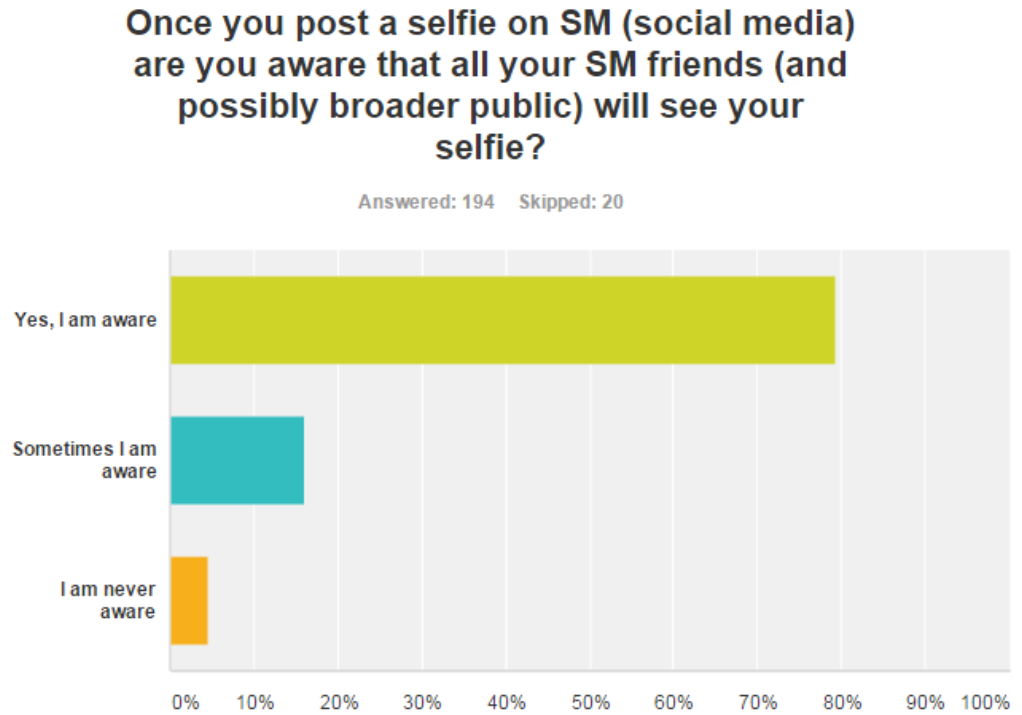


Source: Thesis online questionnaire

When people were asked which social media they use the most frequently for posting selfies 64.55% percent answered they use Facebook, 1.06% percent answered they use Twitter, 24.34% percent answered they use Instagram, while 10.05% percent answered they use other social media.

12)

Table 3.17, Awareness about SM post selfie posts.



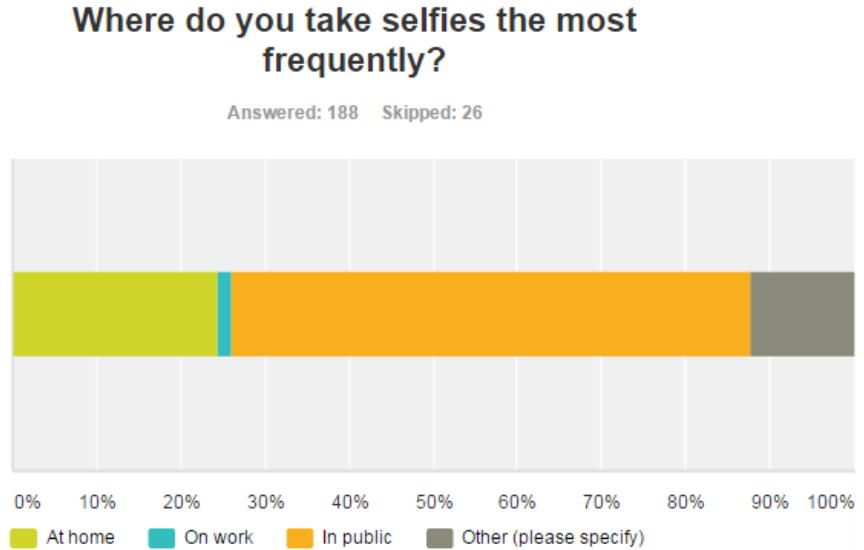
Answer Choices	Responses
Yes, I am aware	79.38% 154
Sometimes I am aware	15.98% 31
I am never aware	4.64% 9
Total	194

Source: Thesis online questionnaire

This question related to the awareness of the selfies posted on one of social media. Most of the participants, 79.38% answered that they are aware of the publicity of the selfie they post, 15.98% percent are sometimes aware, and 4.64% are never aware.

13)

Table 3.18, Place of selfies taking.



Answer Choices	Responses	
At home	24.47%	46
On work	1.60%	3
In public	61.70%	116
Other (please specify)	12.23%	23
Responses		
Total		188

Source: Thesis online questionnaire

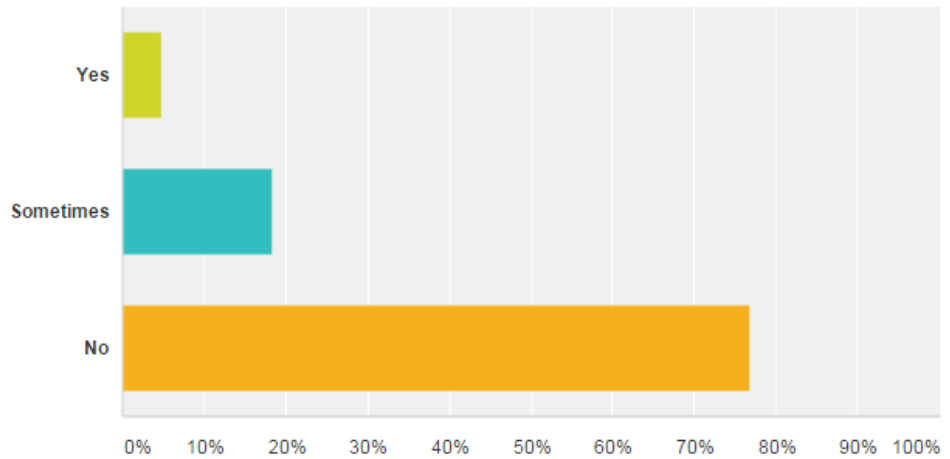
Most of the people answered that they take selfies in the public, 61.70% of answers, while 24.47% participants answered that they take them most frequently at home. 12.23% choose “other” as the answer to this question, while 1.60% of people answered that they take selfies at work the most frequently.

14)

Table 3.19 Posting a selfie and playing a role.

When you post selfie on SM do you feel as an actor playing a role?

Answered: 190 Skipped: 24



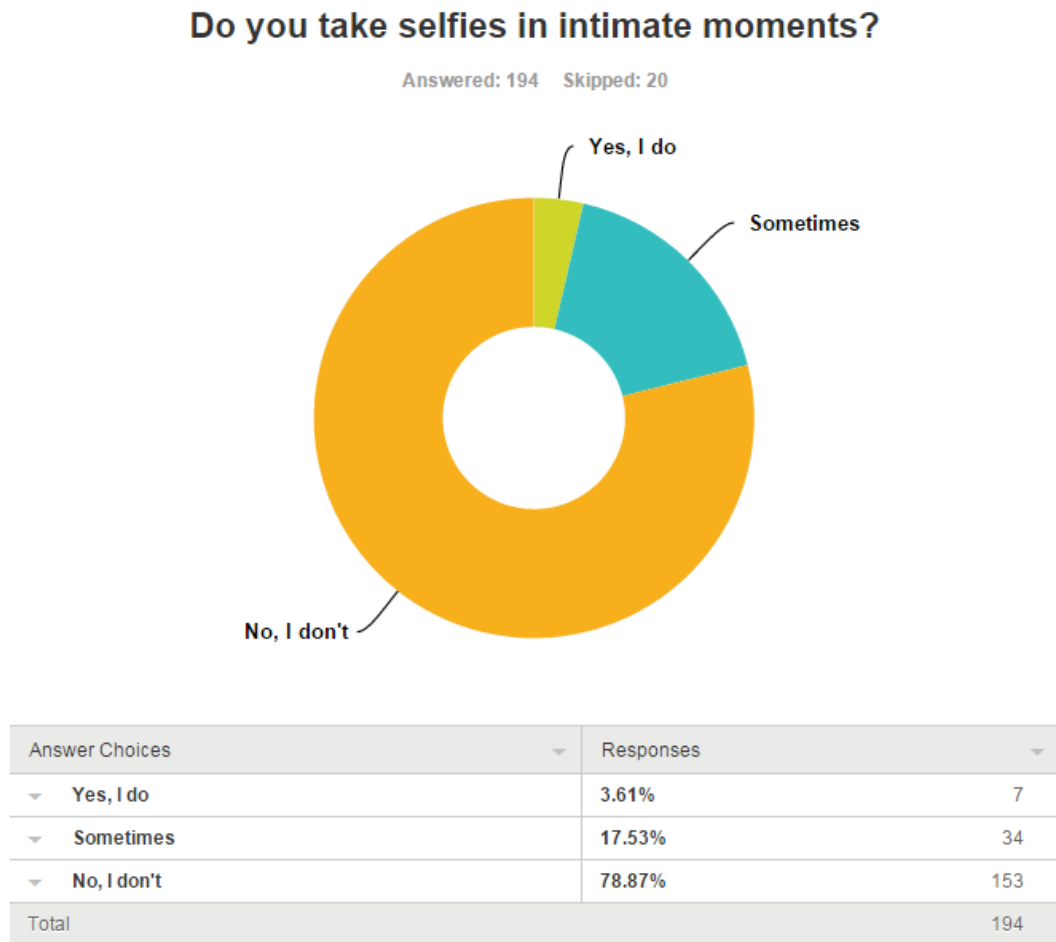
Answer Choices	Responses
Yes	4.74% 9
Sometimes	18.42% 35
No	76.84% 146
Total	190

Source: Thesis online questionnaire

As shown in the Table 3.18, answers to the question whether people feel as an actor playing a role once posting a selfie on SM showed that 76.84% percent of them not, 18.24% percent feel sometimes, and 4.74% percent of them do feel like they are playing a role.

15)

Table 3.20 Taking selfies in intimate moments.

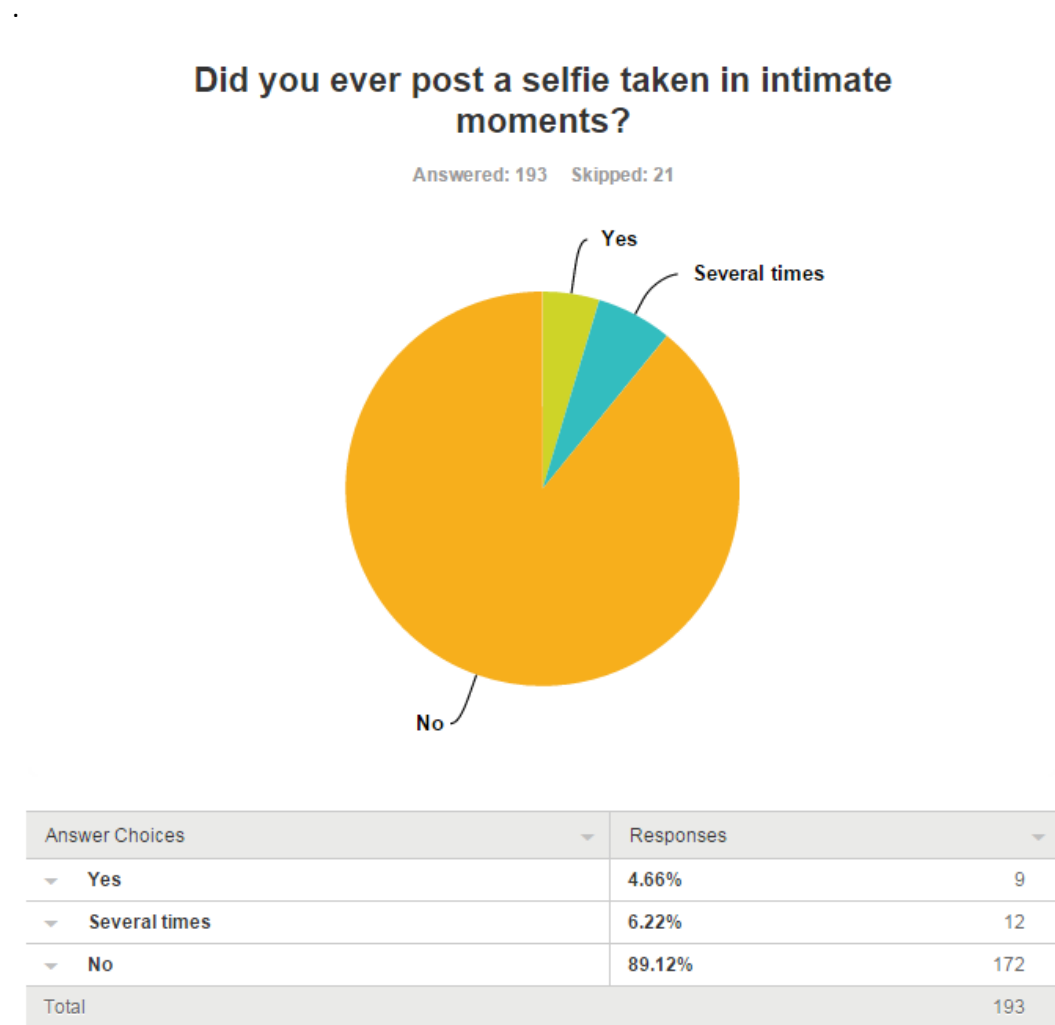


Source: Thesis online questionnaire

Most of the participants answered that they don't take selfies in intimate moments what makes 78.87% percent or 153 out of 194 answers. An answer "sometimes" was chosen by 34 participants or 17.53% percent while 7 people or 3.61% percent answered they "do take selfies in intimate moment".

16)

Table 3.21 Posting selfies in intimate moments.



Source: Thesis online questionnaire

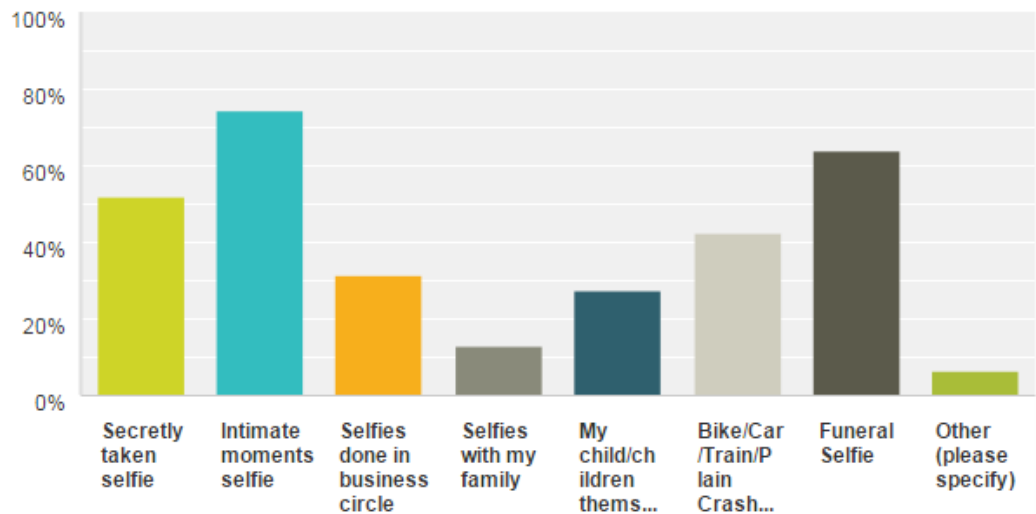
Referring to the previous question, the question about posting a selfie taken in intimate moments was asked. It was answered by 9 participants that they do post such selfies, 12 participants answered that they posted several times, whereas 172 answered that they didn't post any.

17)

Table 3.22 Never posted types of selfies.

Are there any types of selfies you wouldn't post of SM?
(more than one answer possible)

Answered: 191 Skipped: 23



Answer Choices	Responses
Secretly taken selfie	51.83% 99
Intimate moments selfie	74.35% 142
Selfies done in business circle	31.41% 60
Selfies with my family	13.09% 25
My child/children themselves taking selfie?	27.75% 53
Bike/Car/Train/Plain Crash selfie	42.41% 81
Funeral Selfie	63.87% 122
Other (please specify)	6.28% 12
Responses	
Total Respondents: 191	

Source: Thesis online questionnaire

People were asked to select type of selfie they would never post. Out of the offered answers 51.83% percent answered they would never post secretly taken selfies, 74.35% percent answered they would never post intimate selfies, 63.87% percent answered with 'funeral selfie', 42.41% percent answered with 'crash

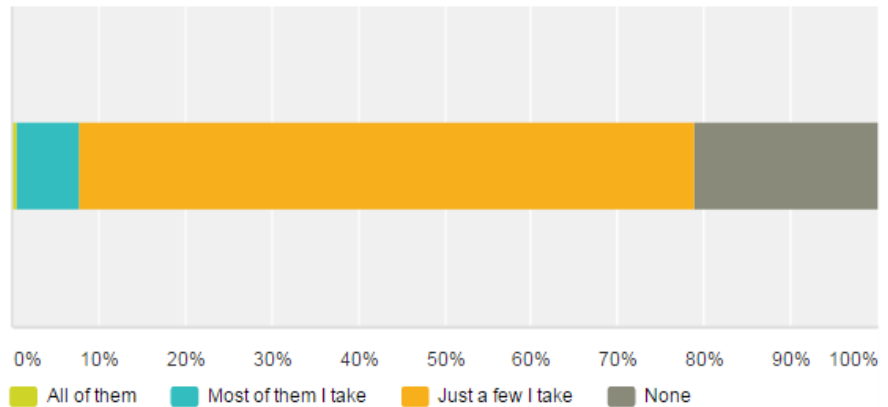
selfie’, 31.41% percent answered with ‘selfie done in business circle’, 13.09% percent answered with ‘selfies with their family’ and 6.28% percent chose ‘other’ as an answer.

18)

Table 3.23, Number of posted selfies.

How many selfies do you post out of what you take?

Answered: 194 Skipped: 20



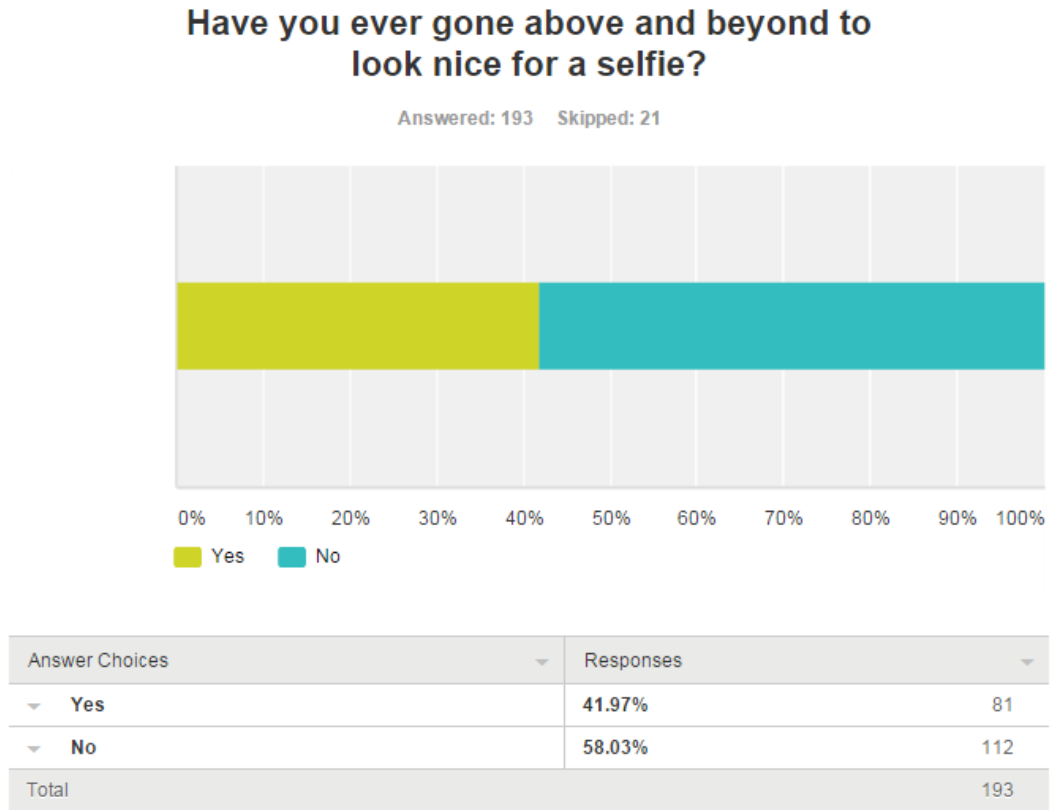
Answer Choices	Responses
▼ All of them	0.52% 1
▼ Most of them I take	7.22% 14
▼ Just a few I take	71.13% 138
▼ None	21.13% 41
Total	194

Source: Thesis online questionnaire

The participants were asked how many selfies they post out of what they take. Accordingly 71.13% percent of people answered they post just a few they take, 21.13% percent answered they don’t post any, 7.22% percent answered they post most of them and 0.52% percent or 1 person answered he/she posts all of them.

19)

Table 3.24, To look nice for a selfie.

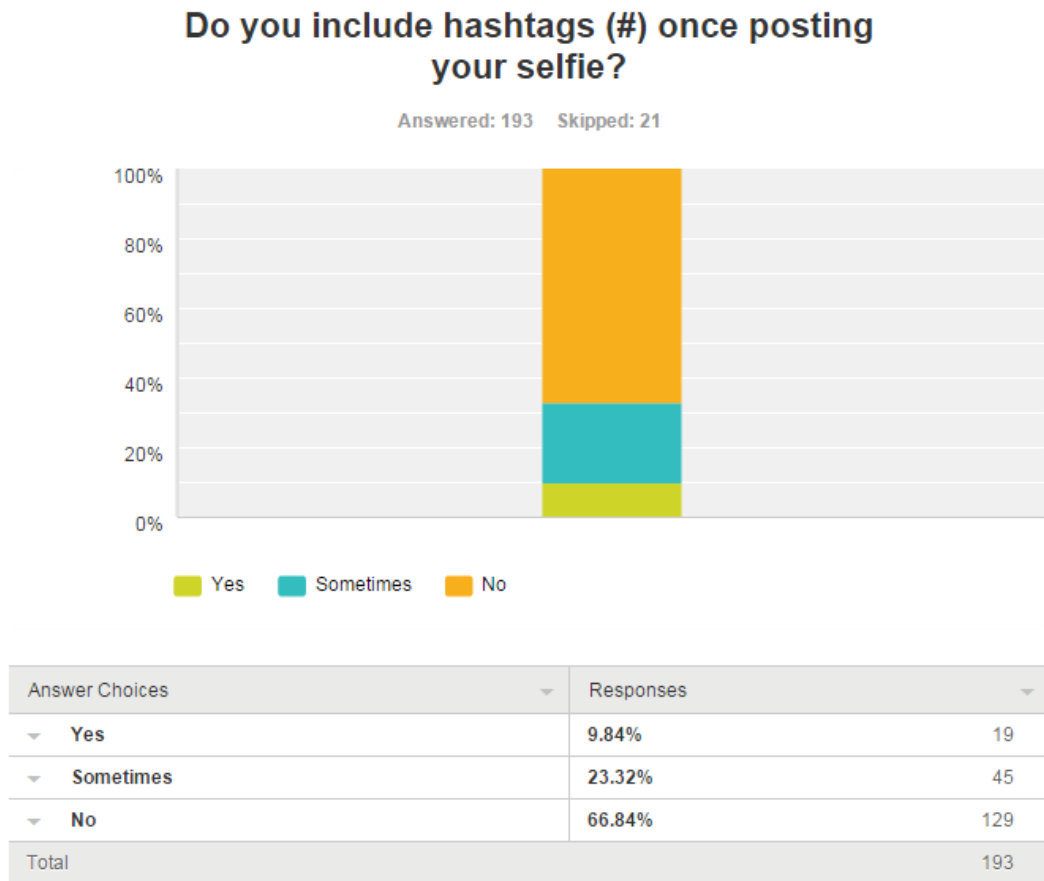


Source: Thesis online questionnaire

As shown in the Table 3.23, 41.97% of participants went above or beyond to look nice for a selfie while 58.03% answered they don't.

