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# Unraveling Beauty Standards: The Impact of Snapchat Filters on Users Perception

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## ABSTRACT

**Aim of the Study:** This study investigates the complex effects of Snapchat filters on users' views of their own value and standards of beauty.

**Methodology:** Data from (n=242) individuals in Pakistan was gathered using a quantitative survey technique. Data was collected using non-probability (convenient sampling) and questionnaire was designed (Google forms) and distributed via Whatsapp, Emails and Facebook groups. In this study, demographics, the frequency of filter usage, opinions on beauty standards, confidence levels, emotional responses, and relationships between factors were all analyzed.

**Findings:** The findings show that Snapchat filters are heavily relied upon; several individuals reported addiction to the program and a preference for modified looks. Although filters increase self-assurance, they can exacerbate negative impressions of mental health problems and natural attractiveness. The results highlight the necessity of raising awareness and implementing interventions to support media literacy and a healthy body image.

**Conclusion:** In conclusion, this underlies a more nuanced understanding of the multifaceted effects that Snapchat filters have on users' behaviors and mindsets, highlighting need to reduce the potential harm that these filters may do to users' perceptions of their bodies and self-esteem in the digital era. Study suggested that policymakers, instructors, and psychological well-being specialists cooperate to foster strategies that address the adverse consequences of filter use, particularly for weak populations. Social media networks ought to have features that promote the use of critical filters and genuine self-representation.

**Keywords:** Snapchat Filters, Beauty Standards, Self-perception, Body Image, Self-esteem, Emotional Responses, Confidence Levels.

## 1. INTRODUCTION

The broad utilization of social media stages in today's computerized world has introduced an unused time of expanded reality, best spoken to by Snapchat filters. Indeed, in spite of the fact that these filters offer engaging and curious characteristics, there has been some talk about how they influence social standards, self-perception, and magnificence benchmarks. The reason for this ponder is to examine the complex

impacts of Snapchat filters on users' thoughts of magnificence, sense of esteem, and activities related to looking for endorsements (Khan et al., 2016; Shabir et al., 2014). Smith (2019) has emphasized the progressive effect of social media, particularly Snapchat, on rethinking societal thoughts of excellence as a consequence of the advanced period. The consider centers on how the use of filters on social media destinations like Snapchat has affected the creation of improbable excellence benchmarks, changed people's conclusions about themselves, and raised issues with mental wellbeing. Besides, the mental considerations by Jones and Lee (2020) clarify the perplexing relationship between users' suppositions of themselves and Snapchat filters. By tending to the mental impacts of moving appearances on users' certainty levels, their examination sheds light on how social media's dispersal of unreachable magnificence guidelines can result in destitute self-esteem and increased sentiments of insufficiency (Saloni, & Urvashi, 2024; Noor & Zafar, 2024). These understandings emphasize the direness of examining the majority and impacts of Snapchat filter utilization. This investigation looks to address a few key destinations: finding the recurrence of Snapchat filter utilization among respondents, drawing conclusions on the commitment of these filters to overstated magnificence measures, assessing the effect of filter appropriation on self-esteem and certainty, scrutinizing potential conditions or fanatical propensities related to these filters, and surveying the impacts on feelings, self-worth, and validation-seeking behaviors. With reference to an assortment of scholarly works, counting Garcia et al.'s (2018) ponder on the effect of social media filters on brand recognition and Choi and Park's (2021) examination into the authenticity of Snapchat filters, this ponder endeavors to offer a careful grasp of how increased reality apparatuses rethink excellence measures and form users' recognitions. By combining exploratory investigation with hypothetical models, this ponder points to a significant commitment to our understanding of the complex intuitive among advanced changes, social media dominance, and social glory guidelines (Wang, 2024; Sagrera et al., 2022).

