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The Impact of Snapchat Filters on Shaping Ideal Beauty Perception among Female University Student of Lahore

Abstract

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Keywords: Snapchat Filters, Ideal Beauty Perception, Self-Image, Dissatisfaction, Ar Beauty Filters

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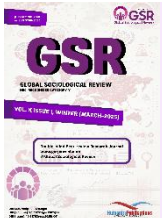

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The Impact of Snapchat Filters on Shaping Ideal Beauty Perception among Female University Student of Lahore

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Abstract

Social media has influenced beauty perception among young women. This study examines impact of Snapchat filters on ideal beauty among female university students, using social comparison theory as framework. Quantitative survey was design, collecting data from 238 students through questionnaire. Usage of filters showed negative relationship on beauty standards ($r = -0.190$, $p = .004$). Frequently usage of filters have strongly correlated with perception of ideal beauty ($r = .709$, $p < .001$) and to avoid posting unfiltered images on social media ($r = .798$, $p < .001$). Study highlighted the exposure of students toward Snapchat filters and explores their effects on body image and mental health. The study concludes that Snapchat filters have substantial impact on self-image and also highlight the importance of promoting critical media literacy and awareness of natural beauty standards.

Keywords: Snapchat Filters, Ideal Beauty Perception, Self-Image, Dissatisfaction, Ar Beauty Filters

Introduction

In today era, Social media is a major factor influencing people's daily lives all around the world. By 2025, there will be more than 5.2 billion active social media users' worldwide, accounting for about 63.9% of the total population and showing consistent annual increase. With billions of people using various platforms for self-expression, entertainment, and communication, social media use now reaches more

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than two hours and twenty minutes per person every (Datareportal, 2025).

Snapchat was launched in 2011 as a mobile application as a purpose of sharing images but later in 2015 added augmented filters that change face in real time through facial tracking technology. Snapchat's global footprint continues to expand. Snapchat is highly used application among the users due to its feature of disappearing feature. This app allows users to share snaps and chat with others and transform the way of communication among adults. Snapchat filters called lenses which add different effects on photos and videos. It change how a person look in real life mad photos, this app can change their skin time , facial features and even modify body shapes. They compare themselves with the filter images mad real ones to idealized images which end up shaping beauty standards. While all these social application are for entertainment but also raise concerns who someone see and feel about them. Snapchat has rapidly increase its popularity among young audience and the addictive nature toward this app cause issues like self-doubt, anxiety, depression and others. The main reason why people engaged too much on this app is its new updates and features. Every time anyone share streak and to be constantly on touch they are highly active on Snapchat. Sending and receiving a lot of snaps, streaks maintenance and enjoying watching the stories of others engaged users to much.

These platforms transformed the concept how we connect and use different app according to our usage and gratification. Beyond the past communication methods, social media works with advance technologies like augmented reality which blur the line between reality and ideal images.. Snapchat has hundreds of millions of daily active users worldwide, with millions interacting with AR Lenses each day. Hey are famous in youth but also raise concerns about self-image, unrealistic beauty standards and change in behavioral pattern (Rajesh Namase, 2025).

Background of the Study

In the digital era, Snapchat is one of the popular platforms among youth due to its unique features of streaks and disappear messages after view and one day. With time, Snapchat added different features like story and filters. Snapchat filters called lenses. But these filters not just provide entertainment but also raise concern about them. This app change the way people look on natural beauty. Beautification of self, lip filler, facial features enhancement is all they provide. It provides engagement to its users but the addiction of this platform and continues use of filters impacts on young generation.

Understanding Snapchat Addiction

Addiction of Snapchat, like other social media it doesn't function normal. The disappear feature of this app contribute to constant engagement among users. They frequently check what others are doing and the fomo consistently happening in their Life. The frequent checking, posting of streaks and interaction with other lead to addiction of this app. While the filters add playful way but consistent use of filters influence self-image and the perception of ideal beauty image. They become addict of these and gave no courage to face the digital friend with confidence.

Why People Like Snapchat Filters

Snapchat is designed to engage with people. The consistent updates allow the users to keep checking what's going on. Research shows that Snapchat addiction is similar to other social media apps. Streaks culture impact most of the generation. They keep sending snaps back and forth, enjoy watching others snaps to know what going on in others life as well. It is continues process that will never end.