20)

Table 3.25 Hashtaging selfies posted.

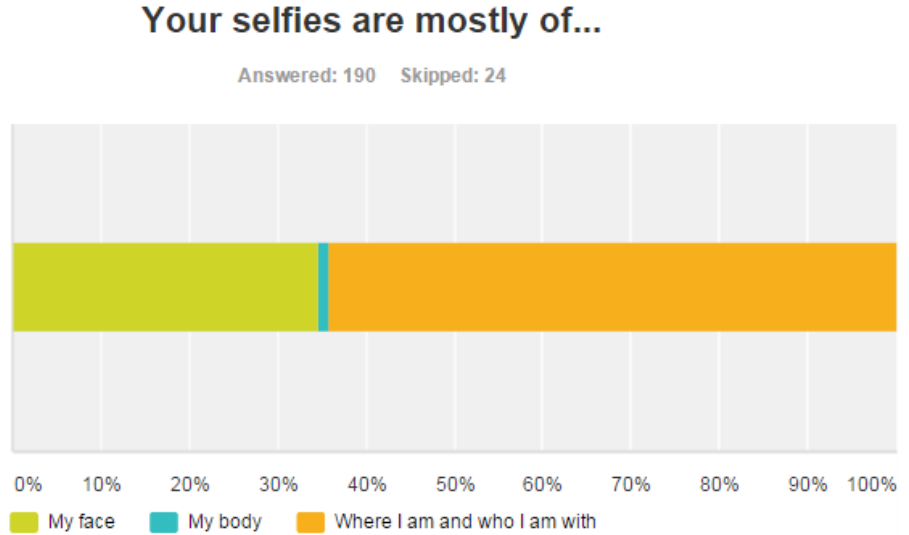


Source: Thesis online questionnaire

Furthermore, participants were asked if they include hashtags once posting their selfie. The majority, 66.84%, percent chose 'no' as an answer, 23.32% percent chose 'sometimes' as an answer, and 9.84% percent of participants answered with 'yes'.

21)

3.26 Selfie embodiment.



Answer Choices	Responses
My face	34.74% 66
My body	1.05% 2
Where I am and who I am with	64.21% 122
Total	190

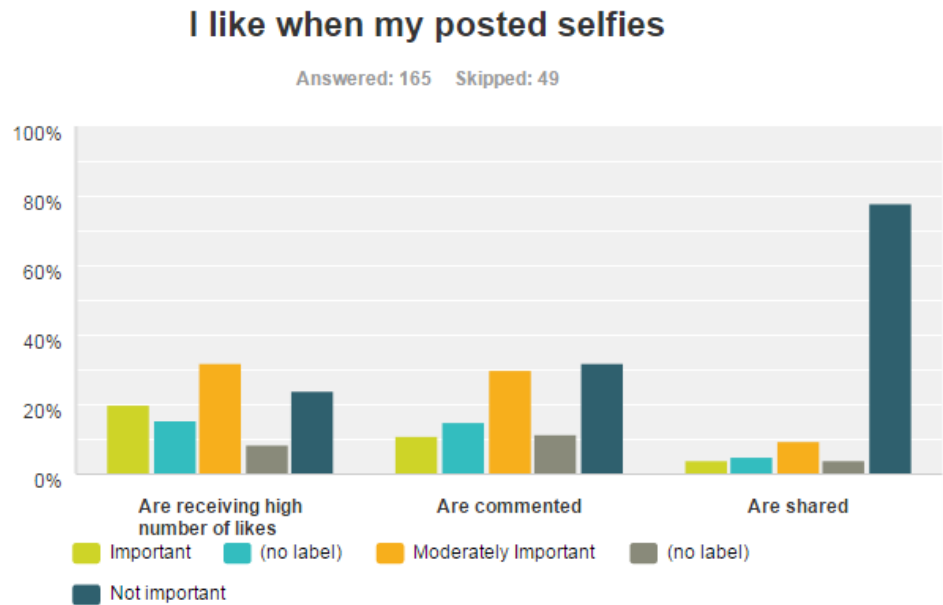
Source: Thesis online questionnaire

The last question in the serial of multiple choice questions was about what the selfies are mostly of. ‘Where I am and who I am with’ was an answer chosen by 64.21% percent of participants or 122 out of 190, ‘my face’ answer was chosen by 34.74% percent or 66 people and ‘my body’ answer was chosen by 2 people or 1.05% percent.

Matrix questions

1)

Table 3.27, Ranked importance of posted selfie activities.



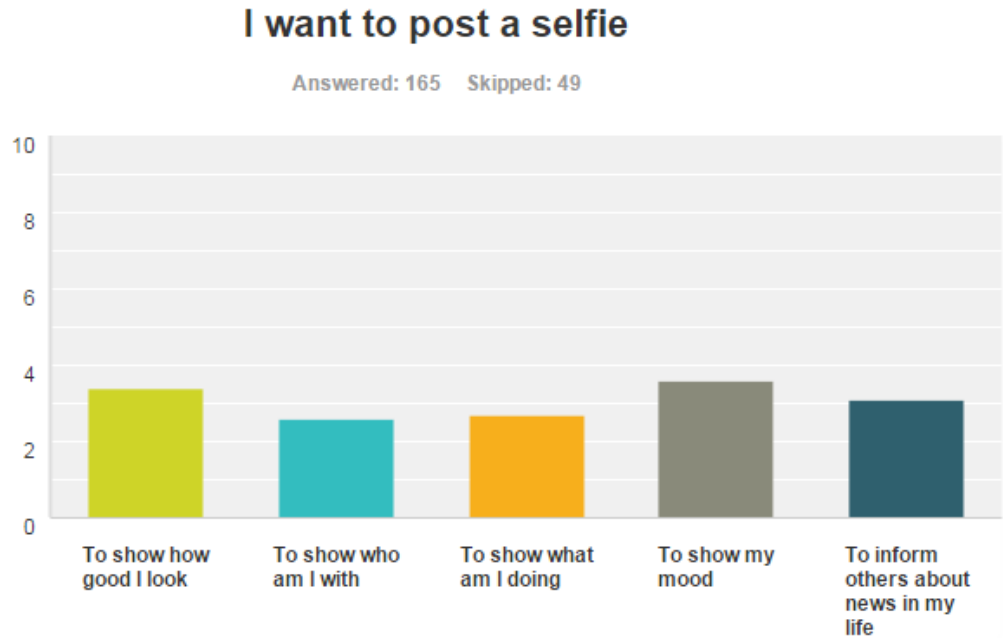
	Important	(no label)	Moderately Important	(no label)	Not important	Total
Are receiving high number of likes	20.25% 33	15.34% 25	31.90% 52	8.59% 14	23.93% 39	163
Are commented	11.11% 18	14.81% 24	30.25% 49	11.73% 19	32.10% 52	162
Are shared	3.80% 6	5.06% 8	9.49% 15	3.80% 6	77.85% 123	158

Source: Thesis online questionnaire

As shown in Table 3.26 the following likes were ranked in order of importance: high number of likes, comments, and shares. ‘Receiving a high number of likes’ was ranked the most important by the 20.25% percent of the participants. The next most important concern was ‘how important is to have posts commented’, which was ranked as ‘important’ by 11.11% percent of people. Only 3.80% percent of the participants ranked ‘shared’ as important. ‘Posted selfies shared received’ highest percentage of ‘not important’ answers by 77.85% participants.

2)

Table 3.28, Ranked desires for posting selfies.



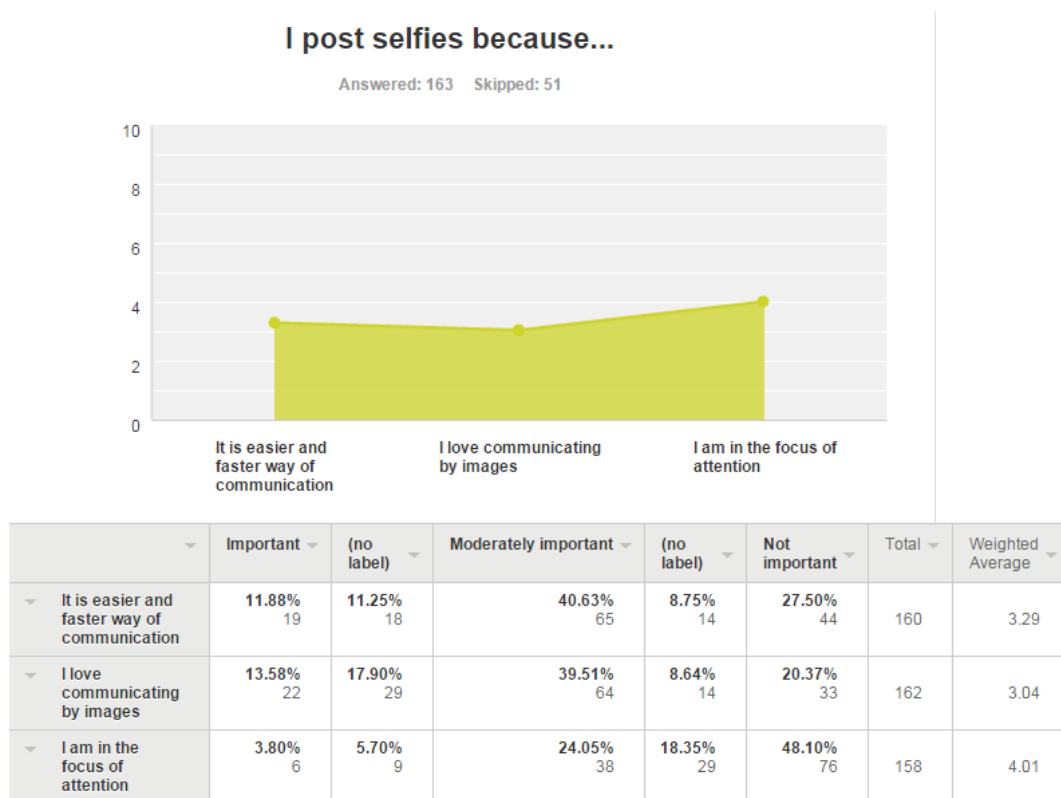
	Important	(no label)	Moderately Important	(no label)	Not important	Total	Weighted Average
▼ To show how good I look	14.37% 23	11.25% 18	29.38% 47	12.50% 20	32.50% 52	160	3.38
▼ To show who am I with	24.69% 40	24.69% 40	30.25% 49	6.79% 11	13.58% 22	162	2.60
▼ To show what am I doing	19.88% 32	23.60% 38	36.65% 59	6.83% 11	13.04% 21	161	2.70
▼ To show my mood	10.69% 17	8.81% 14	28.93% 46	15.09% 24	36.48% 58	159	3.58
▼ To inform others about news in my life	12.42% 20	17.39% 28	37.27% 60	11.80% 19	21.12% 34	161	3.12

Source: Thesis online questionnaire

The matrix question referring to the basis for posting a selfie received the highest number of responses in the ‘moderately important’ option. Accordingly, 37.27% percent answered with that choice in order to inform others about news in their life, 36.32% percent of the participants chose that answer to show what they are doing, 30.25% percent of the participant to show who they are with, 29.38% percent to show how good they look, and 28.93% percent to show their mood.

3)

Table 3.29, Ranked reasons for posting selfies.

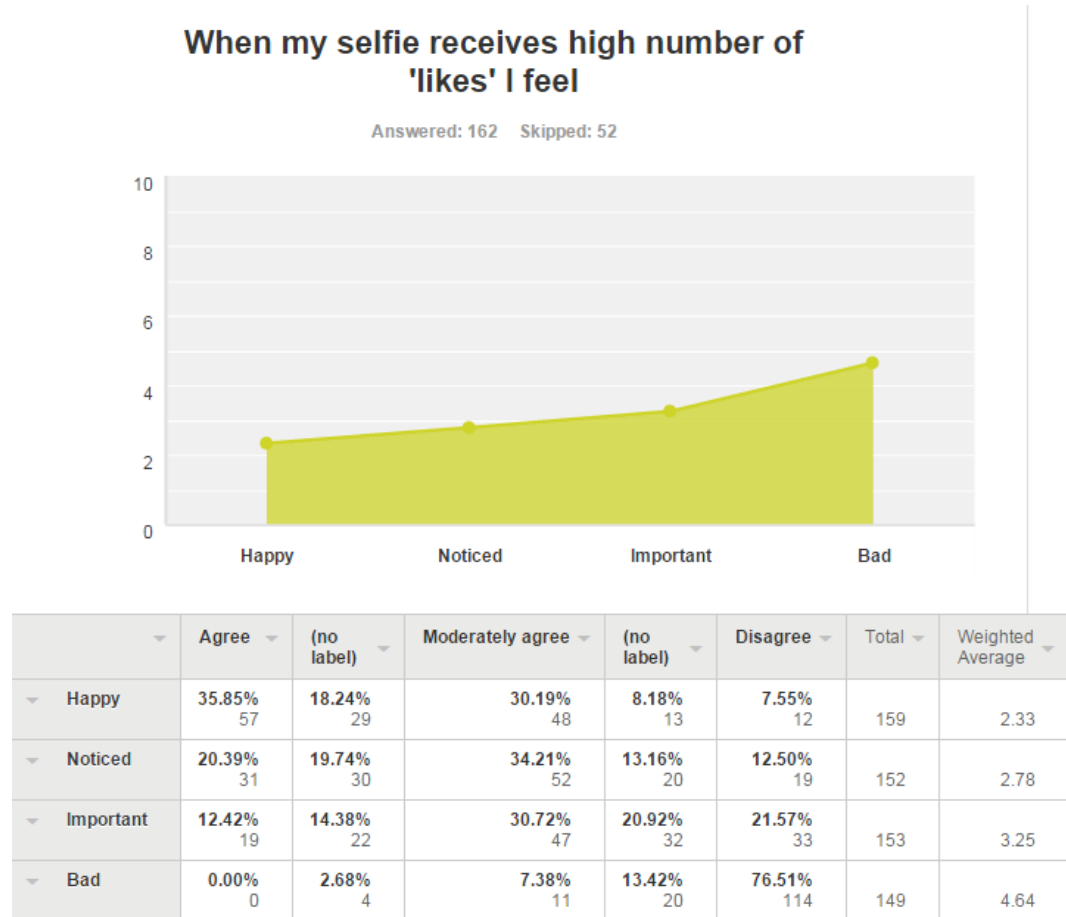


Source: Thesis online questionnaire

Table 3.28 is a summary of the opinions of the 163 participants on the reasons why they post selfies. As shown, over 40% percent of the participants find it moderately important to post selfies because it’s an easier and faster way of communication. More than 39% percent moderately agree they post selfies because they love communicating by images, and over 24% percent moderately agree that they do it because they are in the focus of attention.

4)

Table 3.30 Ranked feelings with the number of likes.

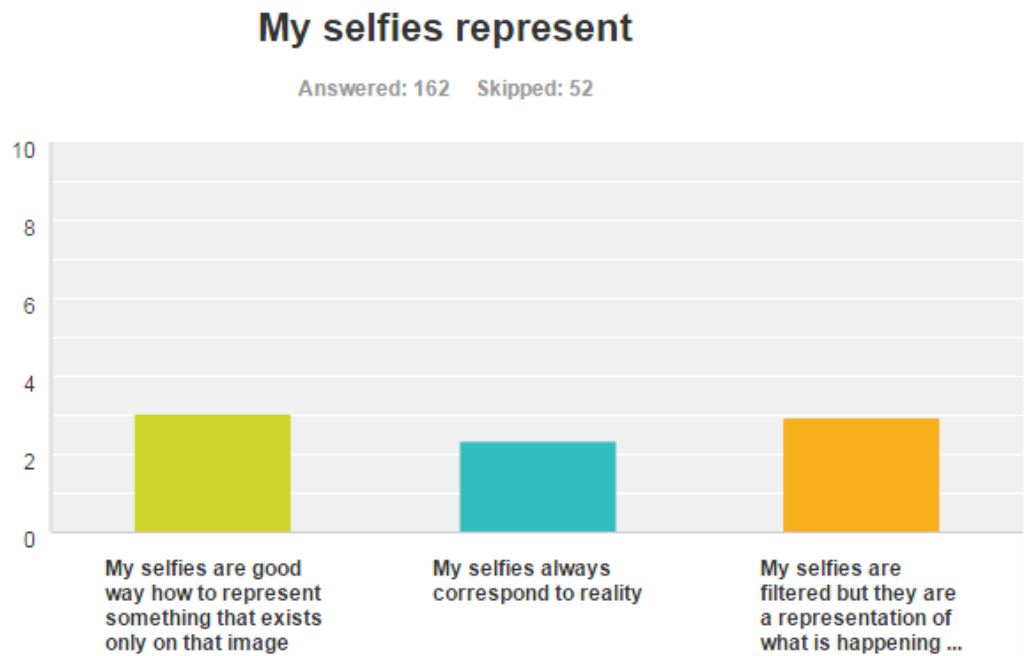


Source: Thesis online questionnaire

This matrix question asked how participants feel when their posted selfie receives high number of likes. Over 30% of participants ranked the ‘happy’ answer with ‘moderately agree’, over 34% percent ranked ‘noticed’ with the same level of agreement, over 30% chose the same answer to point they feel important, where only 7.38% percent of participants answered with the same level of agreement for feeling bad. On the other hand not one participant agreed that they felt bad when their selfie receives high number of likes. Also more than 76% percent of participant answered they disagree with feeling bad once receiving a high number of likes. Out of these questions it can be seen that feeling ‘happy’ once receiving a high number of likes was ‘agreed’ by more than 35% percent participants.

5)

Table 3.31 Selfie representation of reality.



	Agree	(no label)	Moderately agree	(no label)	Disagree	Total	Weighted Average
My selfies are good way how to represent something that exists only on that image	16.03% 25	12.82% 20	40.38% 63	11.54% 18	19.23% 30	156	3.05
My selfies always correspond to reality	31.41% 49	22.44% 35	30.77% 48	10.90% 17	4.49% 7	156	2.35
My selfies are filtered but they are a representation of what is happening for real	18.47% 29	15.92% 25	38.22% 60	7.64% 12	19.75% 31	157	2.94

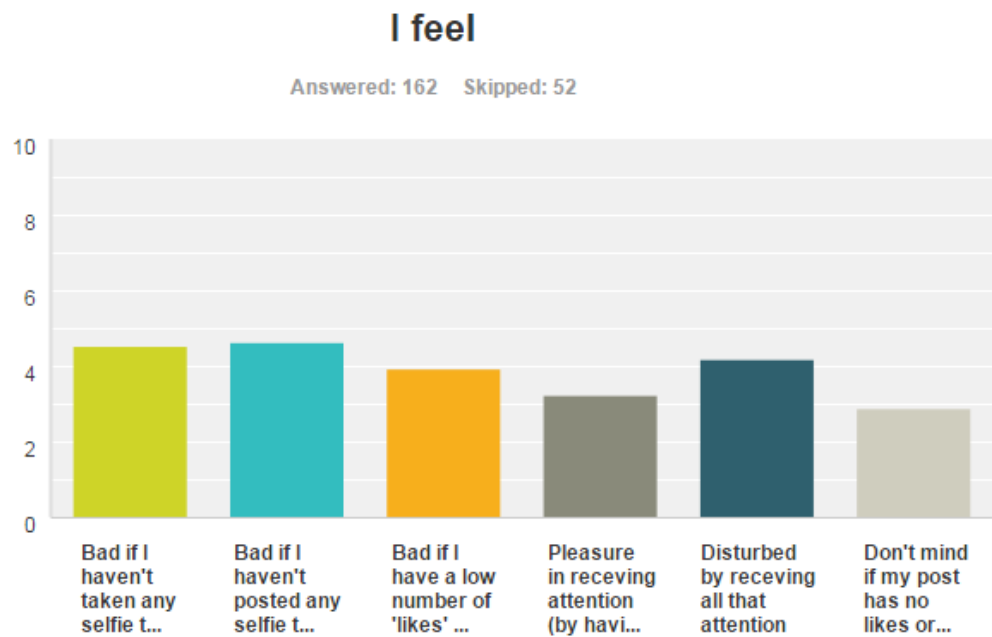
Source: Thesis online questionnaire

Table 3.30 is a summary of the opinion on what selfies represent. ‘My selfies are a good way how to represent something that exists only on that image’ answer received highest range of answers among ‘moderately agree’ answer choices by 40.38% percent of participant. ‘My selfies always correspond to reality’ received

31.41% percent of answers as ‘agree’ and ‘My selfies are filtered but they are a representation of what is happening for real’ received the highest number of answers under ‘moderately agree’ by 38.22% percent of participants.

6)

Table 3.32, Ranked bad feelings in correlation with selfie posting.



	Agree	(no label)	Moderately agree	(no label)	Disagree	Total	Weighted Average
Bad if I haven't taken any selfie that day/week/month	3.77% 6	0.63% 1	11.32% 18	4.40% 7	79.87% 127	159	4.56
Bad if I haven't posted any selfie that day/week/month	2.53% 4	0.63% 1	8.86% 14	7.59% 12	80.38% 127	158	4.63
Bad if I have a low number of 'likes' of my selfie	5.16% 8	6.45% 10	21.94% 34	18.71% 29	47.74% 74	155	3.97
Pleasure in receiving attention (by having my post liked and commented)	11.46% 18	15.29% 24	35.03% 55	10.83% 17	27.39% 43	157	3.27
Disturbed by receiving all that attention	1.92% 3	3.85% 6	19.23% 30	21.15% 33	53.85% 84	156	4.21
Don't mind if my post has no likes or comments	23.90% 38	9.43% 15	35.22% 56	13.21% 21	18.24% 29	159	2.92

Source: Thesis online questionnaire

The majority of the participants (80.38%) disagreed that they feel bad if they haven't posted any selfie that day/week/month, while more than 79% percent of people disagree that they feel bad if they haven't taken any selfie that day/week/month. More than 53% percent of people disagree that they feel disturbed by receiving all that attention. More than 35% percent of people moderately agreed that they feel pleasure in receiving attention by having their post liked and receiving comments.