## 1.1 Snapchat Filters

Snapchat filters are a prime example of how the rise of social media has opened up unused conceivable outcomes for picture altering and self-expression. With their wide range of alterations, from minor advancements to whimsical changes, these filters have gotten to be basic for self-presentation and online communication. The utilization of versatile photography, particularly on apps like Snapchat, is connected to users' self-esteem, which is as often as possible affected by comparisons made on social media, as Vanden et al., (2016) have investigated. Comparing oneself to others on social media could be a marvel that can have an inconvenient impact on self-esteem and cause sentiments of insufficiency. Advancing these uncertainties is the use of filters on social media destinations like Snapchat, which can deliver an unattainable level of magnificence. Moreover, Fardouly et al., (2015) investigate the impacts of social comparisons, particularly on youthful ladies, on websites like Facebook. The think about clarifies how introduction to social media's celebrated lives and pictures might decline temperament clutter and body picture issues (Shanay et al., 2024; Alamyar & Hussain 2024). This emphasizes the conceivable negative impacts of Snapchat filters, which might strengthen unattainable excellence measures and encourage one to compare oneself to others. A consistent introduction to sifted and modified photos on social media can have a negative impact on one's body picture and self-esteem, so it is important to investigate. Assisting in compounding users' sentiments of insufficiency and uncertainty is the utilization of Snapchat filters, which adjust confront characteristics and improve excellence, maybe making an unachievable perfect appearance.

## 1.2 Beauty Standards

As much as the concept of beauty standards is complex, it encapsulates individual appearance opinions as well as social customs and societal beliefs. Cash and Pruzinsky (2002) provide in-depth insights into body image, including the complex interplay of mental factors, social influences, and clinical perspectives. Further, through the objectification hypothesis, Fredrickson and Roberts (1997) expanded our understanding of women's experiences by explaining how social objectification can serve to the detriment of mental health and body image. The above theories thus emphasize what a way it is to comprehend the

assorted set of factors that go into beauty standards and how these towns affect different people. When you think of how to promote a more universal and positive concept of beauty, do take into account the psychological and social ramifications of these standards. Nesi and Prinstein (2015) discuss the processes of social comparison and feedback-seeking behaviors, particularly in relation to sex and status differences. These authors illustrate some of the complicated mechanisms by which beauty standards are being internalized and maintained in online arenas, thus complexing the interplay between social networking site use and depressive symptoms. Much of the discussion about beauty standards, in this sense, goes beyond aesthetics into far-reaching consequences for individual mental health, self-concept, and relation to society. We may pick up more profound information about the perplexing relationship between social media, self-perception, and societal conceptions of magnificence by combining thoughts from numerous scholastic perspectives. Based on this understanding, approaches and treatments that advance mental wellbeing and create a positive body image online may be created. In order to advance a more inviting and empowering online community, it also emphasizes the need for individuals to basically connect with the social media fabric and address unattainable excellence benchmarks. Remain tuned for the ensuing areas, which can investigate the technique, and suggestions of this investigation in more prominent detail in order to clarify the complex ways in which Snapchat filters influence users' conclusions of their claim esteem and excellence.

## 1.3    Problem Statement

Concerns have been raised about how broadly utilized Snapchat filters are within the cutting-edge advanced world and how they may influence users' thoughts of allure and self-worth. This ponder points to completely examine the following subjects: how frequently individuals utilize Snapchat filters; how much individuals accept these filters contribute to idealized excellence measures; how receiving these filters influences one's certainty and self-esteem; whether utilizing them can lead to conditions or over-the-top propensities; and how users' behaviors related to looking for approval are influenced. Through looking at these aspects, the ponder points to clarify the complex effect of Snapchat filters on users' sense of self, certainty, and esteem in common. This will encourage our comprehension of the energetic connections that are continually changing between computerized alterations, excellence standards, and individual character within the age of social media authority.

## 1.4    Significance of the Study

Considering how Snapchat filters are affecting users' perceptions of standards of beauty has truly made this work stand out. This investigation seeks to illuminate the possible effects on body image and self-esteem by looking at how the filters influence people's perceptions of themselves and perceptions of near beauty. The findings of this study may help greatly in understanding how social media platforms influence perceived standards of beauty and consequently prescribe ways to ameliorate a good body image.

## 1.5    Study Objectives

1. Discover the frequency of Snapchat filter usage among respondents.

2. Recognize opinions about how Snapchat filters contribute to exaggerated notions of beauty.

3. Examine how adopting Snapchat filters affects users' self-esteem in comparison to how they seem naturally.

4. Examine any possible dependencies or obsessive tendencies with Snapchat filters.

5. Examine the effects of Snapchat filter use on mood, self-worth, and behaviors related to seeking validation.

## 2. LITERATURE REVIEW

Smith (2019) inquires about how magnificence benchmarks have changed over time, highlighting the progressive effect of social media destinations like Snapchat. This study investigates how filters shape social thoughts of excellence and how individuals see magnificence. Smith's consider also looks at how social media influences one's body picture and self-esteem, emphasizing how the inescapable utilization of filters on apps like Snapchat has driven to unattainable guidelines of excellence. The study also looks at the conceivable impacts of these excellence measures on people's mental wellbeing and common prosperity in the advanced age.

