Selfies: Managing Identities on Facebook among UPV students

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Abstract

This study is a descriptive research on the filters commonly used in self-presentation on Facebook among college students. It describes the level of self-presentation and identifies the factors that influence self-presentation through selfies. The data comes from 310 undergraduate students of the University of the Philippines Visayas College of Arts and Sciences in school year 2015-2016 selected through purposive sampling and with the use of a standardized questionnaire distributed through snowball technique. Data analysis makes use of descriptive statistics such as measures of central tendency using frequency, percentage distribution and rank. The researchers conclude that there is an existing pattern on how respondents filter their selfies on Facebook. These filters are in terms of size, focus, angle, location, and occasion. The data also shows the manifestation of culture and relationships in posting selfies on Facebook. This research supports the theory Identity Management which suggests that identities are managed by individuals at different junctures of their culture and relationships. This study also concludes that UPV CAS students use selfies as a means of self-presentation and that the respondents agree towards positive self-presentation on Facebook.