Singe Textbox

1)

Describe how do you feel when you take a selfie?

Answered: 134 Skipped: 80

The first single textbox answers can be divided in three categories:

Positive feelings:

- Good
- Nice
- Happy
- Cool
- I and people with me we are felling special, we are in our own mood.
- Funny
- I feel funny and happy because I can tell my friend what I'm doing in that moment.
- Relax
- Confident
- It makes me feel pretty

- Beautiful
- High
- Since I mostly take selfies to capture memories with friends etc., I'm quite happy most of the time.
- Proud of my body.
- I usually take them after being at the gym to motivate myself or to impress girls.
- If it looks nice, I feel pleased.
- Spontaneous, fun, quirky
- I feel excited. It always feels funny to take a selfie :).
- Like me in my film/live...

Neutral Feelings:

- Ok, ordinary
- I feel nothing, actually.
- Just happy to show to peoples about my latest activities.
- I feel normal.
- I feel nothing special.
- Just like taking any other photo to the place except that I'm in this place.
- Usual
- No special feelings
- It's just a picture.
- My mood has nothing to do with it.
- Nothing important, it's just for fun, normal sense.
- In communication with friends without writing.

Negative Feelings:

- I feel awkward and uncomfortable when taking a selfie and me usually only does it for other people.

- For example, I am in someone's selfie or I take it because someone has requested me to take it.
- It's awkward.
- No feelings specifically, just having fun.
- I feel Stupid! :D , I mean it has no importance, to me most of my selfies are out of boredom or when I am with my friends and there is no one to take us a group picture!
- Not very pretty.
- Depends on the situation. If I took it, when I felt bad, and I like it, I feel better afterwards, helps to push the ego sometimes. If I do it, because I'm in a place and with people and want to remember the situation, I feel kind of satisfied, because I have something that will remind me of that place/situation/person.
- Uncomfortable.
- Ugly :D.

2)

Why do you post certain selfies on social media?

Answered: 130 Skipped: 84

Answers to this question can be divided into personal reasons and social reasons.

Personal reasons:

- Because it's the ultimate way of communication.
- I prefer selfie pic to put on cover page,
- To show what I am doing, if I am missing the right picture for representing myself on some SM.

- I will take the selfie with accurate purpose. For example, to put it as my profile picture on Facebook, or LinkedIn.
- To show how I look, to celebrate certain moment.
- To say something.
- Because there's nobody near to take a picture of me so I'm obliged to take a selfie.
- To show my mood.
- To show a part from my live.
- When I think I look good and I want to boost my self-confidence,
- Because I like it.
- Want to share a certain feeling.
- To keep my profile picture fresh.
- If it's a pretty image, then why not?
- I love to impress girls.
- Because I look ugly in the other selfies.
- to share my happiness.
- To show who I'm.
- I get bored of the previously posted pictures.
- To show what I'm doing or if I've a new style.
- Honestly because I'm proud of my smile now! :) I only ever post smiling selfies.
- To show the place I've been to.
- To say something funny or make a statement (opinion).
- I want to share news about me.

Social reasons:

- Because I want to show my friend what I'm doing, what's my occupation at that moment.
- Because I want to make a memory with who I am with and where I am, so friends and family around the world can see what I'm up too.
- Because many people looks like.
- Because everybody do that.

- It's usually to share some good feeling with my friends who can't be with me at the moment.
- To enable some people to see them.
- To include all the people with me in a picture.
- To let my friends know that I met someone or visit a historical site.

3)

What do you expect when you post a selfie on SM platform?

Answered: 128 Skipped: 86

This question was answered by 128 participants. Answers can be divided in two categories: no expectations and expectations.

No expectations:

- Nothing specific
- Nothing
- I don't expect anything simply I post because I love the selfie that I got.
- Nothing just sharing fun times, keeping memories.
- Nothing really, just documenting my life in an electronic album.
- Nothing, just people to see it :D.
- Nothing maybe some nice comments

Expectations

- My friends to see it and like it.
- Few likes
- Some interest from friends and fam.
- If taking as group to expect the other friend who I am taking with feel happy
- People should like and comment on it.

- Whether people on your friend list use the 'like' button or not, they all see the image you shared. So you make everyone aware of what you doing.
- Being noticed
- Pleasure and joy
- People see what is new in my life so they might text me and ask what I did here and there
- I expect my friends who are not with me to comment and like it :).
- I expect other people to enjoy them.
- I want them to be seen by my friends.
- Likes by Gas
- I expect comments and likes.
- Attention
- I expect that I am giving my friends a realistic idea of what I look like.
- Probably I got friend requests of girls :D
- I can kind of present myself, as I want the people to see me.
- It should reach to the maximum people.
- Enjoy the moment and leave your mobile.
- Compliments
- Stupid comments
- Someone will see them
- I expect people to view the image and like it. I expect my friends and family to feel pleased that I have bothered to post a photo for them to see

4)

**Is there a difference between taking selfies and earlier rituals of taking photographs with yourself on them?
(explain please)**

Answered: 118 Skipped: 96

The last question in the online questionnaire was answered by 118 participants. They described the difference with following answers:

- Sometimes selfie is better, if we want to focus of some view we can do it better and we know how to take photo of that view which we exactly we want.
- Yeah there is because taking a selfie is more easier and you no need to ask someone to take your photo
- I'm not aware of any, I never considered the question
- There is no difference
- According to me the selfies are livelier. You can actually feel the moment the person has experienced. While the old photography was a memory of the event but not that lively
- Not really, selfie is more spontaneous because of the easy operated mobile phone cameras. I used to take selfies with old fashioned cameras in early 90's already.
- Selfie is possibility to show the world what you are doing now and how do you feel right now.. It is a huge difference between taking photographs and selfies. But you need to be that person who cares about other people's opinion and who wants to inform other people about his life. I care about opinion my closes friends and family, and for this I don't need selfie.
- It is always a photo.
- More facial expressions are shown.
- Selfies are more modern and simpler older rituals were fancier.
- For some people to take a selfie is on today's to-do-list :) Earlier if you were taking pics, it meant that is a special occasion, or you are on vacation.
- No, there is no difference, but taking a selfie is being fashionable.
- Yes. If you take selfies with mobile devices, you accept that the result will probably be a low-quality snapshot. Therefore the focus is no longer on image quality, but on visualising a spontaneous feeling or an unforeseen experience. Selfies enable you to documents events you were not planning to document (i.e. you haven't brought a digital camera).

- Yes, ritual one with the paper pics were more real and you can keep them for memories
- No, there isn't. Because Only the technology and the camera has changed
- The difference is on sharing. Before the photographs belonged to the private sphere, now they are to be shared in the Social Medias.
- Yeah, there is a difference. In taking selfie, I have the liberty to choose how I appear on the photos I took myself. If I'm not satisfy with the way I pose, I can change the selfie until I get the desired one
- Duck faces, etc. all artificial and don't show the real situation
- There's a small difference, because you can take as many selfies as you want to and delete them all if you have the feeling you need to.

3.4.2. Findings From In-Depth Interviews

Table 3.33 Interviewees characteristics

Nr.	Country	Nationality	Gender	Age	Religion	Education Degree	Occupation	Date when interviewed/via	Word Count
1.	Czech Republic	Czech	Female	37	Orthodox	College	Company Director	13.07.2015 via Viber	2.010
2.	Canada	Canadian	Male	70	Judaic	PhD in Law	Lawyer	14.07.2015 via Skype	1.306
3.	Australia	Australian	Female	21	No religion	High School	Exchange Student	16.07.2015 personal interview	1.530
4.	Germany	German	Male	54	No answer	PhD	University Professor	16.07.2015 personal interview	903
5.	Namibia	Namibian	Female	20	Christian	High School	International Student	17.07.2015 personal interview	1.002
6.	Croatia	Croatian	Male	46	Ateist	MBA and Mr.sc.	Consultant	17.7.2015 via Viber	711
7.	Australia	Australian	Male	29	Agnostic	BsC	Exchange Student and a Driver	17.7.2015 personal int.	993
8.	Jordan	Syrian	Female	21	Muslim	High School	Exchange Student and an Actress	18.07.2015 mobile int.	719
9.	United States of America	American	Male	60	No religion	PhD	University Professor	21.07.2015 via Skype	3.269
10.	Croatia	Croatian	Female	32	Catholic	Master	Event Manager	22.7.2015 via Viber	1.617

Source: Thesis Interviews

To investigate the objectives of this thesis, in-depth, semi-structured interviews were carried out with 10 people, all selfie takers and social media users. The participants were initially contacted informally, which was followed by a text message or an email explaining the study's aim and the interview procedure. The email ensured participants about anonymity and the confidentiality of data collected, and informed them that the interview was recorded for later transcription.

The interview included nine sets of questions: basic, general queries, personal point of view, social media activities, specifics, selfies and privacy, selfies in relation to motives and emotions, selfies and representation of reality, and plans for the future. The topics to be discussed were the same and included questions about their past selfie habits, usage of social media, motives of taking and posting selfies, meaning of representation of selfies they post, the message they send with selfie posts, correspondence to reality of selfies they take and post, selfies they take in intimate moments and future plans about taking and posting selfies.

Apart from native speakers only interviewees with sufficient knowledge of the English language were included. Interviews done in Croatian with two Croatians and one Czech participant were later translated into English by the author. The interviews were conducted by the author of this thesis between 13th and 22nd July 2015. Personal, oral interviews were conducted in the university area, while others via mobile phone, Viber or Skype. The question of how many respondents were needed depended on how much material that realistically could be handled within the set time limit. In the end, the issue of selecting interviewees was resolved by picking those who responded to the invitation. Ten out of eleven accepted the invitation. This turned out to be sufficient.

All interviews were recorded with a smartphone voice recorder or Laptop Sound Recorder. According to the interviewees' readiness to communicate, the duration of the interviews ranged from 20 to 60 minutes, corresponding to 711 to 3,269 words. The entire text corpus was 14,060 words or 36 single-spaced pages of transcript material. The original transcript of the entire interviews (Interview 1-

10) is available under appendices as the final part of this Thesis. A sample size of 10 persons was chosen, since this has been proven to be sufficient for enough variance as instructed in qualitative research grounding theory. This meant that the interviews were transcribed and coded immediately after they took place. To evaluate the transcribed interviews, a combination of grounded theory and qualitative content analysis was applied.

4. SUMMARY AND CONCLUSION

4.1. Introduction

The theory of the history of self-portraits agrees that it is a human need to go deeper in yourself in order to self-investigate and represent. These kinds of self-representation become a phenomenon. It is an expression of an artist in a painting of him/herself.

The 20th century is a century of technology, and the development was profound. It has affected the way we live, think, produce, eat, work and socialise. The expansion of technology was vast from cars, radios, television, lasers, radars, artificial intelligence to internet, wireless technology and global networks. Each step of technological progress changed our lives.

Looking back from this point, social networks are nothing new. They have existed for two decades, with millions of users ever since. The number has expanded, and people socialise online no matter their physical location in the world at that moment.

Selfies, self-images taken by smartphone cameras by you, are a form of visual communication. Nowadays even children do it as a socially acceptable behaviour, as they simply copy the behaviour of those copy around them.

The qualitative analysis of this study, online survey and interviews, showed that taking and posting on Social Media is communication by images. Now we shall try to evaluate the findings of the analysis and argue about the hypothesis of this thesis.

4.2. Discussion

4.2.1. Survey Analysis

The online survey questionnaire was built by the author on the SurveyMonkey platform. After a yearlong observation of FB users and their posts, a link for the questionnaire participation was sent to them. The author invited 148

people to participate. Of that number, 47 potential participants or 32% percent didn't respond, or when they wanted to respond the survey link was already closed. Thus the response rate was 68%. However, the link spread online among survey takers who forwarded the link to their friends, family members and colleagues. The link became viral and this resulted in total number of 214 surveys taken in six days' time, the length of time the link for online survey questionnaire participation was open.

The country of origin of the participants wasn't eliminating since the common characteristic of all participants was being active in selfie taking and posting them on one of Social Media Networks. Based on the gender, age, and level of education it can be concluded that the majority of survey participants were female (66.20%), the age rang of the majority of participants was between 25 to 34 years old (46.01%, n=98), and then from 18 to 24 years old (40.85%, n=87). A Bachelor degree was the highest degree of education for more than 34% percent of participants (n=73), followed by Graduate/Master degree completed by 31.78% percent (n=68) of participants. Out of that it can be concluded that the participants were young people in their twenties and early thirties with higher education.

In the multiple choice questions part of the survey most of the participants take selfies (87.94%, n=175). The majority of participants have a positive opinion about selfies. Those who love selfies and those who thing selfies are ok, make up approximately 95% percent (n=189) of participants. Half of the participants take selfies daily, weekly, or monthly. More than 65% percent (n=123) started taking selfies upon purchasing first smartphone. Following their habits, 69.54% percent (n=137) post selfies sometimes, whereas 26.90% percent (n=53) of them don't post selfies. Those who do post, post them a few times a year (46.70%, n=92), or every month (20.81%, n=41), or every week (10.66%, n=21), while 20.81% percent (n=41) never post selfies. More than 60% percent (n=122) of participants are not familiar with commercial campaigns involving selfies as a means of promotion, consequently, more than 96% percent (n=190) never participated in any kind of such campaign.

A high number of participants 'like' other SM users posted selfies, 'sometimes' more than 69% percent (n=137), while 'most of the time' more than 19% percent (n=38) do it. Just above half of the participants use filters once taking selfie photos and more than 64% percent (n=107) of them use Facebook the most frequently to post their selfie images. A total of 79.38% percent (n=154) of the participants are aware of the publicity their selfies receive. The majority of selfies are taken in public (61.70%, n=116). The results also show that once participants posting their selfie on SM they don't feel as actors playing a role (76.84%, n=146) and majority don't take selfies in intimate moments (78.87%, n=153). From the results it is readable that following types of selfies they would never post: funeral selfie (63.87%, n=122), secretly taken selfie (51.83%, n=99), or a bike/car/train/plane crash selfie (42.41%, n=81). Participants post just a minority of the selfies that they take (71.13%, n=138) and more than half of them never went above or beyond to look nice for a selfie (58.03%, n=112). Only a minority include hashtags once posting a selfie (9.84%, n=19), while 23.32% percent include them only sometimes (n=45). Selfies that participants take are mostly of where they are and who they are with (64.21%, n=122).

The matrix question resulted in that participants like when they receive likes for the selfie they posted (67.49%, n=110), they like when their posted selfies are commented on (56,17%, n=91), and they think it is not important when their selfies are shared (81.65%, n=129). The reasons for posting a selfie are mostly to show what they are doing (80.13%, n=129), to show whom they are with (79,63%, n= 129), to inform others about news in their life (67,08%, n=108) and to show how good the look (55%, n=88).

The strongest reason for posting selfies is that the participant loves to communicate by images (70.99%, n=115) and it's easy and fast way of communication (63.76%, n=102). When participants receive a high number of 'likes' they feel happy (84.24%, n=134), noticed (74.34%, n=113), important (57.52%, n=88), and they don't feel bad (89.93%, n=134).

Results show that a majority of participants think that selfies are a good way to represent something that exists only on that image (69.23%, n=108), their

selfies always correspond to reality (84,62%, n=132), and that their selfies are filtered but they are a representation of what is happening for real (72,61%, n=114).

Once talking about feelings and selfies, participants don't feel bad if they haven't taken any selfie that day/month/week/month (84.27%, n=134), they don't feel bad if they haven't posted a selfie that day/month/week/month (87.97%, n=139), and they don't feel bad if they have a low number of likes on their selfies posted (66.45%, n=93). Furthermore, the findings show that participants do feel pleasure in receiving attention (by having their selfie posts liked or commented)(61.05%, n=97), they don't feel disturbed in receiving all that attention (77%, n=117), and they don't mind if their post has no likes or comments (68.55%, n=109).

The results conducted from single text boxes are as follows. First, a question where participants describe how they feel when they take selfies resulted with generally two types of answers. They were either positive (n=52), neutral (n=30) or negative (n=8). These types of emotions referring to their selfie posts confirm previous results on how participants don't feel bad once receiving attention by getting high number of likes of their posts. This kind of action wakes positive feelings since social networks are used for self-representation.

The reasons for posting certain selfies on a Social Media Network were either personal (n=36) or social (n=39). Answers received from participants were overlapping when participants would write that they post selfies in order to show themselves and people they are with, and their location. The high number of self-representative answers was collected, as well as the answer referring to "keeping online connections with friends and family".

Expectations once participants would post a selfie on SM platform were divided into two groups of answers. First group called "expectation" (n=72) where answers were mostly repeating how their expectations are that their selfie posted would get attention, would be noticed, would be liked by others, would be commented, to be seen by their friends, admiration, self-represent, to reach

muximum number of people. The group of participants who answered with no expectations (n=45) just wrote “nothing” as an answer.

For the last question of this section which was answered by n=118 participants, there are no results that can be grouped, rather the answered itself can be analysed. The only argument that was found in several answers is that selfie-taking is seen as a convenient way of self-photographing compared to previous rituals of photographing.

4.2.2. Interview Analysis

This means that the analysis recognizes the dialectical relationship between theoretical perspective and data analysis. At the same time, the focus is on the respondents’ own experiences, and the study thus builds on principles from inductive research. The analysis was started by reading through all the interviews to get an overview, than reading each interview transcript and more carefully. In this second reading a line-by-line coding was done ascribing each sentence in the interviews a code that described its main essence.

In the following sections the results from the analysis will be presented. The presentation is divided in two main sections. Firstly, the four themes are presented: Past Experience vs. Selfies and Social Media, Present Selfie Habits vs. Social Media Usage, Opinions and Emotions vs. Selfies and Self-Representation vs. Social Media Presence, and Hidden Reasons vs. Selfies. These themes describe different aspects of the interviewees’ experiences and opinions upon taking selfies and using SM. The first theme describes the history of relationship towards selfie taking and camera usage, as well as the history of their relations towards Social Media. The following two themes reflect the present relation towards selfies, SM level of engagement, emotions and opinions they have. The fourth theme relates to the self-representation and expectations through selfie published on social media networks. Finally, the fifth theme is about a few last arguments interviewees had, but couldn’t be categorized into previous four themes. Each theme will be discussed with regard to what they mean, what it tells us about

interviewees' experiences, and how the theoretical framework presented earlier might contribute to an understanding of these experiences.

Past Experience vs. Selfies and Social Media

The aim of these interviews was to find out what kind of past experiences do interviewees have with selfie taking, and if this was something they did even before integrated smartphone cameras. Half of the candidates said they started to take selfies with classical cameras and with digital cameras.

Oh, I started taking selfies long time ago. When I was a kid I had a camera. My father was interested in taking pictures, I always had a camera. In fact when I was in high school I had a dark room. I would develop my own pictures. Taking selfies was nothing new. We would take camera, turn in our own direction, and take a picture or we would go in front of the mirror and take pictures. So, this idea of a selfie is really very old, it's not new. Not just me, everybody used to do that.

The other half claimed that they connect selfie taking with the development of mobile devices, integrated smartphone cameras.

My first selfie was done with my digital camera. Usage of digital camera wasn't so practical like it is with smartphone. I took my first selfie about 10 years ago. As I bought my first smartphone I started doing more selfies. The camera is integrated. We carry our phones with us everywhere. I didn't carry digital camera with me everywhere. Now when the camera is integrated in mobile phone it is always with you. This way it's very easy to use camera. Smartphones nowadays have big displays, cameras are high quality.

The majority of the interviewees reported very early involvement of usage of Social Media. The youngest generation reported:

I've been using Facebook since I was in 8th grade that was 8 to 9 years ago. I later I started to use more and more SM application for smartphones like Snap Chat, WhatsApp. I use whatever is in trend and where ever I can connect with a lot of my friends.

While another generation of the interviewees with more time behind them reported their social media experiences date very early to the very beginning of Social Media Networks:

I started using them very early, basically since I started using internet. So I could say it was about 15 years ago. At the time those were ICQ, MSM Messenger and Odigo.

Most of the interviews explained a long relationship with SM usage and their long and deep involvement into tracking the development of such. All of them used Facebook for at least the past five years, and the majority of them started taking more selfies once they bought their first smartphone.

Present Selfie Habits vs. Social Media Usage

The second finding showed that many of the candidates described that their selfie taking habits increased, especially in correlation with usage of smartphones. Consequently, it resulted with actions of posting such images on Social Media Networks. Most of the candidates claim that for such activities they use Facebook most frequently. This is of no surprise, even though the interviewees come from four different continents. In the grounding part of the thesis it was mentioned that FB is the Social Media Network with the highest number of profiles in the world.

I started taking selfies ever since I started using Facebook that was in 2008.

Most of the interviewees claim that their number of selfie posts increased due to the influence of others. They expanded this habit as they noticed how most of the people surrounding them feel, think, and behave in relation to selfies. This is why we can bring together selfie taking and posting with social influence.

Definitely I was influenced by others. I saw other people taking selfies, it become more acceptable thing to do.

Even though another interviewee claims not to be taking and posting selfies frequently, this person had observed a high correlation between selfie posting, the

influence of others, and a positive attitude in online community towards such activities.

Yes, there is a kind of osmosis going on. You tend to end up like the people around you. If you have people around you who would never spit on the floor, it wouldn't cross your mind to do that. If you mix with people who do it, after some time, you will be doing the same. I think this is what's happening on FB, too. If you see your friends' selfie posts all the time, and they get many likes for that, this kind of behaviour gets positive recognition in the community, and you start doing more of it.

Half of the interviewees don't expect a high number of likes and comments, but they do expect to be noticed, to be seen, and to be followed. The awareness of publicity once somebody posts a selfie simply exists. People even expect to be noticed and to gain a certain result from the image/message sent.

Opinions, Emotions and Motives vs. Selfies

A third finding was that a considerable share of the candidates reports their opinions about selfies as positive ones. Interviewees generally connect taking selfies with feelings of pleasure, joy, fun, entertainment, curiosity, happiness and confidence. The feelings of posting a selfie and the experience of location where they are, company of other people, embodiment and personal appearance cannot be completely segregated. Most of the interviewees would agree on all these components influencing final product.

They are functional. They are a good way to communicate with people. They are means of communication for me. Most of my friends and family are on FB. For me the main idea is that I just want to communicate with my friends and family. That's why I do more on FB. I can communicate all of them with just posting one post, one selfie; I don't need to get in touch with each one of them individually.

One candidate had a strongly negative opinion, but still takes and posts selfies, whereas one candidate takes them very rarely.

I hate them, I think they are absolutely stupid. It keeps perpetuating this unnecessary image. It's all about vanity. Where ever you go you will see people taking selfies. There's a better way how to spend time than taking endless selfies. Today people are self-absorbed, and selfies promote this. I don't like self-absorption.

Some of the candidates argued they do selfies out of necessity since there is nobody else around to take a photo of them. They see it as very practical way of self-photography. It is also a tool of self-documenting. The whole procedure is seen as very convenient and practical for the photo-taker, especially in a moment when there is no other option available. It is noticeable that many candidates mention the mirror moment once taking a selfie. Either it is selfie taken in the mirror or by mirroring oneself when using mirror option on smartphone. The mirror moment we explained in chapter two as self-portraits when artists are occupied with investigating self-discovery.

