

Fake Beauty Standards: Snapchat Usage Among Pakistani Women

Areeba Naz¹

Nusrat Azeema²

Abstract

Technology has become a very significant part of our lives. This research examines the photo-based activity of Snapchat lenses and its negative impacts on Pakistani women, as its adaptation has been remarkably growing for the past few years. Through the Uses and Gratification theory, which discusses how people use media to satisfy their needs, this study analyzes and pinpoints how people use Snapchat Lenses to satisfy their need for beauty. Using a quantitative online survey, we gathered 435 responses from active Snapchat users through snowball sampling. The majority of Snapchat active users in this study concluded that women use lenses to gratify their needs, Personal identity, Quick Beautification, Instant communication through sharing Snaps, and Effortless instant beauty Lenses. It has also been found that this app also causes a self-dissatisfying effect on them. 88.51% of respondents lie between the age of more than 18 years. Still, less than 25 years, 70.57% of respondents were from the undergraduate level, 4.37% of users use Snapchat for video calling purposes specifically, and 41.61% have been using Snapchat for more than three years. Still, in less than four years, 31.49% of Snapchat users seem prettier than other social media platform users, and 87.39% strongly agreed that, yes, these beautification filters are causing such negativity in women towards themselves.

Key Words: Fake, Beauty Standards, Snapchat, Pakistani Women

¹ Areeba Naz. BS Media and Communication Studies, Abasyn University Islamabad

² Nusrat Azeema. Lecture Media and Communication Studies, Abasyn University Islamabad. Correspondence: (jamshedazeema22@gmail.com)

INTRODUCTION

Technology has become a significant part of our lives in recent years. Where technological advancements make our life easier, it also leaves us with some dangerous effect on our mental and physical health (Coyne, Padilla-Walker, & Howard, 2013). A lot of social media platforms are a part of our daily usage, which includes Snapchat as well. But if we talk specifically about Snapchat, it has some features different from other social media platforms.

Snapchat stands out from other instant messaging services due to various added features. Snapchat cannot be used through a browser as it is only a smartphone app, unlike Twitter and Messenger; therefore, it cannot be accessed through a website (Apple and all IOS devices). Every image or video may only be shared with a friend or a selected group of friends who have also downloaded the Snapchat app. and may view each posted image or video. In this manner, the sender is always in control of who receives and views the message. The sender receives a notification if the recipient takes a screenshot of the image. However, the device's touchscreen must also maintain constant contact with the receiver's touchscreen, making it challenging for them to take screenshots or carry out other actions(Joinson & Piwek, 2016).

Snapchat is a social networking service (SNS) focusing on visual content exchange. Visual SNSs can potentially exacerbate body image problems with enhancing tools like filters and lenses. Specifically, exposure to others' beauty-focused information might harm may be detrimental to one's assessment of their physical attractiveness(Burnell, Kurup, & Underwood, 2021). Creating a photo or snap using Snapchat on a smartphone, the sender then selects how long the photo or snap will be available for viewing on the recipient's device (between 1 - 10 s, according to April 2015). It is also possible to send video and image sequences. An

image or video posted to the recipient automatically disappears from the sender's phone. A stamp of when the snap is sent is the sole data on the sender's device. The recipient can now view the material, but only for the time the sender has specified (i.e., between 1- 10 seconds). The content automatically vanishes when the recipient has watched the picture or video for this amount of time (Joinson & Piwek, 2016).

Users of SNS frequently depict themselves in an extremely good way(Trepte & Reinecke, 2014). Individuals have control over how their look is portrayed in online photos by selecting which photos to submit, changing them, or deleting undesirable ones (Fardouly & Vartanian, 2016). Snapchat lenses are one method for editing and improving pictures. Research repeatedly demonstrates that participation in appearance-focused activities (such as picture activities) rather than general SNS use is specifically linked to concerns about one's body image(Bradley, Nesi, Jacqueline, Widman, Laura, & Huggins, 2018). The experimental study also highlights the significance of appearance-focused material, with data indicating that seeing appealing photographic Instagram content could exacerbate body perception issues (Tiggemann, Hayden, Brown, & Veldhuis, 2018).

