

USE OF SOCIAL MEDIA SELFIES BY THE NIGERIAN YOUTH AND ADULTS: A COMPARATIVE STUDY

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Abstract: Scholars have recognized selfie as a prominent social media activity among Users, especially from developed climes, calling up the need to determine how the Adults and Youth in developing countries engage in such a behaviour. In trying to ascertain this, this paper, using the Quantitative and qualitative methods, did a comparative analysis of the use of selfies between the two age groups in Nigeria. The study sampled the undergraduate students of Federal Universities in South East Nigeria and the workforce in the Institutions using the Survey and Focus Group Discussion (FGD). Unlike what obtains in developed clime, the study found that selfie posting is not habitual but an occasional activity by the two age groups. Facebook platform was found as prominently used by the two groups for selfie disclosures while ‘own’ selfies disclosures also remained dominant. The study found that Adults were mainly motivated to engage in selfie disclosures to announce or document significant events while the Youth were more motivated to engage in such a behaviour to confirm their self views, represent their ideal self and several others. Comparatively, the study concludes that selfie posting is more prominent among the female Youth undergraduates than other categories of Users across the three Federal Institutions in South East Nigeria, upholding findings from literature.

Keywords: Use; Selfies; Nigerian Youth; Nigerian Adults

Introduction

Setting the Scene

A new genre of self-expression “Selfies” - amateur self-photographs, often shared with others through social networking sites (Weiser, 2018, p. 1) has now become a common and popular gateways to online world, especially in the area of self-disclosure. Studies have shown the Youth to be more active in selfie disclosures than Adults (Dhir, Torsheim, Pallesen & Andreassen, 2016; Baiocco, Bianchi, Chirumbolo, Morelli, Ioverno & Nappa 2016); and in the use of social network profile picture construction. Literature also suggests that these Youth are also more likely than Adults to engage in a “selfie policy” that emphasizes the selection of ideal photos (Senft & Baym, 2015) and engage more in own selfie disclosures than any other type of selfies, such as group selfies and selfies with a partner.

Although scholars had previously identified the Adults as those who underutilise the new communication technologies (Feist & McDougall, 2013), some research evidence have documented that these adults are fast adopting and utilizing social media to extend their social relationships as part of their daily lives (Chakraborty, Vishik & Rao, 2013; Phang, Sutanto, Tan, Kankanhalli, Li & Teo, 2006; Selwyn, 2004), and in relation to their needs for social interactions and networking (Valentina & Valentina, 2018). It has also been established in the literature that social media Users construct and present their “preferred” identities online through selfies, to gain recognition, likes, comments, acceptance etc (Bareket-Bojmel, Moran, & Shahar, 2016). Since from literature there

is an assumption on the type of selfies dominantly used by social media Users, there is need to still explore this dominance within the context of Nigerian social media Users. This is to determine whether the predominant assumption from literature will subsist and whether any difference exists and if it does, why and how? Another important part of this paper is an examination of the different ways the Youth and Adults engage with selfies in the social media context. Any difference, if so why? The study addressed the following research objectives:

1. To determine the pattern of use of social media selfies between the Nigerian Youth and Adults;
2. To determine the motivations for use of selfies between the two age groups;

Selfies Use

A number of studies have explored the use of selfies though most of these studies are basically focused on the Youth (Tifentale & Manovich, 2014; Abdullah, 2015; Uma & Evangeline, 2017; Oduba, 2017; Onyedire, 2019) who are discovered to be profusely engaging themselves online (Tifentale & Manovich, 2014; Abdullah, 2015; Uma & Evangeline, 2017). In addition, they selectively redefine their use of the social media to build social networks (Singh, Amiri & Sabbarwal, 2017), make disclosures and obtain self-gratifications such as self-fulfillment, esteem, importance, fame, social wellbeing (Ngonso, 2019) and several others. In view of these, scholars had described them as those addicted to online interactions, and always connected online (Ngonso, 2019), probably, to make and sustain relationships, find jobs, business opportunities and disclose self information. Within the context of this work, Youth are defined as undergraduate students of Federal Universities in South East, within the age bracket of 15-35 years, (as defined by the African Youth Charter), popularly known as digital natives and who literature has identified to be digitally savvy in the use of new technologies. Adults are conceptualized as the workers of in the Federal Universities and within the age range of 36-60 (as suggested by Petry, 2002) and identified as digital immigrants who through knowledge may not be as digitally savvy as the Youth but who due to other demographic variables qualify as heavy social media Users. They are further recognized to be rapidly embracing and migrating to the use of the social media (Chakraborty, Vishik, & Rao, 2013; Phang, Sutanto, Kankanhalli, Li, Tan, & Teo, 2006; Selwyn, 2004), to extend their social relationships. Scholars further characterize them as those who engage in social media to principally retain social contact with family members, loved ones, associates and to prevent isolation and loneliness (Bradley & Poppen, 2003; Farkas, 2010; Nef, Ganea, Müri, & Mosimann, 2013).

While the digital natives (Youth) are regarded as those born within the last two decades, who are young, have often been encircled by, and interact with both new and evolving technologies (Helsper & Eynon, 2009; Dunu & Ugbo, 2017), the digital immigrants (Adults) comprises of people who grew up before the digital age and were later introduced to technology and they adopted its use (Prensky, 2001). While selfie disclosures are basically centered on the Youth by scholars, such disclosures on the Adults is still scarce in the literature. This is why this study is very significant to help identify the differences in the pattern of use of selfies between these Adults and Youth in Nigeria to help determine any difference.

The trend of taking selfies was examined by Tifentale and Manovich in 2014 using the computational and manual methods of image analysis. They studied 3200 photos/selfies among social media Users in Bangkok, Berlin, Moscow, New York, and Sao Paulo. The study discovered that taking and posting selfies on social media is a young people's activity with a significant relationship between the sex category. They also discovered that selfie is among a broader context of photography and a new sub-genre of photography that differs from the tradition of self-portraiture. Since the User is central in the photograph and determines how the image(s) appear, part of the focus of this current study is to indentify how the Nigerian Users make such disclosures.