I don't think taking selfies was a game; it was made out of necessity. There was nobody else around. So, you sit there with your sister, you want to take a picture, and you go in front of the mirror and make a picture with your sister. I still make pictures in front of a mirror. Mirror is very interesting visually.

A significant level of self-awareness is present. This is especially clear when it comes to personal appearance. Some of the interviewees mentioned how important it is for them to follow their appearance through time and to check how they look on daily basis.

My first smartphone didn't have an option to mirror a photo of you. But I would stand in front of the mirror and would be take selfies in the mirror. This was a game and entertainment. At the same time I am visual type of person and this way I would check how my figure looks like.

On the other hand when it comes to opinions and reasons for posting a selfie, social components turns out to be the leading one. Most of the candidates mentioned how their social media activities are directly connected with informing their friends and family about what they do, where they are, whom they are with.

They see their post as a means of communication, as if they are sending a message with an image and updating them about their daily activities.

Instead of sending a text message to my friends or family one selfie post can say everything. Where I am, who I am with, what do we do?

The influences of others and copying the same behaviour took even greater measures than expected. The actions of certain group of people influence whole societies, even from other part of the world. Once explaining the theory of selfies The Oscar's night selfie was mentioned as the most tweeted selfie ever. One of the interviewee mentions this post as highly influential moment in the society where she comes from. It also influenced people and their ways of seeing this visual genre of communication.

But then Oscars selfie happened, it become very popular, very socially acceptable and that was a crucial moment when in my society and among my colleagues it become popular. This was global phenomenon and it affected me as an actress as well. Before Oscars I thought that selfies are vain and self-centric.

Self-representation vs. Social Media Presence

The level of awareness was asked in the last part. Most of the candidates answered that they are aware of the publicity their selfie posts get and how SM is a public place. They pay attention to what kind of selfies they post. Therefore, they don't post intimate selfies or any kind with a negative connotation.

At first I wasn't aware of the publicity of my posts at all. Than I would meet some friends or talk to them, I wanted to catch up, chat about latest events in my life, but they would tell me yes we know, we have seen in on FB. That made me realise that people follow everything even they don't like or comment. FB become like an info-board of social events in our life.

Apart from the social contact of informing friends and colleagues about the latest activities in their life, interviewees are sending a message through an image. They see the content of an image as a message. Image/Selfie became a medium

just as McLuhan was quoted in the grounding theory that the medium is the message.

I wanted to share achievement; all my friends knew I was having trouble with my weight. I took selfie without a shirt, just my body, from my neck down; to show how much weight I've lost. I lost 20 kg.

Candidates reported how their selfies doesn't always correspond to reality. They would make them look nicer invest time and effort to take a 'perfect selfie', in order to look in the best way possible. This is the moment of self-representation when what is represented doesn't correspond to the reality of the moment once selfie was taken. They would present their selfies as an 'improved version of reality'.

Yes, I always want those selfies to look better than for real. I don't mind so much that the place I am at look better, it's more important to improve my appearance with filters.

The Hidden Reasons vs. Selfies

The last part of this analysis refers to "The Hidden Reasons" for taking and posting selfies. In the previous four parts the most common answers were analysed and augmented. Furthermore, this in-depth interview resulted in several uncommon answers specific for individual interviewees. One person explained how there is a deeper meaning in young people taking and posting selfies in much greater numbers than people of other generations. This need was connected to basic human instincts. Basic human needs, after having existential needs fulfilled, include the need to be loved and happy, to belong, and to continue with live line, and to confirm his/her won existence to pass it on the new generation. The kind of inner need one person has to be liked, and later loved by another, and to show her/himself in the best light, to get the best chance is extensively present among generations who are in seek of such. Those are also the generations who adopted their behaviour according to the technical usage of the time they live in. Taking many selfies and posting them is usual, spreadable and desirable form of communication that generation uses. That doesn't ultimately make them narcissi

or selfish. This is a channel of communication that belongs to the time they are growing up in, building their personalities and searching for a partner.

That is a very powerful explanation and it's also testable to an extent. People who have long term boyfriend, girlfriends, wives, husband are less likely to spend time taking a selfies, whereas single people looking for a mate probably take more care, more time be more picky in doing the selfie. That could be a test like that. If I can see my friends taking pictures with their long-term wives, there is not so much enthusiasm, they don't care. But if we look single people like a good friend of mine, he's always posing. When you question the purpose and the meaning of a selfie there is subjective element depending on the subject of a motivation vis a vie the position in the life. As we said, within this reproductive cycle.

Another kind of behaviour involved with taking selfies was observed by another interviewee. People started to change the way they behave in public places. Before a ritual of photo-taking in front of certain place, sight, or building used to be a documented moment, a memory and captured moment. The ritual of selfie taking in such places is becoming long-lasting ritual with much different kinds of emotions involved. People are not happy any more with one photo as it is. Mirror camera, often used with selfie-stick, makes this ritual longer. People take care that the photo is taken in perfect angle, with a perfect background, often using filters to contribute to the super reality.

Especially, as I live in Cologne, very close to the famous Cathedral and there taking a selfie is quite a challenge. The Cathedral is so big, so people take 7 to 10 minutes to take a selfie, they search for right angle. I have noticed this because people keep standing in my way on the pavement or, even worse, they suddenly step out in the street to get the right angle. They are disrespecting all traffic rules. They are standing in the middle of the street just because they want to take a selfie. There seem to be two types of selfie takers with more product or process-orientation: the ones who want to have a good selfie and good photo in the end and the other who enjoy the process of positioning themselves for the selfie so much that they hate it if somebody else wants to take a photo of them.

Just as seen in the movie *The Social Network* the basic reason for building Facebook was to compare girls' appearance, and to later organise an online place where basic social information about relationship status can be shared.

4.3. Summary of Major Research Issues

A brief report describing several key findings taken from online survey an analysis done on 214 participants and in-depth interview conducted with 10 interviewees was presented. Each of the interpretation was coded to record different variables of the research.

As explained in Chapter One, the first hypothesis of this study is that selfies taking and posting comes from the narcissistic need for constant self-presentation. The findings of this analysis falsified the narcissistic need of self-representation and a narcissistic behaviour was not provable with the studies implemented, this way this hypothesis was partly proven. We expected a more exposed approach from the participant's side, specifically the sharing deepest motives with us. The other part of the hypothesis that selfie taking and posting is a need of self-representation was proven by both studies. The findings show participants need to show, share and inform other Social Media friends where they are, who they are with, what they do, and how they look. The need to send this information by an image is of high importance.

The second hypothesis that the public online presence influences directly in posting selfies on social media networks and that selfies are a tool of visual communication was proven. As expected, in the research sample it was found that participants of this survey and interviewees were influenced by others doing it, they followed the same pattern of behaviour. These findings show that even whole societies would change the way they behave with Social Media once influenced by those they consider as an authority. Participants are aware of their online presence, the way they communicate through images and what kind of messages they send to their 'audience'.

The third hypothesis that selfies are a way of mass and marketing communication tools both for private and institutional usage was partially proven. It was expected that more participants would be involved in marketing activities using selfies as their means of promotion. As pointed out at the end of Chapter Two companies like Turkish Airlines had the most successful viral campaign promoting their company by using selfies as a video competition between two athletes.

4.4. The Conclusion

The word ‘Selfie’ entered Oxford dictionary in 2013 as a word of the year. By this way the term become globally known and received considerable popularity in the mainstream media. The term selfie means to take an image of oneself by yourself. The need for a person to document oneself is nothing new. Even before the development of the social media and the selfie, people would mirror their own image into the water as the means of documentation. According to Greek Mythology, wasn’t the Narcissus the first one who saw his own reflection in the water, and fell in love with himself? Wasn’t he the one who, not realizing this was an image of his own self, unable to leave the beauty of this mirror image, drowned?

The ritual of self-documentation throughout the history of art was emphasized with some of the best known protagonists of self-investigation, such as Rembrandt, Parmigianino, Dürer, Van Dyck, Mary Beale, Velázquez, Hogarth, and Reynolds. Later in the decades that followed with the invention of the camera, self-portrait received another form – self-photograph. Either with a camera pointed towards oneself or documenting with the aid of a mirror, the investigation kept the same track. These rituals started to be significantly easier once mobile phones and digital cameras integrated. Next step was when mobile phones with integrated cameras and Internet developed into a new device, gadget, known as a smartphone. Having a device uniting all these services was a turning point for selfie taking and posting on SMs. Nowadays we cannot separate the selfies from the Social Media. One influences the other. Selfies and SM seem to form a perfect symbiosis. An image taken becomes an image posted. The selfie posted either on Facebook, Instagram, Twitter or WhatsApp, Viber or SnapChat, the goal is that a selfie travels fast to the final destination of SM’s walls.

In the previous chapter a brief report was offered containing three main hypotheses. This research was accomplished in order to investigate people’s intentions and reasons for selfie-taking and posting. With a short overview of the history of the Internet and the development of Social Media, as well as the overview of the history of self-portraits the line brought us to the point where

selfie taking and social media posting makes one action. This sociological phenomenon was then to be examined.

The key findings are taken from a qualitative analysis of this study. An online survey taken with 214 participants from 40 countries in the world was conducted between the 14th and the 19th July 2015, and 10 interviews with interviewees from another 8 countries were conducted between July 13th and July 22nd. All together partakers from 41 countries participated in this research called “Selfies-self about yourself 07/2015”. Even though participants were from 6 different continents, it can be noticed that the habits towards selfie taking and posting were not so different. This was a good base for united observation of research findings. The survey part of research was coded to record 7 different variables, while the interview part of research to 9 different variables.

Most hypotheses were confirmed, which include a positive relationship between concepts of research questions. Explaining the relationship between narcissism and self-representation on SMNs was demanding, even though the idea that SM users are keen on using selfies and posting them on SMs as a mean of self-promotion was demonstrable. Half of the first hypothesis was provable. Goffman’s theory on how observers are asked to believe that the character they see actually possess the attributes he appears to possess was confirmed. The same intentions lead selfie takers to post those images on SM. The need to show, to represent and to be adored proves to be the leading urge. Though images are part of life-documentation they seem to have another meaning once posted on SM.

With the development of technology, having a camera and the Internet in the palm of your hands correspondingly changed the way people communicate. Turkle argued that nowadays “sharing” is a synonym for “showing”. Several times participants designated “what was not posted on FB as if it never happened”. Both arguments were confirmed with this study. For selfie takers it is not as important just to take a selfie and keep it for private, it is important to share it, and to show it. It is important to be seen, to inform others where one is, what one is doing, with whom that person is, how is one looking, what one achieved, where one travelled, even what one ate and drank.

In addition, this research also provides some contributions to the existing scientific literature as only a few studies have investigated the true reasons people use selfies as a means of communication, and what kind of emotions they experience when doing so. Furthermore, selfies in combination with Social Media become a visual communication tool used as means of mass communication. Self-photographs shared on SM are an “instrument of communication” as van Dijck calls it, and this is what this confirmed in this survey. People are aware of the messages they send with posting self-taken-images and they are more and more aware of the power of such media. Self-photography is in a way a worshipping of our own form, and investigating ourselves just as Rembrandt was investigating his physical appearance as it showed up in the mirror. What can be the meaning of the self-portraits other than a search for one “self”? This is a way of investigating our own awareness and this was especially confirmed within the second part of this research.

One of the major finding of the present research is that the results incline to illustrate the relationship between online presence and the usage of selfies as a means of communication. Selfies are not just an image; selfies are used instead of words in order to send a message. This study shows that people communicate by images within which they build in symbols of the message they are sending. Marita and Cartwrights argued that we “articulate our desires through looking”. Hocmah argued that “symbolic is everything on outside” and the participants of this research seem to prove this. They do not write to their family and friends “I have visited famous Brandenburger Tor in Berlin this afternoon, I took a photo with the person I admire, I run for 15 km, I am partying hard with my friends on a Yacht in the Adriatic Sea”. They simply post and share the photo of that act, of that event of that happening of that moment. They share that message with an image.

The deviations noticed within this research were the opinions of the interviewees about the selfies as a subject. The expressed views covered wide range with a few people in their 60s and 70s having a long-lasting and deep relationship with self-photographing, to an interviewee in his late 20s who dislikes the word ‘selfie’, and hates the ritual of self-photography and anything connected

with it. This and other interviews confirm that the motives for self-image-taking are various and cannot be put under one umbrella.

The act of taking and posting selfies has grown extensively. We can say that selfies entered all layers of society. Examples showing this include extreme selfies taken in extremely dangerous life situations, intimate selfies when people share their intimacy with such images, and funeral selfies when people take selfies at ceremonies or selfies on the graveyards. Moreover, selfies are taken and posted by numerous celebrities who use them as a means of communication with their public.

This research shows that the number of people who are taking and posting selfies is rising. It was documented that the number of SM users is rising rapidly, especially in the past several years (Table 2.5). This trend shows that selfie taking and posting, while using smartphone as a tool for those actions, are not an exception, rather it is a visual tool of communication. The needs, motives and emotions are old, only the tools of communication change as technology progresses.

With all the limitations of this research, it can be concluded that selfies as a form of visual communication deserve more attention. Just as every kind of behaviour has its own extremes, so does this phenomenon. Interviewees documented egoistic and narcissistic motives for selfie-taking and sharing, even to the point where such a habit was turned into an addictive form. This study recognises and observes this, but further studies should be done in the field of psychology to have a better understanding of the motives behind taking and sharing selfies. In addition, selfie posting belongs to cyber communications, and studies should also be undertaken in this area.

In conclusion, the general finding is that selfies are a form of visual communication where the act of posting/sharing/showing this particular image on Social Media gives it full attention. People experience a variety of feelings once taking selfies, from joy, happiness, fun, beauty, rising self-confidence, feeling sexy to lacking in self-confidence, fearing to look bad, to feeling unpleasant. Such

experiences should not be underestimated, especially as this study shows that people connect variety of feelings with this communicational ritual. Any emotions involved give extra significance to this experience of capturing the moment.

As we, in the past, had a hand-written letter as a way of communication, followed by telegraph, telefax, telephone call, text message and an e-mail, so is a selfie last but not the least important one. Only a few years after selfie entered the dictionary it has become a common visual communication tool, signalling an imminent selfie visual evolution.

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CURRICULUM VITAE

Zrinka Peharec was born on September 24, 1982 in Zagreb, Croatia. She studied at University of Rijeka, Croatia where she obtained a Bachelor's in 2006 and Master Degree in 2008 in Tourism and Hospitality Management. In 2013 she enrolled Master of Communications in Yaşar University in Izmir, Turkey. Zrinka has rich ten years period of working experience gained in private business and tourism. She speaks fluent English, German, Slovenian, uses Italian and Turkish, while her native language is Croatian. At the moment she is studying at University of Applied Sciences in Koblenz, Germany where she is doing an academic internship. Zrinka is permanently developing her strengths and talents. In that sense her next goal is to continue Academic Career as a PhD student and a researcher.

Remagen, Germany

28. July 2015

APPENDICES

Appendices 1 In-Depth Interviews

Transcripts, Interviews 1-10

Interviewer: IR

Interviewee: IE

Interview 1

Date: 13.07.2015

Type of interview: Oral interview (via Viber)

Time: 22:00 – 22:30 by Middle European time

Country: Czech Republic

Nationality: Czech

Gender: female

Age: 37

Religion: Orthodox, Christian

Occupation: Company Director and Executive Manager

Highest education degree you have received: College

Interviewer (IR): Do you take selfies?

Interviewee (IE): Yes, I do.

IR: When you think back about your past habits can you remember when and how did you make your first selfie?

IE: It was about two to three years ago.

IR: Did you start taking more selfies once you got your first smartphone?

IE: I surely would connect this habit with usage of my smartphone.

IR: Can you recall taking selfies even before usage of smartphones?

IE: No, I wasn't taking them before.

IR: Could you say that your taking selfies was influenced by peers/family member for you to do the same?

IE: I noticed other around me taking selfies, and I was curious to try it, to see what the fuss about it is.

IR: You are business woman, in business, according to you is it usual to take

selfies in business circles or this belongs only to your privacy?

IE: You mean like at working place?

IR: Yes during working time, or with other business partners.

IE: In my opinion it business environment is not suitable for taking selfies.

IR: What is your opinion about selfies?

IE: You mean only about selfies?

IR: What is my opinion?

IE: I think its great thing one can take a photo of yourself, not asking somebody else to take a photo of you. Self selfie taking is very practical.

IR: What inspires you to take a selfie?

IE: For example, I am type of person who likes sharing myself with my dear friends and peers, no matter through social media or personally. I am extroverted type of person. My nature is that like that I have no problem with showing myself. One part of my private life, until certain limit, my limit, is a measure I am happily willing to share with other people. What I have noticed nowadays that just a few people share privacy with others, mostly they leave it for themselves. But this way I like to make my people happy. For example I take and post when I have good hair, when I'm in a good mood, when I am smiling, when I feel happy, when I am spending time on great place. In such moment I take selfie and share this moment when I feel happy and when I'm accompanied with people I love.

IR: Did you have many pictures of you in the past?

IE: I didn't have so much, I have much more now.

IR: Do you post selfies on SM and how often?

IE: I do post them on FB, no all of them, a part of them. How often depends on my mood at that moment, it depends on my mood how willing I'm in that moment to share it with others. If I feel good and I am on the places I like, plus if I have time, I might take and post three to five selfies in a month, but then maybe another six months none.

IR: When did you first start to post selfies on your SM? Were you influenced by others?

IE: I am not quite sure. I opened my FB profile around four to five years ago, but I started to be more active two to three years ago. I noticed others being more active, posting selfies and that's how I started doing the same.

IR: Do you send your selfies often via other SM like WhatsApp or Viber?

IE: I use WhatsApp and Viber for selfie sending but only to particular person.

IR: How do you decide which selfie you will post and which ones you wouldn't?

IE: Hmm good question, I need to think about this. Sexy selfies I absolutely don't post. I send them only to particular person. The rest I take I do share.

IR: That means you take selfies in intimate moments as well.

IE: Yes, yes, I do.

IR: Is it important for you to have high number of 'likes' or comments?

IE: Hmmmm.

IR: Let me formulate it differently, do you have expectations once you post your selfie.

IE: Hmmmm, to be honest I do have. Actually I feel good when I see likes and when people like my selfie; I don't expect 30 or 50 comments. I don't find comments so important. Let's say something in between. So I do expect likes but, on the other hand, I also expect likes from a food I cook post. I also feel good then when people like it and give me comments.

IR: How often do you check new 'likes' you got?

IE: It depends. In days I am at home and have more free time than I check. In my working days, when I am very busy I check it only in the evening to see the result. I am more following it those days. I don't check each five minutes.

IR: What kind of message do you want to send once you post a selfie?

IE: Oh yes, sure I do. For example, the last selfie post I did accompanied with my sister and a friend. My message was to send a message to my ex-boyfriend how marvellous I look and I wanted to make him suffer. So it can happen that I am sending certain message to a certain person. I feel good doing it (laughter).

IR: When do you post your selfies?

IE: Any time I feel like it. No scheduled timing.

IR: When you take a selfie (yourself or with others) which parts of face or body do you usually take?

IE: Mostly those are face selfies. And I post only the ones I found the most beautiful.

IR: Are there any specific types of selfies you are taking but you don't want to share on SM (intimate, secretly taken, business, with children, your

children, crash, funeral)?

IE: Absolutely. On SM I share only my personal selfie or with my child if we are somewhere public and there is nobody else to take a photo of us. But selfies I take in intimate moments I send only to certain person to make him happy.

IR: Did you ever regret posting certain selfie?

IE: No, this kind of situation never occurred to me.

IR: In your opinion, do you consider that in certain measure selfies harm your privacy or your family privacy?

IE: I never found myself in such a situation. I am aware what I am doing and what I am posting.

IR: Can you tell us little bit more about your reasons why do you take and then post selfies?

IE: I want to show how good I look, where I am at, that I am happy, smiling and confident.

IR: Can you describe what kind of a feeling rise in you which makes you to open your camera and take a selfie?

IE: Mostly the moment of pleasure and when I feel good, when I enjoy, or that day I feel attractive, calm, or I feel good about myself. Moments when I'm in the mood for doing it and I happen to be on some nice place. This kind of a moment makes me to take an iPhone, open the camera and take a selfie. I want to capture a moment of my pleasure and happiness, a moment of my beauties end enjoyment. Than I can go to other table and ask somebody please to take a photo of me or my company. Or I don't need to do that, but just take a smartphone and take a selfie. It's important that with iPhone camera I can see myself in the camera display. When somebody else takes a photo of me I can't see how I look on the display. When I see myself I can take time, make a pose from a specific angle. When somebody else takes a photo I can't see if my belly is big and puffed, or if my right hand looks fat, or if I am chewing a gum. But with selfies I have time, I can take 15 minutes and make a selfie I am satisfied and make it for posting it. I can't tell somebody else, take a photos of me for 15 minutes until you make a perfect one.

IR: Do you use selfie-stick, and when do you use it?

IE: I do, mainly when I am traveling alone or with my child. Those are the moments in public, on open, when it's convenient to take a selfie on monumental

place, in front of certain historical place or building. My hand is not so long, so selfie-stick is convenient thing to take photos. I also use it when I want to take a selfie of a certain part of my body, but my hand is not long enough.

IR: Would you say those are selfies taken in intimate moments?

IE: Yes.

IR: In your own words could you explain how did you start using selfie stick for your private time, how did it come to that point and what does that mean for you?

IE: Aaa, it started... firstly I was taking photos of my legs with digital camera because I liked how they look. But then I had a long-distance relationship, I wanted to make him happy with such photos and I managed (laughing).

IR: Would you say you wanted to seduce your boyfriend with selfies?

IE: I would say seduction was more important for me than the fact that it was a selfie. At first, I liked a lot how my legs looked like. With time I got a lot of ideas. I started dressing and combine different sexy tights or underwear, high hills. I wanted to look top on this seductive photo and to seduce my partner with this kind of selfie photos. Thanks God he liked those selfies, and he wanted more and more photos. Then I came to the idea I need a selfie-stick to cover more my body on a selfie. This is how I bought a selfie stick so that I was able to produce better self-taken photos; from bird perspective, from different angles. I couldn't take that kind of selfies myself. I would need to take somebody else to take them, but I wouldn't ask my friend to take photos of me for my boyfriend. So this rituals became part of our intimacy. I would send him a selfie of my bottom. He liked it. We maintained this long-distance relationship this way. I wouldn't say if I have or had a boyfriend here in Prague, that I would come to such an idea or that I would be sending this kind of selfies to him.

IR: Would you agree when I say that those intimate selfies improved your relationship.

IE: I would absolutely agree. It improved and maintained our relationship. In days when we weren't together for some time you simply forget about his physical appearance. With such an image it remembers him how good I look, wish to touch my legs and my bottom. So, it surely did improve our relationship and it maintained it.

IR: Do you use filters? Do your selfies correspond to the reality they were

taken?

IE: Yes, I always want those selfies to look better than in reality. For example I want to make my white skin darker, I find that beautiful, more attractive. Darker skin is more attractive, at least in my opinion. I don't mind so much that the place where I am that moment looks better, it's more important to improve my appearance with filters.

IR: Are you aware of the publicity your selfies reach?