According to estimates, one of the fastest and most unexpected increases in usage of social networking sites and instant messaging services in history has been Snapchat. According to estimates, 10 million active Snapchat users increased from 10 million in the middle of 2012 to over 70 million by the start of 2014 and 100 million by the start of 2015(Chang, 2014). Throughout December 2013, more than Snapchat users transmitted and received almost 400 million "snaps" (the term used to describe video messages and photographs sent via Snapchat). Comparatively, it would take Facebook and Instagram combined to work together to share the same number of photos shared during the same period frame. According to reports, Snapchat reportedly rejected an acquisition offer and turned down

Facebook's \$3 billion from Facebook tender bid. (Amry, 2014)and it was valued at. Early 2015 saw a \$19 billion early valuation, up from the \$10 billion estimated by two independent businesses in August had predicted in mid-2014(Al-Tuwairqi, Aloosh, & Bagies, 2019).

Snapchat distinguishes itself from other programs by continuously introducing fun features. One of those features is their Face Lenses, which function as augmented reality "masks" to filter the user's face. Some examples of these "masks" include giving the wearer bunny ears or elevating their voice(Rios, Ketterer, & Wohn, 2018).

The ephemerality element of Snapchat sets it apart from other social media platforms. Moreover, one can use Snapchat only as a mobile application (it supports Google and Android devices). It cannot be used with a Web browser or a mobile web browser (unlike Twitter and FB). This indicates that Snapchat cannot be used on laptops or desktop computers but only on mobile devices and tablets. So, how does Snapchat's ephemerality characteristic set it apart from other apps? Thus, it makes achieving various goals and objectives easier, including memory-keeping, self-expression, interpersonal support, and self-presentation(Litt & Eszter, 2016).

The mobility of Snapchat is its second distinctive quality. According to Schrock (2015), as we know, Snapchat is where we can specifically share images and video "on the move," so that relies on the mobility of mobile devices. Because of its mobility, people may upload their photographs and videos anytime and anywhere, which is useful for utilizing (Bayer, Ellison, Schoenebeck, & Falk, 2016).

Snapchat interaction was also associated with decreased social support compared to other mediums. Aspects of using Snapchat, such as sharing commonplace happenings with close friends and reducing self-presentational concerns, may foster a positive effect. Also, consumers claimed that Snapchat content captured their attention more than previously

posted information and compared it to in-person interaction, which might result in larger emotional advantages(Bayer, Ellison, Schoenebeck, & Falk, 2016).

Filters merit scholarly consideration. The exact fashion messaging the app promotes may be determined by how well-received they are. These messages focus on whiteness and sexualized femininity while espousing unachievable, non-inclusive beauty ideals. By exposing such flawed assumptions, we can see how people influence these technologies and have cultural biases. By endorsing women's issues and experiences, we may persuade users and artists to reevaluate the prevalent ideas and representations(barker , 2020).

Filters propagate aesthetic standards similar to those promoted by the cosmetics industry by following trends. Carolyn Hsu, the new beauty editor, utilized terminology often used in cosmetics advertisements to describe the effects of the "beautiful" filter: In a single step, it eliminates fine wrinkles, evens out skin tone, adds radiance, highlights, and contours. The rosy hue gives everything a more youthful appearance and benefits [sallow] skin(barker , 2020).

LITERATURE REVIEW

An image-based smartphone software called Snapchat makes it simple for users to interact with friends, watch live content, and read the news. This app's headquarters are in Venice, California, and it was developed at Stanford University(Chang, 2014) . Social media means the use of different websites and applications through which we create and share content all around the world. In the last two decades, many technological advancements have become a significant part of our lives, e.g., phones, laptops, tablets, and many more, including robots. These advancements have made our

communication easier and faster by connecting us globally just a click away. With that, it has now set standards of beauty for every individual, and this is, in turn, affecting our self-esteem, body image perception, body modification, and how we see ourselves in the modern technological society. This effect is seen mostly in women, which starts haunting them from a very young age, where thin, long hairs and smooth, clear skin seem to be their ideal body standards (Mavis & Debasis, 2020).

