

Factor 4: The In-crowd – beautiful and popular

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