IE: I am, I know what I'm doing.

IR: Do you plan to continue with taking selfies?

IE: Absolutely, I do plan it.

IR: Thank you very much and thank you for your time.

IE: I am glad to participate.

Interview 2

Date: 14.07.2015

Type of interview: Oral interview (via Skype, transcript)

Time: 18:25 – 18:45 by Middle European time, 12:25 – 12:45 by Canadian time, Toronto

Country: Canada

Nationality: Canadian

Gender: male

Age: 70

Religion: Judaic

Occupation: Lawyer

Highest education degree you have received: PhD in Law

IR: When did you first start using Internet?

IE: When the Internet was created.

IR: As I could notice on your FB profile you take selfies and post them?

IE: Yes I do, I use Facebook in the last 5 years. I run a profile of mine and my wife, all together I run 8 profiles. I am running them on FB so that she can reach more people. Her profile reaches great number of people. Right now she is

heating about 135.000 thousand fans. Every time she does a post she is reaching more than million people all over the world.

IR: When you think back what could you say how long do you know about selfies and can you remember when and how did you make your first selfie?

IE: I wasn't taking that many selfies before once I was taking them with PC camera. I would take them once in a while.

IR: Did you start taking more selfies once you got your first smartphone?

IE: I started taking them ever since I started using Facebook since 2008.

IR: According to you is it usual to take selfies in business circles or this belongs only to your privacy?

IE: I think it's usual. I take a lot of them because people are able to interact and recognise situations. I post those selfies as well. Like horses, swimming, kayaks, barbecues. I post such almost every day.

IR: All all those event where you meet your business partners?

IE: Yes, absolutely. Events in my family everyday life.

IR: When you think about selfies, what would you say what is your opinion about selfies?

IE: I think they are a great idea, great concept. I don't put anything embarrassing out there. People interact. I have met by selfie family, relatives, friends, people that didn't know how to reach me before, they contacted me by seeing my selfie posted on FB. The same thing experienced my wife Tatiana. She met on FB people from Uzbekistan, from Moscow people that she hasn't seen in years.

IR: What inspires you to take a selfie?

IE: I take them with no plan. I just take them.

IR: Did you have many pictures of you in the past?

IE: I have much more pictures of myself now, mostly accompanied with my wife and our daughter.

IR: Tell me about do you post selfies on SM and how often?

IE: I post pictures and selfies almost every day. I have family, relatives, and colleagues all over the world. So what we do every day, I don't spend a lot of time on FB. On my personal profile I spend maybe 15 minutes in the morning, 15 minutes in the evening. Tatiana does the same thing. For a long time I do posting from my smartphone.

IR: Would you say you were influenced by others or this is something you

started doing yourself?

IE: I think a lot of people that I know spend a lot of time on FB. Concentrating on Selfies, many people want to know what you are doing.

IR: Did you expend your social media habits and number of selfie posts during time?

IE: Definitely, I used it privately in the beginning but than through time for business, for getting news media. My number of selfies also expand during the time.

IR: Do you send your selfies often via other SM like What's up, Viber, Mail?

IE: No, I don't.

IR: Which SM do you use for posting selfies?

IE: Facebook only.

IR: How do you decide which selfie you will post and which ones you wouldn't?

IE: I have 30.000 photos, I am very selective in what kind of photos and selfies I choose for my post. Is it important for you to have high number of 'likes' or comments? I just do it for my friends and family.

IR: How often do you check new 'likes' you got?

IE: I don't check it. But when I get likes and comments, I post thank you for your like. I show appreciation.

IR: Tell me about your expectations once you post a selfie?

IE: I want to inform my friends and relatives what is happening in our lives, what we are doing, I want to know what they are doing. I take interest in my family. I also take interest in other peoples selfies to find out what are they doing, where are they. Recently my friend got married. This kind of sharing makes us more human, more passionate, and more emotional about them and brings back a lot of good memories.

IR: What kind of message do you want to send once you post a selfie (to show how you look, to show where you are at, to show who you are with, to tell what new happened to you)?

IE: These are events in everyday life.

IR: You mentioned previously how often you take selfies, when you take a selfie (yourself or with others) which parts of face or body do you usually take?

IE: My whole body, I want people to know what I am doing. Riding a horse, or in kayak, riding a bike...

IR: You mentioned you have 30.000 photos. Do you delete selfies you are non-content with? If yes, do you repeat selfie taking than?

IE: In my system I have over 30.000 photos, mostly of my family. I like photos of my spare time, and I delete those that are not such a good quality.

IR: When taking selfie do you feel like you are watching yourself in the mirror?

IE: Correct.

IR: You mentioned... describe what specific types of selfies you are taking but you don't want to share on SM (intimate, secretly taken, business, with children, your children, crash, funeral)?

IE: I don't post violent nature selfies. I have seen on FB people posting violent animals posts. I wouldn't post intimate moments like Tatiana swimming naked in the lake, on things like that. I won't post those because they don't have purpose.

IR: Did you ever regret posting certain selfie?

IE: No. Wait, yes. I was barbecuing one day. I didn't wear shorts, I didn't wear any shorts. Tatiana took a photograph and posted it on Facebook. One journalist posted some remarks about it. But he is now in prison now. I didn't do anything wrong. He just saw my little bush.

IR: In your opinion, do you consider that in certain measure selfies harm your privacy or your family privacy?

IE: They are fun. They didn't do any harm.

IR: Can you tell us little bit more about your reasons why do you take and then post selfies?

IE: I take them to select people what I'm doing. Like my friends and relatives.

IR: Can you describe what kind of a feeling rise in you which makes you to open your camera and take a selfie?

IE: They are fun, I enjoy, and I connect pleasure. For example I have a cousin in Odessa, Ukraine. She commented how nice it was to see my family and me. It was our pleasure to make her happy with our photos.

IR: Are you aware of the publicity your selfies reach?

IE: I don't know how many people does it reach. I am aware many people see it.

IR: Do you find taking selfies certain act of narcissism?

IE: I don't think so.

IR: Do you plan to continue with taking selfies?

IE: Absolutely, I do.

IR: Thank you very much for your time.

IE: It was my pleasure.

Interview 3

Date: **16.07.2015**

Type of interview: **Personal interview (transcript)**

Time: **11:40 – 12:00 by European Time**

Country: **Australia**

Nationality: **Australian**

Gender: **female**

Age: **21**

Religion: **no religion**

Occupation: **Exchange Student in Germany**

Highest education degree you have received: **high school**

IR: I could notice you use FB and you post selfies. When you think back, were you taking selfies before smartphones or did this habit develop when you started using smartphones?

IE: I started to use take selfies once I got my first smartphone. I definitely never took selfie before that. Before using older style cameras there was a risk involved. You needed to purchase your own film and I think when you take a selfie, the image generally end up with 5 or 6 photos which you can't use, because they are too close to your face, and they make everyone look terrible. Photos are zoomed right up in their face.

IR: You mean you can't control zoom, like you can mirror your image on the smartphone.

IE: Yes, you didn't have that option. There was just a higher risk because you are actually paying per photograph you take. That's why I would want to take selfies before. I wouldn't want to waste a photo. Now with iPhone there is no more risk.

You can literally see the photo before you take it and you can take as many photos as you want. Also it's a lot easier to take a selfie than to ask someone to take a photo of you.

IR: You started taking selfies once you got your first smartphone. Can you describe if you were influenced with others.

IE: It took me a while to start taking selfies. Definitely I was influenced by others. I saw other people taking selfies, it became more acceptable thing to do. I would still say it's awkward when I take it on my own. I am a type of person who likes more taking selfies with other people. I prefer taking them in the group.

IR: Taking them yourself on public place makes you feel awkward, what about taking them in your home, in your privacy?

IE: Only if the image serves as a purpose. So I would take a selfie if I want to show one of my friends what I'm doing. Maybe I bought a new piece of clothing and I want to show them, or maybe I got a new iPad. I took a photo of me and my iPad and send it to my family because it was a gift from them. Usually I take them with a purpose. This was like a thank you card (laughing)

IR: You are a student doing an internship in the University and thought it's an educational institution it is a working environment. Would you say it is usually to take selfies in the working environment?

IE: Not so much for a work. I would say selfie is a casual kind of style photograph, for work places they want to maintain higher standard rather than casual. It needs to be more sophisticated. Selfies are not common type of images taken. On my work place in Australia we never take them.

IR: Could you describe what your opinion about selfies is?

IE: I'm perfectly fine with selfies. Some people do take it a bit too overboard and show it too much with their selfies. Definitely I have nothing against them. They are functional. They are a good way to communicate with people.

IR: Is that what inspires you to use them to communicate with people?

IE: They are means of communication for me.

IR: Do you use means of SC combined with a selfie as a means of communication?

IE: Yes (laughing) I use Instagram and Facebook. I post more on FB, I am a lot more active on FB. That may also be because it reaches more people. I have more friends on FB. Most of my friends and family are on FB. For me the main idea is

that I just want to communicate with my friends and family. That's why I do more on FB. I can communicate all of them with just posting one post, one selfie; I don't need to get in touch with each one of them individually.

IR: When did you first start posting selfies on your SM?

IE: Probably, It would have started just with other people taking selfies of me and I would have been tagged in the photos. It wouldn't be me posting them. In a while being tagged in all this selfies I eventually started taking selfies, post them and also tag other people. It was probably two years ago but I've been on FB since I was 16 years old, now I'm 21.

IR: How do you decide which selfies you post and which ones you don't

IE: Obviously I've got to look good (laughing). If the image looks nice, if it's a nice photo, I would send it, otherwise I wouldn't.

IR: Is it important for you to have high number of likes?

IE: Not really. It's good to get lots of likes (laughing). It makes me feel good about myself (laughing), but no, it's not really important for me.

IR: When you receive attention does that make you feel good?

IE: Yes, they show that they like it, that they are interested in your selfie that makes you feel good. They also show that they put effort in it, not that it's a lot of effort, but it informs me that people are saying the photo, which is good.

IR: You like the publicity you get with posting your selfie?

IE: Yes I do.

IR: Do you check number of likes?

IE: Not really, you get notifications on FB about number of likes, I just see it at the end of the day who's liking it, who's seeing my photo.

IR: Does that make you happy at the end of the day, having a lot of likes?

IE: Sure (loudly, laughing) it does.

IR: What are your expectations once posting a selfie?

IE: I guess it would just be that my friends and family see it. I am actually not so good at posting it frequently, I'm rather slack. So, when I do post I expect all of them to see it, to see that I bothered, that I put effort in posting it. It's not something I particularly like doing. I live far away from home. I can understand they are interested in what I'm doing. To do a post and to go through the process it's like an obligation, but having likes and comments of my selfie it's like a reward.

IR: How often do you post your selfies?

IE: Not often enough (laughing). I do get my friends constantly telling me I need to post more photos. For selfies themselves would be quite little amount, one every month or two. But when I add the number of selfies I'm tagged in that makes it more.

IR: What kind of selfies you wouldn't post?

IE: I would never post a selfie taken in intimate moments. You see on FB a lot of young girls posting selfies with a lot of skin showing. I would never do anything like that. It's rather private.

IR: Are you referring to some of your FB friends posting such selfies?

IE: Yes, yes I know some people who do post selfies having their breast out (laughing).

IR: Would you say those photos are more common for your Australian friends, since the climate is much warmer than in Germany, they wear less clothes?

IE: No, because most of these ones selfies are just taken indoors, in their bedrooms or bathrooms. It's just them wanting to show off, their bodies.

IR: Did you notice them having a lot of likes?

IE: Yes, the females get a lot of likes. They are famous. But whether or not those are genuine friends that like their selfies, I don't know.

IR: When you think once more, what are your true reasons why you take and post selfies?

IE: As I mentioned to communicate would be the main reason, where I am, what I am doing and what's going on in my life.

IR: When you take your smartphone and you mirror your camera, do you check how do you look? How does this action make you feel?

IE: Yes, I do it, I like it. It is like I see myself in the mirror. It feels nice that I can see the image before it's taken. I can decide whether that's the right angle for me or should I change it up. It is useful.

IR: Are you aware of the publicity. Do you like attention?

IE: Yes I am aware. I like publicity I get.

IR: When you take your selfies do they represent the reality of the situation?

IE: I use filters every now and again. The objective is to have nice looking photos. It's just to improve overall image. But I think it responds to reality.

IR: Are you planning to continue with taking selfies?

IE: Yea, sure (laughing).

IR: Thank you for this interview.

IE: Thank you.

Interview 4

Date: 16.07.2015

Type of interview: Personal interview (transcript)

Time: 14:00 – 14:20 by European Time

Country: German

Nationality: German

Gender: male

Age: 54

Religion: No answer

Occupation: University Professor

Highest education degree you have received: PhD

IR: When you look back and how we used to use cameras, than digital camera and now smartphones, according to you what has changed about our habits of taking photographs of ourselves? Have you observed any changes?

IE: I don't think I have ever taken more than five pictures of myself, even with a timer. I have no fun taking a picture of myself. To be honest I don't even like taking pictures of groups with a timer. I prefer to ask somebody else to look through the camera, decide whether it is the right angle, and take a photograph.

IR: You wouldn't say you are a selfie type of a person?

IE: In my whole life I took maybe two or three selfies. All in situations where I could not ask someone to take a proper photo.

IR: You are working in an educational institution, did you notice selfie behaviour?

IE: Here at the University I don't often see people taking selfies. In my classes it would be out of the question. I would be furious. Of course I do see people in town or on holidays taking selfies all the time. Especially, as I live in Cologne,

very close to the famous Cathedral and there taking a selfie is quite a challenge. The Cathedral is so big, so people take 7 to 10 minutes to take a selfie, they search for right angle. It so complicated to take a photograph there with yourself and with Cathedral behind you. I have noticed this because people keep standing in my way on the pavement or, even worse, they suddenly step out in the street to get the right angle. They are disrespecting all traffic rules. They are standing in the middle of the street just because they want to take a selfie. Sometimes I approach to them and try to help them, but it seems they enjoy the complex process of taking a selfie and are not so worried about poor photo quality. I am only interested in the product of photography. I also notice that those people who still use real digital cameras do still appreciate me helping them. There seem to be two types of selfie takers with more product or process-orientation: the ones who want to have a good selfie and good photo in the end and the other who enjoy the process of positioning themselves for the selfie so much that they hate it if somebody else wants to take a photo of them.

IR: Do you use smartphones?

IE: Yes.

IR: Do you take selfies on smartphone?

IE: No.

IR: Do you use Social Media?

IE: Yes. I use Facebook.

IR: Have you noticed your FB friends posting selfies?

IE: Not so much, friends you have on Facebook tend to be similar to yourself. I don't have any friends who would post a photo of themselves sitting on a couch eating a banana, or post a low quality photo taken in a bar. We often befriend people who are like ourselves with similar habits. I did, however, notice my Turkish partners have different habits. They are out for likes much more than my German friends. To be honest, I think that people who are in FB friendships become more alike and post similar things. My Turkish university colleagues seem to adopt their students' behaviour on FB because they allow so many of their students into their friends' circle - at least much more than my German colleagues.

IR: Would you than agree that we are talking here about online social influential behaviour?

IE: Yes, there is a kind of osmosis going on. You tend to end up like the people around you just like in a real life. If you have people around you who would never spit on the floor, it wouldn't cross your mind to do that. If you mix with people who do it, after some time, you will be doing the same. I think this is what's happening on FB, too. If you see your friends' selfie posts all the time, and they get many likes for that, this kind of behaviour gets positive recognition in the community, and you start doing more of it.

IR: Even though you don't take selfies or post, you observing selfies on FB would you say that they represent reality?

IE: I don't really see so many selfies on FB. I do see a lot of people taking selfies out in the real world. I would argue that ordinary photography is more like a slice of life than a selfie can be. At least one person, but often all the people in a selfie seem very aware of the fact that a photo is taken and start posing. However, I have observed a phenomenon that a lot of people on FB started having profile photos with two or more people. Five years ago the profile picture was more like a passport photograph (and mine still is). More and more people include their partners or friends in their personal profile picture, almost as if they wanted to document how social they are.

IR: Thank you a lot for your time.

IE: Thank you Zrinka.

Interview 5

Date: 17.07.2015

Type of interview: Personal interview (transcript)

Time: 09:50 – 10:20 by European Time

Country: Namibia

Nationality: Namibian (German origin)

Gender: female

Age: 20

Religion: Christian

Occupation: International Student

Highest education degree you have received: High school

IR: As I could notice on your FB profile you take and post selfies?

IE: Yes, I do that, not that regularly. I post it when I feel like it, for example I see my hair looks pretty today, so I decide to take a selfie and post it. I like to take a selfie when I am somewhere, I want to show what kind of place I am visiting. If I'm in Cologne I want to take a selfie with a Cathedral.

IR: When you think back what could you say how long do you know about selfies and can you remember when and how did you make your first selfie?

IE: Yes I was taking selfies with my old digital camera with my friends on parties. This was since five years ago. I grow up in the boarding school. I was there since I was six and I was always accompanied with my school friends. So we loved taking them when being together on parties.

IR: Did you notice your peers/family member taking selfies and that influenced you doing the same?

IE: In my case we were always together. We were taking them together and that's how we started. We took them to keep memories. As I said I started doing it in Namibia, my home country, in boarding school with other German Namibian students.

IR: Tell me about your opinion about selfies?

IE: On the one hand I think it's great for self-development. It helps you gaining more self-confidence because you need to show yourself. I like that. On the other hand it's weird when some people over do it. Others feel good about them and take a photo, some people need to show everything they are doing.

IR: What inspires you to take a selfie?

IE: I started to feel more confident seeing myself in the photo, when doing it myself, and being independent. I don't take selfies that regularly; I don't see a point in doing it every day. I have a friend she is obsessed with selfies. She keeps sending them each few hours. Literarily she took a selfie of everything she does. She is also from Namibia, but studding in Munich. She send me selfies about what she is doing, how she is feeling. She sends me those on SnapChat. She sends it to a group to other friends as well. It's like communication only with photos, without text. I think it's probably easier to express yourself with a selfie, like if you are hearth broken or home sick. It also doesn't come out as being so serious. When I take selfies I always smile or make a funny face. I want to make other people

smile, laugh; I want to shine with confidence and happiness.

IR: Do you have more photos now once you are taking selfies

IE: Definitely now, before I would be always that person who was taking photos of others. I was never on the photos. Now I am finally on the photo even if those are group photos.

IR: You mentioned you post your selfies here and there; tell me when did you first start to post selfies on your SM? Were you influenced by others?

IE: Actually not, at the beginning I was posting only beautiful landscapes I photographed, anything I wanted people to know about. Then, I started to integrate myself into the landscape basically. I also started taking selfies and adding quotes like “Happy Monday everybody” or “Feel good about yourself” to wish my friend to have a good day.

IR: How would you integrate text within the photo?

IE: I would just integrate my message onto the photo.

IR: So you would send it with Viber or WhatsApp?

IE: Instagram mainly. I use just Instagram, WhatsApp and Facebook.

IR: Are you looking forward to get comments and likes for your selfie post?

IE: I am happy to get it, but I don't check likes and comments. I check if somebody gives me a compliment or question I answer, I don't expect likes.

IR: Tell me when you mirror your camera do you feel like you look yourself in the mirror.

IE: I don't mirror myself; I take selfie other way round. Back camera is of a much higher quality. So I keep using back one. I just take selfie and then check how it went. That's why I take a lot of them, because I can't check how I look. The ones I don't use I delete them. Front camera is used by me only to mirror my face after a meal or similar.

IR: When you think deeper what are your reasons to take selfies?

IE: When I was younger I was very unconfident. This helps me to build my confidence. I love to see a beautiful picture of myself. I also like to share that I feel confident about myself.

IR: Would you connect any feeling with taking and posting selfies?

IE: Only the moment I feel good when my friends like my photo.

IR: Are you aware of publicity on FB?

IE: I am very aware. I am very careful about the photos, quotes and other things I

post and share. On my FB profile you can't find any information about me; not my year of birth, not my home town, not my university, anything.

IR: Do you selfies correspond to reality?

IE: I like to edit my photos, I like that they look weird. Like that there is a double me on them. I use for that PixOut iPhone App. But, I do it only when I have time for that.

IR: Do you plan to continue taking selfies?

IE: Yes, I think so.

IR: Thank you for your time and an interview.

IE: You are welcome.

Interview 6

Date: 17.07.2015

Type of interview: Personal interview (via Viber, transcript)

Time: 14:00 – 14:20 by European Time

Country: Croatia

Nationality: Croatian

Gender: male

Age: 46

Religion: Ateist

Occupation: Consultant

Highest education degree you have received: MBA, Mr.sc.

IR: Tell me are you taking selfies?

IE: Of course I do. Quite often. Today I didn't take any, but I received one.

IR: When you look back, can you recall when was the first time you took first selfie?

IE: I am a person who started to use first computer called ZX Spectrum back in September 1982. Sure I can recall. It was done with my digital camera. Usage of digital camera wasn't so practical like it is with smartphone. This was about 10 years ago. As I bought my first smartphone I started doing more selfies. The camera is integrated. We carry our phones with us everywhere. I didn't carry

digital camera with me everywhere. Now when the camera is always with you, it makes it very easy to use. Smartphones nowadays have big displays, cameras are high quality.

IR: Did you notice other peers, friends, family members taking selfies?

IE: I was among first having smartphone. I did notice people developing this habit. It wasn't so popular as it is today.

IR: You come from business circles, is it usual take selfies while working?

IE: This can be a matter of discussion. In cases when business relationships become private than yes, otherwise it is not common.

IR: What's your opinion about selfies?

IE: In my opinion people get used to this habit fast. It's a moment when we realise we can capture a moment with selfie. It's very interesting how fast can that image be shared all over SM.

IR: Tell me what inspires you to take a selfie?

IE: I'm inspired by a certain moment, a happy or sad moment, a moment with stronger emotion than any other moment in the day, nice situation, a certain situation out of average.

IR: Tell me about your habits, did you make a lot of photos of yourself more before you started taking selfies?

IE: I didn't take so many photos before. I would take them only in certain occasions like going for a trip, visiting some friends, birthday parties, celebrations etc.

IR: Do you post selfies on SM?

IE: I do when I feel like it. Narrow circle of my friends I share selfie through WhatsApp and broader with FB. I send a selfie from some trip, something funny or interesting.

IR: When did you start using SM networks?

IE: I started using them very early, basically since I started using internet. So I could say it was about 15 years ago. At the time those were ICQ, MSM Messenger and Odigo.

IR: Were you influenced by others once started to use those SM-a?

IE: Surely we were all influenced by other, so was I. Word of mouth is a strong influence, just as others were influenced by me.

IR: What kind of selfies you wouldn't share on SM?

IE: Selfies I don't look good, or any kind of compromising content of the image.

IR: Tell me what are you expectations once posting a selfie?

IE: I like when I receive likes and comments, it's nice to know something you have done is liked by others.

IR: What do you photograph mainly?

IE: It's hard to take a whole body selfie so I do mostly face selfie. I don't use timers.

IR: What kind of selfie you would never share?

IE: I never publish intimate selfies, business circle selfies and selfies with children. I would ask for authorisation if I want to publish selfie done with business partner.

IR: Tell me when you think what would be the reasons why you are taking and sharing selfies?

