

From Filters to Feelings: A Qualitative Exploration of Self-Image and Emotional Experience among Snapchat Users



Farhat Jan ^a Nazia Iqbal ^b

Abstract: *The qualitative study was conducted with purpose to explore self-image and emotional experiences among Snapchat users. Snapchat launched in 2011 as mobile application stands out as a social media platform which provides distinctive avenue for self-expression. Literature showed influence of Snapchat use on individual's self-image, perception, psychological and emotional wellbeing and experience. In current research semi-structured interviews were conducted from 15 regular Snapchat Users (N=15). Ten women (n=10) and five men (n=05) between age 18 to 35 were informed and briefed about the purpose of conducting this study. Thematic analysis conducted. Majority of respondents reported that use of this app and applying filters has impact on their self-image while few reported no impact. Similarly participants explored significant emotional experiences by using this app. They reported effect of Snapchat filters use on their mood, confidence, self-esteem and emotional reactions. Subjects also talked about purpose to use this app like spending time, taking snaps with filters, location spy, making streaks with friends, social connections, snap points etc. Respondents explored that use of Snapchat filters raise the beauty standards and also leads to stress. Subjects mentioned about filtered and unfiltered images are different and posting such images can increase their concerns what other might be thinking about them. Participants reported that with time they may lose interest and its responsibility of user to use this app carefully. This study will aim to contribute to the existing literature on exploring self-image and emotional experiences are affected by Snapchat, specifically in Pakistani culture and society.*

Keywords: Snapchat Users, Self-image, Emotional Experiences

Introduction

Snapchat stands out from other social media platforms thanks to its ephemeral content and real time photo sharing features, which provide a distinct avenue for self-expression. Although the app enjoys widespread popularity, the emotional effects of using filters on Snapchat and their connection to users' self-image have not been sufficiently explored. Since its launch in 2011, Snapchat has been designed as a mobile application that allows users to share multimedia for a limited time. Its portability enables users to capture and share images anytime and anywhere. According to Amor and Mzoughi (2023), millennials primarily use Snapchat to seek information, express themselves, for entertainment, and to engage socially. Notably, seeking information and entertainment were found to strongly influence attitudes toward Snap Ads, sharing behaviors, and purchase intentions.

Augmented reality (AR) filters, especially among younger users, have become highly popular on platforms like Snapchat. These filters let users transform their facial features, enhance perceived beauty, or completely alter their appearance in creative or idealized ways. While this may appear to be mere fun, psychological research suggests that frequent exposure to modified images can lead to body dissatisfaction, lower self-esteem, and a distorted sense of identity (Chae, 2017).

As Snapchat's popularity has grown, so too has scholarly interest in its impact. Previous research has examined the app's use for educational purposes (Kerr et al., 2020; Al-Oudan, 2019), building social capital (Phua et al., 2017), sharing spontaneous moments (Bayer et al., 2016), and promoting products (Tropp & Baetzgen, 2019). In Arab contexts, most studies have focused on Snapchat's educational potential (Al-

^a PhD Scholar, Department of Psychology, International Islamic University Islamabad (IIUI), Pakistan.

^b Assistant Professor, Chairman/Head of Department, Department of Psychology, International Islamic University Islamabad (IIUI), Pakistan.



Alsaggaf, 2021; Al-Oudan, 2019), social aspects (Al-Azmi, 2017), user satisfaction (Al-Qahtani et al., 2019), and marketing applications (Alghamdi & Bogari, 2020). In contrast, Western research has delved more into the psychological dimensions of Snapchat use, linking it to emotional and mental health concerns (Kahn & Martinez, 2020; Shin et al., 2017; Steinsbekk et al., 2021).

Fox et al. (2020) found that sharing selfies on Snapchat can lower mood, while Vogel and Rose (2016) observed that comparing oneself to others' idealized images can have negative psychological consequences. Interestingly, they also noted that focusing on one's own image, rather than comparing to others, could lead to more positive outcomes. Nevertheless, Snapchat's filters often push users to compare their real appearance with an idealized version. Zhao et al. (2018) suggest that such digital tools challenge the notion of an "authentic" self by promoting a curated, digitally enhanced identity.