How Filters Affect Feelings

Snapchat change the look of the person. It can change skin color, change facial features, modify body shapes as well. They make people happy younger which lead to rise concern about their natural look they start comparison between real image and digital identity they have created. This made them look less confident and think everyone looks better than them. This lead to body image concerns. Long term exposure to filtered content promotes social comparison. This comparison cause negative mental health outcomes on individuals. Snapchat addiction become an escape and

allows it's users to engage in virtual world that is different to their Reality.

Problem Statement

The rapid growth of social media transformed the way Beauty is perceived among youth. Application such as Snapchat introduced beauty filters or lens that digitally enhance the facial features and give them their desire look like smooth skin, big eyes, and lip fillers and so on. These filters and application are widely used for entertainment purposes but also raise concerns about their appearance. Repeated exposure to the unrealistic beauty standards altered the concept of beauty and cause body dissatisfaction, depression, anxiety, and reduce self-esteem among youth.

Female University Student in Lahore are the most active users of Snapchat, yet there is very limited research on Pakistan regarding how beauty filters change the perception of women about ideal beauty and appearance. In the socio cultural society where judgment and traditional beauty norms already increase the pressure on women to look perfect, the normalization of digital beauty further intensify appearance related insecurities. Although Snapchat has been used globally but its impacts are less focused that how these application change self-image ide, encourage unrealistic beauty standards and also influence behavioral patterns such as avoid posting real photos on social media.

Therefore, this research address this gap by investigating impact of Snapchat filters on beauty standards of youth by applying social comparison theory, research aim to highlight psychological issues underlying by the use of lenses and AR Beauty Filters on females. Understanding this issue is important for promoting critical media literacy to understand the excessive editing and also give them knowledge about the social media engagement algorithm and inform them about the consequences of digital content tools.

Objectives

- To examine whether Snapchat plays an important role in shaping unrealistic beauty standards
- To interpret how Snapchat filters shape the sense of body satisfaction and self-image
- To identify behavioral pattern linked with Snapchat
- To analyze How AR Beauty Filters Reshape "Ideal Beauty" for Youth

Significance of the Study

This study investigate the gap in the media studies field and explore female university students response to the impact of Snapchat filters on beauty standards on social media. Recently research studies from Pakistan shows that social media usage and continues exposure to the filtered content link to body dissatisfaction and mental health issues among females. A research conduct in Lahore shows that Snapchat filters encourage image sharing but through manipulating them, it increases self-doubt toward natural beauty. Additionally, it shows that these platforms promote unrealistic beauty concepts mad false realities.

In the social cultural setting of Pakistan, the traditional beauty concepts are deeply enrooted in our society. The passive use of these filters further increase self-doubt and unrealistic expectations for attraction to young women's both online and offline. Studies also shows that the frequency of the usage also correlate with decrease in self-esteem and increase stress among youth.

Literature Review

This study examines the psychological and social consequences of using social media beauty filters, particularly on Instagram and Snapchat, explore how filters affect both self-perception and others' perceptions. The qualitative analysis revealed two major impacts: (1) on users' self-image—manifesting as anxiety about appearance, low self-esteem, and the pursuit of an idealized face; and (2) on others' perceptions—resulting in "first meeting shock" when encountering filtered users in person and a reduction of trust toward those who heavily use filters. The findings highlight how social media filters foster psychological dependency and distort both self- and social perceptions of beauty (Adel, 2024).

This study investigates effects of Snapchat filters on Saudi Arabia women's perspective on the beauty standards. It focuses on the psychological tension between satisfaction and self-discrepancy. It examines how perceived gaps between the actual and ideal self-influence emotions and beauty standards. In short, Snapchat filters shaping the beauty ideals and encouraging them to use filters to be look as ideal one (Alsaggaf, 2024).

Influence of augmented reality beauty (ARB) filters on people self-image perception. ARB filters, commonly used on platforms like Snapchat, people enjoy real-time facial detection and enhance their looks and digital overlays to modify users' facial features according to prevailing beauty ideals. This research suggesting that ARB filters may exert a stronger effect on individuals' self-perception than retroactive photo editing (Isakowitsch, 2023).

The relationship between digital narcissism, self-esteem, and self-objectification among Snapchat and Facebook users , the study employed standardized scales to measure each construct revealed that Snapchat users scored significantly higher on digital narcissism and self-objectification, while showing lower self-esteem compared to Facebook users. Additionally, significant gender differences were observed across all variables (Musarrat et al., 2022).