Manovich, Stefaner, Yazdani, Baur, Goddemeyer, Tifentale, Hochman & Chow, (2014) examined the concept of selficity to investigate the style of self-portraits (selfies) in five cities across the world: Bangkok, Berlin, Moscow, New York and Sao Paulo. They analysed 3200 selfies shared on Instagram (640 from each city). Among the predominant result is that women and younger age group post selfies more than other categories of selfie Users. However, their study is domiciled in developed climes and projected the Youth as prominent selfies Users who observed some unique styles of self portraits. Beyond the style of self-portraits, the present study compares the use of selfies between the Youth and Adults in Nigeria. This is imperative as the Adult group is still understudied, both in Nigeria and across the globe.

The relationship between self-esteem levels and the uses and gratifications of taking and posting selfies was studied by Abdullah (2015) using survey approach to measure the participants' self-esteem levels. The Rosenberg self-esteem scale was employed which is a predetermined instrument for measuring self esteem. A survey of 365 undergraduate students between the ages of 18-24 years was done online. The relationship between self-esteem levels; the number of selfies people take and post, and the uses and gratifications behind taking and posting selfies were analysed. The study also measured consumers' behaviours, opinions, knowledge, or attitudes and the relationship between the variables. The study found that the highest number of selfies is posted by those with high self-esteem and that those with low self esteem still used selfies to boost their self esteem levels. The study also found a significant relationship between low self-esteem levels and posting selfies to boost self-confidence. The implication is that selfies boosts the self esteem and self confidence of the Users. The current study therefore examines the different ways selfies affect the Users across age divides in Nigeria.

However, the existence of any difference in selfie posting habit and perception across gender and age was carried out by Uma and Evangeline (2017) in the United States. They sought to understand the differences if any in the selfie posting frequency, selfie type, uses and functions, as well as the differences in the perception of the act of selfie disclosures by Users across age and gender divides. This involved a focus group discussion, conducted among college students in the United States, with two groups of 10 participants from either gender in order to gather data as well as refine the survey administered to 200 participants. The study found that there was no significant difference in the selfie posting habit and perception across the age groups but with variations in the perception of the selfie across gender. The study also found that female gender tended to use selfie specific editing applications such as B162, CandyCam, and the like, while the male gender used general image editing applications such as Picsart. In the study, while the female gender predominantly made use of filters and the option of changing lens colour, the male gender specifically only used "surface blur" and "oil paint" editing options which decrease the appearance of imperfections and blemish. This study was based in the United States but the current study is based in Nigeria and examines possible differences on the use of selfies among these Nigerian Users

Since selfie posting is an important part of self disclosure, Oduba (2017) examined how communication behaviours of self-disclosure play out distinctively among Nigerian women, specifically on patterns of social media use, the amount of disclosure, and the factors that influence the disclosure using twenty female college-aged students of the North Nigerian university. The Participants were within the ages of 18-26 who live in Nigeria and are active on social media. She found that even though the participants use social media on a daily basis for different purposes, they are most motivated to use the platforms to maintain their relationships; they carefully and strategically choose what intimate information they self-disclose and are cautious of what they self-disclose because of specific social and cultural factors, peculiar to the Nigerian environment. This study was focused on how communication behaviours of self-disclosure play out among Nigerian women, but this present study looks at how both Nigerian men and women across age divides use social media selfies.

Onyedire, (2019) looked at the uptake of selfie culture among undergraduate students in the University of Nigeria, Nsukka, but discovered that the most recurrent responses on why the students take and post selfies are for: fun and entertainment, a means to advertise their 'assets' (new hairstyle, fashion, hourglass figures, muscles for men), as a platform to tell friends about their events and places, for capturing the moment for future reference, as a means to boost self-esteem, seek for attention, admiration and self-worth. This therefore suggests that selfie posting is an activity that needs further inquiry among the Nigerian Users. With few studies describing the activities of older adults on these sites (who does what and with whom) and how these behaviours affect outcomes of interest, there is need to discover possible variations on the pattern of use of social media selfies between the Youth and Adults.

Available literature, suggests a preponderance of women in selfie practices more than their male counterparts (Manovich, Stefaner, Yazdani, Baur, Goddemeyer, Tifentale, Hochman & Chow, 2014) and argue that teenage girls spend more time and money to look beautiful and post those selfies in social media to gain attention and boost their self-esteem levels (Abdullah, 2015). However, these younger age group, are still more vulnerable to feel less beautiful and consequently a lowered self-esteem than the older age group (Murphy-Gill, 2014). This work therefore sought to undertake a comparative study on the use and motivations for use of social media selfies by two distinct age groups in Nigeria to determine possible difference.

Uses and Gratifications Theory

The study was anchored on the Uses and Gratifications theory, which is considered as an audience-centered approach to understanding mass communication (Severin & Tankard, 1997). The theory originated from the functionalist perspective (Luo, 2002) and helps in understanding why and how people actively seek out specific media to satisfy specific needs. Diverging from other media effect theories that question what media does to people, the Uses and Gratifications theory focuses on what people do with the media (Katz, 1959). Unlike other theoretical perspectives, Uses and Gratifications theory holds that audiences are responsible for choosing media to meet their desires, needs, achieve gratification and the media compete against other information sources for Users' gratification (Elihu, Blumler & Gurevitch, 1974). This present study therefore compares the various uses of selfies between the Nigerian Youth and Adults as well as the various gratifications they derive from such use.

Methodology

Quantitative and Qualitative designs were used, comprised of the 'survey' and 'Focus Group Discussion'. The study population is the total of 176,142 persons comprised of all undergraduate students of Federal Universities in South Eastern Nigeria with the total of 139,226 pupils, and the Staff of Federal Universities also in South East with the total of 36,916 staff members.