Jones and Lee (2020) look at the mental results of Snapchat filters on people's recognition of themselves. Their thoughts shed knowledge on the mental impacts of changed looks by analyzing how the use of filters influences people's certainty levels and body picture. The article also looks at how social media contributes to the support of unattainable magnificence benchmarks and how these guidelines might lead to low self-esteem and feelings of insufficiency. Besides, Jones and Lee discuss approximately how individuals who ceaselessly compare themselves to sifted photographs on social media destinations may encounter more noteworthy uneasiness and lose hope.

Garcia et al. (2018) studied how users use Snapchat filters to influence their predictions. It examines the impact of brand filters on user behavior and brand recognition. By agreeing to reflect, the promotion of filters on Snapchat often influences how individuals think and act. This illustrates how social media can influence customer choices and brand image.

Choi and Park (2021) investigate the relationship between the perceived realism of Snapchat filters and changing ideals of beauty. Their findings indicate that assumed authenticity plays an important role in determining user choices. This survey held the position that users perceive the beauty represented by Snapchat filters to be true if it is more realistic. People might start to redefine beauty standards depending on which selective looks they may want to pursue in real life. The authors urge that further studies should be conducted into the psychological influences of social media filters on user behavior and perception.

Wang and Chen (2017) explore how filters define social standards of beauty and self-expression by measuring the cultural implications of selfie culture on Instagram. They assert that Instagram's filters enable a digital aesthetic that may not be achievable in reality. Through the comparison of oneself to pictures that portray ideal beauty on social media, individuals may face adverse effects for their self-esteem and body image.

Brown, et al., (2019) study explores the impact of social media filters on teenage body satisfaction. Brown et al. discuss the effects of filtered photo presentations of adolescents on self-perceptions of their bodies. The study found that those students who saw filtered images on social media saw their body satisfaction diminish regarding their physical appearance. The researchers' theorizeds that persistent exposure to these idealized ideas of beauty may have an impact on feelings of inadequacy and dissatisfaction with one's appearance.

Gupta and Patel (2018) Intellects how augmented reality filters could consider re-perceptions of conventional beauty standards whilst deliberating the societal consequence of these technical advances. Brown et al. (2019) discussed the concrete influence of social media on adolescents' body esteem, with the aim to unveil some insight into what possible consequences these digital progressions might have while determining the influence of photo filters on teenagers' body esteem. In much the same way, Gupta and Patel look at how augmented reality filters might reconsider standards of beauty. Their investigation reviews some of these filters' impacts that could change people's understanding of beauty, and hammers the more wide-reaching social implications of such technological developments. The last of these studies (and a study referenced earlier by others) gives a clearer and more precise picture of how filtered photos may influence adolescents' self-esteem and body image by studying the impacts of both augmented reality and social media filters. These findings imply that the potential harm inflicted by the mainstream

presentation of filtered photos may ultimately jeopardize the mental wellbeing of our youth, both from enhanced beauty standards and disparaging body-image comparisons. Moreover, they urge a sense of urgency so that education and media literacy grooving could establish positive body-image norms and protect vulnerable groups from the potential harm constituted by digitally altered images.

Mill-Operator and Wilson (2020) the connection between Snapchat filter users, social comparison, and self-esteem is the most important point of Mill operator and Wilson's inquiry. Their investigation lights up the ways in which filters influence people's self-perceptions relative to others. The ponder too emphasizes how changing one's appearance with increased reality filters might fortify unattainable magnificence guidelines. Individuals compare themselves to these carefully changed forms of themselves since these filters regularly complement specific properties, such as more extensive eyes, smooth skin, or a more slender complexion. Users might hence feel less certain in themselves and feel more weight to live up to these unreasonable standards. This brings up noteworthy issues—almost the ethical suggestions of these specialized improvements as well as social media companies' commitments to bolster positive body pictures and self-acceptance.

Nguyen et al., (2019) exploratory think approximately looks into how presentation to Snapchat filters impacts client behavior. Their findings almost point to an affiliation between presentation, filters, and changed purchase choices. According to the data, approximately, users who were exposed to Snapchat filters had a far better, much better, higher, stronger, and improved affinity to spend more cash and make hasty purchases than users who were not. This recommends that the use of filters on social media goals may have a gigantic effect on the choices and exercises of users. This besides emphasizes the critical influence social media stages have on client states of intellect and sight, particularly those related to body image and self-acceptance. To have a sound and incredible self-image, people have to be cognizant of these impacts and, on a very basic level, overview the messages they see on social media.