IE: The strongest reason is my wish to share that selfie. Sometimes I feel good and I want to share that because of myself and because of others. Sometimes I want to capture a moment and show my friends. At that moment I also experience some emotions. My strongest motive is to share pleasant moment. When I share that selfie I am aware all my friends can see it. In a certain way it's frightening thought but when you get used to it becomes pleasant.

IR: Thank you for your interview.

IE: Zrinka, you are more than welcome.

Interview 7

Date: 17.07.2015

Type of interview: Personal interview (transcript)

Time: 17:40 – 18:15 by European Time

Country: Australian

Nationality: Australian

Gender: male

Age: 29

Religion: Agnostic

Occupation: Student and a Australian Driver of the Year

Highest education degree you have received: Bachelor Degree

IR: Tell me do you take selfies?

IE: No, if I can help it. I would rather take any. I only do it out of necessity. I took maybe four of them all together.

IR: One of those four is your profile photo on your FB. Tell me more about that.

IE: It is. I take selfies rarely. I can recall taking my first selfie in 2014 when I lost 20 kg. I took selfie without a shirt, just my body, from my neck down, to show how much weight I've lost. The next one was April this year 2015, when I was with my best friend in Austria. We wanted to show we got to Austria, but there was no one around to take our photo. So we just took it ourselves. To be honest I don't even like the word selfie. And the last one I took with my friends when we were on the round trip. Again there was no one else to take it for us. One my friend with long arms took it.

IR: You mentioned you don't like the word selfie? Can you explain that.

IE: I think it's vain. You see all those young girls taking selfies, patting their lips. I detest that, I don't like it. I think it's stupid, arrogant, especially all the posts on Instagram, continuous posing, all the same. It's stupid. There's a better way how to spend time than taking endless selfies. Today people are self-absorbed, and selfies promote this. I don't like self-absorbs ion.

IR: Tell me did you notice any of your FB friends posting many selfies.

IE: Most of them not. There is only one serial-offender. She posts day after day. She complains she never has enough time to do her assignments but she takes and posts thousand freaking selfies every day.

IR: Did you notice somebody taking selfies in your working environment?

IE: My colleagues track and couch drivers don't even have phones that are capable of doing it. So, no.

IR: Tell me your opinion about selfies.

IE: I hate them, I thing they are absolutely stupid. It keeps perpetuating this unnecessary image. It's all about vanity. Where ever you go you will see people taking selfies. The other day we went to the Bonn Train Station and we saw a group of girls constantly taking selfies from different angels. They were just

taking local train. I don't see why they do it. I don't like it. If you have something interesting to show, share, like going overseas.

IR: What are your expectations when you posted this few selfies you took, like with your loss of weight photo?

IE: I wanted to share achievement, all my friends new I was having trouble with my weight. I have a lot of friends in Australia that are following what I'm doing here in Germany. Like last weekend I went to a road trip to Stuttgart with my friends to visit two car manufacturers. I ticked two bucket list out of there. That way they saw that and we did a selfie. I wanted to show them my boys, my mates, the car we were driving. Otherwise, I am not fishing for compliments. I am taking selfies only if it's necessity. I would rather approach a stranger and ask to take a photo of me. Actually I don't like to be on the photo.

IR: Tell me did any of you selfies posted harm your privacy?

IE: They didn't because I control and monitor my posts. Once posted selfies they stay forever. I am concerned about my future employment opportunities and how my posts could affect that. I think selfies are not a good image for business employer. For example, if you are in customer based industry having a lot of selfies means you are self-absorbed. In a way I take care of my public image.

IR: Are you aware of the publicity your selfie posts reach?

IE: I like to control the message that has been sent. It means for example on weekend night you see on SM number of posted drunken selfies. If you put that up week after week people will think you are an alcoholic. So you don't do that. I think in a business since, long-term. You can post anything now, but in 10 years later, people will try to dig up your past. Drunken selfies on you SM can harm you. I have to be careful what I am doing, also commenting on SM. It's so open and easy to find a person. I know that some of my employers were looking me up. I was once warned to watch what I post. Luckily employer was my friend. I was lucky to have nice people around me.

IR: Do your friends take selfies?

IE: Most of them don't, but the ones do they take it more out of documentation reasons. Like a friend repairing a plane or a car and showing us what he does. This way we are documenting what we are doing on our working line.

IR: Tell me do selfies represent reality of the situation? I would say selfies are not good the society.

IE: There is less consideration for others. People don't look at others any more or surroundings. Technology is making real relationship harder to combine. Smart phones are not smart they are making us dumber as people. You go to a party, how many people sit at the table and how many are on their phones. People sit at the table on their phones.

IR: Are you planning to do selfies.

IE: No, God no!

IR: Thank you for your time and an interview.

IE: You are welcome.

Interview 8

Date: 18.07.2015

Type of interview: Personal interview (telephone, transcript)

Time: 12:10 – 12:35 by European Time

Country: Jordan

Nationality: Syrian

Gender: female

Age: 21

Religion: Muslim

Occupation: International Student and an Actress

Highest education degree you have received: High school

IR: Tell me, for how long have you been using Social Media?

IE: I've been using Facebook since I was in 8th grade that was 8 to 9 years ago. I later I started to use more and more SM application for smartphone like Snap Chat, WhatsApp. I use whatever is in trend and where ever I can connect with a lot of my friends.

IR: Can you recall when did you start taking selfies? Tell me would you connect taking selfies with usage of Smartphone or did you do it also before?

IE: I started to take selfies as I started to use smartphone. I wasn't very proud of such thing at the beginning. I would find my face very big or outstretching on such images. But then Oscars selfie happened, it become very popular, very

socially acceptable and that was a crucial moment when in my society and among my colleagues it became popular. This was a global phenomenon and it affected me as an actress as well. Before Oscars I thought that selfies are vain and self-centric.

IR: Tell me what is your opinion about selfies now?

IE: Well, I changed my opinion. The expression I find nice. But my approach is still limited. I share them on Snap Chat, but not so much on FB. I do it only to show my family and friends where I am and what I am doing. I am always accompanied by someone else, never me alone. Those are selfies I take in my free time like my friends and me visiting some famous place.

IR: What have you observed among your colleagues actors how did they behave in relations to selfies after the popular Oscars Selfie?

IE: They changed their habit significantly. They started to share their privacy completely, whatever they are doing. They share all the details from their lives 24/7. They share selfies like chilling at home, waiting in traffic, parking a car... I think this helps them communicating with public, it makes them look fun, more approachable. A lot of Jordanian actors do all those. They even have Snap Chat public saying following me on Snap Chat to see what I am doing, eating... I find this just as a marketing method. At first it was a global phenomenon now a trend. I am not using it as a marketing method, I prefer presenting myself through my professional work. I need to establish my position in the business more.

IR: Thought you don't post your selfies that often, do you expect likes and comments once you do a post?

IE: Yes I do. I do. That makes me feel satisfied, like I belong to a certain community, it means people like me and they liked my selfie. It makes me feel satisfied, sometimes proud, excited.

IR: Do you check often how many likes you have?

IE: I don't check that often, though I do expect my posts to be liked.

IR: Tell me what kind of message do you want to send once posting a selfie?

IE: Yes, most of the time I do send a message. I will not take a selfie just to share, I will share that I am doing something specific. At the moment I am finishing my studies in Germany. I have a lot of family members that live distant, many friends back home. For now I just share with them what I'm doing here. For my audience I would publish more posts related to my career.

IR: What kind of selfies you would never post?

IE: Nothing personal, never. I post only common social things. Nothing private. I am very precocious. I am aware that whatever I post can become public.

IR: Tell me do your selfies represent reality?

IE: Most of the time they are not. I use filters and that changes photo significantly. I always try to improve the way I look.

IR: Are you planning to use selfies for your promotion? I am not sure, I can't say at this moment.

IR: Thank you very much for this interview.

IE: Thank you.

Interview 9

Date: 21.07.2015

Type of interview: Personal interview (via Skype, transcript)

Time: 12:20 – 13:20 by Middle European Time

Country: USA

Nationality: American

Gender: male

Age: 60

Religion: No religion

Occupation: University Professor

Highest education degree you have received: PhD

IE: What would you like that we talk about?

IR: I would like that we talk about selfies. I have been observing you FB posts in the past year. I could notice you are active. When you look back when and how did you start taking selfies?

IE: Oh, long time ago. When I was a kid I had a camera. My father was interested in taking pictures, I always had a camera. In fact when I was in high school I had a dark room. I would develop my own pictures. Taking selfies was nothing new. We would take camera, turn in in our own direction, and take a picture or we would go in front of the mirror and take pictures. So, this idea of a selfie is really

very old, it's not new. Not just me, everybody used to do that.

IR: How old were you when you first started taking selfies?

IE: When my father bought me my first camera I was six years old. Even in early childhood we would go in front of the mirror and take pictures. That was in 1961. I was that year six years old.

IR: Would you say that you being so young and taking selfies was kind of a game for you?

IE: I don't think it was a game, it was made out of necessity. There was nobody else around. So, you sit there with your sister, you want to take a picture, and you go in front of the mirror and make a picture with your sister. I still make pictures in front of a mirror. Mirror is very interesting visually. Self-portraits, if you think about it, even the artists who painted stuff, like Van Gough, or Leonardo DaVinci, people do self-portraits all the time. The idea of the self-portrait is anything new. It doesn't come from selfie craze; it has been out there all the time. You do self-portrait with any type of technology you can find. If you can't find anything else then you use mirrors, you use reflections, water. I remember taking pictures in front of black marble. That almost comes as a mirror. Little veins in the marble give you extra texture. You can do it all the time. I remember taking pictures in front of plane glass when it's dark outside. You can get the reflect of both the mirror image from reflection and the image from beyond that goes through the mirror. If you are interested in photography and in visual art you naturally do this thing. It's nothing new. The fact that people take selfies now with their self-phone, I think, is new to them because those are the people probably haven't thought about visual media that much, and now that they have means to do that, and they see everybody else do, and they take a picture of themselves. Again, common ought is that it's from necessity. For example you are in the middle of the woods and there is nobody else to take a photo of you, and you take it yourself. Ten years ago when I would hold a camera in different angle, and take a selfie with a film cameras people were so surprised how I can aim it and get exact frame I want. After a while I got used to that. I would think that this type of self-portrait or auto-biography, if you are in literal arts, it's a form when people write about themselves, sometimes in third person singular, psychologically it's equivalent to taking yourself out of the present content and looking at yourself from outside, but in the context that you are in and that give you different prospective. I think

maybe the selfie is just a visual ramification of that.

IR: Would you than associate this point of view about selfies also to spiritual techniques. In situations when we leave our physical body and look on it from above? What you are mentioning combines that experience with the experience of leaving our body. Person observing him/herself is what occurs.

IE: Out of body experience is new type of experience. Probably, it's a good analogy, little bit extreme in this spectrum, but I would say it's a form of self-awareness. You say where am I in my life, what am I doing, am I happy, am I doing the things I should be doing, is there something else I should be doing, because of all the daily activities am I missing something. You stop, pause, and you examine yourself. In order to do that, an effective way to do that is to look at yourself and your surroundings. Try to be as independent, as much as an outsider you can, take a look at yourself inwards. It's much easier to do that. Than if you pretend you are an outsider and you look at yourself, you can than look at other things too. You can ask would I be happier in Europe, in Florida, in Izmir, am I happy with my boss, am I happy with my friends, am I happy with what I'm doing, what is other guy doing. So you look it from the outside that is part of self-awareness. In other words you don't want to miss out life by simply falling into a rut, buy falling into a predetermined, preordained life and say, well this is it, I'm gonna live like this for years, and years and years. The minute you start questioning yourself it becomes powerful tool, to look it from the outside as a problem. Instinctively you do this. In a sense, selfie is like that too. I would say we come to two different components of selfies; one is out of necessity, because there is nobody else there to take your picture. Though in old days I always used to carry tripod, I don't carry it anymore because smartphones you can't put on the tripod any more, old cameras you could. I've done that many times. Sometimes you do that for a humour. Did you see my picture that I had on FB. Let me see if I can find that for you. Sometimes you can do that funny thing too. Again, this goes back to the visual art part of it (**searching for a selfie posted on FB profile, sending me a link, after I have received a link and saw a photo, after that a conversation continues**). For this photo I set up a tripod, the Gangnam Style was very popular. I tried to play with it. This is not just a selfie, but something that people do. It's interesting picture because all three faces in the picture are facing different direction. You can't take that kind of a picture with a regular camera.

You have to do some processing, you have to take three different pictures and combine them to get that effect. The idea is the same as of a selfie. This is not the self-awareness side, but the playful side of it. I was bored, I was coming my hair and I said hey mirrors are very interesting visual media, this would be nice if the mirror was looking one way and I was looking other way. So I set up the camera and took three pictures and combined all three.

IR: You as university professor what did you observe among younger generation and do you associate it with selfishness or narcissism?

IE: I heard that, but I don't think so. I think camera is very interesting toy because you can get something unique every time you use it. Years ago I remember me and my friends were recording us on tape recorders. We were producing funny sounds and then listen to it and laugh and do it again. Every time you do something like that is a play on time, it's almost like a mental echo. Recollection of something that happened, but once recorded it happens again. So it's almost like an echo. You say something and the same sound comes back to you. So there is a lot of creativity in that that you can play with it. It's a lot of fun. This is like a vehicle, a toy to be used in coming up with creative ways of entertaining yourself and entertaining others. To me that is important component of the selfie business. Look at the young people taking pictures of them. Most of them are not narcissists. Sometimes, you see all those girls taking pictures, pouting lips. At first look that looks like narcissism, but I would again say that the reasons come out of necessity. To document themselves; I was here, here I am.

IR: So you would say that document oneself is one of the deepest motives why to take a selfie?

IE: I would say so, and the second thing is it would be interesting for me to stand in this position and do a certain position (**interviewee is posing on Skype, using body language to show me a pose for a selfie**). For example if you see people dressed very nice, going out for a dinner and taking selfie, that doesn't necessarily mean they are narcissist. I would say it means look how good I am, I'm going to keep this image for prosperity so when I look back in time I will remember this evening. It's a good way how to preserve memories too. We all have mental selfies of ourselves. You can imagine yourself when you were 5 or 10 years old, riding your bike, playing with your friends, you can mentally see yourself doing

all that type of things at that time. So, just because you remember it doesn't mean you are narcissist. If you can do that now with some technology, that's ok. To summarise it's a tool for imagination, because every time you use it you get something unique. You never get the same result.

IR: You were talking about your long history when it comes to selfies, what about your usage of SM? When did you start using SM?

IE: From the beginning I guess. Before SM they had Geo Cities, we had BBS (Bulletin Board System), which was a dialogue, text only. I was early interested to find out how is technology going to affect human behaviour. I did a lot of work with computers, but I also have a minor in anthropology, so I was always interested in overlap of anthropology and social events. That's why I was teaching courses in sustainability, globalization and so on. I always wanted to see how those things are going to evolve. But when you look back on this computer movements, majority of them come from San Francisco from the Bay Area. Old hippies, open-minded people live in San Francisco area. Universities were very progressive. There were some interesting books issued how hippies and computer movement have cross-path many times. The idea was about to empower the people. It's American cultural thing. But in 50's and 60's this great society movement and Watergate, people started questioning authority. That was a slogan "Question Authority". They were searching for freer world with more free information, less secrecy and more transparency. Many of those people thought that computers would lead to information flow and that this could be deregulated, to make the ownership open to the people. This would solve many of the problems. Essentially, you look at that computer movement, as vehicle to free society from sharks of extreme government involvement whose last episodes were seen just months ago in The Neutrality Act. I was interested in those things, but many people of my age would be interested because it's the objective of the generation. If you listen to Bob Dylan and how times are changing type things, there were many issues on the table, most of which buy the way were vindicated. For example, war is bad, that was vindicated. Poverty should be abolished, that also coordinated with Vietnam War too. Anyway to answer your question, to look entire context, it's not surprising that somebody like me would be involved in social media not only in the social media of known brands today like Facebook, Twitter and stuff like that, but the entire movement along with what technologies

and how should society become more free and how could information be more accessible and how could technology be used. SM plays a key role within that context, that's what happened with Arab Spring, that's what happened with Greece and Germany, with FIFA incident taking bribes, with Mitsubishi apologising to the American PUWs. All those we wouldn't know if we didn't have this connectivity. Whether this is going to be use for good or bad is an important issue. It could easily be used for miss information and unfortunately we see that also. Short answers I have been watching all this since beginning, long answers I have been watching this before SM was called SM.

IR: Tell me what is your opinion about combination of selfies and SM. Is that a visual communication? We don't text messages any more, we send images.

IE: Exactly, good point. Snap Chat is a good way of doing that. I use Snap Chat all the time. Twitter also has periscope now. I agree 100%. I think texting is going to be passed pretty soon. In fact many of this messaging systems, even telegram, you can hold a button, you can say something and it sends you audio message. Once system computers become wearable, like you have watch, glasses, smart watches, in the future maybe the clothing as well, and then you receive a message it's probably going to be in audio or visual form.

IR: You just reminded me on communication with emoji, emoticons.

IE: Right. Emoticons are more like Chinese alphabet. They are consisted form of text. It's a visual package, nonetheless it's still text. So you still need to look at it. For Chinese person it doesn't make much difference, but if you use phonetic Latin alphabetic system than emoticons are attractive.

IR: The selfie you just send me, you combined three photographs to make one. What would you say how much do selfies correspond to reality?

IE: Selfie corresponds to reality? In some sense it corresponds if it's a record. So for example I am going out for a graduation and I take a picture of me and my two buddies. That is to record something. But to use a selfie as a visual tool to produce some interesting work, let's not call it art but work, than u use a vehicle of imagination to do something funny, to do something creative. Than that's not a record any more. Then I combine visual tool and mirror, and shadow, and light, and shadow and things to create something. It's almost like creating a music, or a painting with a little bit of humour in it. You take that selfie to show it to other people, to cause AHA moment, how did they do it. It's almost like a magician

doing a magic. People say, how did you do that? Some figure it out, some don't.

IR: Tell me what kind of messages are you sending once posting your selfies on social media?

IE: It changes. Let me see my selfie posts first (looking his profile of FB, and his posted selfies). Aha, what kind of messages? Oh yea, I see some. Most of those I think is when you meet somebody and then just take a picture, just because to say hey we are here. Mostly they were taken with students. I am looking at all my selfies now and I am trying to remember when I did all this stuff. I am here with friends and students. Most of those are document that I was there. Hmm, message? I need to think about that. It's mostly for the record keeping, to say, hey we are here, that's what we are doing, if you want to find me I'm here.

Announcing what you are doing at the moment, I guess. That's an interesting question. Why do we do that? It's not narcissism if I say with selfie: Hey I'm going biking, and you are not'. It's not that, anybody can do that. I don't take selfies doing extreme things just we are in the office, we are on campus... Just recently we took one selfie, and what were we doing? We were recruiting. Part of it is this. I have friends far away like in US for example. I am saying to them, I am here, I am fine, I am not dead yet (laughing). I am ok. Hey mama I am doing fine, we are just working, maybe that kind of a message.

IR: Instead of writing an email, write a postcard, write a letter we would rather now post an image what we are doing and where we are?

IE: You know when you take that picture or selfie you pose, you have a hat on your hand, showing how good you look. You try to look all hip. In that sense there's a little bit of hunting game out there. Sometimes you take two or three selfies and send the best one. So there is something out there.

IR: Would you say that we are much more concerned about our looks that we used to be?

IE: I think we want to show our best face with selfies. Does that mean selfishness or narcissism? We want to be presentable, dignified.

IR: If we dig deeper into the reasons why we want to appear nice and look good, it's all about human nature, about reproduction, about finding our ideal partner. The main reason is ultimately to be happy, fulfilled and to bring new life into the world. Tell me according to you are those the deepest reasons why we want to represent ourselves in the best light?

IE: That is a very powerful explanation and it's also testable to an extent. People who have long term boyfriend, girlfriends, wives, husband are less likely to spend time taking a selfies, whereas single people looking for a mate probably take more care, more time be more picky in doing the selfie. That could be a test like that. If I can see my friends taking pictures with their long-term wives, there is not so much enthusiasm, they don' care. But if we look single people like a good friend of mine, he's always posing. When you question the purpose and the meaning of a selfie there is subjective element depending on the subject of a motivation vis a vie the position in the life, as we said, within this reproductive cycle. I think that's a very powerful way of seeing on this subject Zrinka.

IR: Tell me do you observe people of different age associating point of view about selfies differently?

IE: I am usually pretty good in relating to other generations. Not just the younger generation, but also older generation. Some of the pictures I put out there, for example pictures put for the students, looking from outside, somebody may say, hey look at that old guy being selfish. I am actually just communicating of that age group.

IR: Thank you for this interview.

IE: Thank you for interviewing me.

Interview 10

Date: 22.07.2015

Type of interview: Personal interview (telephone, transcript)

Time: 19:10 – 18:35 by European Time

Country: Croatia

Nationality: Croatian

Gender: female

Age: 32

Religion: Catholic

Occupation: Event Manager

Highest education degree you have received: Master

IR: Briefly, do you take selfies?

IE: Yes, I do take selfies.

IR: When you look back can you recall taking first selfie?

IE: Great question. I can recall. It was a camera one generation before digital one. I remember a moment when I came up to the idea, a moment that I realised that I can turn the camera objective in my own direction and take a photo of myself. I think it was beginning of my gymnasium; I was 14 or 15 years old, so around 15 years ago. Five or six years ago when I bought my first smartphone I started to take more selfies. I was like a game for me, an entertainment.

IR: Tell me did you start to take more selfies once using your first smartphone.

IE: I did, my first iPhone didn't have an option to mirror a photo of you. But I would stand in front of the mirror and would be take selfies in the mirror. This was a game and entertainment. At the same time I am visual type of person and this way I would check how my figure looks like. This was easiest way to follow my full appearance since I am trying to stay fit.

IR: Tell me did you notice your peers, family taking as many selfies? Did they influence you?

IE: My peers would be young people in their 30s. I wouldn't say I have noticed them taking as much selfies. I was more the one who was pushing other doing selfies. At the same time I am surrounded with many people in their 20s and I would rather say this habit is more common among them.

IR: You worked different jobs in your career, do you see taking selfies in business circles.

IE: Me personally, I need to admit, that I wouldn't allow myself to take my smartphone out in the business meeting or after one and take a selfie. I find that as to big freedom of expression. If I would make a selfie or selfies with my colleagues than I should be very close to them, it should be a situation when we are on some half formal dinner or on a trip, but I wouldn't post it. I wouldn't bring myself in the situation to risk my position in any way. If my superior would post and tag me, that would be fine. I wouldn't do other way around.

IR: Tell me your opinion about selfies in a few sentences?

IE: I find selfies as a form of entertainment, than it's a curiosity. I find selfies a great tool how to take a photo of ourselves, to expend awareness about ourselves.

Today it became social moment of entertainment. For example a group of us try to enter that selfie at once, and it's fun and funny.

IR: Tell me what inspires you to take a selfie? What kind of emotions is present in such situations?

IE: Privately I can say it's about two things. Firstly, I want to check how I look, secondly when I want to share certain moment and emotion with my partner.

Socially, it's always in touch with entertainment. I want to show where I am or where we are, who I am with, what we are doing. Socially it is like a game.