The cultural and psychological implications of Snapchat are beautifying filters, known as Lenses, which use augmented reality to modify facial features and enhance appearance. Filters allow users to engage in digital self-adornment and creative self-expression but have also generated significant controversy for promoting unrealistic and exclusionary beauty ideals (Barker, 2020).

Snapchat filters have massive impact on people mind mad behavior. They changed the realistic beauty standards in the digital era. There should be a need to highlight the negative impact of filters. Social media networks ought to have features that promote the use of critical filters and genuine self-representation (Safdar & Fatima, 2024).

Filters of Snapchat influence women beauty standards and self-portrayal on social media. Highly visual social media which is Snapchat among youth shaped beauty norms and the concept of ideal women, the concept of fitting in and standing out, highlighting how beauty filters exaggerate self-image concept (Cruz, 2019).

Instagram & Snapchat filters influence self-portrayal or image. This study reveals how society previews the filtered image and gives social media validation on appearance. This also shows that people are more likely to go under cosmetics surgery to resemble their appearance with the filter one picture. So they feel to promote awareness on natural beauty to avoid these kinds of procedures (Eshiet, 2020).

This study highlights the relationship between body image, and social media use, focusing on how snap chat filters effects on young girls. It shows growing platforms like Snapchat and Instagram promotes unrealistic beauty standards which results into body dissatisfaction, low self-esteem and confidence. Netflix documentary The Social Dilemma, highlights how social media filters reinforce the pursuit of "perfect" appearances on digit platform (Maqsood & Sangra, 2021).

Study shows the semiotic relationship of filters and their impact on self-image. Snapchat filters work as visual platform that influence how users represent themselves on social media online. The findings emphasize how visual e on Snapchat actively shapes identity construction and self-image, contributing to a deeper understanding of the intersection between digital culture, media aesthetics, and self-presentation (Azhar & Rafiq, 2025).

Augmented reality and face filters (AR-FF) have been linked to create satisfaction, particularly in young women. Social comparison theory has been used to explain this negative effect of social comparisons against the beauty standards version of oneself (Dijkslag, Block Santos, Irene, & Ketelaar, 2024).

This study helps to Explores Snapchat use patterns of young adults in and examines the roles of self-esteem and other problem people are facing. Snapchat use in term of Snapchat engagement and life satisfaction. Common activities like chatting, seeing reels and streaks are main while people visits profile is less (Iftikhar et al., 2023).

Study investigates the relationship between person behavior include taking, sharing picture among young adults. Study reveals that women use filters than men to share selfies and use beauty filters and has the negative psychological effects of selfie editing and beauty filter use (Bardsley, 2024).

Beside the popularity and unique content, Snapchat still lack due to multiple things. Researcher noticed that people who are using Snapchat facing more mental break down. For examples the activities that are promoting there was checking on ex person, locating their actions and location using map features these have negative impacts on mind (Kim et al., 2021).

Snapchat highlight the negative impacts on young minds. Dunn and Langlais found that Snapchat users are the people who are highly influence with that culture found more mental health problems and jealousy. Also they have more problems like depression, anxiety and suicide rate (Donnelly & Kuss, 2016).

Recent research shows that people who are using Snapchat have negative impacts on mental health. It changes their pattern of behavioral approach with time. More suicide cases, anxiety and depression has been reported by increments of social media activities .Snapchat filters distort young women's perceptions of beauty, fostering body dissatisfaction and low self-esteem (Dunn & Langlais, 2020).

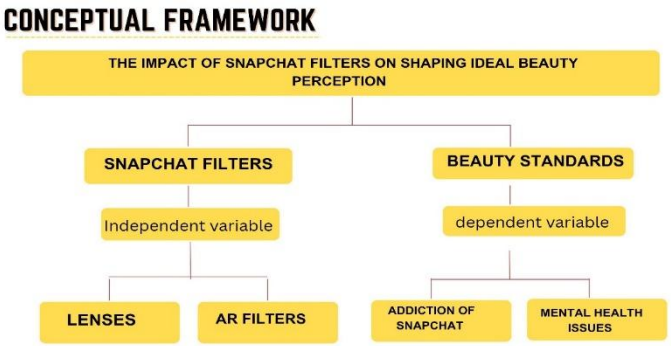
Research shows that filters blur the realistic beauty standards, due to this they used the self-discrepancy theory to explain the gap between the actual and ideal self-created by filters. It concludes that Snapchat distorted the reality and reinforcing the unrealistic beauty standards. It effects varies by age, education, and social status (Burnell, Kurup, & Underwood, 2021).

