

## Abstract

With the new advancement and emerging trends in technology, the trend towards taking selfies has also increased a lot. With this rapidly expanding trend, current research has been conducted to find out the effects and relationship of Selfitis, perfectionistic self presentation and body image in young adults. The sample of study consisted of total 200 male and 200 female students of different universities in Lahore. Stratified random sampling was used for collecting data from the sample. The measuring instruments that were used in study included Selfitis behavior scale (Balakrishnan & Griffiths, 2017), Perfectionistic self presentation scale (Hewitt et al., 2003) and Body self image questionnaire- short form (Rowe, 2006). Pearson product moment correlation coefficient, regression analysis, t-test and ANOVA were employed for analyzing results. Results of analysis proved our hypotheses and indicate that there is significant correlation between selfitis, perfectionistic self presentation and body image in young adults. It was also revealed that selfitis and perfectionistic self presentation are significantly positive predictors of body image and number of selfies taken per day is a negative predictor of body image in young adults. Results of t-test also revealed that there is significant gender difference in selfitis behavior of young adults and ANOVA showed that there is significant mean difference in the level of selfitis in terms of body image.