The way youngsters interact with their environment and one another has changed substantially over the past few years due to breakthroughs in new-age technologies. There have been concerns regarding how the prevalence of social media websites such as Facebook, Instagram, and Snapchat may impact teen development and behavior (Shah, Das, Muthiah, & Milanaik, 2019). A smartphone application called Snapchat was introduced in 2011; it only shows shared material for a certain time. Through this app, photos and videos can be shared anywhere and anytime with everyone (Bayer, Ellison, Schoenebeck, & Falk, 2016). Snapchat is used by people all around the world to communicate, share images from their lives, and engage in social interaction (Kerr & Faulkner, 2020). Social media platform 'Snapchat' introducing face beauty filters - officially called Lenses - in September 2015 seems to be a big cause of creating a perfect body image, especially for females. These Lenses apply fake virtual makeup and accessories and modify facial features like nose, cheekbones, and jawline, enabling users to create a perfect, effortless augmented reality of self-presentation. The app instantly edits and modifies the person facing the front camera and applies lenses to make you look like an angel, animal, Vgb, and accessories like earrings, crown, and many more. This creates a new look of a person within seconds, and the person can share it with the world in seconds (barker, 2020). Beauty is intimately related to our mental and physical health. Several academics have investigated and summarized the past literature on how social media

influences trends, body image, self-esteem concerns, and beauty standards. There is proof to support the claim that social media negatively affects users by influencing them to adopt dangerous behaviors (Mavis & Debasis, 2020). Snapchat filter's technological magic is very straightforward. This app relies on a facial detection tool that helps recognize patterns of the person's face and fixes the light or dark parts. The detector recognizes features like lips, nose, cheeks, and eyes and puts makeup on them like they are naturally there. Users can try many different designs and lenses in a matter of seconds. Some filters allow users to put on makeup; some can give aesthetic edited vibes, and some apply whimsical accessories, puppy snouts, flower crowns, and butterflies. Some contain nothing except the flawless facial look (barker , 2020).

During the past several years, Snapchat usage has increased at a rate unmatched by instant messaging platforms or social network services. Estimates show that Snapchat's active user base grew from 10 million to 70 million at the beginning of 2014 and 100 million at the beginning of 2015. Snapchat users received approximately 400 million snaps daily by the end of 2013, a huge increase from prior years (barker , 2020). Many studies in Western literature have identified negative psychological consequences linked with the usage of Snapchat (kahn & Todd, 2019). One of them demonstrated how wearing Snapchat lenses might cause users' moods to shift (Jesse, Vendemia, Smith, & Natalie, 2021) . One of them mentioned that this feature promotes comparing ourselves with the person that lenses create, which is very harmful (Vogel & Rose, 2016). Many studies have revealed that whereas DSLR camera photographs are linked to the original feature, Snapchat photos and videos are linked with attractive qualities (Rania, 2021). Initially, Snapchat was being used to send photos that are “self-destructing” and are viewed by the receiver for a very short time (Joinson & Piwek, 2016). Not many studies discuss Snapchat's relationship to beauty or the message of fashion, and almost none have focused on

filters. Many scholars have explored body image and eating disorders (Gioia, McLean, Griffiths, & Boursier, 2021) , whereas the literature on social media and fashion prioritizes other photo-sharing apps like Instagram and fashion blogs. The impact and reception of Snapchat's filters have been virtually examined (barker , 2020).

When sharing material on Snapchat, the sender can create a photo or video on the app on their smartphone and then specify how much time they want the recipient to view it (between 1 - 10 seconds). Senders can send collections of pictures and videos. Once the receiver has viewed the message, it automatically vanishes from the receiver's smartphone. The only information from both parties left to see is when it was sent. The pictures vanish from both parties' smartphones once it's sent and received (Joinson & Piwek, 2016).