Individual differences among Snapchat users identify why and how people use snap chat. The main motive of Snapchat users are relationship maintenance, self-promotion, and companionship. Snapchat is shaped by individual perception and usage and its usage reflect deeper emotional and social needs (Yousafzai & Fatima, 2025).

Research in Pakistan on the Shaping Adolescents' Self-Esteem and Body Image in Urban to figure out the social media influences on their perception.62% reported declining self-esteem linked to frequent social media use and 58% developed negative body image perceptions due to exposure to idealized content (Abbasi, Khan, & Khan, 2024).

Snapchat User engagement research aim to investigate how excessive engagement leads to self-disclosure. He mentioned the fomo the reason people actively using Snapchat. Excessive usage in youth Lead to share the personal information publicly. The study wants to create public awareness campaigns and education on the dangers of overexposure and want to promote responsible social media use (Kahn & Martinez, 2020).

Figure 1



Theoretical Framework:

Introduction of Theory: Social Comparison Theory

One of the important theory in media effects is social comparison theory, proposed by Leon Festinger in 1954. According to this theory, individual determine their own social and personal worth by comparing themselves with others. The comparison process helps people to understand where they stand in relationship to their peers, friends and society. The comparison can be upward where they compare themselves with the people who perceived as superior which cause dissatisfaction and lower self-esteem or comparison can be downward where they compare themselves to the people who are inferior which cause temporary happiness and boost confidence.

In past, social comparison theory applied on real world situation however in digital world social media platform such as Snapchat, Instagram and Facebook have become highly influential in shaping comparison patterns. Snapchat allows its users to create images that reflect high level Beauty standards. The proliferation of beauty filters which can enhance the facial features allows digital comparison. Unlike traditional comparison, digital comparison is intense

In case of female university student, Snapchat filters are the source where beauty standards constantly represented. Repeated and long term exposure toward digital filtered content foster upward comparison. Over time this comparison contributes in unrealistic beauty standards and altered definition of self-image. This theory provide framework to understand why women all the time want to look perfect and how the constant pressure of ideal beauty image change their behavioral patterns.

Application of the Theory

The current research applied social comparison theory to examine the impact of Snapchat beauty filters on the perception of ideal beauty, body dissatisfaction and self-image on the female of university. Filters act as idealized comparison standards, encourage it's users to evaluate their actual image with the filtered ones. In this research, Snapchat filters are independent variable while Beauty standards and mental health is dependent on the use of application.

By framing, Snapchat filters as a source of upward comparison, the theory explains how the repeated exposure can shape internalized beauty standards. Students who engaged with the frequently use of Snapchat filters are more likely to experience discrepancy between real and filtered images which cause negative impacts on mental health and self-evaluation. However, the application of social comparison theory in this study also highlights the role of social media in amplifying social comparison effects. Snapchat algorithm shows visually appealing content and filtered images which shapes student perceptive of what is desirable

Through this study, social comparison theory provides a comprehensive lens to explore how digital

platforms influence self-perception and behavior. It explores the psychological mechanism how content effect the user evaluation of themselves.

Hypothesis

- Snapchat filters significantly increase the perception of beauty standards among female university students.
- Frequently use of filters influence the perception of ideal beauty
- Frequent Snapchat filters users more likely to avoid posting unfiltered pictures on social media.
- Snapchat users more likely to deal with negative mental health issues by comparing themselves with filtered content

Research Question

- How frequent uses of filtered image create pressure to look perfect and influence self-esteem?
- Does the frequent use of Snapchat filters lead to increase body dissatisfaction and negative self-image among young people?
- How Snapchat users perceived natural beauty in comparison to the beauty standards promoted by AR Beauty Filters?
- How Snapchat filters influence beauty standards and ideal beauty image among young women?

Methodology

This study is based on quantitative research design to analyze the impact of Snapchat filters on beauty standards among female university students. Survey method is used in order to collect data for research to gather the participant's insight about this topic.