Kim and Melody (2021) address the moral consequences of magnificence filters, their impact on society, and how they influence people's thoughts of their own esteem and allure. Kim and Melody investigate the social impacts of excellence filters and examine the ethical repercussions of utilizing them in their piece. By looking at how these filters influence people's perceptions of their self-esteem and engaging qualities, the scholars draw attention to the need to fundamentally assess the signals that these advances are attempting to express. Individuals have to be mindful of the conceivable impacts these excellence filters may have on their mental wellbeing and sense of self-acceptance as society becomes more subordinate to social media.
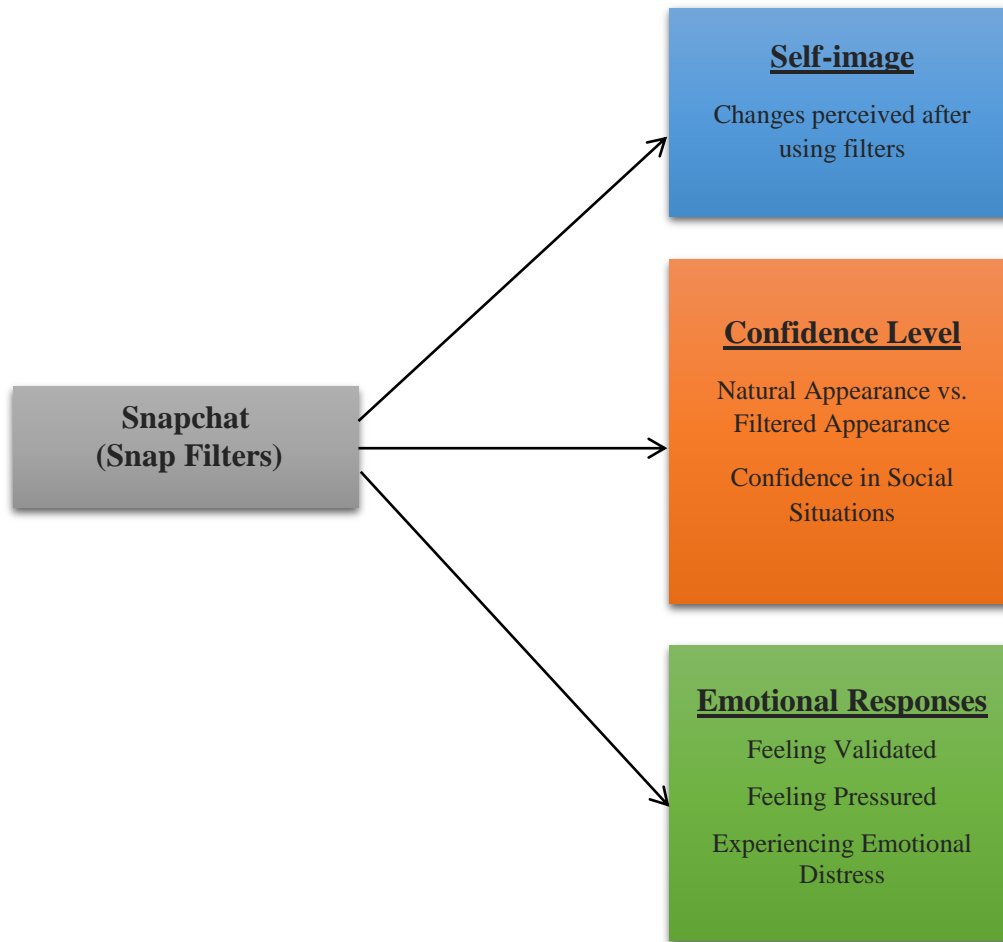
## 2.1    *Theoretical Framework*

Self-Determination Theory (SDT), proposed by Deci and Ryan in 1985, posits that the needs mentioned above are the three fundamental psychological needs that exert some sort of influence on human motivation: relatedness, competence, and autonomy. Among Snapchat filters, the strive for alterity in conformity with beauty standards accepted by society could negatively affect people's independence and sense of their own capability. Users are forced to compromise their freedom and sense of skill when it comes to their trademark appearance.

