

## Factor 2: I am what I am

-5	-4	-3	-2	-1	0	1	2	3	4	5
13. Selfies show an ideal self rather than a real self	14. Selfies are a bid for approval	18. Selfies are a way of seeking confirmation that your life is good	22. Selfies are a way of shaping how you look and hopefully how you are seen	36. Selfies equal 'best look'	8. Posting lots of selfies is acceptable in this digital age	20. Selfies are a way to share experiences with friends and family	41. Selfies open the door to abuse	45. Selfies say 'I'm proud of this'	42. Selfies provide a taste of what it is like to be a celebrity	38. Selfies help you empathise with others
29. Selfies bear little resemblance to real life	6. Millennials (people your age) are all about selfies	26. Selfies are manipulative	12. Selfie posting is a symptom of the need for love	9. Posting selfies is a way to feel better about yourself	10. Posting selfies is about being less confident	2. A selfie is an expression of who you are	32. Selfies capture meaningful moments	46. Selfies tell the world 'I am important'	44. Selfies say 'I love my life'	35. Selfies display humanity at its very best
	47. People can be judgmental about selfies	1. Getting a lot of likes makes you feel good about yourself	30. Selfies can boost self esteem	39. Selfies make you feel like you are in the spotlight	17. Selfies are a way of saying 'This is who I am'	3. Filters are part of presenting your best self to the world	33. Selfies communicate the message "I value myself".	37. Selfies can help you feel like you are not alone	5. Filters can make you look more like yourself	
		21. Selfies are about getting recognition from others	27. Selfies are narcissistic (e.g. all about how much you love yourself)	34. Group selfies show the connections between people	31. Selfies can speak to many with a single picture	25. Selfies are just fun!	28. Selfies are just about what you're doing day to day	16. Selfies are a way of getting feedback on outfits		
			24. Selfies are better when they are of a group	7. Once you post a selfie, it's not yours anymore	15. Selfies are a good way to show support for a cause (e.g. no makeup selfies for	23. Selfies are an invitation for opinions	43. Selfies reassure us that we are who we think we are			
				11. Posting selfies is just part of everyday life online	4. Filters are part of the fun of selfies	19. Selfies are a way of sharing feelings				
					40. Selfies make you look popular					