Research Design

Cross sectional survey design is chosen to collect data from female university students who actively use Snapchat and engaged with AR filters to share their pictures. This method is selected to measure perception, attitude and behavior pattern of female university students and analyze changes in systematic and measureable manner.

Population

The population of this research paper is female university student of Lahore who is using Snapchat and its beautification features particularly filters.

Sample and Sampling Technique

The target population of this study is female university students who used Snapchat and particularly filters. A total sample of 238 students participated in research. This sample includes students from different university level from bachelor's to masters and MPhil to ensure the diversity in the population.

To ensure the fair representation of population, purposive sampling is used. The participants are selected based on specific characteristics e. g. undergraduate and post graduate and the people who are using filters). Purposive sampling is used because it reduces sampling biasness and make sure sample represent the chosen characteristics. This method enhances the reliability and generalizability of the findings while maintaining time and resources include in research.

Research Instruments

A structured questionnaire was design to collect data. Questionnaire design on 5 points Likert scale (1=strongly agree and 5=strongly disagree) and consist of following sections.

1. Demographics information Age, gender and qualifications
2. Snapchat usage and exposure to filters How many hours they are using Snapchat and filters to take pictures
3. Perception of ideal beauty Influence of Snapchat filters on facial attraction and beauty standards
4. Body dissatisfaction and self image Feelings related to self-esteem, appearance and ideal images after using filters.
5. Behavioral pattern How they portray themes, either they avoid posting unfiltered images or they get dissatisfied after using filters.

Data Analysis Technique:

Data is collected by online survey to convenient and

easily accessible. The survey link distributed through university related online groups, personal networks to ensure the participation of students from different educational level. Participant was informed about the objective of study and clear instructions were provided before sharing questionnaire link.

Operationalize Definition of Variables

- Independent variable:- Snapchat filters; Snapchat filters refers to the AR features and Lenses that modify facial features like skin texture, lip filler, eye enhancement and altering complexion. In this research, Snapchat filters are study or examine through respondents, how often they use filters before posting photos and videos on social media apps. It is measured by using Likert scale ranging from strongly agree to strongly disagree.
- Dependent variable: - perception of beauty standards; it refers to what extend female university students of Lahore internalized and accept digital enhancement mad how Snapchat over time change the definition of beauty. The variable is measured through questionnaire to examine how respondents response the question Snapchat filters make people look note attractive mad influence ideal beauty image.

Analysis of Data:

Hypothesis 1

Snapchat filters significantly influence the perception of beauty standards among female university students.

Table 1

Pearson Correlations test used in SPSS Statistical software

		Use of Snapchat filters	Perception of beauty standards
Use of Snapchat filters	Pearson Correlation	1	-.190**
	Sig. (2-tailed)		.004
	N	234	233
Perception of beauty standards	Pearson Correlation	-.190**	1
	Sig. (2-tailed)	.004	
	N	233	235

Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation value is -.190, P- value is less than significant level which is 0.05, shows that the relationship between usage and perception of beauty standards has significant relationship. The negative value of Pearson correlation test shows that there is inverse relationship between two variables. Means the usage impact the perception of females. Although strength of relationship is weak but findings shows that long term or repeated exposure evaluate and internalized beauty standards. Therefore, null hypothesis is rejected and other is accepted, confirming the relationship of Snapchat filters has significant impact on beauty standards among female students of university.

Hypothesis 2:

Frequently use of filters influence the perception of ideal beauty

Table 2

Pearson Correlations Test using SPSS Statistical Software			
		Frequency of filter use	Perception of ideal beauty
Frequency of filter use	Pearson Correlation	1	.709**
	Sig. (2-tailed)		.000
	N	235	235
Perception of ideal beauty	Pearson Correlation	.709**	1
	Sig. (2-tailed)	.000	
	N	235	235

Correlation is significant at the 0.01 level (2-tailed).

Pearson's Correlation Coefficient= 0.709, p-value is less than 0.05 it means the relationship between the frequently usage and ideal beauty perception is significant. The coefficient value shows string relationship between two variables. If female university students frequently use Snapchat filters t, it cultivate their behavioral changes toward ideal beauty image. Repeated exposure evaluates unrealistic beauty standards and portrays them as attractive. Hence, null hypothesis is rejected and other is accepted which shows that frequently use of Snapchat filters influence perception of ideal beauty.