As mentioned in the Uses and Gratifications Theory put forth by Blumler and Katz in 1974, there is a deliberate selection of media by individuals to gratify various needs. Users use Snapchat filters to meet such needs for entertainment, social approval, and improvement of the self-image. So this would provide an understanding from which a user could use a filter and why such filters would satisfy certain mental needs.

The Media Richness Theory (Moronic and Lengel, 1986) may, in addition, be significant. This speculation takes a gander at how much information and social prompts will be conveyed shifts relying upon the media medium. Snapchat's use of filters in photos changes the information sent, possibly skewing social signals and creating unattainable beauty standards against which users judge themselves.

By coordinating these ideas, it is possible to gain a comprehensive understanding of the mental, social, and motivational factors that influence users' interactions with Snapchat filters, as well as their effects on performance standards and self-perception. The combination of these speculative frameworks can give a refined assessment of the manner in which cutting-edge modifications via web-based entertainment stages influence users' exercises, viewpoints, and healthy identities.

**Study Model**



**Self-image**

Changes perceived after using filters

**Confidence Level**

Natural Appearance vs. Filtered Appearance

Confidence in Social Situations

**Emotional Responses**

Feeling Validated

Feeling Pressured

Experiencing Emotional Distress

**Snapchat (Snap Filters)**

## 3. RESEARCH METHODOLOGY

To study the Unraveling Beauty Standards, Snapchat Filters' Effect on Users' Perception, the researcher used a quantitative survey approach to collect data from a sample of Pakistani citizens. The target population for this study comprised males and females aged 15 to 31 residing in Pakistan. Sample frame of the study was males and females of Pakistani. A convenience sampling approach, which is a non-probability selection methodology, was utilized to choose (n=242) individuals for the sample from the target population. Convenience sampling was used because it is accessible and practical, enabling the researcher to easily gather volunteers from different parts of Pakistan. The main instrument for gathering data was a self-made questionnaire. There were twenty questions in the questionnaire that included demographics, general information, general impact, and other topics related to the research variables. The structure of most questions was a Likert scale. SPSS version 21 was used by the researcher to

examine the information gathered. The tabular presentation of the data sheds light on the many facets of the investigation.

## 4. RESULTS

Table 1: *Respondents' Demographics*

| Respondents' Demographics | | *f* | % |
|---|---|---|---|
| **Age** | 15-20 | 58 | 24.0 |
| | 21-25 | 121 | 50.0 |
| | 26-30 | 42 | 17.4 |
| | >30 | 20 | 8.3 |
| | **Total** | **242** | **100.0** |
| **Gender** | Male | 96 | 39.7 |
| | Female | 146 | 60.3 |
| **Marital Status** | Single | 188 | 77.7 |
| | Married | 54 | 22.3 |
| | **Total** | **242** | **100.0** |
| **Education Level** | High-School Diploma | 16 | 6.6 |
| | College | 40 | 16.5 |
| | Bachelor's Degree | 128 | 52.9 |
| | Master's Degree | 48 | 19.8 |
| | Above Master's | 10 | 4.1 |
| | **Total** | **242** | **100.0** |

A measurement breakdown of 242 examined individuals is shown in Table 1. The age categories of 21–25 (50.0%) and 15-20 (24.0%) contain the bulk of responders, with females making up 60.3% of the test. Other than that, the largest portion of respondents have at least a bachelor's degree (52.9%) and are single (77.7%).

Table 2: *(General Questions + Confidence Level)*

| Sr. | Statement | Response | F | % | M | SD |
|---|---|---|---|---|---|---|
| 1. | How often do you use Snapchat filters? | Never | 14 | 5.8 | 3.79 | 1.275 |
| | | Rarely | 34 | 14.0 | | |
| | | Occasionally | 40 | 16.5 | | |
| | | Frequently | 54 | 22.3 | | |
| | | Always | 100 | 41.3 | | |
| | | **Total** | **242** | **100.0** | | |
| 2. | Have you ever felt addicted to using Snapchat filters to enhance your appearance? | Never | 32 | 13.2 | 3.49 | 1.406 |
| | | Rarely | 30 | 12.4 | | |
| | | Occasionally | 50 | 20.7 | | |
| | | Frequently | 48 | 19.8 | | |
| | | Always | 82 | 39.9 | | |
| | | **Total** | **242** | **100.0** | | |
| 3. | Have you ever felt the need to hide your natural appearance in favor of Snapchat-filtered photos? | Never | 40 | 16.5 | 3.31 | 1.508 |
| | | Rarely | 44 | 18.2 | | |
| | | Occasionally | 42 | 17.4 | | |
| | | Frequently | 32 | 13.2 | | |
| | | Always | 84 | 34.7 | | |
| | | **Total** | **242** | **100.0** | | |

The table shows overview reactions from members (N = 242) on their use of Snapchat filters and related propensities. The recurrence conveyances indicate that a sizable division feels dependent on moving

forward (39.9%) and utilizes Snapchat filters frequently (41.3%). Besides, a noteworthy rate (34.7%) concedes to having an affinity to cover up their genuine selves in favor of pictures that have been sifted by Snapchat, which may have consequences for how one sees themselves and how they show themselves.

