

SOCIAL DUTY FIRST OR SELFIE?

Dr. Krunal H Shah

Assistant Professor Shri I.V

Patel College of Commerce,

Nadiad

Abstract

Now a days we may come across the situations we instead of performing the social duties people are busy to take selfie in those situations. One recently incident that Gujarat had was in Surat TAKSHILA ARCHED where many students were stuck in Fire many have jumped from the 4th floor to the ground floor to save their lives, yes in that situation some people were there to help those child but many were just busy in taking Selfies and Welfie. Even while on collision of vehicles when there is an accident people take selfies first and then call 108(Ambulance) or police. Selfie the word just make you eager to see what are the thing pictures, images persons have taken snap or uploaded photos. We want to see how many of them have made faces, which type of faces, which type of styles, where is the place, with whom they have taken the selfies, how is the picture quality, Is the picture quality good or not, are photos have glare, from which angle they have taken photos, are the photos have latest technicality, who have taken the selfie and many more question arise in the mind while watching the selfies. On this topic I have taken one survey with Google questionnaire that is primary data for

<http://www.gapjournals.org>

the research work was done on the basis of the questionnaire and outcomes were analyzed. It shows that yes yet there are some people who perform social duties first than the selfies.

Key Words: Selfies, Welfies, Police, 108, Ambulance, Smart Phone, Photos, Mega pixel, Google questionnaire, age, etc.

Introduction

Although the term ‘selfie’ has only become standard nomenclature in the last few years, the subject matter has been common for hundreds. We explore the history of the term ‘selfie’ as well as some of the images synonymous with the craze below.

In November 2013, the word ‘selfie’ put out the words ‘twerk’ and ‘bitcoin’ back to become the Oxford English Dictionary’s much-coveted ‘Word of the year’. The term is defined as: ‘a photograph that one has taken of oneself, typically with a smartphone or webcam and uploaded to a social media website’. The dictionary cites the origin of the word as Australian. The first use of the term was on a public forum in September 2002. An Australian man took a photo of his torn lip after a drunken night out and was seeking advice about the stitches that he had just received. The man’s identity has remained a mystery, and he is surely missing out on much fame or notoriety. Many linguists have analyzed the term and believe that it is very typical of the Australian language to shorten words and end them with (i.e);

other examples include barbie for barbecue, firie for firefighter, postie for postman and tinnie for a can of beer.

The selfies of today are not the same as the first experiments with self-portraiture at the beginning of photography. The first selfie (referred to as a self-portrait at the time) has been credited to Robert Cornelius in 1839. Cornelius, credited as one of the American pioneers of photography produced a daguerreotype of himself. The pace was much slower at this time; he had to uncover the lens, run into the shot, hold his pose between three and fifteen minutes and then replace the lens cap again. Once the daguerreotype was processed he wrote, ‘The first light picture ever taken, 1839’ on the back. Cornelius went on to open a photography shop in Philadelphia, thought to be one of the first stores devoted to photography in the United States. After the portrait was taken the medium and subsequent subject matter took off. In 1914, Grand Duchess Anastasia Nikolaevana of Russia took a picture of herself in front of a mirror to send to a friend, becoming one of the first teenagers to take their own picture.

The first image taken in the same process as today, with the photographer holding the camera at arm’s length, was in December 1920. The five men who took the photo were the main photographers of the Byron Company, a photography studio founded in Manhattan in 1892 and still in business today. Another man took a photograph of the men documenting the momentous occasion. The image shows the five men standing on the roof of the Marceau Studio holding an

antediluvian analog camera that was so heavy it required two of the men to hold it up. The photographs are part of 23,000 prints from the Byron Company that have been digitized as part of the Museum of the City of New York's digital collection.

Literature Review

A review of literature discusses published information of a particular subject area and some times information in a particular subject area within a certain period.