Hypothesis 3

Frequent Snapchat filters users more likely to avoid posting unfiltered pictures on social media.

Table 3

Pearson Correlations Test			
		Frequency of filter use	Avoid posting unfiltered picture
Frequency of filter use	Pearson Correlation	1	.798**
	Sig. (2-tailed)		.000
	N	235	235
Avoid posting unfiltered picture	Pearson Correlation	.798**	1
	Sig. (2-tailed)	.000	
	N	235	236

Correlation is significant at the 0.01 level (2-tailed).

Pearson's Correlation Coefficient = 0.798

P-value = 0.000

The p value is less than 0.05; indicate a relationship between filter usage and avoidance of posting unfiltered content. It shows strong relationship. This indicates that people are more indulge in digital enhancement and ignore the unfiltered images to post in order to look attractive in digital era. Therefore, null hypothesis is rejected and other hypothesis is accepted which confirms that frequently usage of Snapchat filters increase avoidance of posting unfiltered picture on social media.

Hypothesis 4

Snapchat users more likely to deal with negative mental health issues by comparing themselves with filtered content

Table 4

Pearson Correlations Test			
		Comparison with filtered content	Negative mental health issues
Comparison with filtered content	Pearson Correlation	1	.731**
	Sig. (2-tailed)		.000
	N	236	236
Negative mental health issues	Pearson Correlation	.731**	1
	Sig. (2-tailed)	.000	
	N	236	236

Correlation is significant at the 0.01 level (2-tailed)

The Pearson correlation coefficient value= 0.731. The p value is less than 0.05, shows that there is a strong relationship between filtered content mad negative impacts on mental health. Strong positive correlation shows that female university students who used mote filters are more likely to have negative mental health issues such as distress, anxiety and dissatisfaction with appearance. It shows that upward comparison lead to negative self-evaluation. So the bull hypothesis is rejected and alternative hypothesis is accepted that means filtered content significantly associates with negative mental health outcomes.

Discussion & Analysis

This study explores the impact of Snapchat filters on beauty standards among female university students in Lahore focusing on how exposure to beauty filters influences self-image, body dissatisfaction and behavior pattern. By applying social comparison theory, I examined how social media effect the user perception of what actual ideal images is and what others find attractive on social media. The study shows that Snapchat has become the most influential platform that changes the definition of beauty and plays a significant role in understanding these standards.

The results show that female students are more depends on Snapchat die to the double standard that has been set through social media. Majority of participants in survey report analyze the they are frequently using Snapchat lens and beauty filters in order to enhance their feature and look. This research confirms that Snapchat become one of the important or primary app for visual representation which replaces the real images or natural skin acceptance to the filtered ones. The exposure to the changing trends on these social media influenced the behavior pattern of youth. Digital enhancement is normalized, now everyone is using filters and openly claims that they are using it. Findings shows that Snapchat redefine beauty norms and consistently portray what ideal self-image look like and what kind of appearance is socially acceptable and these standards are openly apply on women more than men.

This research shows a strong relationship between the usage and the changing perception of ideal beauty. Participants who are using Snapchat more than two hours more likely to accept that Snapchat filters make face more attractive mad these filtered influence how they look perfect. With the constant exposure to these content users redefine what actual ideal beauty is, we are aware of models and other celebrities whom we consider our beloved and influence by their looks but they have no idea how secretly they are portraying the image of what a perfect personality is . These redefine beauty standards normalized the use of filters and editing that changes the entire look of a person. Findings support the objectives of study and align research with social comparison theory that claims that individual compare themselves with others to evaluate how they look.

The study also highlight that the Snapchat filter usage have negative impacts on self-image. These filters raised the concern about physical appearance and most of the user become dissatisfied after using these. They move toward facial treatments to look like same they look in filters. Moreover, study shows that

Snapchat users avoid posting unfiltered images in social media and find constant pressure of looking good on social media. The upward comparison is somehow like that they compare natural appearance with the filtered ones which lead to depression, anxiety, body dissatisfaction and change in behavioral pattern. Study also reveal the behavior changes like a lot of photo editing, depends more on filters for online representation this happen due to fake or unrealistic beauty standards and to fit in the social media standards because they don't want to be judged and have fear of isolation in them.