Table 3: *Snapchat filters and how they affect standards of beauty.*

| Sr. | Statement | Response | F | % | M | SD |
|---|---|---|---|---|---|---|
| 1. | To what extent do you believe Snapchat filters contribute to unrealistic beauty standards? | Not at all | 18 | 7.4 | 3.83 | 1.251 |
| | | Slightly | 22 | 9.1 | | |
| | | Moderately | 38 | 15.7 | | |
| | | Highly | 68 | 28.1 | | |
| | | Extremely | 96 | 39.7 | | |
| | | **Total** | **242** | **100.0** | | |
| 2. | Do you think people rely too much on Snapchat filters to feel attractive? | Not at all | 8 | 3.3 | 4.20 | 1.036 |
| | | Slightly | 12 | 5.0 | | |
| | | Moderately | 26 | 10.7 | | |
| | | Highly | 74 | 30.6 | | |
| | | Extremely | 122 | 0.4 | | |
| | | **Total** | **242** | **100.0** | | |

The survey results about how people feel about Snapchat filters and how they affect standards of beauty are shown in Table 3. When asked how much they thought Snapchat filters contributed to unattainable beauty standards, participants (N=242) gave their opinions. Most of them expressed high to great worry (39.7%). Furthermore, the table presents perspectives about the dependence on Snapchat filters to feel beautiful, with a significant percentage (50.4%) reporting a high dependence.

Table 4: *Snapchat filters in comparison to characteristics.*

| Sr. | Statement | Response | F | % | M | SD |
|---|---|---|---|---|---|---|
| 1. | Do you feel more confident when using Snapchat filters compared to your natural appearance? | Much less confident | 6 | 2.5 | 3.88 | 1.040 |
| | | Less confident | 12 | 5.0 | | |
| | | Neutral | 74 | 30.6 | | |
| | | More confident | 62 | 25.6 | | |
| | | Much more confident | 88 | 36.4 | | |
| | | **Total** | **242** | **100.0** | | |

The certainty levels of respondents when utilizing Snapchat filters in comparison to their characteristics are shown in Table 4. The larger part of respondents (62, 25.6%) detailed feeling more certain, and a huge extent (88, 36.4%) detailed feeling altogether more sure, illustrating that Snapchat filters had a critical impact on users' sentiments of certainty.

Table 5: *Snapchat filter use and self-esteem.*

| Sr. | Statement | Response | F | % | M | SD |
|---|---|---|---|---|---|---|
| 1. | Using Snapchat filters boosts my self-confidence in how I look. | Strongly Disagree | 14 | 5.8 | 3.83 | 1.206 |
| | | Disagree | 22 | 9.1 | | |
| | | Neutral | 50 | 20.7 | | |
| | | Agree | 62 | 25.6 | | |
| | | Strongly Agree | 94 | 38.8 | | |
| | | **Total** | **242** | **100.0** | | |
| 2. | I'm not as happy with how I look when I don't use Snapchat filters. | Strongly Disagree | 26 | 10.7 | 3.45 | 1.405 |
| | | Disagree | 44 | 18.2 | | |
| | | Neutral | 52 | 21.5 | | |
| | | Agree | 34 | 14.0 | | |

