

Factors Effecting Social Media Communication: A Study of Private Sector Universities of Lahore Pakistan

This research will explore the effect of posting selfies on social media (Facebook) and desire of escapism on social communication in the presence of attention seeking behavior as a mediator. On the basis of literature review this research paper proposed an adopted and amended model that explains how the posting of selfies on social media and desire of escapism may influence the social communication among the people. Quantitative method is used in order to measure the effect of posting selfies on social media and desire of escapism on social communication. Primary data source is used in order to analyze the research questions and hypotheses as well as for analyzing the impact of posting selfies on social media on social communication. The population for this research is the students of the university education sector of Lahore Pakistan. Due to shortage of time the students of University of Management and Technology (UMT), University of The Lahore (UOL) and University of The Central Punjab (UCP) Lahore are selected as targeted population through random sampling technique. Total respondents were 300. Results of this research showed that posting of selfies on social media effects social communication individually and along with sense of attention seeking while the desire of escapism without attention seeking does not significantly affect the organizational performance. This study will help in understanding the effect of posting selfies on social media and desire of escapism on social communication in university education sector in Lahore This research can also be performed on other service sector organizations.

Keywords: *Selfies, Escapism, Attention Seeking Behavior, Social Media Communication.*

Introduction

A majority of the new generation called that taking selfies is a new way of autograph used for album keeping. In recent years, the use of the modern media famous as social media has increased quickly, particularly for the sharing of photographs, self-portraits (selfies) and for the sake of escape from frustration of day to day matters, study issues and work place tensions. Selfie means a picture taken by himself and no need the help of anyone (Haggard, 2014).

The trend and publication of "selfie" is an extremely popular phenomenon among young adults in today's society. According to Oxford Dictionary Online (2013), a selfie is "a photograph taken alone, usually taken with a mobile phone or webcam and shared through social networks". This is the new word ever heard

before and this is called selfie. It is a new addition to the world dictionary of English vocabulary (British Broadcasting Corporation, 2013).

After the popularity of selfies is June 21st had declared as a selfie day in worldwide in 2014. Each year that day celebrated by taking millions of selfies and posted on social media. This is the new way of celebration, our old generation never seen before this kind of celebration (Lage, 2018).

The trend of posting selfies is increasing rapidly in the modern world day by day. In Pakistan, this phenomenon is new but is in full bloom among young generation especially in university students from last some years. Selfies may reveal the expressions of the users. Making a selfie is an expression of a desire to save or to escape from your tension for a moment.

Escapism means “to get free from something, or to avoid something.” It means that the user want an escape from his tensions,frustration as well as from his background. It is a reality social media consumers frequently escape from reality or hide their factual identity in order to build social links (Lyu, 2016). The aptitude to reach instant communication avoids the reality of themselves and others with a digital platform. This is due to the fact that users of social networks flee from the reality of themselves and create the kind of person they want to be and once feedback and attention from others is received, their alter ego simply escalate (Krishnamurthy, 2013).

Attention Seeking behavior is an attempting to attract the attention of other people, typically by disruptive or excessively extrovert behavior.it refers to have popularity among friends, liking from others, grab others attentions and to look extra ordinary cool and attractive among others to build strong and quick social link(Basilisco & Cha, 2015).

Social communication is a process of exchanging ideas, information's and building strong bonds among people. It bring people having different culture, religion, educational background and work background close to each other (Sarantakos, 2012).The focus is on the selfies posting on social media and desire of escapism which develops the social communication among the people (Okoro and Washington 2012).

Significance of the Study

With a recent change in global horizon and a rapid growth in technology world has become a global village. Technology brings a super change in human life but due to technology people are going to become more frustrated, apart from each other rand lonely. Now a day's people try to explore different persons belonging from different religion, educational, ethnic and cultural backgrounds .For this purpose use of social media is at its peak. People especially young generation made selfies of whatever they do to show others on social media in order to attract people and generation social communication as far as people due to their boring and frustrated life want an escape through social communication.

This study will see that how the posting of selfies on social media and desire of escapism effects the social media communication in university students in Pakistan.

It will also examine the role of attention seeking behavior in enhancing the relationship among posting selfies, sense of escapism and social media communication in universities of Lahore Pakistan.

Objectives of the Study

- To determine the effect of posting selfies on social media on social media communication.
- To investigate the effect of escapism along with posting selfies on social media on social media communication.
- To what extent attention seeking behavior affect the role of posting selfies on social media and escapism in social media communication.