Before we would play a social game, now we are entertaining ourselves by taking funny selfies.

IR: Tell me where you taking a lot of selfies in the past.

IE: Since I bought my first iPhone yes. Since that I started to take them almost on daily basis. At first I wanted to send it to my close friend to send where am I, what am I doing and how I look. After, with time, it became socially acceptable.

IR: What would for you be the main difference between traditional and this way of taking a photo.

IE: With old cameras we didn't have an option to mirror ourselves, and now we can influence more how final image will look like.

IR: Do you post selfies you take on SM?

IE: I do post; of my other SM friends post our mutual selfies. I can't say how often since it depends in what kind of phase of life I am in. Lately I started to take a lot of selfies for which it's not clear if they are selfies or not. What I have observed that social reaction to the selfies went even one step beyond and that is judgemental point of view toward those who are taking selfies.

IR: Tell me when and how did you start to post selfies on SM?

IE: I have a profile on many SM networks, but I use actively only FB, WhatsApp and Viber. I use those on daily basis. I have a profile on Tweeter, LinkedIn, Tagged, Instagram, Google+, and Snap Chat. I had a profile on FB before than I had a smartphone. For many years I wasn't active on FB, it took me some time to become. On the other hand I was taking selfies for few years and then started to post them. I become active in the past 2-3 years.

IR: Tell me did you expand number of taken selfies?

IE: I think I did. It became everyday communication way. In many situations I take a photo of myself, I don't even consider somebody else to take a photo of me.

IR: How often do you send selfies through SM you use?

IE: I send them daily, especially through WhatsApp and Viber.

IR: Tell me, how do you decide which selfies you will send and which ones you won't?

IE: I have so much practice that I literally take only 2 to three when I want to send one or two, other I delete immediately. I know already angel I need, how to use my camera, and what I am searching for.

IR: The selfies you post, do you receive a lot of like for them?

IE: I don't post a lot, but when I do, I do get a lot of likes. At first I didn't know what amount of likes means what. Then I learned that a post which gets more than 100 likes is a post with high number of likes. I would connect that I get high number because I don't post too often. Once I post I am very curious who liked and how did people accept this image.

IR: Tell me what are your expectations once you post a selfie?

IE: I have no expectations, I am very curious to find out my FB friends reaction.

IR: Tell me what kind of message you want to send once posting a selfie?

IE: Instead of sending a text message to my friends or family one selfie post can say everything. Where I am, who I am with, what do we do?

IR: Tell me which part of the face or body you photograph the most?

IE: Privately whole figure and parts of the body for my boyfriend, but publicly the face only.

IR: According to your opinion do you consider that certain number of selfies could harm your privacy?

IE: I think it would, if I would share everything I do in one day, people would be overloaded, and there is no point in such behaviour.

IR: What kind of emotions do you connect with taking selfies ?

IE: I don't connect emotions with selfies privately, I take them every day and it became standard behaviour for me. I send them to my partner every day. If I am out with a friend than I want that the whole event looks ideal.

IR: Tell me are you aware of the publicity you get once posting selfie?

IE: At first I wasn't aware at all. Than I would meet some friends or talk to them, I wanted to catch up, chat about latest events in my life, but they would tell me yes we know, we have seen in on FB. That made me realise that people follow everything even they don't like or comment. FB become like an info-board of

social events in our life.

IR: Would you connect selfies with narcissism?

IE: Technically, not emotionally, we are all depending on internet. I would rather say that many people are addicted on using different SMs. I observed people being obsessed with their looks in my first circle I don't have narcissistic behaviour once taking selfies. Selfie freaks can be more connected to self-admiration.

IR: Tell me do you selfies correspond to reality?

IE: I would say they always look for one lawyer better than reality does. I use filters so the colours are changed. We choose angels, so we try to look as good as possible. It's like improved version of reality.

IR: Are you planning to continue taking and posting selfies?

IE: Absolutely yes.

IR: Tell me for the end in your own words what you want to say about selfies.

IE: I would say that many more people take selfies that they want to admit. Slowly people recognise selfies as something to be ashamed of, at least among generations above 30s or 40s. I heard a lot of comments how selfies are a selfish act, on the other hand everybody take them. I don't find them selfish. I love them and will continue doing the same just like I was for years now.

IR: Thank you for these precious answers.

IE: Thank you for interviewing me.

Appendices 2

Online Survey Question 32

Selfies - self about yourself 07/2015

SurveyMonkey

Q32 Describe how do you feel when you take a selfie?

Answered: 134 Skipped: 80

#	Responses	Date
1	Excited about something I m doing and want to take selfie.	7/19/2015 10:48 PM
2	It depends on photo,if it nice I feel happy	7/19/2015 8:24 PM
3	Happy	7/19/2015 7:40 PM
4	Nice	7/19/2015 7:14 PM
5	good	7/19/2015 6:11 PM
6	Surprised	7/19/2015 5:26 PM
7	Its only fun... No particular emotion	7/19/2015 3:10 PM
8	I feel okay	7/19/2015 3:02 PM
9	Well, the Moment is precious	7/19/2015 1:59 PM
10	Photo image creates a moment to be remembered.	7/19/2015 1:30 PM
11	Important	7/19/2015 1:22 PM
12	I feel happy	7/19/2015 1:01 PM
13	Indifferent	7/19/2015 12:38 PM
14	Im super	7/19/2015 12:34 PM
15	Good	7/19/2015 12:28 PM
16	-	7/19/2015 12:19 PM
17	So good :)	7/19/2015 12:06 PM
18	Feel like a normal photo	7/19/2015 11:37 AM
19	Happy if my Friends are with me	7/19/2015 10:57 AM
20	Good sometimes	7/19/2015 10:27 AM
21	it is the question of moment.. if I feel that some moment needs to be recorded, than I make the selfie.. or if my child for fun want to make the selfie with me.. otherwise selfie is not important to me	7/19/2015 8:47 AM
22	Ugly :D	7/18/2015 11:17 PM
23	funny, because it is so strage so far.	7/18/2015 9:55 PM
24	I don't have a special feeling.	7/18/2015 9:06 PM
25	Fun and excited about capturing a moment in my life	7/18/2015 8:31 PM
26	awkward	7/18/2015 2:48 PM
27	happy because i usually do it in happy moments. but i.m not happy because i.m taking selfie	7/18/2015 12:01 PM
28	It is Not special	7/18/2015 1:22 AM
29	In communication with friends without writing	7/18/2015 12:19 AM
30	Good	7/17/2015 9:07 PM
31	Stupid	7/17/2015 8:44 PM
32	Happy	7/17/2015 8:31 PM

Selfies - self about yourself 07/2015

SurveyMonkey

33	Like me in my film/live...	7/17/2015 6:25 PM
34	Having fun, usually i am with friends	7/17/2015 6:22 PM
35	Most times I take a selfie when something interesting or fun is going on, happy.	7/17/2015 4:57 PM
36	Weird.	7/17/2015 4:08 PM
37	I feel excited. It always feels funny to take a selfie :)	7/17/2015 4:02 PM
38	i'm feel pretty	7/17/2015 4:00 PM
39	Funny	7/17/2015 3:57 PM
40	In most cases the experience is quite fun as it is related to a positive life event.	7/17/2015 12:12 PM
41	I feel happy and I like fun part of it when you make faces and laugh with your friends and family	7/17/2015 8:18 AM
42	mm	7/17/2015 7:05 AM
43	normal sense	7/16/2015 10:40 PM
44	Good	7/16/2015 9:42 PM
45	Cool and fun	7/16/2015 9:14 PM
46	Good	7/16/2015 5:25 PM
47	uncomfortable	7/16/2015 4:32 PM
48	I ususally take a selfie when I think I look good, so mostly I feel pretty.	7/16/2015 3:52 PM
49	Good	7/16/2015 3:51 PM
50	mostly neutral	7/16/2015 3:41 PM
51	I feel like I share that one moment with everyone	7/16/2015 3:13 PM
52	Nothing	7/16/2015 2:46 PM
53	It's ott big deal for me. Even if I take some I am not sharing it... so I am doing it just for fun.	7/16/2015 11:42 AM
54	Spontaneous, fun, quirky	7/16/2015 11:14 AM
55	None	7/16/2015 9:46 AM
56	Nothing important, it's just for fun	7/16/2015 9:07 AM
57	Ok	7/16/2015 8:48 AM
58	If it looks nice, I feel pleased.	7/16/2015 7:52 AM
59	I feel satisfied when ever I take a good selfie	7/16/2015 2:48 AM
60	My mood has nothing to do with it	7/16/2015 1:11 AM
61	make others feel same place that was taken selfies	7/16/2015 1:00 AM
62	No feeling	7/16/2015 12:37 AM
63	Cool	7/16/2015 12:19 AM
64	Good, happy	7/15/2015 9:19 PM
65	Proud of my body, i usually take them after being at the gym to motivate myself or to impress girls	7/15/2015 8:22 PM
66	since i mostly take selfies to capture memories with friends etc., i'm quiete happy most of the time	7/15/2015 8:12 PM
67	Happy	7/15/2015 8:10 PM
68	normal	7/15/2015 7:53 PM
69	Normal	7/15/2015 7:46 PM
70	Normal, but when it looks good happy ;)	7/15/2015 7:29 PM

Selfies - self about yourself 07/2015

SurveyMonke

71	depends on the situation. If I took it, when I felt bad, and i like it, I feel better afterwards, helps to push the ego sometimes. If I do it, because I'm in a place and with people and want to remember the situation, I feel kinda satisfied, because I have sth that will remind me of that place/situation/person.	7/15/2015 7:26 PM
72	Not very pretty	7/15/2015 7:04 PM
73	High	7/15/2015 6:57 PM
74	Depends on a situation.	7/15/2015 6:15 PM
75	great if the photo looks good :D	7/15/2015 6:10 PM
76	I feel Stupid! :D i mean it has no importance to me most of my selfies are out of boredom or when i am with my friends and there is no one to take us a group picture!	7/15/2015 6:01 PM
77	Beautiful	7/15/2015 5:38 PM
78	Happy	7/15/2015 5:36 PM
79	I feel same	7/15/2015 5:27 PM
80	Normal	7/15/2015 5:03 PM
81	confident	7/15/2015 4:53 PM
82	Good	7/15/2015 4:21 PM
83	relaxed	7/15/2015 4:18 PM
84	Happy	7/15/2015 4:17 PM
85	No feeling, just a normal picture	7/15/2015 4:14 PM
86	It makes me feel pretty	7/15/2015 4:13 PM
87	cool pretty	7/15/2015 3:51 PM
88	Normal. nothing special	7/15/2015 3:41 PM
89	Happy	7/15/2015 3:27 PM
90	No feelings	7/15/2015 2:49 PM
91	It's a nice thing to do when I've time but I don't feel special about it	7/15/2015 2:47 PM
92	depends in the mood. usually happy.	7/15/2015 2:45 PM
93	I'm not feeling something special, i just want to capture the moment	7/15/2015 2:09 PM
94	I feel like I do not look good on selfies :)	7/15/2015 1:56 PM
95	taking memories of certain events, i dont usually take selfies	7/15/2015 12:58 PM
96	Ok	7/15/2015 12:12 PM
97	normal, no special feelings. It's just a picture.	7/15/2015 11:58 AM
98	No feelings specifically, just having fun.	7/15/2015 11:33 AM
99	Nutral	7/15/2015 11:25 AM
100	Nth	7/15/2015 11:21 AM
101	A bit self conscious. I don't ever take any more than 3 unlike most girls I know - most girls I've found take multiple photos and choose their 'best' one but I dont like doing that.	7/15/2015 10:53 AM
102	Its funny ans awkward	7/15/2015 10:53 AM
103	I feel happy because im making a memory of the place im in	7/15/2015 10:30 AM
104	Just like taking any other photo to the place except that im in this place	7/15/2015 10:23 AM
105	Nothing special.	7/15/2015 7:07 AM
106	nothing special	7/15/2015 5:46 AM

Selfies - self about yourself 07/2015

SurveyMonkey

107	Ok	7/15/2015 4:46 AM
108	I feel funny and happy because i can tell my friend what I'm doing in that moment.	7/14/2015 11:55 PM
109	I feel happy	7/14/2015 10:34 PM
110	Not different than usual, it's just a picture of something (place, event, people) that makes me happy	7/14/2015 9:48 PM
111	Happy	7/14/2015 9:32 PM
112	Cool	7/14/2015 9:20 PM
113	Ne osjećam ništa posebno.	7/14/2015 9:20 PM
114	Happy	7/14/2015 9:09 PM
115	Funny	7/14/2015 9:07 PM
116	ok	7/14/2015 7:55 PM
117	I feel good,i Like to keep picture for future	7/14/2015 7:49 PM
118	usual	7/14/2015 7:39 PM
119	Good	7/14/2015 7:28 PM
120	Cool	7/14/2015 6:43 PM
121	I and people with me we are felling special, we are in our own mood	7/14/2015 6:08 PM
122	i feel good	7/14/2015 5:23 PM
123	I feel normal.	7/14/2015 4:34 PM
124	Ok.	7/14/2015 4:14 PM
125	Happy	7/14/2015 3:58 PM
126	no special feeling, it is just taking a picture for memories	7/14/2015 3:43 PM
127	Nice	7/14/2015 3:11 PM
128	Nothing special	7/14/2015 3:09 PM
129	Ordinary	7/14/2015 2:57 PM
130	I feel nothing actually, just happy to show to peoples about my latest activities	7/14/2015 2:49 PM
131	Ok	7/14/2015 2:43 PM
132	Good.	7/14/2015 2:39 PM
133	I feel awkward and uncomfortable when taking a selfie and I usually only do it for other people. For example, I am in someone eases selfie or I take it because someone has requested me to take it.	7/14/2015 2:34 PM
134	I fell good because i share selfies with other people	7/14/2015 2:28 PM

Appendices 3

Online Survey Question 33

Selfies - self about yourself 07/2015

SurveyMonkey

Q33 Why do you post certain selfies on social media?

Answered: 130 Skipped: 84

#	Responses	Date
1	Because I want to show my friend what I m doing, whats my occupation at that moment.	7/19/2015 10:48 PM
2	I prefer selfie pic to put on cover page	7/19/2015 8:24 PM
3	because i want to make a memory with who i am with and where i am are.	7/19/2015 7:40 PM
4	To show what I am doing	7/19/2015 7:14 PM
5	it makes me happy	7/19/2015 6:11 PM
6	To always have those moments available	7/19/2015 5:26 PM
7	so friends and family around the world can see what i'm up too	7/19/2015 3:10 PM
8	To show othet people how I look	7/19/2015 3:02 PM
9	Just to share people hapening around me	7/19/2015 1:59 PM
10	Because its the ultimate way of communication.	7/19/2015 1:30 PM
11	To show off	7/19/2015 1:22 PM
12	because of friends	7/19/2015 1:01 PM
13	because i can	7/19/2015 12:38 PM
14	I share with my frends	7/19/2015 12:34 PM
15	don't no	7/19/2015 12:28 PM
16	-	7/19/2015 12:19 PM
17	I don't post	7/19/2015 12:06 PM
18	For fun	7/19/2015 11:37 AM
19	To Show what i am doing and to hold a Moment of Fun	7/19/2015 10:57 AM
20	just for fun	7/19/2015 10:27 AM
21	if I am missing the right picture for representing my self on some SM, i will take the selfie with accurate purpuse.. for example, to put it as my profile picture on facebook, or linkdin	7/19/2015 8:47 AM
22	to show how i look	7/18/2015 11:17 PM
23	depends what i feel when i post	7/18/2015 9:06 PM
24	to celebrate certain moment	7/18/2015 8:31 PM
25	i never do	7/18/2015 2:48 PM
26	just to share	7/18/2015 12:01 PM
27	To Say something	7/18/2015 1:22 AM
28	because many people looks like	7/18/2015 12:19 AM
29	Why not	7/17/2015 9:07 PM
30	Because there's nobody near to take a picture of me so I'm obliged to take a selfie	7/17/2015 8:44 PM
31	To show my mood	7/17/2015 8:31 PM
32	To show a part from my live	7/17/2015 6:25 PM

Selfies - self about yourself 07/2015

SurveyMonkey

33	Sharing who i am with and where we are/ what we are doing	7/17/2015 6:22 PM
34	Show where I am	7/17/2015 5:24 PM
35	It's a fad I guess. It's a way of telling people about the situation while it's happening.	7/17/2015 4:57 PM
36	I don't.	7/17/2015 4:08 PM
37	I don't usually post selfies on sm, but when I do I want to know people what I'm doing, where I'm, etc.	7/17/2015 4:02 PM
38	just for fun	7/17/2015 4:00 PM
39	to share a situation with others	7/17/2015 3:57 PM
40	In fact I don't.	7/17/2015 12:12 PM
41	to share my good moments with others	7/17/2015 8:18 AM
42	mmmmmmmm	7/17/2015 7:05 AM
43	Very rarely I do	7/16/2015 10:40 PM
44	to take Part in and show my friends	7/16/2015 9:42 PM
45	to share things in my life that could be funny	7/16/2015 9:14 PM
46	Because everybody do that.	7/16/2015 5:25 PM
47	it's usually to share some good feeling with my friends who can't be with me at the moment	7/16/2015 4:32 PM
48	When I think I look good and I want to boost my self confidence	7/16/2015 3:52 PM
49	Because I like it	7/16/2015 3:51 PM
50	memories	7/16/2015 3:41 PM
51	to show people whats going on in my life	7/16/2015 3:13 PM
52	To show people how I look like	7/16/2015 2:46 PM
53	To share my moments	7/16/2015 11:42 AM
54	As funny profile pictures or to share something amusing with family & friends	7/16/2015 11:14 AM
55	For profile pic	7/16/2015 9:46 AM
56	I have only my friends on my social media network and i love to see photos of them, how are they, what are they doing etc. so that is the same reason i post my selfies	7/16/2015 9:07 AM
57	Want to share a certain feeling	7/16/2015 8:48 AM
58	To keep my profile picture fresh	7/16/2015 7:52 AM
59	To allow my SM friends to see and appreciate my selfies	7/16/2015 2:48 AM
60	If it's a pretty image, then why not?	7/16/2015 1:11 AM
61	to share with friends and encourage them for traveling	7/16/2015 1:00 AM
62	that what are they for	7/16/2015 12:37 AM
63	I look good	7/16/2015 12:19 AM
64	want to share special moments	7/15/2015 9:19 PM
65	In lovoo to impress girls	7/15/2015 8:22 PM
66	i don't	7/15/2015 8:12 PM
67	Because I like to	7/15/2015 8:10 PM
68	Show who am i	7/15/2015 7:53 PM
69	Attention	7/15/2015 7:46 PM

Selfies - self about yourself 07/2015

SurveyMonkey

70	Not for a specific reason just to share with friends..	7/15/2015 7:29 PM
71	I hardly do that, but most of the time, if I have the feeling my profile picture is not up to date.	7/15/2015 7:26 PM
72	With good company and a nice place	7/15/2015 7:04 PM
73	Because i look ugly in the other selfies	7/15/2015 6:57 PM
74	To show what I'm doing	7/15/2015 6:15 PM
75	to show myself, where am I, who I am with	7/15/2015 6:10 PM
76	to keep it there as a memory! the time and place are more important to me whether it's a selfie or just a pic	7/15/2015 6:01 PM
77	show events that were fun	7/15/2015 5:38 PM
78	to share my happiness	7/15/2015 5:36 PM
79	i don't post selfies	7/15/2015 5:27 PM
80	For fun	7/15/2015 5:03 PM
81	eventually	7/15/2015 4:53 PM
82	to enable some people to see them	7/15/2015 4:18 PM
83	To show who i'm	7/15/2015 4:17 PM
84	to include all the people with me in a picture	7/15/2015 4:14 PM
85	To let my friends know that I met someone or visit a historical site	7/15/2015 4:13 PM
86	out of bordem	7/15/2015 3:41 PM
87	for fun	7/15/2015 3:27 PM
88	I get bored of the previously posted pictures	7/15/2015 2:49 PM
89	To show what I'm doing or if I've a new style	7/15/2015 2:47 PM
90	to share the moment with friends	7/15/2015 2:45 PM
91	To show people what i am doing, to show them where rhey could be right now instead of sitting at home	7/15/2015 2:09 PM
92	It s the same as normal photo you post on social media. It is photo.	7/15/2015 1:56 PM
93	for fun	7/15/2015 12:58 PM
94	for fun	7/15/2015 12:12 PM
95	Like any other picture, it might look good and worthy of posting	7/15/2015 11:58 AM
96	To show who i am with or where i am.	7/15/2015 11:33 AM
97	Because eveyone is doing it	7/15/2015 11:25 AM
98	No reason	7/15/2015 11:21 AM
99	Honestly because I'm proud of my smile now! :) I only ever post smiling selfies	7/15/2015 10:53 AM
100	i dont	7/15/2015 10:53 AM
101	to share it with my friends and family since im away from home	7/15/2015 10:30 AM
102	To show the place ive been to	7/15/2015 10:23 AM
103	Because I want to have selfies with my best friends or my family.	7/15/2015 7:07 AM
104	inform my friends	7/15/2015 5:46 AM
105	I don't	7/15/2015 4:46 AM
106	For fun.	7/14/2015 11:55 PM
107	-	7/14/2015 10:34 PM

Selfies - self about yourself 07/2015

SurveyMonkey

108	To say something funny or make a statement (opinion)	7/14/2015 9:48 PM
109	in public	7/14/2015 9:32 PM
110	7	7/14/2015 9:20 PM
111	To show were I am.	7/14/2015 9:09 PM
112	To inform friends about news	7/14/2015 9:07 PM
113	I have no idea	7/14/2015 7:55 PM
114	I want other to see them	7/14/2015 7:49 PM
115	i dont	7/14/2015 7:39 PM
116	For my friends	7/14/2015 6:43 PM
117	I want tp show how I fewl at that moment	7/14/2015 6:08 PM
118	because i like the picture i took	7/14/2015 5:23 PM
119	I post them just for fun.	7/14/2015 4:34 PM
120	For fun.	7/14/2015 4:14 PM
121	To inform my friends where am I	7/14/2015 3:58 PM
122	to remember of my time spend with those people	7/14/2015 3:43 PM
123	Just for fun	7/14/2015 3:11 PM
124	Refreshing my look	7/14/2015 3:09 PM
125	habit	7/14/2015 2:57 PM
126	I want to share news about me	7/14/2015 2:49 PM
127	for fun	7/14/2015 2:43 PM
128	For fun and atention	7/14/2015 2:39 PM
129	To keep my friends and family up-to-date with my life. Selfies are easier to take sometimes, rather than finding someone else to take a picture of you	7/14/2015 2:34 PM
130	because they are interesting for my friends and other participants of SM	7/14/2015 2:28 PM

Appendices 4

Online Survey Question 34

Selfies - self about yourself 07/2015

SurveyMonkey

Q34 What do you expect when you post a selfie on SM platform?