Table 1. Youth and Adult Population (Undergraduate Students and staff in South Eastern Universities in Nigeria)

S/ N	State	Universities	Staff Population	Undergraduate population	Students'
SOUTH EAST GEOPOLITICAL ZONE					
1.	Abia	Michael Okpara University of Agriculture, Umudike	6082	16,753	
2.	Anambr a	Nnamdi Azikiwe University	8,302	37,182	
3.	Enugu	University of Nigeria, Nsukka	12,397	41,997	
4.	Imo State	Federal University of Technology, Owerri	6,021	22,500	
5.	Ebonyi	Alex Ekwueme Federal University, Abakaliki	4,114	20,794	
TOTAL			36,916	139, 226	

Source: official websites, administrative sections, Personnel and Students' Affairs departments/sections of the Universities

A sample size 662 respondents was used, with 5% error margin and 99% confidence level, derived from Sample Size Table from the Research Advisors (2006). Since the population consists of two separate groups, the proportion statistics was used to determine the appropriate sample sizes for each group. This proportion statistics is stated underneath:

$$X = \frac{n}{N} \times \frac{\text{Suggested Sample Size (662)}}{1}$$

Where X = the proportion of sample to be allotted for either the Youth or Adults
 n= the population of either the Youth or the Adults
 N=the overall population of both the Youth and Adults

In view of the above formular, the sample size for the Youth is as stated below:

$$X = \frac{139,226}{176,142} \times \frac{\text{Suggested Sample Size (662)}}{1}$$

= 523 undergraduate Youth in South East zone from Federal Universities

Using the same formular, the sample size for the Adult is also stated thus:

$$X = \frac{36,916}{176,142} \times \frac{\text{Suggested Sample Size (662)}}{1}$$

= 139 Adults who are the Staff of the Universities.

Table 2. Sample of Faculties, Departments and Offices for both the Undergraduate or Youth Population and the Staff or Adult population

S/N	State	University	Faculties	Departments	State	Unive rsity	Sections	Departments And Units
Selection of the Youth Respondents					Selection of the Adult Respondents			
1.	Anambra	Nnamdi Azikiwe University	Faculty of Management Sciences And Faculty of Education	Business Administration; Co-operative Economics and Accountancy Educational Foundation; Guidance and Counseling and Adult Education.	Anambra	Nnamdi Azikiwe University (UNIZIK)	Office of Deans of selected faculties (Faculty of Management Sciences And Faculty of Education) Offices of selected Heads of Departments (Business Administration; Co-operative Economics; Accountancy; Educational Foundation; Guidance and Counseling and Adult Education) Office of the University Registrar (Exams Unit, Records Unit and Personnel unit) Office of the University Bursar (Payment and Payroll units of the Bursary Department.)	Purposive and Snowball Selection of Staff selfie takers in the faculty of Management Sciences and Faculty of Education Purposive and Snowball Selection of staff Selfie takers in the Departments of Business Administration; Co-operative Economics; Accountancy; Educational Foundation; Guidance and Counseling and Adult Education. Purposive and Snowball Selection of Staff Selfie Takers among Staff members in the Exams Unit, Records Unit and Personnel unit of the office of the Registrar Purposive and Snowball Selection of Staff Selfie Takers among Staff members in the Payment and Payroll units of the Bursary Department.

Enugu	University of Nigeria	Faculty of Arts Faculty of Social Studies	English And Literary Studies; History and International studies and Theatre And Film Studies Economics; Psychology, and Social Work.	Enugu	University of Nigeria (UNN)	Office of Deans of selected faculties (Faculty of Arts And Faculty of Social Sciences) Offices of selected Heads of Departments (English And Literary Studies; History and International studies; Theatre And Film Studies; Economic; Psychology and Social work) Administrative Support Unit of the University (Medical Center, Service Communication/Servicecom, TETFund Unit, University Bookshop and ICT Units) Offices of some schools in UNN (School of General Studies and School of Post graduate studies)	Purposive and Snowball Selection of Faculty Staff selfie takers from the faculty of Arts And Faculty of Social Sciences Purposive and Snowball Selection of staff Selfie takers in the Departments of English And Literary Studies; History and International studies; Theatre And Film Studies; Economics; Psychology and Social Work. Purposive and snowball selection of Staff Selfie Takers in Medical Center, Service Communication/Servicecom, TETFund Unit, University Bookshop and ICT Units Purposive and snowball selection of Staff Selfie Takers in UNN School of General Studies and School of Post graduate studies
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3.	Imo	Federal University of Technology	School of Agriculture And Agricultural technology (SAAT) And School of Engineering And Engineering Technology (SEET)	Agricultural Economics (AEC); Animal Science and Technology (AST) and Crop Science and Technology (CST) Chemical Engineering (CHE) Civil Engineering (CE) and Agricultural and Bio-resources Engineering (ABE)	Imo	Federal University of Technology (FUTO)	Office of Deans of selected schools (Agriculture And Agricultural technology (SAAT) And Engineering And Engineering Technology (SEET) Offices of Heads of selected Departments. (Agricultural Economics (AEC); Animal Science and Technology (AST); Crop Science and Technology (CST); Chemical Engineering (CHE) Civil Engineering (CE) and Agricultural and Bio-resources Engineering (ABE)) Some offices in the School Academic Units (University Library, Pre-degree Unit, Academic Planning and Development Unit and University Computer Center. Some offices within other administrative support Service Units	Purposive and Snowball Selection of Staff selfie takers from the Schools of Agriculture and Engineering Purposive and snowball Selection of staff selfie Takers in the Departments of Agricultural Economics (AEC); Animal Science and Technology (AST); Crop Science and Technology (CST) Chemical Engineering (CHE) Civil Engineering (CE) and Agricultural and Bio-resources Engineering (ABE). Purposive and snowball Selection of Staff Selfie Takers in the University Library, Pre-degree Unit, Academic Planning and Development Unit and University Computer Center. Purposive and snowball Selection of Staff Selfie Takers in the Records and Statistics, and the Security Unit
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As shown in the table above, multi stage probability sampling technique was used. The Federal Universities in South East is comprised of Five (5) Universities spread across the Five (5) states in the zone. Three States were selected to represent the South East geopolitical zone and each of these selected States is represented by the resident Federal University (UNIZIK, UNN and FUTO); the subsequent stage was a survey of the instrument among the faculties and departments and major offices within the University; the next stage was a sample of the students' study levels or classes as well as offices or units while both purposive and snowball techniques were employed at the last procedure. The aim was to ensure that only the selfie takers from the Universities were sampled.