Kandathil et al. (2020) investigated how filtered and unfiltered images are perceived, showing that selfies with Snapchat filters were rated as more attractive, while DSLR images were viewed as more realistic. Eshiet (2020) highlighted that these filters can shape beauty standards, particularly among young women, sometimes even motivating them to consider cosmetic procedures. Ramphul and Mejias (2018) reported that some plastic surgeons have noted patients seeking to emulate their filtered images from Snapchat and Instagram. Despite the negative effects, some users have reported increased satisfaction and self-esteem from sharing filtered content (Oliveira & Tam, 2020; Krause et al., 2019). Furthermore, Snapchat is also used for passing time (Phua et al., 2017), emotional expression through visuals, and fostering social interactions (Brubaker et al., 2018).

As the use of filters rises particularly among women in Saudi Arabia, where research on beauty ideals and self-perception is still emerging it is crucial to explore how these features shape self-image. Prolonged exposure to filtered content can heighten risks of mental health issues such as depression, social anxiety, body dissatisfaction, and compulsive behaviors like appearance checking (Habib et al., 2022). Smith (2019) examined the evolution of beauty standards, emphasizing Snapchat's significant influence in shaping modern ideas of attractiveness. The study highlights how filters contribute to cultural beauty ideals and affect self-perception, showing how repeated exposure to these digital enhancements can lead to unrealistic expectations and mental health challenges.

Jones and Lee (2020) explored the psychological impact of Snapchat filters on self-perception, finding that altered appearances can lower confidence and negatively affect body image. Their research suggests that filters promote unrealistic beauty standards, leading users to feel dissatisfied with their natural looks. Moreover, users who frequently compare themselves to these digitally enhanced images may experience increased anxiety and depression.

Garcia et al. (2018) focused on how Snapchat filters influence users' perceptions and behaviors, particularly in marketing contexts. They observed that branded filters can shape not only users' self-image but also their attitudes toward products, affecting purchase decisions and brand engagement. Choi and Park (2021) examined how the perceived realism of filters can shape beauty standards, finding that more realistic-looking filters can make users view the filtered version as an attainable ideal, thereby reshaping their perception of beauty. The authors emphasize the need for further research to understand the psychological effects of these visual modifications. Similarly, Wang and Chen (2017) studied how Instagram filters affect social norms of self-expression and beauty, arguing that these filters create an aesthetic often unattainable in real life, which can negatively impact self-image.

Brown et al. (2019) specifically investigated adolescents, finding that exposure to filtered images reduced body satisfaction. They argue that idealized beauty content on social media can heighten feelings of inadequacy. Gupta and Patel (2018) echoed these concerns, examining how AR filters reshape traditional beauty norms and influence broader social trends. Both studies stress the importance of understanding how these technologies impact young people's self-esteem and call for media literacy education to mitigate potential harm.

Mill-Operator and Wilson (2020) also explored the connection between Snapchat filters, social comparison, and self-esteem, noting that filters can reinforce the habit of comparing oneself to idealized versions of oneself or others, fostering unrealistic beauty standards. Nguyen et al. (2019) found that Snapchat filter use can influence consumer behavior, linking frequent filter use to impulsive purchasing. This underscores the broader impact of social media on users' perceptions and actions, especially in relation to body image and self-worth. Their study highlights the importance of critically evaluating social media content to promote healthier self-perceptions.

Kim and Melody (2021) examined the ethical implications of beauty filters and their broader social impact. They focused on how these filters affect perceptions of attractiveness and self-esteem, emphasizing the psychological effects of digital enhancements. Their work calls for more awareness of the emotional and societal consequences of using these technologies, particularly as social media becomes more integrated into daily life. They also highlight the moral responsibility of technology companies to promote realistic beauty standards and protect users' mental health.