Answered: 128 Skipped: 86

#	Responses	Date
1	Nothing specific.	7/19/2015 10:48 PM
2	Good	7/19/2015 8:24 PM
3	if taking as group to expect the other friend who i am taking with feel happy	7/19/2015 7:40 PM
4	My friends to see it and like it	7/19/2015 7:14 PM
5	nothing	7/19/2015 6:11 PM
6	Few likes	7/19/2015 5:26 PM
7	some interest from friends and fam.	7/19/2015 3:10 PM
8	Nothing	7/19/2015 3:02 PM
9	People should like and comment on it.	7/19/2015 1:59 PM
10	Whether people on your friend list use the 'like' button or not, they all see the image you shared. So you make everyone aware of what you doing.	7/19/2015 1:30 PM
11	Being noticed	7/19/2015 1:22 PM
12	nothing special	7/19/2015 1:01 PM
13	likes	7/19/2015 12:38 PM
14	like	7/19/2015 12:34 PM
15	nothing	7/19/2015 12:28 PM
16	-	7/19/2015 12:19 PM
17	None	7/19/2015 12:06 PM
18	Nothing	7/19/2015 11:37 AM
19	Feedback of my Friends	7/19/2015 10:57 AM
20	pleasure and joy	7/19/2015 10:27 AM
21	I have no expectation	7/19/2015 8:47 AM
22	people see what is new in my life so they might text me and ask what I did here and there	7/18/2015 9:55 PM
23	I don't expect nothing simply i post because i love the selfie that i got.	7/18/2015 9:06 PM
24	my friends to be informed, also to receive some likes and attention	7/18/2015 8:31 PM
25	nothing special	7/18/2015 12:01 PM
26	No attention	7/18/2015 1:22 AM
27	i share personal things with friends and only friend	7/18/2015 12:19 AM
28	Nothing	7/17/2015 9:07 PM
29	Nothing	7/17/2015 8:44 PM
30	Nothing	7/17/2015 8:31 PM
31	Nothing...	7/17/2015 6:25 PM
32	nothing jut sharing fun times, keeping memories	7/17/2015 6:22 PM

Selfies - self about yourself 07/2015

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33	Nothing	7/17/2015 4:57 PM
34	/	7/17/2015 4:08 PM
35	I expect my friends who are not with me to comment and like it :)	7/17/2015 4:02 PM
36	to notice all my friends	7/17/2015 4:00 PM
37	depends, the more I like it myself, the more of a reaction I expect	7/17/2015 3:57 PM
38	I expect other people to enjoy them.	7/17/2015 12:12 PM
39	I want them to be seen by my friends	7/17/2015 8:18 AM
40	mm	7/17/2015 7:05 AM
41	see and like	7/16/2015 10:40 PM
42	likes	7/16/2015 9:42 PM
43	a reaction	7/16/2015 9:14 PM
44	Likes by Gas	7/16/2015 5:25 PM
45	i expect reaction from few people i know might be interested in it	7/16/2015 4:32 PM
46	I expect comments and likes	7/16/2015 3:52 PM
47	Wish to get many good	7/16/2015 3:51 PM
48	nothing	7/16/2015 3:41 PM
49	to take likes and messages	7/16/2015 3:13 PM
50	Nothing	7/16/2015 2:46 PM
51	Attention	7/16/2015 11:42 AM
52	A few likes and funny comments	7/16/2015 11:14 AM
53	Nothing	7/16/2015 9:46 AM
54	Nothing	7/16/2015 9:07 AM
55	To be noticed	7/16/2015 8:48 AM
56	I expect that I am giving my friends a realistic idea of what I look like.	7/16/2015 7:52 AM
57	To be liked by most of my SM friends and get comments by some of my (SM) friends	7/16/2015 2:48 AM
58	No expectations	7/16/2015 1:11 AM
59	nothink	7/16/2015 1:00 AM
60	likes and the intention of sharing something	7/16/2015 12:37 AM
61	Likes and admiration comments	7/16/2015 12:19 AM
62	nothing	7/15/2015 9:19 PM
63	Attention of them	7/15/2015 8:22 PM
64	Show who am i	7/15/2015 7:53 PM
65	Probably i got friend requests of girls :D	7/15/2015 7:29 PM
66	I can kinda present myself, as I want the people to see me.	7/15/2015 7:26 PM
67	show others what I do	7/15/2015 7:22 PM
68	Nothing really, just documenting my life in an electronic album	7/15/2015 7:04 PM
69	To be called for an audition for a hollywood movie because im too good looking	7/15/2015 6:57 PM
70	Nothing particular.	7/15/2015 6:15 PM

Selfies - self about yourself 07/2015

SurveyMonkey

71	nothing, just people to see it :D	7/15/2015 6:10 PM
72	Nothing actually	7/15/2015 6:01 PM
73	people to see it	7/15/2015 5:38 PM
74	i dont expect anything	7/15/2015 5:36 PM
75	Nothing	7/15/2015 5:27 PM
76	Nth	7/15/2015 5:03 PM
77	people should see me	7/15/2015 4:53 PM
78	comment and attention from limited circle of friends	7/15/2015 4:18 PM
79	Comments and likes	7/15/2015 4:17 PM
80	nothing	7/15/2015 4:14 PM
81	It should reach to the maximum people	7/15/2015 4:13 PM
82	Compliments	7/15/2015 3:41 PM
83	nothing	7/15/2015 3:27 PM
84	Nothing	7/15/2015 2:49 PM
85	That others see and maybe like it	7/15/2015 2:47 PM
86	some comments and likes	7/15/2015 2:45 PM
87	I expect maybe a few likes from my closer friends	7/15/2015 2:09 PM
88	The same as normal photo. Nothing extra.	7/15/2015 1:56 PM
89	nothing maybe some nice comments	7/15/2015 12:58 PM
90	nothing	7/15/2015 12:12 PM
91	Likes and comments	7/15/2015 11:58 AM
92	Nothing.	7/15/2015 11:33 AM
93	Attention	7/15/2015 11:25 AM
94	likes	7/15/2015 11:21 AM
95	I have some very loving girl friends so I always have someone commenting a compliment or something	7/15/2015 10:53 AM
96	nothing	7/15/2015 10:53 AM
97	that my family and friends will be happy to communicate with me	7/15/2015 10:30 AM
98	Enjoy the moment and leave your mobile	7/15/2015 10:23 AM
99	Nothing.	7/15/2015 7:07 AM
100	positive reaction from my friends	7/15/2015 5:46 AM
101	Stupid comments	7/15/2015 4:46 AM
102	That my selfie inspire people to do funny things.	7/14/2015 11:55 PM
103	-	7/14/2015 10:34 PM
104	Response from my friends	7/14/2015 9:48 PM
105	likes	7/14/2015 9:32 PM
106	/	7/14/2015 9:20 PM
107	Zabavu.	7/14/2015 9:20 PM
108	Likes :)	7/14/2015 9:09 PM

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109	attention	7/14/2015 9:07 PM
110	Nothing much	7/14/2015 7:55 PM
111	Someone will see them	7/14/2015 7:49 PM
112	nil	7/14/2015 7:39 PM
113	Northing	7/14/2015 7:28 PM
114	That some of my friends would see that	7/14/2015 6:43 PM
115	likes and comments	7/14/2015 6:08 PM
116	nothinhg	7/14/2015 5:23 PM
117	I expect nothing special.	7/14/2015 4:34 PM
118	Nothing	7/14/2015 4:14 PM
119	Nothing special	7/14/2015 3:58 PM
120	to be there and remember me about that situation after certain period	7/14/2015 3:43 PM
121	Nothing	7/14/2015 3:11 PM
122	Nothing	7/14/2015 3:09 PM
123	dont expect nothing	7/14/2015 2:57 PM
124	I want people to know where am I and what am I doing	7/14/2015 2:49 PM
125	nothing	7/14/2015 2:43 PM
126	Attention	7/14/2015 2:39 PM
127	I expect people to view the image and like it. I expect my friends and family to feel pleased that I have bothered to post a photo for them to see	7/14/2015 2:34 PM
128	i dont expect anything but i am content if selfie is noticed by people	7/14/2015 2:28 PM

Appendices 5

Online Survey Question 35

Selfies - self about yourself 07/2015

SurveyMonkey

Q35 Is there a difference between taking selfies and earlier rituals of taking photographs with yourself on them? (explain please)

Answered: 118 Skipped: 96

#	Responses	Date
1	no.	7/19/2015 10:48 PM
2	Sometimes selfie is better ,if we want to focus of some view we can do it better and we know how to take photo of that view which we exactly we want.	7/19/2015 8:24 PM
3	yeah there is because taking a selfie is more easier and you no need to ask someone to take your photo	7/19/2015 7:40 PM
4	I believe that the selfies won't be nice remembered in the future. The other pictures that contain a place are nicer to see then in the future	7/19/2015 7:14 PM
5	no	7/19/2015 6:11 PM
6	I don't know	7/19/2015 5:26 PM
7	I'm not aware of any, i never considered the question	7/19/2015 3:10 PM
8	There is no difference	7/19/2015 3:02 PM
9	According to me the selfies are more lively. You can actualy feel the moment the person has experienced. While the old photography was a memory of the event but not that lively	7/19/2015 1:59 PM
10	Not really, selfie is more spontaneous because of the easy operated mobile phone cameras. I used to take selfies with old fashioned cameras in early 90's already.	7/19/2015 1:30 PM
11	No	7/19/2015 1:22 PM
12	yes	7/19/2015 1:01 PM
13	no	7/19/2015 12:38 PM
14	its the same to me	7/19/2015 12:34 PM
15	no	7/19/2015 12:28 PM
16	-	7/19/2015 12:19 PM
17	It is easier taking selfies	7/19/2015 12:06 PM
18	No difference for me	7/19/2015 11:37 AM
19	Selfies are easier but they have the Same function	7/19/2015 10:57 AM
20	no not much	7/19/2015 10:27 AM
21	Selfie is possibility to show the world what you are doing now and how do you feel right now.. It is a huge difference between taking photographs and selfies. But you need to be that person who cares about other peoples opinion and who want to inform other people about his life. I care about opinion my closes frends and family, and for this I dont need selfie.	7/19/2015 8:47 AM
22	well..i don't think so,besides the technical part of takibg a pic of yourself by yourself and not by somebody else	7/18/2015 8:31 PM
23	it is always a photo	7/18/2015 12:01 PM
24	It is for me the Same	7/18/2015 1:22 AM
25	yes of course, there is. early it was a picture for only yourself or for the job or something else.....today we post everything for all people. our mind chances and we post informations about our life for every people. that can be very dangerous..	7/18/2015 12:19 AM

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26	No	7/17/2015 9:07 PM
27	Yes	7/17/2015 8:44 PM
28	More facial expressions are shown	7/17/2015 8:31 PM
29	NO...not for me..	7/17/2015 6:25 PM
30	selfies are more modern and simpler older rituals were fancier	7/17/2015 6:22 PM
31	Selfies are easier with current technology than having someone else take a picture. I use them in very similar ways.	7/17/2015 4:57 PM
32	No difference.	7/17/2015 4:08 PM
33	For some people to take a selfie is on today's to-do-list :) Earlier if you were taking pics, it meant that is a special occasion, or you are on vacation.	7/17/2015 4:02 PM
34	no, there is no difference, but taking a selfie is being fashionable	7/17/2015 4:00 PM
35	much easier, user-friendly, better quality	7/17/2015 3:57 PM
36	Yes. If you take selfies with mobile devices, you accept that the result will probably be a low-quality snapshot. Therefore the focus is no longer on image quality, but on visualising a spontaneous feeling or an unforeseen experience. Selfies enable you to document events you were not planning to document (i.e. you haven't brought a digital camera).	7/17/2015 12:12 PM
37	yes. ritual one with the paper pics were more real and you can keep them for memories	7/17/2015 8:18 AM
38	No There isn't. Because Only the technology and the camera has changed	7/16/2015 10:40 PM
39	Yes	7/16/2015 5:25 PM
40	there is some difference and i think it is connected with the fact that there weren't social networks with photo sharing before so you had different motivation to take a selfie than today when you can share it immediately with the whole internet	7/16/2015 4:32 PM
41	The difference is on sharing. Before the photographs belonged to the private sphere, now they are to be shared in the social medias.	7/16/2015 3:52 PM
42	Yes	7/16/2015 3:51 PM
43	no	7/16/2015 3:41 PM
44	selfie is a more modern and kinda new way of photography	7/16/2015 3:13 PM
45	No	7/16/2015 2:46 PM
46	Yes there is big difference, if i take selfie it not just one pic, usually there are several of them... with camera I took one pic and that was it.	7/16/2015 11:42 AM
47	Not so much a difference in taking the photo itself, but I think the difference is in the sharing of the image in social media. So while earlier photos would be taken just for ones own amusement, or for close friends, SM selfies are done to be shared with a much larger audience	7/16/2015 11:14 AM
48	With selfies we can control our face and smile	7/16/2015 9:46 AM
49	no	7/16/2015 9:07 AM
50	No	7/16/2015 8:48 AM
51	No.	7/16/2015 7:52 AM
52	Yeah, there is a difference. In taking selfie, I have the liberty to choose how I appear on the photos I took myself. If I'm not satisfy with the way I pose, I can change the selfie until I get the desired one	7/16/2015 2:48 AM
53	No	7/16/2015 1:11 AM
54	not	7/16/2015 1:00 AM
55	dont understand	7/16/2015 12:37 AM
56	Not huge diff , depends on the occasion, place, people with you and the circumstances in general	7/16/2015 12:19 AM

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57	duck faces, etc. atr all artifical and don't show the real situation	7/15/2015 9:19 PM
58	For me there isnt a difference	7/15/2015 8:22 PM
59	for me personally there aren't any differences,it's just a photograph taken by myself with me being part of the picture.i also think,there's a difference between taking a selfie and posting it online (which was handelt in the previous questions as the same thing).for people posting selfies online to show themselves i believe there might be quite a difference	7/15/2015 8:12 PM
60	-	7/15/2015 7:53 PM
61	It's much easy.	7/15/2015 7:29 PM
62	There's a small difference, because you can take as many selfies as you want to and delete them all if you have the feeling you need to.	7/15/2015 7:26 PM
63	Not really, i just like photographs more than selfies	7/15/2015 7:04 PM
64	No	7/15/2015 6:57 PM
65	Today it is more popular to take selfies than before.	7/15/2015 6:15 PM
66	I don't think so.. selfies are just a modern trend :D	7/15/2015 6:10 PM
67	No	7/15/2015 6:01 PM
68	selfies are quicker more practical	7/15/2015 5:38 PM
69	yes,of course,taking selfies is faster than taking photographs for sharing and everytime you can take selfies via smartphone by yourself.However,taking photograps is so difficult by yourself	7/15/2015 5:36 PM
70	No	7/15/2015 5:03 PM
71	yes	7/15/2015 4:53 PM
72	not much for me	7/15/2015 4:18 PM
73	Yes, i feel happier whe i take selffee. I take myself the way i like.	7/15/2015 4:17 PM
74	Selfie doesn't need a perfect timing or background. It is more casual as compare to the regular photographs where you need to think a lot before clicking	7/15/2015 4:13 PM
75	no	7/15/2015 3:41 PM
76	Of course, time.	7/15/2015 2:49 PM
77	Not really, it's just easier to do because you have more time to prepare and don't need that much time for taking a hundret of pictures until one will be okay	7/15/2015 2:47 PM
78	selfies are more about showing off, other photographs are not necessarily taken to be distributed in social media. they could just be photos taken in the studio and put in the family room later.	7/15/2015 2:45 PM
79	The only difference is that i post them now, which wasn't possible a few years ago	7/15/2015 2:09 PM
80	I think most of people (me too) looks better at classic photo than selfie.	7/15/2015 1:56 PM
81	no	7/15/2015 12:58 PM
82	no	7/15/2015 12:12 PM
83	I didn't understand the question	7/15/2015 11:58 AM
84	No difference	7/15/2015 11:33 AM
85	Yes, selfies are alot easier u only needd urself	7/15/2015 11:25 AM
86	no	7/15/2015 11:21 AM
87	Selfies have become more self obsessed, I believe. Back in the day people rarely took 'selfies', but when they did it was purely to show them at a location or with someone. Now-a-days it's definitely evolved into a more narcissistic act.	7/15/2015 10:53 AM
88	for me selfies are more annoying. people are doing it too much and becoming obsessed to do it	7/15/2015 10:30 AM

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89	Yes, when im travelling alone I take selfies to keep it a memory for myself, but when im in my daily life I dont take selfies because its the same routine!	7/15/2015 10:23 AM
90	Well, for me there is no difference.	7/15/2015 7:07 AM
91	no	7/15/2015 5:46 AM
92	Photos are for your memory and selfies are to show others how much fun you have	7/15/2015 4:46 AM
93	Yes because today we posts selfies on Facebook.	7/14/2015 11:55 PM
94	-	7/14/2015 10:34 PM
95	No.	7/14/2015 9:48 PM
96	no	7/14/2015 9:32 PM
97	/	7/14/2015 9:20 PM
98	No.	7/14/2015 9:20 PM
99	Today everyone have smartphones. It only takes a second. :)	7/14/2015 9:09 PM
100	no	7/14/2015 9:07 PM
101	Now I can see how I look like.	7/14/2015 7:55 PM
102	There is not much difference now is only technickly eaesier	7/14/2015 7:49 PM
103	no. it is more handy to use my phone	7/14/2015 7:39 PM
104	No, as I said I did selfies also before (even with analog camera ;))	7/14/2015 6:43 PM
105	yes..today,taking selfide is much more easier job	7/14/2015 6:08 PM
106	yes, for me, selfies taken by smarthphones are better	7/14/2015 5:23 PM
107	After taking selfies you can upload them on web in just a few seconds and that is the main difference .	7/14/2015 4:34 PM
108	No	7/14/2015 4:15 PM
109	No.	7/14/2015 4:14 PM
110	No it's the same. Most imporent is to have a great time :)	7/14/2015 3:58 PM
111	it is not difference. for me photographs and selfies are for same reason, to remember good memories	7/14/2015 3:43 PM
112	I dont now	7/14/2015 3:11 PM
113	No	7/14/2015 3:09 PM
114	no. I take selfies when nobody have time to take photo of me... Both pictures have the same effect	7/14/2015 2:57 PM
115	Yes, because for me taking normal photographs is more official and it is much better and perfect as normal photo.	7/14/2015 2:49 PM
116	no difference	7/14/2015 2:43 PM
117	I think that in the past people did not take selfies much becasue the camera was too close to the face and it would normally not take a very good picture (unless you'd had lots of practise). Today with rise of digital media we are able to take many photographs because there is no risk with taking a bad image, we can simply delete it if we don't like it. However this would have been expensive in the past as you had to pay for the film for every photo that you took. This is why I believe selfies are a growing trend today; they are easy to take becasue a person can take it themself and they have unlimited chances to get the photo to their desired description	7/14/2015 2:34 PM
118	there is not much difference, this days is only easier and quicker	7/14/2015 2:28 PM

Appendices 6

Online Survey Form

Dear friends and colleagues,

I would appreciate your participation in the survey '**Selfies - self about yourself**' as a part of my Master Thesis about Selfies.

Responding to this questionnaire will take **just a few minutes** of your time.

Please stop for a moment and think about your true intentions once taking and posting selfies.

The **purpose** of this study is **to have a better understanding how through online representation of selfies new social phenomenon is born.**

All your responses will be kept **anonymously** and shall not be used at any circumstances for any other studies.

This survey is fun and great way to share your selfie past and present experiences.

I appreciate your time and contribution.

Ma Candidate, Zrinka Peharec

1. Which country do you come from?

2. What is your gender?

- Female
- Male
- Other (please specify)

3. What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school degree or equivalent
- College (but no degree)
- Bachelor degree
- Graduate degree/Master
- PhD

4. What is your age?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

5. Do you take selfies?

(images of yourself and others with you, taken by yourself by smartphone or digital camera)

- Yes, I do
- No, I don't

6. What is your opinion about selfies?

- Love them
- They are ok
- Hate them

7. How often do you take selfies?

- Up to 10 per day
- More than 10 per day
- More than 10 per week
- More than 10 per month
- Other

8. For how long have you been taking selfies?

- Since I got my first smartphone
- Even before when I used my digital camera
- Ever since I started to use PC camera

9. Do you post selfies on any of the Social Media you use?

- On daily basis
- Sometimes
- No

10. How often do you post selfies on Social Media (SM) you use the most frequently?

- Every day
- Every week
- Every month
- Few times a year
- Never

11. Are you familiar with commercial campaigns/competitions institutions do and use selfies as a mean of promotion?

- Yes
- No

12. Have you ever participated in any kind of selfie comercial competition/campaign for one of the companies?

- Yes
- No

13. Do you 'like' other SM users selfies posted?

- Yes, most of the time
- Sometimes
- No, I don't

14. Do you use Selfie Filters when you take and post selfies?

- Yes
- Sometimes
- No

15. Which Social Media do you use the most frequently for posting selfies?

- Facebook
- Twitter
- Instagram
- Other (please specify)

16. Once you post a selfie on SM (social media) are you aware that all your SM friends (and possibly broader public) will see your selfie?

- Yes, I am aware
- Sometimes I am aware
- I am never aware

17. Where do you take selfies the most frequently?

- At home
- On work
- In public
- Other (please specify)

18. When you post selfie on SM do you feel as an actor playing a role?

- Yes
- Sometimes
- No

19. Do you take selfies in intimate moments?

- Yes, I do
- Sometimes
- No, I don't

20. Did you ever post a selfie taken in intimate moments?

- Yes
- Several times
- No

21. Are there any types of selfies you wouldn't post of SM?
(more than one answer possible)

- Secretly taken selfie
- Intimate moments selfie
- Selfies done in business circle
- Selfies with my family
- My child/children themselves taking selfie?
- Bike/Car/Train/Plain Crash selfie
- Funeral Selfie
- Other (please specify)

22. How many selfies do you post out of what you take?

- All of them
- Most of them I take
- Just a few I take
- None

23. Have you ever gone above and beyond to look nice for a selfie?

- Yes
- No

24. Do you include hashtags (#) once posting your selfie?

- Yes
- Sometimes
- No

25. Your selfies are mostly of...

- My face
- My body
- Where I am and who I am with

26. I like when my posted selfies

	Important		Moderately Important		Not important
Are receiving high number of likes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are commented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are shared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. I want to post a selfie

	Important		Moderately Important		Not important
To show how good I look	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To show who am I with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To show what am I doing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To show my mood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To inform others about news in my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. I post selfies because...

	Important		Moderately important		Not important
It is easier and faster way of communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I love communicating by images	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am in the focus of attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. When my selfie receives high number of 'likes' I feel

	Agree		Moderately agree		Disagree
Happy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noticed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. My selfies represent

	Agree		Moderately agree		Disagree
My selfies are good way how to represent something that exists only on that image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My selfies always correspond to reality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My selfies are filtered but they are a representation of what is happening for real	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. I feel

	Agree		Moderately agree		Disagree
Bad if I haven't taken any selfie that day/week/month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad if I haven't posted any selfie that day/week/month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad if I have a low number of 'likes' of my selfie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasure in receiving attention (by having my post liked and commented)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disturbed by receiving all that attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't mind if my post has no likes or comments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. Describe how do you feel when you take a selfie?

33. Why do you post certain selfies on social media?

34. What do you expect when you post a selfie on SM platform?

35. Is there a difference between taking selfies and earlier rituals of taking photographs with yourself on them? (explain please)