Research Questions

- Does posting selfies on social media positively affect the social media communication?
- Does escapism positively affect the social media communication?
- Is there a relationship between posting selfies on social media and attention seeking behavior?
- Is there a relationship escapism and attention seeking behavior?
- Will attention seeking behavior mediate the relationship among posting selfies on social media, escapism and social media communication?

Literature Review

The first self-written appearance appeared in 2002 on an Australian news site, but the word was not used much until 2012. In November 2013, selfie appeared quite frequently in print and in Oxford English Dictionary. It has become famous as Word of the Year 2013. After this announcement by itself led to a significant raise in the use of the word by the journalistic organizations, selfie has become a craze after the funeral service of 10 December 2013 for Nelson Mandela, when The American president Barack Obama takes a selfie with two of his contemporaries; Danish Prime Minister Helle Thorning Schmidt and British Prime Minister David Cameron. The word selfie, was particularly popular among critics because of this incident (Merriam Webster, 2018).

After the front facing camera one more new thing is coming in the market called a selfie stick in 2015, the Selfie Stick was imagined, which takes into more peoples and additional background (Backer, 2017).

The duck face selfie is the most famous facial expression of the selfie. People want to make themselves look like models; they were really making themselves like ducks. The most models and actresses have pouty lips seems like ridiculous.(Gallagher, 2013).

My space from 2005 to 2008 has become a largest social network of photos in the world. In 2009 Facebook was designed for quality of profile picture. After the Instagram launched people could edit their picture with brightness and color tone in 2011 (Huff Post, 2017).

The total numbers of 93 million selfies were taken per day according to Google statistics. Selfie is the word in the English language has hit the roof in use and has increased by 17,000 % since 2012 (Fessler, 2017).

Now a days the selfies are not simply the same as the main analyses with self-picture toward the start of taking photographs. The principal selfie (referred to as a self-representation at the time) has been accredited to Robert Cornelius in 1839 (Saltz, 2014).

Cornelius went ahead to open a photography shop in Philadelphia, thought to be one of the main stores dedicated to taking photographs as a profession of photography in America and proved as one of the pioneers of photography delivered a daguerreotype of himself. After the picture was taken the medium and ensuing topic took off. In 1914 Anastasia Nikolaevna of Russia took a photo of herself before a mirror to send to a companion, getting to be one of the main youngsters to take their own photo (Van Den Bos, 2009).

Selfie is usually characterized as a self-picture displayed online in the informal communication destinations, for example, Facebook. The quantity of selfie photographs on Facebook has developed over the past some years. With the advancement of portable innovation to the like of cell phones and tablets, the way toward taking selfie has been simpler rather than past (Pek, 2015).

Selfie is a dominant conductor of social energy and the purpose is sociability and production of expression and it's also the transformation of cameras. But it is not just concentration and perspective that has changed with a selfie. It is also linked with the quality and quantity of the images (Alblooshi, 2015).

Facebook is the best famous social media site with over 2.01 billion monthly active users on June 30, 2017 founded by Mark Zuckerberg in 2004 now a total 22% of the world's population are Facebook users and after in every 60 seconds, 293,000 statuses, 136,000 photos and 510,000 comments are posted on Facebook. 1.74 billion Mobile active users in Facebook (Noyes, 2018).

Facebook has 87% of online users of age 18-29 and has average Facebook users are 53% female and 47% male (Aslam, 2018). India has a top with 270 million users in Facebook and U.S has 2nd with 240 million users (Statista, 2018). A like button of Facebook has been pushed 1.13 trillion times. An average Facebook time spent is 20 minutes per visit (Social Report, 2018). Studies have shown that Facebook is the most powerful media than traditional media as it delivers a similar and innovative feature in positions of exposure to info but has the extra benefits and advantages of worldwide (Donnelly, 2018).

Pakistan has 35.1 million internet user with 18 % of total population (Internet World Stats, 2018). Majority of the population are used a smart phone for social media app. Facebook is a most popular app in Pakistan with 32,000,000 users, the rest of the people used a smart phone for games, music and entertainment (update figure of Dec, 2017).

Facebook has 92.06 %, YouTube is 4.68 %, Twitter is 1.5 %, Pin Street is 1.17 %, Instagram is 0.18 and Google+ is 0.12 % market in Pakistan according to the Social Media States in Pakistan till April 2018 (Stat Counter, 2018).