Brown et al. (2019) further explored the effects of filtered content on teenage body satisfaction, finding that exposure to idealized images on social media often leads to lower body confidence. Persistent exposure to such content can foster negative self-comparisons, intensifying dissatisfaction with one's appearance. Gupta and Patel (2018) also discussed how AR filters can reshape beauty standards and highlighted the potential long-term societal impact of such technologies. Both studies emphasize the urgency of addressing how these digital tools can distort adolescents' self-image and mental health. They advocate for educational initiatives and media literacy programs to help young people critically assess filtered content and build healthier self-esteem.

Theoretical Framework

The Uses and Gratifications Theory, proposed by Blumler and Katz (1974), suggests that individuals actively choose media to satisfy specific psychological needs such as entertainment, self-expression, and social interaction. In the context of Snapchat, filters provide a way for users to fulfill these needs by allowing them to enhance their self-image, seek validation, and connect with others. This framework helps explain why users are drawn to filters and how these tools cater to underlying motivations.

Additionally, Media Richness Theory, introduced by Daft and Lengel (1986), provides another layer of understanding. This theory posits that different media formats vary in their ability to convey social and emotional cues. When Snapchat filters modify facial features and expressions, they can alter the intended meaning or emotional nuance of an image. Such changes may encourage users to compare themselves to unrealistic standards, reinforcing ideals of beauty that may be difficult to achieve. By combining these two theories, we gain a deeper perspective on how Snapchat filters affect user behavior, offering insight into the emotional, cognitive, and motivational factors that shape perceptions of beauty, authenticity, and self-esteem.

Higgins' (1987) Self-Discrepancy Theory also adds valuable context. This theory suggests that individuals experience emotional responses based on the discrepancies between different aspects of the self: the actual self, the ideal self, and the ought self. When people perceive a gap between who they are and who they wish to be, emotions like sadness and disappointment can arise. Conversely, discrepancies between the actual self and the ought self may lead to feelings of anxiety, guilt, or discomfort. Applying this theory to Snapchat filters—such as beautifying or playful features—helps illustrate the emotional processes involved in filtered self-presentation. These filters may highlight the gap between a person's real appearance and the idealized version they portray online, leading to mixed emotions such as amusement, but also insecurity and dissatisfaction. Digital platforms can intensify these discrepancies by enabling users to curate their ideal image, further complicating their sense of identity as online representations become intertwined with self-concept. Research shows that online activities like impression management, content sharing, and even gaming can increase self-discrepancy, linking social media use to psychological well-being.

Recent studies underscore the importance of understanding how digital tools like Snapchat filters contribute to users' emotional experiences and self-perception. Drawing on Higgins' theory, Huang et al. (2022) examined how self-discrepancy shapes online behaviors including photo editing, community engagement, and avatar customization revealing the motivations and emotional outcomes behind digital self-presentation.

Within this framework, filters can be seen as tools that help users manage the emotional discomfort caused by gaps between their real and ideal selves. At the same time, they can also unintentionally widen these gaps, potentially harming mental health. Overall, Self-Discrepancy Theory provides a valuable lens for exploring the psychological impact of Snapchat filter use, particularly regarding motivation, self-image, and emotional well-being.

Research Aim

This study aims to investigate how Snapchat filters influence users' self-image and emotional experiences, with a focus on understanding how young adults navigate the psychological effects of interacting with altered versions of themselves.

Research Questions

1. How do Snapchat users experience, perceive and interpret their use of appearance-altering filters and self-image?
2. What emotional or psychological responses are associated with viewing and sharing filtered pics?

Methodology

Research Design

Data for this study was collected using semi-structured interviews within a descriptive qualitative research framework. Given the exploratory nature of the research, semi-structured interviews were selected as the primary data collection method to allow flexibility and depth in responses. This qualitative approach enabled participants to articulate their experiences and interpretations in their own words, providing rich, narrative-driven insights. By adopting a descriptive and exploratory design, the study sought to develop a comprehensive and nuanced understanding of self-image and emotional experiences among Snapchat users.