Women are particularly picky when sharing pictures online since their physical beauty and self-presentation are the most important factors in their self-evaluation. As a result, they strive for perfection in the photograph to create a favorable but alluring impression of themselves. Selfie uploading, which frequently involves applying filters, improves women's self-esteem. Many Saudi women utilize Snapchat's capabilities to display their idealized appearance on social networking platforms, which is common in many other nations. Pakistan is one of those nations where women appear to be always preoccupied with their appearance, and Snapchat provides them with a simple means of escape(Rania, 2021).

Delight is sometimes tempered with mixed thoughts regarding one's natural attractiveness for women who believe that using filters is related to a wish to seem made-up. Not all lipstick-and-lashes filters are popular; some users find it improper for some filters to include cosmetics, while others complain that their complexion seems too white (barker , 2020).

Snapchat stands out from other instant messaging services due to various added features. It is impossible to use Snapchat on a browser because it is just a mobile phone app (available on all compatible devices) (unlike other social media platforms). Only one buddy or a select set of friends who have also downloaded the Snapchat app may view any posted image or video. In this way, the message's sender always controls who sees and hears it. If the recipient makes a screenshot of the snap being sent, the sender is notified immediately. The recipient must also maintain contact with the touchscreen to snap a screenshot or utilize any other camera. Nevertheless, it is well known that third-party applications like Snapshot enable the recipient to covertly take a "snap" of the screen without the sender's awareness. Users of Snapchat may also add 32-character messages or handwritten "doodles" on the top of the images they take. Users may now video call with their friends by clicking on the pulsing blue bubble showing whether a friend is "active" on Snapchat (Joinson & Piwek, 2016).

With Snapchat's rapid ascent in popularity amongst young age groups, several questions have been raised about how users utilize instant messaging services with limited moments and self-destructing data and how this is related to the use of other famous SNS like Facebook. The present study is among the earliest to investigate in-depth Snapchat usage patterns by collecting information on people's most recently sent and received snaps (Joinson & Piwek, 2016). Recent media reports claim that younger people use popular virtual entertainment platforms like F.B. less and are quickly adopting new media, like the crumbling application Snapchat. The app "Snapchat" is different in that it deletes messages after 24 hours of sending them, managing the cost of its users' increased level of security (Utz, Muscanell, & Khalid, 2015). The features of Snapchat that are related to the private exchange of content that expires within 24 hours a specific length of time stand out the most (you select the person or group to whom you want to share it, rather than sharing it by default with a huge

group of people or publicly). Informal media reports assert because of communications' intrinsic destructiveness, persons who may otherwise be hesitant to disclose such information may become more open (Joinson & Piwek, 2016).

Research on Snapchat filters and users' judgments of beauty and standards has already been done. It particularly emphasizes the ramifications (emotional) of discrepancies between real and virtual selves by using lenses. The study concentrated on the fun of utilizing. Snapchat filters. It also showed the variety of emotions women feel while applying filters, emotions heavily influenced by personality, self-assurance, and faith. Also, the study shows that Snapchat filters are unnatural, unpleasant, and misleading since they uphold widely accepted aesthetic standards. The lens's impact on users' social relationships may be the subject of future research (Rania, 2021).

This study examines the effect and percentage at which Snapchat is affecting beauty standards and shaping body image in the mindsets of people, especially women in Pakistan. This research has three main questions: Do people think that Snapchat lenses affect Pakistani women's self-image? Do people think Snapchat filters affect Pakistani women's beauty standards? Do people think that filters lead to self-dissatisfaction and negatively impact women's emotions?

Methodology:

This study uses a quantitative approach. Statistical measurements were used in this study to quantify the research findings. A quantitative study is an empirical and trustworthy method for conducting research. This

approach allows other researchers to expand and retest their findings using a quantitative method.

A survey questionnaire was used to collect data from the target population. The survey is considered a very secure yet accurate method to get data from the Users of Social media platforms. This study applies the Uses and Gratification theory, and whenever it is used, researchers usually adopt the survey method to collect data. This research uses the Uses and Gratification theory, as mentioned in the theoretical framework, using the survey method to collect data.