Focus Group Discussion (FGD) was also conducted in the three chosen Universities, representing also, the three selected States in South East Nigeria (Anambra, Enugu and Imo). The FGD was organized such that both the male and female Youth and Adults participated. It was comprised of Twelve (12) participants in each of the chosen Universities such that Six (6) Student participants and Six (6) Staff participants had separate FGD sessions.

RESULTS

The results of the comparative study are hereby presented below:

Research Objective One:

The pattern of use of Social media selfies between the Nigerian Youth and Adults

Table 3 Selfie Use

Age of Respondents	Use of different kinds of Selfies			TOTAL
	Use of Own Selfies	Use of Selfies with a Partner	Use of Group Selfies	
15-35 Years	78% (N=401)	7% (N=35)	15% (N=79)	100% (N=515)
36-60 Years	59% (N=78)	6% (N=8)	35% (N=46)	100% (N=132)
TOTAL	74% (N=479)	7% (N=43)	19% (N=125)	100% (N=647)

$X^2=25.785$; Df=2; P-Value=0.000 P<.0.05

This table shows that the two age groups predominantly use or disclose ‘own’ selfies (78% and 59%) and group selfies (15% and 35%) but less frequently disclose the selfies with a partner (7% and 6%). The table also shows that younger age group more frequently disclose ‘own’ and group selfies while the adults more frequently disclosure selfies with a partner. This supports the observation made by Dhir, Torsheim, Pallesen & Andreassen, 2016; Baiocco, Bianchi, Chirumbolo, Morelli, Ioverno & Nappa (2016) that the Youth are more active in selfie disclosures than Adults and engage more frequently in social network profile picture construction to present an ideal appearance (Mascheroni, Vincent & Jimenez, 2015). The FGD further revealed that selfie disclosure by the two age groups is not habitual but an occasional activity, especially during significant events based on the needs and gratifications Users hope to obtain. Instances of such events include: wedding or marriage festivities, birthdays, etc, as revealed from participants. The excerpts are presented below etc.

Participant 4 (UNIZIK STAFF): I post occasionally

Participant 2 (UNIZIK STAFF): I post selfies very hardly, maybe during weddings, after church services etc, I may decide to take one or two pictures etc

Participant 1 (STAFF OF FUTO): I post selfies occasionally.

Respondent 1 (UNIZIK STUDENT): I post occasionally especially during my birthdays like once in a year. Sometimes I post once a month and sometimes once in two weeks.

Respondent 1(STAFF OF UNN): Occasionally I do post. I basically post when I found there is an important information I need to share especially on Facebook. Sometimes I only post information without selfies

Respondent 4(STAFF OF UNN): I post selfies when I think I have the time.

Respondent 3 (UNIZIK STUDENT): I post twice a month. The reason is that once you make it regular people may not like commenting all the time. They begin to ignore the posts. Then I will be receiving some strong remarks like ‘where have you been’ ‘I missed seeing your picture’. That is why I post twice a month.

Respondent 2 (UNIZIK STUDENT): I post sometimes weekly, sometimes daily and sometimes monthly especially when it has to do with birthdays of people close to me. So, I just post my selfies and theirs on my wall and I just write something for them.

Respondent 4 (UNIZIK STUDENT): I post occasionally depending on my moods. Most times, the pictures or selfies could be on my phone and I could be waiting for the appropriate day to post them.

The FGD also presents the pattern of use as well as the preferences of the selfie Users in relation to their selfie practices. Aside the kinds of selfie disclosures being made by Users, there are some significant people whose disclosures attract their interests. Responses of the participants as captured hereunder, revealed the details.

Participant 5 (STAFF OF FUT0): Usually, I mainly read and view people’s posts sometimes but when I have reasons to post, I do.

Participant 4 (STAFF OF FUT0): There is an interesting group ‘Ask the Gynecologist’, where women of reproductive age obtain information from professional Gynecologists on the platform.

Respondent 1 (UNIZIK STAFF): I admire good pictures of people and sometimes I do not necessarily have to comment. Sometimes, I simply click on like or love without any other comments. I think ‘liking’ is the same as ‘commenting’

Participant 4 (STAFF OF FUT0): I use the social media often because once I subscribe to data, all my social media platforms get activated. Actually I go online to check my accounts almost every day but not very often

Participant 1 (STAFF OF FUT0): I love to notify my friends and loved ones the good things happening in my household and because one cannot call or text everyone within the cycle of friends, I think the social media enables me to quickly broadcast such messages to hundreds and thousands of people. For instance, During my son’s convocation ceremony, I took a good number of selfies and other pictures with him in the school which I posted on the social media. When I look at the pictures, I am happy and when other persons drop positive comments, I get more excited.

Respondent 3 (STUDENT OF FUT0): If I travel and with friends somewhere, I will simply snap and write something to introduce the picture and where I am.

These show that some participants make selfie disclosures to inform, show off or attract others’ attention while some prefer to consume the content of others’ selfie disclosures. Some prefer making selfie disclosures to announce family accomplishments, celebrations and to disclose self information. Though they less frequently engage in selfie disclosures, they more frequently engage in other social media related activities and make other kinds of self disclosures.