Participants

Purposive sampling technique was used through semi-structured interviews conducted with 15 Snapchat users. Both men and women who are regular users of Snapchat and applying Snapchat filters participated in qualitative study. Individuals of age 18 to 35 participated.

Research Instruments

Demographic sheet was administered on participants to get information about their age, gender, socioeconomic background, and engagement on Snapchat, use of Snapchat filters, duration of Snapchat use etc.

Informed consent was taken from all the participants. Subjects were verbally briefed about the purpose of current qualitative research.

Interview questions were designed that were according to the objective of this study. More than 20 questions were asked from Snapchat users during interview. Mostly questions are open ended and each participant can answer freely about their experiences of using Snapchat.

Data Analysis

Clarke & Braun (2013) proposed reflexive thematic analysis which is based on six-step process used in current study:

1. Familiarization
2. Coding
3. Generating themes
4. Reviewing themes
5. Defining and naming themes
6. Writing up

Results and Discussion

The findings of this research are based on responses collected from subjects who are regular user of Snapchat and apply filters. The study respondents included 15 Snapchat users. Semi-structured interview format was followed to gather the responses, taking into consideration a nuanced comprehension of the subject's point of view. The socio-demographic information shown in Table 1. The analysis of the responses has led to three major findings:

1. Snapchat Use
2. Impact of Snapchat Use on Self image
3. Experience with Snapchat
4. Future Concerns

Table 1

Demographic variables of Participants (N=15)

Demographics	Variables	F	%
Age	18-25	11	73.7
	26-30	04	26.3
	31-35	00	00
Gender	Men	05	33.3
	Women	10	66.7
Marital Status	Married	01	6.7
	Unmarried	14	93.7
	Seperated	00	00
Education	Graduation	11	73.3
	Masters	04	26.7
	Doctorate	00	00
Duration of Snapchat Use	03 to 06 months	02	13.3
	06 months to1 years	06	40.0
	More than 1 year	07	46.7
Daily use of Snapchat	1 to 2 hours	06	40.0
	2 to 3 hours	08	53.7
	3 to 4 hours	01	6.7
Use of Filters	Yes	15	100
	No	00	00
Deletion of Snapchat	Yes	15	100
	No	00	00

Pervasive Snapchat Use

Subjects reported significant interest in daily use of Snapchat app and its filters, with difference in level of interest. While some use for 1 to 2 hours on daily basis as reported by 6 out Of 10. 8 out of 10 reported daily Snapchat use for 2 to 3 hours. Very few reported extensive use for period of 3 to 4 hours. As reported by subjects they are using Snapchat for beauty and funny filters, to spend time, to spy location, to make streaks

and for snaps etc. Subjects also showed concern about using Snapchat filters as it may affect their mood, self-image and perception about self as well as for others.

“Yes, I often use Snapchat like 2 to 3 hours per day and I use beauty features the most and chatting also.” (ES, Woman)

“I am using Snapchat from last 4 years and using it on daily basis almost spending my 1 hour for streaks and pics with filters. I use beauty filters on Snapchat to look beautiful, to enhance my features as it makes me to look pretty and beautiful.” (MH, Woman)

“Yes I frequently use Snapchat and its features almost every single day which includes filters, streaks, chatting, and snaps. I do use funny filters. Snapchat also has gaming filters that are so interesting and helpful to spend good time.” (AS, Man)

Purpose to Use Snapchat

Participants in this study reported different purposes to use Snapchat app. Most of subjects said that they are using Snapchat for filters, especially beauty and fun filters. They reported that use of filters are utilized to make snaps, clips, streaks etc. This app also allows the users to spy location. Snap points is another factor which has been reported by participants. Users also has good time spending on Snapchat and friendship connection is another factor. Filters are being used by users to look beautiful.