The human brain frequently searches for shapes and sense. After seeing any photographs, we constantly look for the sense beyond the content. Selfies commonly trigger observations of the attention-seeking social requirement that increases the damned for doing something unique. Everybody wants attention (Kamran, 2017). This is not debatable, nor is it tough to understand. If we always keep in our mind that people want attention, it always changes the method. Every day Facebook got the attention of 1.4 billion people. That's around a fifth of the world (Benedictus, 2018).

Gratification theory submits that media users play a dynamic role in electing and using the media. Users take an active part in the communication process and are goal sloping in their media use (J.G. & Katz, 1974). The thinkers postulate that users have a habit of seeking out mediums that best meet their desires for attention, appointment and ease of use. Uses and gratifications accept that the user has different choices to gratify their need (Griffin, 2000).

The uses and gratifications (U & G) theory looks at media use from the human perspective; meaning that human needs drives the way individuals consume and use media. Theoretically, people can regulate how they will use the media but cannot always govern how the media will affect them.

Certify the power of media users in that they present user as having the capability to choose media that will sway them in a particular manner and/or choose alternative forms of media that will deliver a desired influence (J.G. & Katz, 1947). This theory presents an optimistic view of the media and does not legitimize the face that users can be instinctively wedged by their own media depletion, thus negating the some of the noted power of the media in today's media entrenched environment (Griffin, 2000).

Escapism is a deviation or relief from the daily routine over the use of television and other media. Media consumption is used for diversity and escapism with entertainment material (Bryant & Oliver, 1994). Those who addict with selfies are mostly seeking to enhance their confidence, seek attention with their social competitive (Downey, 2017).

Selfie taking and posting on social media is increasing selfish behaviors and narcissistic in humans because they develop social media communication and have no need to maintain selfless links in real life (Wickle, 2015).

It is a reality that social media consumers frequently escapism reality, or the actual world. The aptitude to reach instant communication avoids the reality of themselves and others with a digital platform. This is due to the fact that users of social networks flee from the reality of them and create the kind of person they want to be and once feedback and attention from others is received, their alter ego simply escalates (Kearney, 2018).

Some students take and post selfie due to Stress level was positively linked to selfie posting as a means of escapism from reality. People take and post a selfie for escapism from people and problems. Stressed students post selfies mainly for these purposes (Pavić & Rijavec, 2013).

Posting selfies are a diversion from reality, for relieving from the daily routine, to divert from fears and for tension release. Escapism is attention shifting from unpleasant to pleasant for tension release. A person who consumes a specific media content for gratifying the need for escapism is full time addicted to escapism (Tanta, Mihovilović, & Sablić, 2014).

One can satisfy their need for escapism by using the means it considers socially established. Facebook allows its consumers to present their photos and communicate with each other (Kearney, 2018).

"A picture is worth a thousand words" was an English language idiom take over with a new idiom of the new generation is "a selfie is worth a thousand words". Rutledge said "An image is a much more powerful means of communication," When someone post smiling picture on social media means he or she is happy (Humphrey, 2013).

Behind every selfie everyone has a definitely some hidden message for the public. This is called communication with the world with a selfie. All selfies have differed from each other's and people communicate with different things in different ways (Scott, Boyle, Czerniawska, & Courtney, 2017).

Selfies are used to engage with their followers by communicators and used stimulate discussion also with each other for two-way communication. Peoples share autobiographers, events that are important and significant moments to them but not concerned with an actual response (Schmidt, 2016).