| Sr. | Statement | Response | F | % | M | SD |
|---|---|---|---|---|---|---|
| | | Strongly Agree | 86 | 35.5 | | |
| | | **Total** | **242** | **100.0** | | |
| 3. | Using Snapchat filters boosts my confidence when posting pictures on social media. | Strongly Disagree | 12 | 5.0 | 3.74 | 1.241 |
| | | Disagree | 34 | 14.0 | | |
| | | Neutral | 52 | 21.5 | | |
| | | Agree | 52 | 21.5 | | |
| | | Strongly Agree | 92 | 38.0 | | |
| | | **Total** | **242** | **100.0** | | |
| 4. | My confidence in my natural beauty decreases when I look at my filtered photographs. | Strongly Disagree | 22 | 9.1 | 3.54 | 1.370 |
| | | Disagree | 40 | 16.5 | | |
| | | Neutral | 56 | 23.1 | | |
| | | Agree | 34 | 14.0 | | |
| | | Strongly Agree | 90 | 37.2 | | |
| | | **Total** | **242** | **100.0** | | |
| 5. | I think my perception of my own value is negatively impacted by utilizing Snapchat filters. | Strongly Disagree | 22 | 9.1 | 3.64 | 1.313 |
| | | Disagree | 28 | 11.6 | | |
| | | Neutral | 50 | 20.7 | | |
| | | Agree | 56 | 23.1 | | |
| | | Strongly Agree | 86 | 35.5 | | |
| | | **Total** | **242** | **100.0** | | |

Survey results on self-esteem in relation to Snapchat filter use are shown in Table 5. Remarkably, a modest number (5.8%) share a similar opinion with a typical disagreement, yet a large majority (38.8%) strongly agree that using Snapchat filters enhances their confidence in their looks. On the other hand, a sizeable fraction (35.5%) claims that using filters makes them unhappy with their natural attractiveness, while a smaller amount (14.0%) says that using filters makes them feel less confident. Overall, the results show how complexly Snapchat filters interact with people's judgments of their own worth.

Table 6: *Snapchat filter use and emotional responses*.

| Sr. | Statement | Response | F | % | M | SD |
|---|---|---|---|---|---|---|
| 1. | How much do you think utilizing Snapchat filters improves your well-being in overall? | Strongly Disagree | 18 | 7.4 | 3.64 | 1.294 |
| | | Disagree | 30 | 12.4 | | |
| | | Neutral | 62 | 25.6 | | |
| | | Agree | 42 | 17.4 | | |
| | | Strongly Agree | 90 | 37.2 | | |
| | | **Total** | **242** | **100.0** | | |
| 2. | Using Snapchat filters significantly enhances my perception of self-worth in comparison to photographs in their natural state. | Strongly Disagree | 18 | 7.4 | 3.66 | 1.317 |
| | | Disagree | 32 | 13.2 | | |
| | | Neutral | 60 | 24.8 | | |
| | | Agree | 36 | 14.9 | | |
| | | Strongly Agree | 96 | 39.7 | | |
| | | **Total** | **242** | **100.0** | | |
| 3. | When I use Snapchat filters to post photographs of myself, I deliberately seek affirmation from others. | Strongly Disagree | 18 | 7.4 | 3.52 | 1.339 |
| | | Disagree | 44 | 18.2 | | |
| | | Neutral | 62 | 25.6 | | |
| | | Agree | 30 | 12.4 | | |
| | | Strongly Agree | 88 | 36.4 | | |
| | | **Total** | **242** | **100.0** | | |
| 4. | My mental and emotional states are significantly affected by Snapchat filters. | Strongly Disagree | 26 | 10.7 | 3.35 | 1.484 |
| | | Disagree | 68 | 28.1 | | |
| | | Neutral | 36 | 14.9 | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | | Agree | 20 | 8.3 | | |
| | | Strongly Agree | 92 | 38.0 | | |
| | | **Total** | **242** | **100.0** | | |
| 5. | I frequently evaluate my look against that of others who use Snapchat filters, which has an impact on my self-worth | Strongly Disagree | 12 | 5.0 | 3.59 | 1.286 |
| | | Disagree | 46 | 19.0 | | |
| | | Neutral | 60 | 24.8 | | |
| | | Agree | 36 | 14.9 | | |
| | | Strongly Agree | 88 | 36.4 | | |
| | | **Total** | **242** | **100.0** | | |

Information on participants' passionate reactions to the use of Snapchat filters is presented in Table 6. According to the consider, a sizable parcel of members unequivocally agree that utilizing Snapchat filters progresses their common well-being (37.2%) and drastically raises their sense of esteem (39.7%). In contrast, fewer respondents (10.7%) emphatically oppose this idea that Snapchat filters have a negative affect on people's mental and enthusiastic wellbeing, and 7.4% accept that individuals effectively greatly look for approval from others.