Table 4.Social media Platforms being used for selfie related practices by the two Groups

	Students (Youth, Aged 15-35 years)						Adults (Staff, Aged 36-60 years)						Total		
	Male Students			Female Students			Male Staff			Female Staff					
	UNIZ IK	UN N	FUT O	UNIZ IK	UN N	FU TO	Instituti ons	UNIZ IK	UN N	FUT O	Instituti ons	UNI ZIK	U N N	FUT O	
Face book Only	9% (N=9)	8% (N=17)	15% (N=32)	20% (N=42)	18% (N=37)	8% (N=18)	Facebook Only	4% (N=8)	3% (N=6)	2% (N=5)	Facebook Only	5% (N=11)	3% (N=6)	4% (N=8)	32% (N=209)
Insta gram Only	9% (N=5)	5% (N=3)	12% (N=7)	20% (N=11)	21% (N=12)	12% (N=7)	Instagr am Only	2% (N=1)	4% (N=2)	2% (N=1)	Instagra m Only	5% (N=3)	5% (N=3)	2% (N=1)	8% (N=56)
Twitt er Only	(N=1)	-	-	(N=2)	-	-	Twitter Only	-	-	-	Twitter Only	-	-	-	1% (N=3)
Snap chat Only	-	-	(N=1)	-	-	-	Snapch at Only	-	-	-	Snapcha t Only	-	-	-	0.2% (N=1)
WhatsApp Only	5% (N=2)	13% (N=5)	8% (N=3)	13% (N=5)	15% (N=6)	10% (N=4)	Whats App Only	3% (N=1)	8% (N=3)	-	WhatsA pp Only	15% (N=6)	10% (N=4)	10% (N=4)	6% (N=39)
Linke d in Only	-	-	(N=1)	(N=1)	(N=1)	-	Linked in Only	-	(N=1)	-	Linked in Only	(N=1)	-	-	0.8% (N=5)
Othe rs	-	-	-	(N=1)	-	-	Others	-	-	-	Others	-	-	-	0.2% (N=1)
Com bined use of FBk, WhatsApp and others	12% (N=40)	3% (N=10)	15% (N=50)	21% (N=71)	20% (N=65)	10% (N=35)	Combi ned use of FBk, Whats App and others	2% (N=7)	3% (N=9)	1% (N=4)	Combin ed use of FBk, WhatsA pp and others	5% (N=18)	4% (N=14)	3% (N=10)	52% (N=333)
Total =195 (30%)				Total = 319 (49%)				Total= 48 (7%)				Total = 85 (13%)			
100% (N=647)															

This table reveals the dominant social media platforms being used by the two groups for selfie disclosures. There was a preponderance of female Youth engagement in selfie disclosures using a variety of platforms. For instance, the table shows that a total number of those who use only facebook is 209, representing 32% of the entire sample, Instagram recorded 8%; Twitter had 1%; WhatsApp had 6% while those who combine these platforms had 52% representation. In all these platforms female undergraduate students dominated in the use of selfies except in the Federal University of Technology, Owerri where there was more male students’ representation but facebook platform (15%) was still predominately used for such a purpose.

In terms of combined social media use, Facebook, WhatsApp and other platform, this work recorded a representation of both the female and male undergraduate students' unlike the Adults.

The FGD also provided the various social media platforms being preferred by the two groups for selfie disclosures. Similar with the Survey finding, Facebook platform emerged as the most prominently used for selfie disclosures by the two groups and considered more the economical, popular, affordable and a user friendly platform among other reasons. WhatsApp is also predominantly recognized as a widely used platform where both the Youth and Adults make update of selfies as profile pictures often displayed as status updates and in groups charts. They further contend that WhatsApp is popular but more confidential and limiting for selfie disclosures, though considerably among the most economical for social interactions.

Participant 4 (STAFF OF FUTU): I like Facebook so much and that is what I use to post selfies. I use the WhatsApp but I can only change my picture and sometimes I do not receive any comment on WhatsApp unlike facebook.

Participant 5 (STAFF OF FUTU): I have many platforms which I hardly use but to post selfies online, I prefer Instagram and Facebook.

Participant 1 (STAFF OF FUTU): I think Instagram consumes more data than others. So I hardly use it. Sincerely, I like Facebook because it is very user friendly

Participant 2 (STAFF OF FUTU): Yes I post selfies on Facebook and Twitter

Participant 3 (STAFF OF FUTU): I use Facebook to post selfies online but WhatsApp is my predominant social media platform which I personally use almost on daily basis.

Respondent 2 (UNIZIK STAFF): Instagram

Respondent 1 (UNIZIK STAFF): Facebook

Respondent 3 (UNIZIK STAFF): Facebook, Picture updates on WhatsApp and hardly on Instagram

Respondent 4 (UNIZIK STAFF): Facebook

Respondent 3 (UNIZIK STUDENT): It is Facebook. It gives me room to search for people and connect with them. I can operate Facebook with very low income. For instance I can use N50 or N100 for a week and also enjoy free Facebook Messenger but for some other Apps, I may have to recharge up to N1000 naira or more to operate them.

Respondent 4 (UNIZIK STUDENT): I use Facebook, Instagram and WhatsApp. When I want to market our hairstyles, I use Instagram which is like a Celebrity network where one can quickly meet prominent people. The one I use more is Facebook because of its economic impact and enabling you to know what is happening in the world, unlike the Instagram that consumes so much data.

The two groups further recognized Instagram to be currently making the waves as one of the prominent platforms for selfie disclosures, though cost effective but relatively efficient at allowing users follow and gain recognitions from celebrities and personalities. Twitter is also among the prominent platforms for such disclosures where some participants tweet their self-information and expect retweets from others. Other identified social media platforms for such activities include the Badoo; Wechat and so on. The implication is that the respondents have a variety of social media platforms where they can make their selfie disclosures. However, the Youth, specifically the females were more frequent in selfie disclosures activities.