Table 1 Operational Definitions

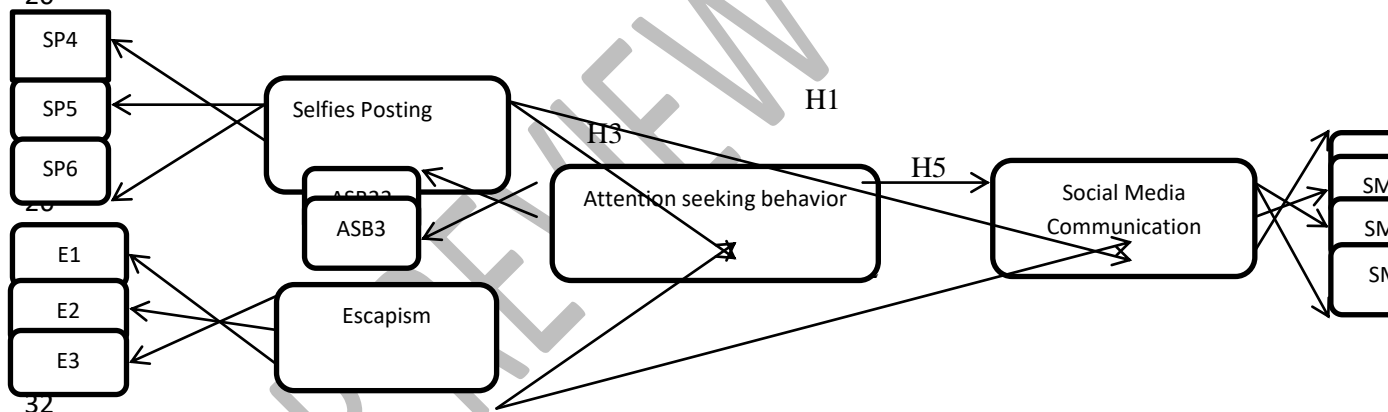
<i>Sr #</i>	<i>Variables</i>	<i>Definitions</i>
1.	Posting selfies	A selfie is a self-portrait, typically a photograph that is posted online. The most common places for selfies are blogs, social sites such as Facebook and photo-sharing websites. (Jerry Saltz, 2014).
2.	Escapism	Habitual diversion of the mind to purely imaginative activity or entertainment as an escape from reality or routine (Fardouly, 2015).
3.	Attention Seeking	Attention seeking behavior is to act in a way that is likely to elicit attention, usually to elicit validation from others (Wikipedia).
4.	Social Media Communication	Sharing of ideas, information's and exchange of knowledge and emotions through social media (Goffin, 2011)

Conceptual Model

Figure 1 is presenting the conceptual model to understand the proposed relationship. The studied theory in this paper is defined and diagrammatically exemplified in the model. The conceptual model of this study demonstrates the selfies posting, as independent variable and relates it with the social media communication which is a dependent variable. Escapism refers to get relief from frustration, boring routine, failure and stress is also acting as an independent variable with reference to the social media communication which is stand in as a dependent variable. Social media communication is a dependent variable. This study seeks to show the discrepancies in social media communication described by the selfies posting and escapism as independent variables.

It is theorized that dependent variables does not directly affected the independent variables. The independent variables have an effect on the attention seeking which further impacts the dependent variables. The attention seeking behavior further enhances the influence of posting selfies and escapism upon social media communication.

Figure 1 *Conceptual Model*



Hypotheses

Table 2 is presenting the research hypotheses. There are total five hypotheses which will be tested.

Table 2 *Research Hypotheses*

SN#	Hypotheses
H ₁ .	Selfies posting positively affects the social media communication.
H ₂ .	Escapism will positively affect the social media communication.
H ₃ .	Selfies posting will positively affects the attention seeking behavior.
H ₄ .	Escapism will positively affect attention seeking behavior.

H ₅ .	Attention seeking behavior will mediate the relationship between selfies posting on social media, escapism and social media communication.
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Research Methodology

The basic objective of this research is to study the effect of selfies posting on social media (Facebook) and escapism on social media communication in university students of Lahore Pakistan. Quantitative method is used in order to measure the effect of selfies posting on social media (Facebook) and escapism on social media communication. Primary data source is used in order to analyze the research hypotheses and questions as well as for analyzing the impact of selfies posting on social media and escapism on social media communication. The population for this research is the university education sector of Lahore Pakistan. The students of University of Management and Technology (UMT), University of The Lahore (UOL) and University of The Central Punjab (UCP) Lahore are selected as targeted population through random sampling technique. The sample population is 300 students of these universities and been selected through convenience sampling technique. Unit of analysis comprises of students of BS (Hons) and MS disciplines. Questionnaire was used as data collection instruments. The Likert scale used to get results were 1 strongly agree, 2 agree, 3 neutral, 4 disagree and 5 strongly disagree. The questionnaire spread directly among students. Research instruments were adopted from below stated resources.

Analysis and Results

This section contains analysis of reliability and validity of measures, testing of research model and declaration of significance of hypothesis. Descriptive analysis is used in order to obtain the results and understanding the nature and characteristics of data. PLS model usually interpreted and analyzed in different steps. Firstly, stage valuation and modification of competence of the measurement model. Secondly, the assessment and estimation of structural model is being done. Thirdly, through structural model hypothesis testing (Hair, Ringle, & Sarstedt, 2011). This ensures the validity and reliability of the measures used in drawing conclusions and structural model.