“I use beauty filters on Snapchat to look beautiful, to enhance my features as it makes me to look pretty and beautiful. If we start using natural filters it makes us happy with our own skin and features but in real life we have pimple makers on our skin or some discoloration. I use nature filters or sometimes gaming filters.” (MK, Woman)

“Filters play crucial roles in Snapchat we use beauty filters to enhance the features and color tonesometimes. When we see ourselves with filters there are over beautification, unrealities like plumped lips, scars are hidden, and we see our self without we see face normal which nature has created every bit of our face. I use fun filters like games, helicopters etc. Snapchat allows to connect with friends and spend good time.” (HA, Man)

Impact of Snapchat Filters on Self-image

Respondents have different point of view about influence of Snapchat use on their self-image. Some users reported that Snapchat influence their perception about self as filters has different features which gives individual different. Majority of participants reported that use of filters has influenced their self-image like they get more concerned about their features, tone, and beauty. Very few said that Snapchat filters has no impact on their self-image or perception. Mostly female respondent's shows its impact on self-image while male reported as such any significant change in self-image after using its filters.

“Filter enhances our beauty and mostly people have distrust. Filters make standards high nowadays. In reality we have different looks as compared to Snapchat filters because they make us unrealistic all the sporting on our face uneven skin just gone when we apply filters. Yes I feel Snapchat filters impact on our self-image.” (ES, Woman)

“These filters impact my image about my body and appearance. I personally don't like using filters because Snapchat filters are unrealistic, like fake eyelashes, plumped lips etc. and they are easily identified as captured by Snapchat and those pictures are not post material.” (WS, Woman)

“Yes, there is impact on our self-image how we look. I perceive like Snapchat filters makes my face smaller, covering up the spots on my face through using filters. Yes, filters impact the perception of others. They can make comparison about our real version or filtered version. (TN, Woman)

“I don’t think that Snapchat has influence on my body satisfaction. I feel that I’m satisfied with my self-image. It’s about our own choice. Filters doesn’t sometimes set on my face. Everyone can have insecurity about their body or facial features, but I am very comfortable with who I am and how I am looking.” (MN, Man)

Psychological, Emotional and Social Influences on Snapchat Filters

Social media platforms are found in studies to have influence on Psychological, emotional and social aspects of individual. Similarly in current research, respondents showed influence of use of Snapchat filters psychologically, emotionally and socially. Few subjects said that filters leads to low confidence, while some reported its impact on mood. They may feel good or bad on basis of how look with beauty filters. Use of fun and game filters has less influence on thoughts and feelings of subjects. Mostly those who are using beauty filters reported change in their psychological and emotional state and females showed more concerned as compare to male. Snapchat also influenced the social aspect like participants reported that they are worried that what other will think about them after seeing their snaps. This app creates mistrust issues as well. According to participants sending posts on Snapchat creates sense of worriedness as they think how others will judge. Stress or tension has been reported on breaking of streaks and when internet is not available.

“After posting pics using Snapchat filters, I may feel concerned that how I’m looking and what others think about me in that particular look. I feel less confident if my looks are not showing good using with filters. I feel more confident if I take selfie with Snapchat beauty filters. While using funny filters I don’t feel any change in my confidence. Yes it makes me to feel worried if I’m posting something using filters. It has influence on our social interactions. It has impact on my mood. If I look good using filters of Snapchat I have good mood but in opposite I don’t feel good.” (KN, Woman)

“Yes, it does have impact. People can make fun or do backbiting or gossips after using beauty filters. Sometimes I think person in picture is beautiful with filters but look different in real life. Sometimes we do judge people when they use beauty filters but, in my opinion, we shouldn’t judge others when we do the same thing by using filters. I do feel upset when there’s no internet because I’m worried about ending streaks on Snapchat, I think it has impact on my confidence like I may feel good or bad after seeing myself.” (MK, Man)

“It has impact on my mental health like it gives stress when see that streaks got breaks. I think Snaps can affect confidence sometimes. If I take pics with same filter for longer time I feel get bored and start hating that filter, then try new one. Due to beauty standards, Snapchat influence emotional well-being. Importance of Snapchat is streaks.” (ZA, Woman)