The photography trend has sparked philosophical debates and headline news over the character of those willing to take and share images on social media seemingly at any location, any time, and at any cost. In March 2014, the first known selfie-related death occurred when a man electrocuted himself on top of a train. Due to the increased concern of death or serious injury while attempting to take selfies, Russia released a 'Selfie Safety Guide' in 2015. A selfie that Barack Obama took during Nelson Mandela's memorial sparked headline news and outrage across party lines. Documenting death or violence is nothing new, but Weegee received critical acclaim for his images of crime in the 1930s, but the inclusion of the photographer in the image leads the general public to believe it is done in poor taste.

Whether or not the public can agree on the validity of these images as an art form, it is safe to say that the selfie is changing the landscape of imagery and how

people communicate with each other. A new genre of art is rare, but when one comes about it is hard not to recognize it

The man who invented the selfie was **Robert Cornelius**, who snapped his photo in 1839. The word "selfie" was first tweeted in 2007, and Hilton was not responsible. Inventions aside, we can credit Hilton with making selfies a global phenomenon.

Research Methodology

Research Methodology defines the process and methods, the researcher shall undertake to accomplish the objectives. The research methodology chosen are appropriate as there has been a detailed study undertaken through review of literature and the null hypotheses and alternative hypotheses have been different depending on the tools used.

The advance learners' dictionary of current English lays down the meaning of research as "a careful investigation or inquiry specially through search or new facts in any branch of knowledge."

1. SCOPE OF RESEARCH STUDY:

The scope of research study is very large now a days each and every person is taking selfie so here I have taken a primary data of 178 persons and on those primary data bases I have carried out my research here. Further after selfie we have Welfie that is own video is also a subject of new research.

2. NATURE OF RESEARCH STUDY WORK:

The nature is exploratory (Formulative) in nature. The researcher has found out various problems for reporting segments information by data collections.

3. OBJECTIVES OF THE STUDY:

1. To study the significant difference among the peoples for performing social duties over the selfies.
2. To through focus on selfie taking habits.

4 FORMULATION OF HYPOTHESIS:

The Study is based on the following hypothesis:

H_0 : There is no significant difference among the peoples for performing social duties over the selfies.

Vs

H_1 : There is a significant difference among the peoples for performing social duties over the selfies.

5 TYPES OF DATA:

The study is based on primary data only.

6 SOURCES OF DATA COLLECTION:

For the present research I have considered the following questions the link is given as:



<http://www.gapjournals.org>

https://docs.google.com/forms/d/e/1FAIpQLSejXtG5Mv7qSuipo46XJJFBiK5xJQVM84SQoKiJZVjogH-ghg/viewform?usp=pp_url

7 ANALYSIS OF DATA:

Data and information received through Google data have been presented in the form of tables, graphs and figures. The data has also analyzed and interpreted.

8 RESEARCH TOOLS:

1. GoogleForm

https://docs.google.com/forms/d/e/1FAIpQLSejXtG5Mv7qSuipo46XJJFBiK5xJQVM84SQoKiJZVjogH-ghg/viewform?usp=pp_url.

2. Referred to more than 10 books and research papers.

3. Internet –websites visiting.

4. I have used 1-sample proportions test without continuity correction for the findings.

5. Software “R” is used when ever needed.

9 LIMITATION OF THE STUDY.

1. This study is based on primary data of 178 people only.

2. As place of study is western region of India the study may vary in all other part of the India and

rest of the world.



3. Here I have considered all the age groups all together in different age groups results may come

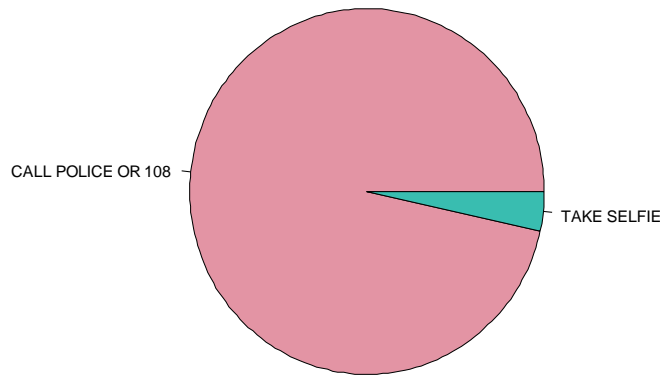
different.