Outer model indicates the reliability by factor loading values and composite reliability which are considered for testing reliability. The threshold for factor loading is 0.4 or higher is accepted in (exploratory research) while 0.70 or higher is preferred for formulized research (Hair et al., 2011). Table 4 is presenting all the items that are meeting the threshold values as required. Composite reliability of posting selfies on social media is 0.806, escapism is 0.761 and social media communication is 0.849 and all of them are greater than 0.70. Average Variance Extracted (AVE) evaluates the convergent validity of each latent variable. The measurement of uni-dimensionality is interpreted with the help of (AVE). It is acceptable at the value of 0.5 (Fornell & Larcker, 1981). Results show a well-established convergent validity as the values are at acceptable level. So, it confirms the validity of the construct.

1 **Table 4** *Results of Reflective Outer Model*

Latent Variable	Indicators	Reliability (Loading)	Composite Reliability	AVE (Average Variance Reliability)
Selfies Posting	SP4	0.735	0.806	0.582
	SP5	0.812		
	SP6	0.738		
Escapism	E1	0.738	0.761	0.515
	E2	0.711		
	E3	0.703		
Social Media Communication	SMC2	0.707	0.849	0.585
	SMC3	0.766		
	SMC4	0.825		
	SMC5	0.757		

Discriminant Validity Analysis

The discriminant validity can be assessed with the help of two approaches as (Fornell & Larcker, 1981) criterion and (HTMT) Heterotrait-Monotrait Ratio of correlation. The extent to which a construct is actually contradicted from one another empirically refers to discriminant validity. It is used to compare the square root of average variance extracted (AVE) with the correlation of latent construct. Square root of each construct (AVE) should have a greater value than the correlation with others (Hair et al., 2011). The latent variable Escapism (E) AVE is found to be 0.515 (table 3) hence the square root becomes 0.718. This value is greater than the values in the column of Escapism (0.394, 0.446 and 0.377). Same as the latent variable attention seeking behavior (ASB) has a square root as 0.859 which is greater than the values in the column of attention seeking behavior (0.391 and 0.453) and also larger than the values exist in the row of attention seeking behavior (0.394). While the value of square root of social media communication (SMC) is 0.763 which is greater than the values of its row (0.377, 0.463 and 0.763). These results show that the discriminant validity is well established.

Table 5 *Fornell-Lacker Criterion*

	E	ASP	SMC	SP
E	0.718			
ASB	0.394	0.859		
SMC	0.446	0.391	0.765	
SP	0.377	0.463	0.404	0.763

The Heterotrait-Monotrait Ratio of correlation (HTMT) is an approach to assess the discriminant validity. It is considered as more out mode measure of discriminant validity. The highest value of HTMT is 0.9, or, better below 0.85 (Rigdon, Ringle, & Sarstedt, 2010). The value of HTMT is a part of bootstrap output, that should be smaller than 1, if it exceeds from 1 it demonstrate dearth of discriminant validity. The highest value of (HTMT) ratio is 0.674 (from table 6) which is nicely below the conservative critical value of 0.85 which concluded that the discriminant validity has been established.

Table 6 Heterotrait-Monotrait Ratio

	E	ASB	SMC	SP
E				
ASB	0.600			
SMC	0.673	0.541		
SP	0.649	0.674	0.580	

Figure 2 is representing the result of Smart PLS algorithm showing that the value for the path coefficient and R^2 . Partial least square (PLS) is commonly accepted variance based, descriptive predictor that can be used to test the hypothesis (Hair et al., 2011). The results indicate the coefficient of determination (R^2), t-value, path coefficient and confirmation and significance of hypotheses. R^2 represents the elements of endogenous variables for explaining the independent variables. The acceptable R^2 is 0 to 1 (Sarstedt, Ringle, & Hair, 2014).

Explanation of Target Endogenous Variance:

- The coefficient of determination R^2 is 0.279 for the social media communication latent variable. This means that three latent variable (selfies posting on social media, escapism, and attention seeking behavior) moderately explains 27.9% variance in social media communication.
- Selfies posting and escapism together explain 26.5% variance of attention seeking behavior.