“Sometimes Snapchat impact our social interactions, I think. Sometimes like mostly when my streaks got break on snap chat, I feel upset. It has impact in my personality like sometimes I click pictures and I look ugly in reality I am pretty. I may lose interest. Filters effect our personality like I may feel good and also not in daily life. I just frequently use Snapchat for streaks and points and when it’s ending, I don’t feel good.” (MS, Woman)

“Yeah, Snapchat impacts emotional wellbeing as it raises beauty standards in our mind.” (WS, Woman)

Experience using Snapchat Filters

Respondents reported different views about using Snapchat filters. Some of them reported satisfactory experience. While some are of the opinion they had good experience with filters of Snapchat. Few of subjects doesn’t report any good experience with Snapchat app.

“Overall, my experience is good with natural filters which doesn’t make us feel complex and all funny filters which we can use to boost our mood.” (ES, Female)

“My experience is not good because it just gives more artificial vibes on me or I feel like there is something extra with my face, I do prefer Snapchat original camera.” (WS, Female)

“I have good experience with Snapchat and especially using filters. It usually brings change in my mood. When I feel low, I take snaps with beauty filters it gives me good vibes.” (MS, Female)

“I have satisfactory experience with Snapchat. I feel I relax and good in using Snapchat filters, but too much dependency can cause complexities about beauty.” (AS, Male)

“My experience with using filters is feeling good about me if I look pretty otherwise, I don't feel good about beauty filters but using fun filters can give funny vibes for good time pass.” (KN, Female)

“I don't have any good experience with this app and with its filters. Yes, it can be just to kill the time otherwise it's just an ordinary app. Filters can give temporary feelings, but reality can't be changed.” (AK, Male)

Future Concerns

Respondents have different point of views related to future aspect of Snapchat. When they were asked about how they are going to use filters in future, people share different views. Some has view that with passage of time, its use will be reduced and some said when going into practical life, time spending for Snapchat will be less. Few said they may lose interest in future. Subjects shared that Snapchat should take responsibility to avoid such unrealistic beauty filters. Few of them said that its choice of user.

“Depends but in my opinion they should take responsibility for making unrealistic looks as some people any take it seriously.” (AS, Male).

“In future charm of using filters may get end. I may not use as frequently in future after getting old and in practical life (ZK, Female).

“As we get into practical life, I think my interest in using Snapchat filters will get change. Yes they should take responsibility about updating the so high beauty standard filters.” (KN, Female)

“With passage of time, will lose interest over time. There is no innovation on Snapchat. Yes, it impacts emotional wellbeing because beauty standards are risen and we are in haste to be adopt idealistic look. Snapchat should take accountability because people are in complex.” (WS, Female)

Recommendation

The findings outlined above point to several key themes that clarify the relationship between Snapchat usage, self-perception, and users' engagement with filters. Drawing on data collected from frequent Snapchat users, this study examines patterns of platform engagement, their influence on body image, and broader interactions within digital environments. Consistent with existing literature, these concerns highlight the importance of integrating digital literacy and media competency initiatives as potential interventions. Snapchat emerges as a dominant platform for entertainment and social interaction, with participants reporting prolonged usage characterized by content sharing, browsing, and engagement with diverse media. While many users rely on the platform to maintain social connections and remain informed, increasing attention has been drawn to problematic behaviors such as excessive scrolling and their potential implications for mental health. This underscores the need for further sociological inquiry into intensive social media use, particularly its effects on attention, emotional regulation, and overall psychological well-being.

Beyond the amount of time spent online, the manner in which users engage with content is equally significant. In this regard, selfie practices represent a critical area of focus. The study indicates that individuals who frequently capture multiple selfies prior to posting and engage in strategic self-presentation such as editing or altering images tend to report elevated levels of body monitoring, increased body dissatisfaction, and diminished body esteem (Chang et al., 2019).