In contrast to all negative factors that have been highlighted in this research, finding also shows those participants also critically aware of facts. Overall more than half of the participants agreed that social media should promote natural beauty and actual images so the other feel acceptance and ignore the unrealistic beauty standards. But the participant who responded and chooses neutral option seems that not all the respondents are not equally affected by the psychological impacts of filters. This highlight that we need media literacy to encourage critical engagement and interaction with digital content rather than we passively consume the content and got affected.

To sum up, this study contributes to the enriched literature on social media usage, beauty standards, self-perception among women. Findings highlight that Snapchat filters play a substantial role in shaping ideal beauty standards and altering behavior pattern. The study underscores the importance of understanding the psychological impacts and its long term implications for youth.

Conclusion

The study aim to investigate the impact of Snapchat filters on beauty standards among female university students in Lahore by examining the regular exposure to the beauty filters and how much they influence on self-esteem mad ideal body image. The results clearly highlights that Snapchat has emerged as a powerful app that is shaping beauty standards and perception of perfection in youth. Long term exposure to such content reflects the change from natural beauty representation toward digital filtered content and also influence on personal identity and ideal beauty image.

Results further reveal that there is direct relationship between the frequency of Snapchat filters usage and change in perception of ideal beauty. Students who frequently use filter more likely to internalize enhance facial features as they find them attractive. This repeated exposure lead to upward comparison which causes many users to compare themselves negativity in relation to filters. In result, higher level of dissatisfaction raise in our youth which reduce self-confidence of our young generation.

Additionally, results highlight the behavioral impact of Snapchat filters. Many participants report that they avoid unfiltered images to post on social media because they feel pressure to look good in photos and social circle. This not affects how users perceive themselves but also how they choose to present themselves on social media. Such habits promote unrealistic beauty standards and expectations and cause long term dissatisfaction to the physical appearance as well.

The findings also show the importance of media literacy and critically evaluation of social media content. All the participants emphasize on the need of promoting natural beauty because due to less media literacy not all the users can critically evaluate the digital beauty y. There should be some precaution and media literacy to encourage healthier engagement on social media.

In conclusion, study gives valuable insights of relationship of Snapchat filters and ideal beauty perception among female university students in Lahore. It highlights that while Snapchat filters enhance the facial features but they also contribute to negative self-image and unrealistic beauty standards through social comparison.

Recommendations

Based on the result of research paper, some recommendations are purposed. First Universities should promote media literacy and awareness among students. They should promote educational programs that help university students to critically evaluate the content, understand the digital difference, and

understand the artificial nature of filters and how they work; it will help them to reduce harmful comparison among youth which contribute to negative mental health image.

Secondly , mental health professionals should address issues like anxiety, depression and loneliness that is linked with social media usage Consulting sessions, workshop, seminars should be arranged to give them awareness and provide them coping strategies to manage their behavior.

Third, social media platforms like Snapchat and Integra should be encouraged to adopt more responsible practices by providing transparency. This app may include the clear label of filters images, limit extreme facial alterations and emphasize on natural beauty and diversity. Such measures could help to reduce the prevailing unrealistic beauty standards among females.

Moreover, parents, policymakers, regulatory bodies should collaborate and provide guidelines that emphasizes on real and natural beauty on social media usage. Awareness on psychological effects on excessive exposure to filtered content by these regulatory bodies. They also work on ethical considerations of usage of filters on social media.

Finally, future academic research should continue to explore the long term psychological and behavioral impact of augmented reality of filters. It will also contribute to deep understanding of how digital technologies shape Beauty standards and also impact on mental health among women in developing countries like Pakistan.

Limitations

Despite the contribution of this research paper, it has several limitations that should be acknowledged. First the study focused on female university students of Lahore which limit the generalization of the findings. It didn't include male, adolescents and non-student. In Future research it should be included for more diverse data set.

Second, the research is cross sectional survey design, which restricts the casual relationship between Snapchat filters and psychological effects. While, longitudinal studies are recommend to examine long term impact of Snapchat filters on beauty standards of youth.

Additionally, this study rely on convince and purposive sampling which didn't represent the border population of female users. It only contains the university going students and those who used Snapchat on regular basis.

Lastly, the study focused on Snapchat beauty filters without comparing them with other social media platforms like Instagram mad TikTok that also have the high users of filters. Comparative study could offer comprehensive understanding how different platforms contribute in beauty perception and mental health.

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