Research Objective Two:

The Motivations for Use of Selfies between the two Age Groups

Table 5. A Crosstab, showing the relationship between the Motivations for Use of selfies and gender differences of the two age groups

Respondents' Gender	Use of selfies to represent ideal self	Use of selfies to construct preferred looks	Use of selfies for self promotion	Using selfies to entertain others?	Using selfies to document or announce events	Using selfies for self verification
Male Undergraduates	14% (N=51)	28% (N=88)	33% (N=97)	37% (N=133)	1% (N=3)	31% (N=86)
Male Staff	2% (N=10)	1% (N=2)	1% (N=2)	1% (N=4)	10% (N=37)	1% (N=4)
Female Undergraduates	80% (N=299)	70% (N=222)	64% (N=182)	59% (N=206)	65% (N=225)	67% (N=187)
Female Staff	4% (N=15)	1% (N=4)	1% (N=3)	3% (N=9)	24% (N=83)	1% (N=2)
Total	100% (N=375)	100% (N=316)	100% (N=284)	100% (N=352)	100% (N=348)	100% (278)

This table presents result on the relationship between the gender characteristics of the two age groups and motivations for their selfie disclosures. The study revealed that Youth are more prominent in the motives for selfie disclosures. Unlike other categories of users, female undergraduates had increased motive for ideal self representation (80%), construction of preferred looks (70%), ideal self representation (68%), self verification (67%), event documentation/ announcement of achievements (65%) promotion of self (64%) and selfie entertainment activities (59%). The male undergraduates also recorded increased motive for selfie entertainment (37%), promotion of self (33%), self verification (31%), preferred looks construction (28%), and ideal self representation (14%) but with marginal result for event documentation using selfies (1%)

The female and male staff recorded similar results in the motives for Selfie disclosures. The duo had 1% each in the motives for self-promotion, self verification and preferred looks construction. They also had marginal result in the motives for ideal self representation (2%) and 4%), selfie entertainment (1% and 3%) and had an improved representation on event documentation or announcement motive (10% and 24%). Generally, the study found varying degrees of diversified motivations across the two age groups but with predominance of the use of selfies to document or announce events among the female and male staff as well as the female undergraduates; ideal self representation among the female and male undergraduates as well as the female staff; there were also similar results for construction of preferred looks, self-promotion, selfie entertainment and self verification motives mainly by female and male undergraduates as well as female staff but had frequency of male staff. However, event documentation, verification of self views, self promotion and ideal self representations are the most predominant motives among all others for selfie disclosures by the two age groups. The FGD also revealed some unique motivations for selfie disclosures as presented hereunder:

- Use of Selfies to document or announce events and achievements

This work further ascertains the reflection of the use of selfies to document or announce events and achievements is a major motive for selfie disclosure activities by the two groups. They use selfies to express cheerfulness over an achievement or accomplishments and wish others to please identify and rejoice with him over such events.

Participant 1 (STAFF OF FUTO): - what motivates me is the need to let my people and friends rejoice with me over the good things that I wish to celebrate with my picture. Actually, the focus is not only on the selfie I post but the event that required the posting. I had to post myself with my son during his convocation ceremony. So I was happy.

Participant 2 (STAFF OF FUTO): sometimes when there are controversial issues around me. One instance was when our previous Landlord gave my husband and I a notice to quit from his house, I went online to make a post with my selfie, making such explanations and People began to react immediately.

Respondent 3 (UNIZIK STAFF): I think I simply post online to save my pictures on my accounts. I think that is exactly one of the reasons why people post. When I changed my phone, I had to go online to retrieve some of the pictures that I like.

Participant 1 (STAFF OF FUTO) - I post selfies to remind myself of important events and celebrations. I see the social media platforms as offering users the opportunity to save and retrieve information they may have earlier posted.

Participant 1 (STUDENT OF FUTO) I post selfies for memory, like after four (4) years, five (5) years, you can revisit those selfies to remember old friends and events.

These few excerpts show that the participants (more Adults and few Students) are motivated to make selfie disclosures for the purpose of documenting or announcing events. This is considered important by these participants in view of the need for future retrieval of selfies from their social media accounts especially in the event of loss of their mobile gadgets. Indeed, motivations for selfie disclosures among the discussants are varied. A participant narrated how he became motivated to make selfie disclosures to serve as an avenue to inform friends and loved ones about good things he had acquired and then sought that they rejoice and celebrate with her over such events. Another participant had testified how a disclosure she had made on social media platforms, enabled her obtain assistance from others.

- **Fashion, Modeling And Online Personal Product Selling Using Selfies**

This FGD had also revealed that some users are motivated to make selfie disclosures to help showcase and sell some personal products, make some fashion shows and model some brands on the platforms. Some of their excerpts are as stated below:

Respondent 1 (UNIZIK STUDENT): I observe that people take selfies or pictures that will reflect the product they sell online. Such products include: hair produces, clothes, shoes etc

Participant 2 (STUDENT OF UNN): I am a male make-up artist. I post selfies that radiate around the concept of fashion and beauty which my profession represents. Sometimes when I post my selfies, I post wonderful make up works I have done and maybe from how the picture was initially to the point where I have done the finishing. It makes me have more links with people who love make up and who would want to patronize me.

Participant 1 (STUDENT OF UNN): I am also a female make-up artist. When I make myself up and post on my wall, I boldly write on it “**MAKE-UP BY ME**” whereby I seek patronage from prospective customers, generate traffic of comments and vibes. Really I have gotten some customers through the platform.

Respondent 3(STAFF OF UNN): I am into Longriech business and I post all the achievements and levels I have approached with my pictures. I am really not doing that because of the pictures but because I want to encourage people to join the business.

Participant 5 (STAFF OF FUTO) - I work and also do business. I sell good jewelries and I often wear my jewelries and snap with them to showcase the product.

Participant 5 (STAFF OF FUTO): I said my motive is mainly to help market my products which are original imported gold jewelries. When I wear and post, sometimes customers comment and indicate interests.

Participant 5 (STAFF OF FUTO): I like positive comments especially by customers who want to patronize my jewelries. This makes me happy as they can inform others that I have good items for sale. Anyways, I buy good products and I use the platforms to showcase people the products.

Participant 2 (STAFF OF FUTO): There is a fashion group that I belong to and some of them post very good designs and styles.