Given these concerns, social media platforms, including Snapchat, should take a more active role in promoting content that supports body positivity, inclusivity, and self-acceptance. Within this context, “body

positivity” refers to representations whether visual or textual that challenge dominant beauty standards and encourage individuals to reclaim agency over their physical identity. It encompasses initiatives and movements aimed at critiquing socially constructed body ideals while fostering acceptance of diverse bodily forms, including variations in size, shape, appearance, and ability (Cwynar-Horta, 2016). Addressing the multifaceted challenges associated with social media use can contribute to the development of a more inclusive digital environment, enabling individuals to embrace their uniqueness and cultivate a resilient sense of identity despite prevailing online beauty norms.

Conclusion

This study provides a comprehensive analysis of the relationship between Snapchat usage and self-image, with particular emphasis on the role of filters in shaping user perceptions. Grounded in a social constructionist framework, the research explores the complex processes through which digital interactions influence self-concept in contemporary contexts. The findings reveal multiple pathways through which frequent filter use shapes users’ perceptions of their appearance. Although limited by sample size and scope, this research offers a foundational contribution to understanding the nuanced effects of Snapchat on body image. By addressing the challenges and experiences identified, future interventions and policy initiatives can support more mindful and responsible platform use, ultimately fostering a generation of digitally literate, self-aware, and critically engaged users.

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Appendix A: Informed Consent & Demographic Sheet

Informed Consent

I am student of PhD Psychology (IIUI), conducting research on “*From Filters to Feelings: A Qualitative Exploration of Self-Image and Emotional Experience among Snapchat Users*”. Information you provide for this research will be kept confidential. This study will not give you any psychological, emotional and physical harm. You are free to quit this study anytime. Your participation will be highly appreciated.

Sign: _____

Demographic sheet

Name: _____

Age:

(a) 18-25 (b) 25-30 (c) 30-35

Gender:

(a) Man (b) Woman

Qualification:

(a) Intermediate (b) Graduation (c) Masters (d) Doctorate

Marital Status:

(a) Married (b) Unmarried (c) Divorced

Employment Status:

(a) Employed (b) Unemployed

Duration of being Snapchat user:

(a.) 3 to 6 months (b) 6 months to 1 years (c) more than 1 year

Daily Use of Snapchat:

(a) 1 to 2 hours (b) 2 to 3 hours (c) 3 to 4 hours (d) more than 4 hours

Do you use Snapchat Filters or beautifying filters?

(a) YES (b) NO

Have you ever deleted Snapchat?

(a) YES (b) NO

Appendix B: Interview Questions for Qualitative Research

- Can you tell me a bit about how often you use Snapchat and what features you use most frequently?
- When you think about Snapchat, how would you describe the role filters play in your experience on the platform?
- How does it feel to see yourself with a filter applied, compared to seeing an unfiltered version of yourself?
- How do you decide which filters to use? Do you have any preferences for certain types of filters (e.g., beauty filters, fun/creative filters)?
- Have you noticed any emotional reactions when using Snapchat filters? For example, do you feel more confident, happier, or perhaps self-conscious after using a filter?

- How do you think Snapchat filters affect your perception of your own appearance? Do they make you feel different about how you look in real life?
- In what ways, if any, do Snapchat filters change the way you feel about yourself emotionally after you post a photo or video with a filter?
- Do you ever compare your filtered image to your unfiltered image? If so, what kind of feelings does that comparison evoke?
- How do you think Snapchat filters affect your relationships or social interactions, both online and in-person?
- Have you ever felt different about yourself after seeing others' filtered images on Snapchat? How did that affect your mood or confidence?
- Do you think that using filters on Snapchat impacts your mental health in any way, either positively or negatively? How so?
- Can you recall a time when using a Snapchat filter either improved or worsened your mood or confidence?
- How do you think your emotional experience of using Snapchat filters might change in the future?
- What role does Snapchat play in your daily life, and how important is it for you to share content on this platform?
- How would you describe your initial emotional reaction the first time you used a filter on Snapchat? Has that reaction changed over time? How?
- Do you feel pressure to use filters to present yourself in a certain way on Snapchat? Can you describe what kind of pressure you feel, if any?
- How do you think the use of Snapchat filters influences your body satisfaction or body dissatisfaction?
- When you view filtered images of others on Snapchat, how does that affect your perception of your own appearance? Do you ever compare yourself to others?
- Do you think Snapchat filters influence your social interactions or relationships, both online and in real life? How so?
- Have you noticed any effects on your confidence when posting a filtered image compared to an unfiltered one? How do these images make you feel afterward?
- Do you think social media platforms like Snapchat should take any responsibility for the emotional or psychological effects of their filters? What kind of actions, if any, should they take?
- If you stopped using filters on Snapchat, how do you think your perception of yourself, or your emotional well-being might change? Would that be easy or difficult for you to do?
- Is there anything else you'd like to share about your experience with Snapchat filters and how they influence your emotional experiences or self-image?

