#Selfie generacija : sociološki pogled kroz prednju kameru

Engl. transl.: #Selfie generation: a sociological view through the front camera

# Details

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## Type

Book

## Book title

#Selfie generacija : sociološki pogled kroz prednju kameru

## Publisher

Redak

## Place

Split

## Topics

Other

## Sample

625 young people form the city of Split were a part of the survey which is the first part of the study.
20 profiles (10 on Instagram and 10 on Facebook) were studied through quantitative content analysis. From those profiles, 236 selfies were pulled and studied.
20 people who were behind those profiles were then a part of the interview, which is a third part of this research.

# Abstract

The empirical study entitled #Selfie generation: sociological view through the front camera is published as the twentieth book within the library of the Research Study, founded under the auspices of the Split publisher and printing house Redak. All analyzes and research tasks whose results are presented in this book, were realized during the academic year 2017/2018. on methodological subjects taught by prof. dr. sc. Anči Leburić, at the sociological graduate study. The subject of the project focused on one of the more modern and relatively unexplored social phenomena - the selfie, which has been more intensively affirmed in everyday media spaces in the last decade. Assessing that this is a rather fascinating intensive development and achieved popularization in a short period, as one of the basic general research goals we set to determine and understand the implicit and explicit meanings hidden "on the other side" of the lens. Thus, when choosing the topic was the topicality of the studied phenomenon, and its lack of empirical knowledge about the relevant meanings of the phenomenon, its effects, achievements, etc. As these are eternally interesting topics within the media, cultural or sociological types of research, we focused more specifically on profiling of generational significance related to selfies.

# Outcome

Almost all of the people who were a part of a survey claim to have a Facebook account (95,7%), and many of them are on Instagram as well (77,4%). Most of the posts on social media are photos, and selfies are being published several times a month (31,7%), or several times a year (31,4%). Some 18% of participants claim to never publish selfies. When added up, almost 70% of participants use (always or sometimes) tools for photo processing.
People age 15-19 (36,2%) post most selfies, followed by those aged 25-29 (32,7%) and than those age 20-24 (31,1%).
Most of the published selfies show a face of the person and a part of the body, and only one selfie was published without visible face of a person. Most people are smiling on those photos, followed by a more neutral face expression. Almost half of the selfies showed more than one person, and there are no additional content on those photos (material stuff, food, drinks, etc.).
People who participated in an interview, claim to post content they like, and to be an active type of social media users. They also share photos they want their friends to see. Photo editing is considered to be acceptable, but only as long as it is moderate. (translated by the coder)