

Why do we take selfies?

1. Discuss questions below.

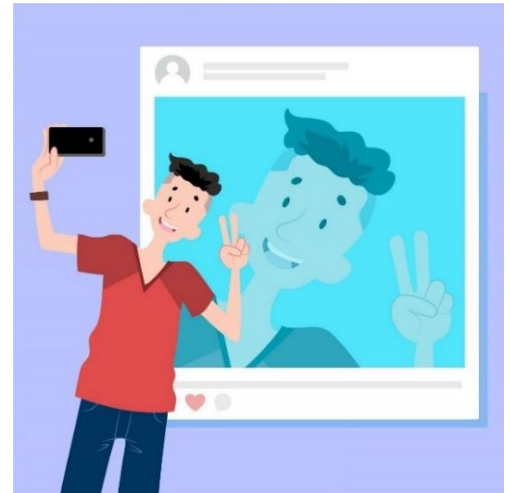
- What is a selfie?
- How often do you take selfies? Why do you do that?
- What is people's perception of someone who is known for posting a lot of selfies?

2. Complete sentences below with correct forms of words in brackets.

- The employee of the month awards are intended to be incentives for performance **enhancement**. [ENHANCE]
- He has the **confidence** to walk into a room full of strangers and immediately start a conversation. [CONFIDENT]
- A minor **modification** to the aircraft's door has been made to increase its durability. [MODIFY]
- Strict **conformity** to harsh social norms was demanded of everyone, regardless of status or wealth. [CONFORM]
- The Johnsons were faced with fierce **competition** and that's why they went bankrupt after a few years. [COMPETE]

3. Look at a list of motivations for taking selfies and complete the gaps with words you created in ex. 2.

- **Attention seeking**
Example: taking selfies to gain attention from others.
- **Self-confidence**
Example: taking selfies to feel more positive about oneself.
- **Environmental enhancement**
Example: taking selfies in specific locations to feel good and show off to others.
- **Social competition**
Example: taking selfies to get more 'likes' on social media.
- **Mood modification**
Example: taking selfies to feel better.
- **Subjective conformity**
Example: taking selfies to fit in with one's social group and peers.



Adapted from: <https://www.psychologytoday.com/us/blog/in-excess/201905/the-psychology-the-selfie>

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4. Discuss which aspects from the list above you think motivate people most often to take selfies. What would you add to that list?

5. Watch a [short video](http://bit.ly/SelfieInNYC) [http://bit.ly/SelfieInNYC] and find out what motivates interviewed people to take selfies.
 - to have proof that something important has happened
 - to post on social media and get likes
 - to gain popularity on social media and compete with others
 - to create their personal brands and market themselves
 - to build online reputation and show how interesting or cool you are

6. Look at the sentences from the video and match underlined words and phrases with their meanings 1 – 6 below.
 - a) With people falling off the Grand Canyon and being struck by trains, it begs the question just how far people are willing to go for their personal brands. 5
 - b) Essentially, you want to up the ante so you take more and more amazing photos in more and more risky places because those draw views. 3
 - c) With social media and stuff, people are sort of always trying to one-up each other. 6
 - d) Once you build this up over months, weeks, years, all these pictures of you doing a certain thing, then all of a sudden it's like: "Oh, I can maybe market this". 2
 - e) Anything that I love I consider my brand and I just showcase it. 1
 - f) It's the norm now to pop a picture of wherever you're at mostly with your face in it. 4

MEANINGS:

- 1) to show the best qualities or parts of something
- 2) to advertise or promote (something)
- 3) to try to get a greater advantage from a situation by taking a bigger risk
- 4) to take a photo
- 5) to raise a point that has not been dealt with; invite an obvious question
- 6) to outdo somebody

Why do we take selfies?

7. Discuss questions below.

- Have you heard of any selfie-related accidents which turned deadly or in which people were seriously injured?
- What do you think about the idea of branding oneself through posting selfies?
- Do you know any people who post a lot of selfies and photos on social media and make a living from it?

WORDS YOU NEED TO KNOW

8. Look at the words below and their definitions. Have you heard or used any of them?

PHOTOBOMB

to spoil a photograph (of a person or thing) by unexpectedly appearing in the camera's field of view as the picture is taken

SELFIECIDE

an accidental death that has been caused whilst trying to take a dangerous selfie

UG

a short word to call something ugly

SHUTTERBUG

an avid photographer; derived from "shutter," the camera's light-admitting mechanism

#NOFILTER

describes a photo that hasn't been photoshopped or tampered with in any way to supposedly look as it does

INSTAGRAM HUSBAND

a person who helps a partner manage their Instagram social media channel, especially by taking photos