Inner Model Path Coefficient and Size and Significance:

- The inner model suggest that attention seeking behavior has a strongest effect on social media communication (0.279) followed by selfies posting on social media (0.210) and escapism (0.298).
- The hypothesized path relationship between selfies posting on social media and social media communication is statistically significant.
- The hypothesized path relationship between escapism and social media communication is statistically significant.
- The Hypothesized path relationship between attention seeking behavior and social media communication is statistically significant. Attention seeking behavior and escapism are both moderately strong predictors of social media

communication while posting selfies on social media does not predict the social media communication directly.

Hypotheses Testing and Results

This section represents the results of the hypotheses projected in this article. The assessment criteria for approving each hypothesis were the use of t-value for each path loading. The cut off criteria was used as: * Significance at 10% (1.645) $p < 0.10$, ** Significance at 5% (1.96) - $p < 0.05$, *** Significance at 1% (2.576) $p < 0.01$.

Hypothesis H1 stated that selfies posting on social media and social media communication has a positive relationship. The assumed path for H1 was positive and significant with ($B=0.210$, $p < 0.01$) and was supported.

Hypothesis H2 suggested that there is a positive relationship between escapism and social media communication. The hypothesized path for H2 was positive and significant as ($B=0.298$, $p < 0.01$) and was supported.

H3 Hypothesis stated that attention seeking behavior and selfies posting on social media has a positive relation as ($B=0.336$, $p < 0.01$) and was supported.

Hypothesis H4 suggested that escapism and attention seeking behavior has a positive significant relationship with ($B=0.256$, $p < 0.01$) and was supported.

H5 hypothesis suggested that there is a positive significant relationship between posting selfies on social media, escapism, attention seeking behavior and social media communication with ($B=0.177$, $p < 0.05$).

Table 7 Results

<i>SN</i>	<i>Hypotheses</i>	<i>Suggested</i>	<i>Path Coefficient</i>	<i>T-Statistics</i>	<i>Significant</i>	<i>Confirmed</i>
H1.	SP-->SMC	+	0.210	3.311	$P < 0.01$	Yes
H2.	E-->SMC	+	0.298	5.701	$P < 0.01$	Yes
H3.	SP-->ASB	+	0.336	4.448	$P < 0.01$	Yes
H4.	E-->ASB	+	0.256	5.701	$P < 0.01$	Yes
H5.	ASB-->SMC	+	0.177	2.501	$P < 0.05$	Yes

Conclusion

This research investigated the influence of selfies posting on social media (Facebook) on social media communication. As results showed, path coefficients of all the hypotheses has been supported and proves that selfies posting on social media along with escapism boost up the social media communication. Escapism has a strongest path relationship with social media communication. Selfies posting improves the social media communication when it is coped in productive ways. In this modern era of technical expertise and innovation young students can communicate with each other more efficiently and effectively as compare to old

students because old students have not such an access to modern means of communication as well as technology. When they felt frustration or required an escape from everything they usually visit some friends, relatives, historical places or may spend time in libraries. In order to seek attention they tried to do something different or show some distinction. Now a days young students can easily embrace new technology and innovation and use it too (Dahm, 2003). People having different genders, age, religion, ethics and interests using social media brought different knowledge, ideas and abilities in order to work together and to promote social media communication. This also enhances a sense of relief, relaxation, entertainment and comfort and young generation felt fantasy in social media communication (Gupta, 2013). Students belonging from diverse cultural background bring diverse experiences, attitudes, approaches, perspectives and different level of commitment to social media which affects the overall communication among them and others.

Referred to this research, social media communication can be made more effective by using it for sharing knowledge, experiences, entertainment material as well as by posting selfies. In order to manage the sense of escapism from day to day issues, failures, frustrations can cause of sharing, learning and promoting new ideas and attention seeking behavior perform a vital role in it. Attention seeking behavior hold creates a linkage between posting selfies on social media and their escapism which ultimately improve social media communication.

As this research tested the framework of the previous research in which social media communication is tested only on the basis of selfies posting on social media. This research has amended the model with two additional tools. The analyses techniques have been applied through SMART-PLS. Data was collected from private sector universities of Lahore but it can be further extended to the Public sector universities and universities of other cities as well provinces. Change in methodology can also be done i.e data analysis through ADANCO or SPSS. For further researchers, the persuasion of other dimensions as addiction of posting, sense of gratification, keeping album, can be measured in contrast with social media communication.

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