10 DATA ANALYSIS AND TESTING OF HYPOTHESIS.

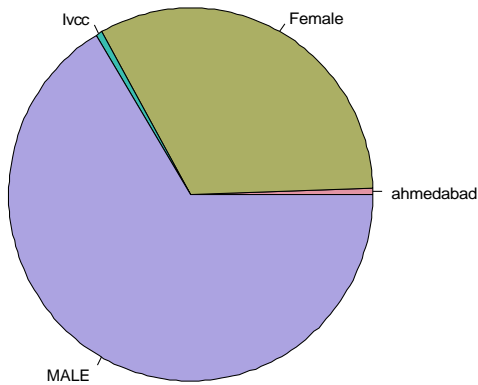
Responses can be viewed from

https://docs.google.com/spreadsheets/d/1tKGuCPmx4SsGyqidA5w8UA5_Lt8FA17WQ4W8bgIYYBw/edit?usp=drivesdk

X9..SOME.BODY.MET.WITH.AN.ACCIDENT.THENWHAT.WILL.YOU.DO.FIRST.



YOU.ARE



> summary(Dataset)

YOU.ARE

X9..SOME.BODY.MET.WITH.AN.ACCIDENT.THENWHAT.WILL.YOU.DO.FIRST.

ahmedabad: 1CALL POLICE OR 108:111

Female : 58 TAKE SELFIE : 4

Ivcc : 1 NA's 63

MALE 118

Frequency counts (test is for first level):

X9..SOME.BODY.MET.WITH.AN.ACCIDENT.THENWHAT.WILL.YOU.DO.FIRST.

CALL POLICE OR 108 TAKE SELFIE

111 4

1-sample proportions test without continuity correction

data: rbind(.Table), null probability 0.5

X-squared = 99.557, df = 1, p-value < 2.2e-16

alternative hypothesis: true p is not equal to 0.5

95 percent confidence interval:

0.9139670 0.9863922

sample estimates: $p = 0.9652174$

Findings and Suggestions

1. There is significant difference among the peoples for performing social duties over the selfieas.

2. As 1-sample proportions test without continuity correction is higher than the significant level so null

hypothesis is rejected and alternative hypothesis is accepted.

3. This study is done on the primary data of 178 persons only if the study is done over a large number

of people result may change even on the different age group also the result may vary.

References

1. Dr. Dhaval Mehta., Statistical analysis using R Software , R studio , Excel Books Private limited.
2. Google Form.
3. S M Bergman, M E Fearrington, S W Davenport, J Z Bergman
Millennials, narcissism, and social networking: What narcissists do on social networking sites and why
Personality and Individual Differences, volume 50, p. 706 - 711
4. C N Dewall, L E Buffardi, I Bonser, W K Campbell Narcissism and implicit attention seeking: Evidence from linguistic analyses of social networking and online presentation Personality and Individual Differences, volume 51, p. 57 - 62
5. J Martino: Scientists link selfies to narcissism, addiction, and mental illness.
Collective Evolution
6. Unraveling the paradoxes of narcissism: A dynamic selfregulatory processing model
Psychological Inquiry, volume 12, p. 177 - 196
7. S Tazghini, K L Siedlecki
A mixed method approach to examining Facebook use and its relationship to selfesteem



Volume II, Issue II

ISSN 2581-5628

An International Peer - Reviewed

GAP INTERDISCIPLINARITIES – *Open Access Journal of
Interdisciplinary Studies*

Computers in Human Behavior, volume 29, p. 827 - 832

8. M Walker: The good, the bad, and the unexpected consequences of the selfie
obsession.



<http://www.gapjournals.org>