Respondent 4 (UNIZIK STUDENT): Personally, I am a picture person and a fashion person too. So I like posting my selfies especially on particular days when I dressed so cute,

Participant 2 (STUDENT OF UNN): for me, I use the social media platforms to post many other things apart from myself. I post my work and so many other things that I do. I post a lot. In all, I post what I represent which is fashion, myself and make-up.

Respondent 4 (UNIZIK STUDENT): It is very usual for women to want to know the latest fashion designs; shoes, bags and for most people to consume such information. Yes. So I usually scout for such and when I notice an interesting fashion especially hairstyles, I will screenshot and store in my phone gallery for further use.

Participant 3 (STUDENT OF UNN): I am into modeling, so I can decide to model a particular brand of any product and for their viewing pleasure. Depends on the product and the concept, I will dress up in a very unique outfit that fits the product based on what is on ground. In the process I take some introduction selfies to introduce and market the product

These excerpts further reveal that some participants make their selfie disclosures alongside a given product to help market a particular brand of product and to inform others about peculiar services they render and then seeking their patronage and attention. Such kinds of product or services include: make-up, jewelries, other kinds of wears or fashion. This study revealed also the use of selfies by some participants for the promotion of fashion and modeling intentions. A participant, who identified herself a model, shared how she can model a particular brand of product and in the process makes her selfie disclosures which would reveal the brand. The selfie polishing and editing behaviours of the two groups were further ascertained in the study through the FGD.

Respondent 4 (UNIZIK STUDENT): I post my pictures without filtering them except on occasional events whereby I improve it and make it look classy.

Respondent 1 (UNIZIK STUDENT): I post my pictures naturally as they are but sometimes I explore to find out how different I may look. Sometimes I use mobile Apps

Respondent 3 (UNIZIK STUDENT): let me recount the experience I had when I used 'BeautyPlus' mobile App. I saw myself looking very stunning and beautiful. So I was pushed to post my selfies and interestingly, I received quite a good number of comments and those comments actually inspired me to continue using 'Beauty Plus'

Respondent 4 (UNIZIK STUDENT): Apart from 'BeautyPlus' we have 'sweet selfie' 'Beauty Camera' 'Bestie'. We also have many other beauty Apps. It is all about technology and there are lots of devices that improve beauty and boosts peoples self-esteem, making them feel happy inside.

Interestingly, some student participants use certain social media beauty and selfie Application softwares to improve their selfie embellishments before disclosures. Some of these Apps are downloadable on their Android devices. They include 'Beauty Plus' 'Sweet selfie' 'Beauty Camera' 'Bestie' and several others.

Discussion of Findings

This work found a preponderance of female youth engagement in selfie disclosure activities. However, previous findings from scholars, that women, particularly the young digital natives more frequently make selfie disclosures (Al-Kaandari & Abdelaziz, 2017; Dhir, Pallesen, Torsheim & Andreassen, 2016 and Sorokowski et al, 2015), still obtains within the Nigerian Context. Facebook was dominant as the most popularly used platform for selfie disclosures, representing 32% of the entire sample, while those who use a combination of various social media platforms had 52% representation. Other platforms had very marginal representations (Instagram recorded 8%; Twitter had 1%; WhatsApp had 6%) but female undergraduate students dominated in the use of selfies in these platforms except what obtains in the federal university of technology, Owerri which recorded more male students. Across the three federal institutions, female undergraduate students were more frequent in selfie disclosure activities than their male and adult counterparts.

The study found that 'use' of selfies is not habitual but an occasional activity by the Youth And Adults in South Eastern Federal Institutions. The study further stressed the consciousness of majority of these groups to intentionally avoid cognitive biases to their self-views even though the self esteem of the younger ones are affected in the process. This work therefore argues that even though some existing studies had recognized selfie disclosures as a prominent social media activity among (Dhir, Pallesen, Torsheim, & Andreassen, 2016; Baiocco, Chirumbolo, Bianchi, Ioverno, Morelli&Nappa 2016; Chakraborty, Vishik& Rao, 2013; Phang, Sutanto, Kankanhalli, Li, Tan & Teo, 2006; Selwyn, 2004), selfie related practices among both Adults and Youth in South Eastern Nigeria is only a part of their numerous social media activities. Findings also recorded that two groups make less frequent or occasional selfie disclosures for a variety of purposes and for peculiar events such as wedding or marriage festivities, birthdays, etc. often based on moods and at their discretion regardless of any peculiar timing or periods. This also shows the participants' liberty to subjectively disclose any kind of selfies regardless of time, place and occasions. These also justify the respondents' openness to acknowledge the social media for accommodating their diversified selfie creations and then providing them opportunities to make selected and peculiar disclosures of themselves within the social media sphere which could enhance the users' self esteem. Whereas the introduction of technologically advanced smartphones is inevitable for better selfie disclosures, their responses further revealed their engagement in numerous other social media activities, apart from selfie related practices. Some of these activities include videos, full photographs and other kinds of created contents.

The study also revealed through the Survey and FGD that Nigerian Youth and Adults have higher levels of social media activities, apart from selfie related practices which tend to revolve around their building of social capital, given also the availability of technologically advanced and selfie enhancing mobile gadgets. According to literature, the notion of social capital is centered on social relationships, civic engagement, norms of reciprocity and generalized trust; it is also a collective asset in the form of social relations, shared values, norms, beliefs, trust, networks and institutions that facilitate cooperation and collective action for mutual benefits (Bhandari & Yasunobi, 2009)

In this work, 'Own selfie' emerged as the most dominantly displayed by the two groups (74%). 'selfies with a partner' recorded only 7% while Group Selfies had only 19% representation. The Youth were also found to be more frequent in 'own selfies' disclosures (75%) as against the Adult group (69%). These Youth are also more frequent in Group selfies disclosures (23%), compared with the Adults (7%) who dominated in the display of selfies with a partner (25%). The younger age group were more frequent in the disclosures of own and group selfies while the adult group are more frequent in the disclosure of selfies with a partner.

