



اُنَبِّؤْ سَيِّدِي تَكُنْ لَوْ كُنْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
BACHELOR OF ADMINISTRATIVE SCIENCE (HONS)**

SELFIE IS A PHENOMENON, TREND OR SOCIAL ACTIVITY

AYU ANDIRA BINTI MOHD ABIDIN

2013434556

NUR ATIQAH BINTI ABDUL DIE

2013654658

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ABSTRACT

Nowadays, everybody is taking selfies from the politician to celebrities to elders to teenagers and to students. It is become a famous activity in Malaysia when Malaysia started to make a world new record for the most selfies taken in one hour with 613 selfies per hour. Based on this, this paper were focused on reviewing the literature and doing a preliminary survey in identifying selfie is a phenomenon, trend, or social activity and identifying the reasons that influenced people to take selfies. The method that is used for this research is convenience sampling method where the data are easy to access and obtain. The respondent of this research was the final year degree students from Universiti Teknologi Mara and Universiti Malaysia Sabah Kota Kinabalu, Sabah. The result shows that a selfie is not a phenomenon neither trend nor social activity. On what have been discovered, the selfie is an activity that done because of affordable and accessible of the technology tools and social networking sites. Therefore, these are the elements that influenced the reasons for respective people to take selfies.

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CHAPTER 1

INTRODUCTION

1.0 Background of the study

The self-portrait was firstly invented by Robert Cornelius, who took the first American self-portrait photo that captured in 1839 (Washington, D.C.: Smithsonian Institute for the National Portrait Gallery). After that, in 1914, Russian Grand Duchess Anastasia Nikolaevna was the first teenagers that take her own picture in front of a mirror using a Kodak Brownie box camera (Tribune, 2015). However, the selfie term was first claimed and being used by an anonymous Australian student who uploaded his self-portrait on the Australian internet forum and mentioned selfie word in his picture (Bellis, 2002). After that, in 2004, a #selfie term has emerged when there is a photo sharing on Flickr that tagged with hashtag selfie (#selfie). However, MySpace has claimed that they are the one that started the selfie concept by letting their users upload a 'MySpace Pic' (Agarwal, 2013). After that, in 2013, the term of a selfie is accepted and announced as the World of the Year by Oxford Dictionaries.

In the western country, everybody from reality star to a politician and people is taking selfies. Here, celebrities have a greater influence towards the people where any habits or activities that done by that celebrities will be copied or followed by their fans. A selfie here was claim that it is started by Kim Kardashian, an American television and social media personality, socialite, and model (Shenton & Strang, 2015). After that, other celebrities and people followed this trend. Instead of celebrities, a leader in the country also taking selfies and one of it is US President Barack Obama. President Barack Obama was taking selfies in front of a mirror by using selfie stick in order to convince young people to sign up to his healthcare plan or *Obamacare*. Other than that, selfie