

The Social Impact of the 'Selfie-Photography' Trend Among The University Undergraduates

T. I. Shammi Sri Lal

Abstract

"Selfie-photography" has become a popular trend in the current field of photography. "Selfie" is defined as a photograph that one takes of oneself, typically taken with a smartphone or webcam and shares via social media. The purpose of this study was to examine, whether the undergraduates of the University of Kelaniya display a preference toward the "selfie-photography" mode and whether the present social situation provides any contribution to it. This study involved randomly selected 20 undergraduates in the Faculty of Humanities. The data was collected through a questioner which covered basic information about how and why the undergraduates use "selfi-photography". The results of the study demonstrate that there is a remarkable increase in the use of "selfie photography" mode among the university undergraduates. Also the results depict that, the art of selfi-photography is rapidly spreading among youth, with the effect of the development of modern technology. There is an overwhelming pressure in modern society which persuades every person to be a part of the technological world. The "selfie-photography" is an indicator of showing oneself as belonging to that particular technological world. Therefore, it can be concluded that, the university undergraduate's 'choice of "selfie-photography" as a modern way of taking photographs, is influenced by the current social trends.

Key words: Selfi-photography, Undergraduates, Technology, Society