The FGD also showed the use of numerous social media devices such as Facebook, WhatsApp, twitter, Instagram, Badoo, and Wechat and that Facebook is prominent, economical, popular, affordable and a user friendly platform among others for selfie disclosures by the two groups. WhatsApp is also predominantly recognized as a wide and often used platform where both the Youth and Adults make update of selfies as profile pictures and status updates which sometimes they display in groups chats. Participants from the two groups further contend that WhatsApp is popular but more confidential, personal and limited for use to display selfies, though it is considerably among the most economical platforms for social interactions. They recognized Instagram to be currently making the waves as a platform for selfie disclosures, though relatively more cost effective but considered efficient to allow the participants easily follow and gain recognitions from celebrities and personalities.

Twitter is also among the prominent platforms for such disclosures where participants from the two groups tweet their self-information and expect retweets from others. Other identified social media platforms for such activities include the Badoo; Wechat and so on.

Responses from the Survey and FGD provided that the two groups making selfie disclosures for a variety of reasons ranging from announcement of achievements, verifications of self views, ideal self-representations, construction of ideas in relation to self and several others. For instance, more than half of the respondents (58%) from the two groups are motivated to disclose selfies to verify their self views. According to findings of this study, nearly half of the respondents (49%) are motivated to present various constructions of themselves through selfie disclosures. The difference between the two groups in this regard, is that, the Youth respondents are more frequently motivated to construct and present their preferred looks (60%) unlike the Adults (5%). This confirms that the Youth engage more than the Adults in the use of selfies to construct desirable appearances. This study also found that some respondents use selfies for self-promotion (44%), which could encompass their vocation, career or skills. Although greater numbers are not motivated to use selfies for self-promotion, among the few ones who do so, the study shows greater motivations for use of selfies for self-promotional activities among the Youth (54%) unlike the Adults (4%).

There is also more representation of the use of selfies to document or announce events by the two age groups. Among the Youth, there is 44% affirmation while greater number of the Adults across the three institutions (90%) admitted that documentation is salient among their motivations for selfie disclosures. These suggest that the use of selfies to document or announce events is one of the most salient motivations for selfie disclosures by the Youth and Adults in the study but with increased frequency among the Adults. The study had found that more than one third of both the Youth and adult respondents are motivated to disclose selfies for development of their personal identities, thereby introducing themselves and peculiarities to the public. Looking at differences between the two groups, the study shows that the Youth had 53% affirmative response while the Adults had only 6% affirmation, showing a prevalence of Youth in selfie disclosures and for different motives. The FGD also revealed other motivations for selfie disclosures which includes; use of selfies to showcase and sell some personal products, make some fashion shows, model some brands, seek attention of others and announce significant events. However, the Uses and Gratifications theory is upheld as it explains the ways Users make selfie disclosures to gratify their self needs. This work further expands the definition by Carpenter (2012) that selfie is an interpersonal self-regulatory maneuver designed to elicit positive feedback. Beyond that, this work contends that selfies users present disclosures of themselves not only to elicit positive feedback but for numerous motives based on their desires or gratifications they intend to obtain.

Similar with the survey data, the FGD provided diversified motivations for the use of selfie between the two groups. For the Adult Group, the study discovered that though they make occasional selfie disclosures, they tend to be triggered by the need for the use of selfies to document or announce events, represent their ideal self, obtain information about self, engage in online personal selling of products alongside selfie disclosures, gain recognitions and attention of others etc. For the students, they predominantly make selfie disclosures to verify self views, represent their ideal self, seek admiration, self promotion, popularity and an expanded social network of friends. However, this work found a positive relationship between the age of the two groups and other categories of motivations with a salience of the use of selfies to document or announce events, for self promotion, ideal self representation etc among others. These validate the observation of Alloway, Runac, Qureshi, and Kemp (2014) that social media is not only a tool for online connection but also for self-promotion and related activities. These also relate to the belongingness and love needs or social needs identified by Maslow (1943) in his hierarchy of needs. These motivations further explain that selfie related practices are mainly driven by the needs and gratifications the users hope to obtain. However, the Uses and Gratifications theory as applied in this work is upheld.

These two groups, especially the Adults often times make their selfie posts to publicize significant events, and have their images stored on their profiles. This strengthens some arguments by scholars that one of the motives of photography is to cherish them as memories that cannot be retrieved (Saranya, Balaji&Thenniz, 2019). Even though some of the selfie disclosures are decent and sometimes embellished, some participants confirmed that the evolving mobile beauty Application softwares enable them create some selfie appeals and desirable impressions. Amidst the greater representation of female undergraduates in all dimensions of selfie disclosure motives, this study upholds some of the finding of Mehdizadeh (2010) in England that gender differences influence the type of

self-promotional content presented by individual Users.

Conclusion

From the findings of this study, we can safely argue that the Nigerian Youth and Adults are both socially potent and assertive in their selfie disclosures, which is an occasional behaviour among them unlike habitual activity tenable in other climes. There was an established difference in the use among the two age groups with the Youth as a more frequent User than the Adults. This supports arguments from existing studies that sees the Youth as more general and savvy users of the new technologies. There was also difference amongst the sampled groups in terms of motivation for use. Adults are compelled to use selfies to announce or document significant events while the Youth on the other hand, are motivated to use selfies to confirm their self views. Significantly, selfie posting was found to be more prominent among the female Youth than other categories of Users in Nigeria which supports some of the findings among scholars that women, particularly the young digital natives more frequently make selfie disclosures (Al-Kaandari & Abdelaziz, 2017; Dhir, Pallesen, Torsheim & Andreassen, 2016 and Sorokowski et al, 2015). Why this is so is still another area of enquiry that needs to be examined. As technology continues to evolve, Users will definitely find innovative ways of application that will suit gratifications. As argued, uses of any media are definitely tied to gratifications as discovered and supported in this work, which varies among different social groups in the society.

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