Table 7: *Correlation*.

| Variables | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|
| Age | 1 | | | | | | |
| Gender | -.090 | 1 | | | | | |
| Education Level | .355[**] | .137[*] | 1 | | | | |
| Marital Status | .516[**] | -.215[**] | .277[**] | 1 | | | |
| Self Esteem | .228[**] | -.303[**] | .009 | .353[**] | 1 | | |
| Confidence Level | .197[**] | -.269[**] | .025 | .305[**] | .875[**] | 1 | |
| Emotional Response | .245[**] | -.375[**] | -.003 | .388[**] | .902[**] | .828[**] | 1 |
| **Mean** | **2.09** | **1.60** | **2.98** | **1.22** | **18.1983** | **14.8843** | **14.2397** |
| **SD** | **.869** | **.490** | **.892** | **.417** | **5.84392** | **4.37304** | **4.89224** |

**. 0.01 level. *. 0.05 level.

Based on information from 242 individuals, the table presents affiliations between a few variables, counting age, sexual introduction, instruction level, conjugal status, self-esteem, certainty, and eager reaction. Solid connections were spoken to at high rates; for example, 0.828, 0.902, and 0.516 between enthusiastic reaction and self-esteem and conjugal status and self-esteem, respectively. On the other hand, lower rates show weaker connections, such as -0.090 for sexual orientation and age, 0.137 for instruction level and sexual orientation, and -0.003 for passionate reaction and instructive level.

## 5. DISCUSSION

The study's conclusions shed light on the complex relationship between Snapchat filters and users' thoughts of their self-esteem, engaging quality, and inclination to look for endorsements from others. According to the discoveries, which are in line with past inquiries (Smith, 2019; Jones and Lee, 2020; Garcia et al., 2018; Choi and Stop, 2021), Snapchat filters have a huge effect on how individuals see themselves and magnificence guidelines. Most of the members said they utilized Snapchat filters habitually, and a noteworthy number of them recognized that they got to be dependent on utilizing these filters to progress their looks. Typically, other thinks about that raise issues with respect to social media filters' addictive qualities and how they influence users' behavior (Mill operator and Wilson, 2020; Kim and Melody, 2021).

The survey also showed that a sizable portion of participants thought that Snapchat filters reinforce unattainable beauty standards and that users excessively depend on them to feel desirable. This result confirms the Social Comparison Theory (Festinger, 1954) by highlighting the widespread impact of social media filters on sustaining unachievable beauty standards. According to Miller and Wilson (2020), users

may participate in upward social comparisons, which might lower their self-esteem and increase their discontent with their natural look.

Interestingly, although participants said using Snapchat filters made them feel more confident, a significant proportion of them said they were dissatisfied with their actual appearance compared to filtered photos.

Despite this, some people's emotional reactions to using Snapchat filters were mixed, with many viewers admitting that this had an overwhelmingly negative effect on their mental and emotional health. This can relate to Media Richness Theory (Daft & Lengel,1986) which highlights the consequences of using filtered cues on user's mental health and on their validation-seeking behavior. Whenever you use a filter, it affects how the social cues are interpreted, which may have very adverse effects on the mental and emotional health of the users.

This study gives credence to the fact that the predilection for Snapchat filters is certainly influential over self-image, self-confidence, emotional well-being, beauty norms, self-esteem, and behavior as far as user validation is concerned.

The findings reiterate that Snapchat filters substantially influence users' self-perceptions, confidence levels, and emotional responses. Users described being hooked, confident, and keen on different appearances, therefore confirming the precedent that the usage of filters has a significant impact on the mental and emotional well-being of users.

## 6. CONCLUSION

In conclusion, the research has substantially increased our understanding of how Snapchat filter use influences users' assessments of their own attractiveness, value, and mental health. The findings indicate that more surveys and awareness campaigns are needed to address social media filters' possible detrimental effects on mental and physical health. By integrating a unitary understanding through media richness theory, self-determination theory, and social comparison theory, this paper contributes to a deep appreciation of the complex outcomes of Snapchat filters on the mentalities and actions of users.

### *6.1    Recommendations*

On the basis of these discoveries, policymakers, teachers, and mental well-being experts ought to work together to develop interventions focused on supporting media proficiency and positive body image in all, yet more so in youths and young adults vulnerable to the influences of social media filters. Social media sites should also include features that encourage users to engage in self-reflection regarding filter usage and to encourage genuine self-expression. Equally, to understand the long-term consequences of users' use of filters on mental well-being and how interventions may be applied to curtail the detrimental impacts of social media filters on mental well-being. More longitudinal research might also be needed to anything on body image and self-esteem.

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