Appendix C: Thematic Analysis

S.No:	Objectives	Main Themes	Sub-themes	Codes
1	Objective 1: Snapchat Use	Pattern of Snapchat Use	Frequency of Use	<ul style="list-style-type: none"> ▪ Frequent use, ▪ 20-30 minutes, ▪ 1 hour daily, ▪ 1 to 2 hours daily, ▪ 2 to 3 hours daily, ▪ 3 to 4 hours in a day
			Types of Filters Used on Snapchat	<ul style="list-style-type: none"> ▪ Beauty features, ▪ Chatting, ▪ Gaming filters, ▪ Funny filters, ▪ Blurry filters, ▪ Natural filters
			Purpose to Use Snapchat	<ul style="list-style-type: none"> ▪ Chatting, ▪ Snaps, ▪ Snap streaks, ▪ Snap points, ▪ Location spy
2	Objective 2: Impact of Snapchat Use	Negative Impact of Snapchat Filters Use	Unrealistic beauty Standards	<ul style="list-style-type: none"> ▪ Enhance beauty, ▪ Pretty looks, ▪ Model looks, ▪ Sharp face features, ▪ Fake eyelashes, ▪ Plumped lips, ▪ Aesthetic looks, ▪ Beautify color tone, ▪ Hidden scars, ▪ Over beautification, ▪ Make face slim
		Psychological and Emotional Impact of Snapchat	Negative Psychological and Emotional Influence	<ul style="list-style-type: none"> ▪ Confused feelings, ▪ Low mood, ▪ Tension, ▪ Upset, ▪ Disappointment, ▪ Pressure about streaks, ▪ Dependency on Snapchat, ▪ Trust issues, ▪ Feeling of fakeness, ▪ Overwhelming, ▪ Feel worried, ▪ Feel sad
			Positive Influence	<ul style="list-style-type: none"> ▪ Feel happy, ▪ Good experience, ▪ Entertainment, ▪ Feel good, ▪ Boost mood, ▪ Spending good time, ▪ Feeling of connectedness with friends, ▪ Sense of pleasure
		Social Impact of Snapchat Use	Influence on social interaction	<ul style="list-style-type: none"> ▪ Get aware about what others doing, ▪ Stay in connection with friends, ▪ Difference in interaction with real image and filtered image, ▪ People think will look different ▪ Impact social interaction

			Self-Image and Perception	<ul style="list-style-type: none"> ▪ Feel different about my looks ▪ Disturbed, perception of self, ▪ Difference in realistic and unrealistic looks, ▪ Filters image differs from natural image
3	Objective 3: Experience with Snapchat	Experience Using Snapchat	Positive Experience using Snapchat	<ul style="list-style-type: none"> ▪ Good experience, ▪ Satisfactory, ▪ Bring different vibe in life, ▪ Normal experience
			Negative Experience using Snapchat	<ul style="list-style-type: none"> ▪ Unusual feelings, ▪ Wastage of time, ▪ Uncomfortable thoughts
4	Objective 4: Future Concerns	Concerns and Responsibility	Concerns of Snapchat users	<ul style="list-style-type: none"> ▪ Filters should not be unrealistic, stop using app if not comfortable, focus on personal well-being, Avoid excess use, avoid comparison, value reality