Research has collected data from 400 active Snapchat users by conducting a survey. All the active Snapchat users using or experiencing the usage of Snapchat lenses are the population of this research study. In 1994, Wimmer and Dominick suggested that any analyst can choose the sample size for a specific report by considering one point.

$$S = Z^2 P(1-P)/M^2$$

$$S = (1.96)^2(0.5)(1-0.5)/(0.05)^2$$

$$S = 384.16384$$

The sample size of an infinite population

Z = z score, which is 50%=0.5

M = Margin of error

The researchers utilized a handy and purposeful sampling strategy to choose a sample from the intended audience. These two sample methods fall under the category of non-probability sampling.

To choose samples efficiently, it is crucial to utilize a sampling strategy. The selection of an adequate sample is aided by using an

appropriate sampling procedure because it is clear that using the right sample directly impacts the study's findings.

The researcher combined data from respondents with an online survey form. There are almost 16 questions in this questionnaire. Many questions concern media outlets' responsibility to spread self-dissatisfaction through this relatively new lens feature of the social media platform "Snapchat." Other questions are regarding the usage pattern, the demographics of the respondents, and the necessity and impact of Snapchat lenses.

The main theory supporting this research is the "Uses And Gratification Theory," which refers to a user-centered approach focusing on how people use media for personal uses and gratification. In other words, the approach emphasizes what media users do with them rather than what media subjects users to. This study starts by giving a brief overview of Snapchat before summarizing the research on the uses and gratifications hypothesis. Katz, Blumler, and Gurevitch wrote the first article on the research's applications and gratifications, which was then published in *The Public Opinion Quarterly* in 1973 (Katz, Blumler, & Gurevitch, 1973). The uses and gratifications theory is used in this study to examine the gratifications connected to young people and women users of Snapchat. This idea is a method for determining how and why viewers actively seek out a medium to meet their unique demands. It implies that the theory of uses and gratifications is highly theoretically useful in describing the connection between Snapchat use and gratifications attained. The fact that Snapchat users seem to be using Snapchat to gratify their need for beautification and to become acceptable in society clarifies that the best fit for this research is the use and gratification theory, as it talks about how users use social media to gratify their certain needs. Past research on this topic, which is done in Saudi Arabia, has shown that this hypothesis is very much true regarding the uses of Snapchat and the effects created by its filters (Rania, 2021).

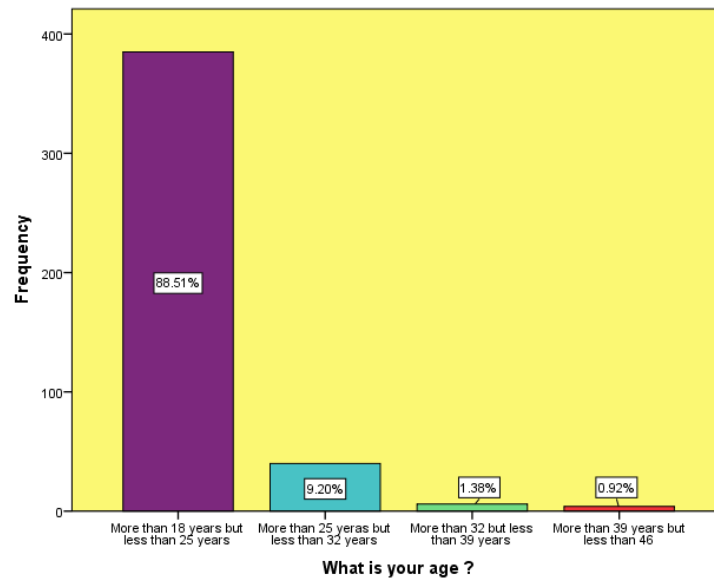
The fundamental tenets of uses and gratifications include: "(1) the audience is conceived as active; (2) in the mass communication process, many initiatives in

tying need gratification and media choice lies with the audience member; (3) the media compete with other sources of need satisfaction; (4) many of the goals of mass media use can be derived from data supplied by individual audience members themselves; and (5) value judgments about the cultural significance of the media; laid out the theoretical foundation and main ideas for the uses and gratifications theory and showed how audience gratifications might come from at least three different sources(Katz, Blumler, & Gurevitch, 1973).

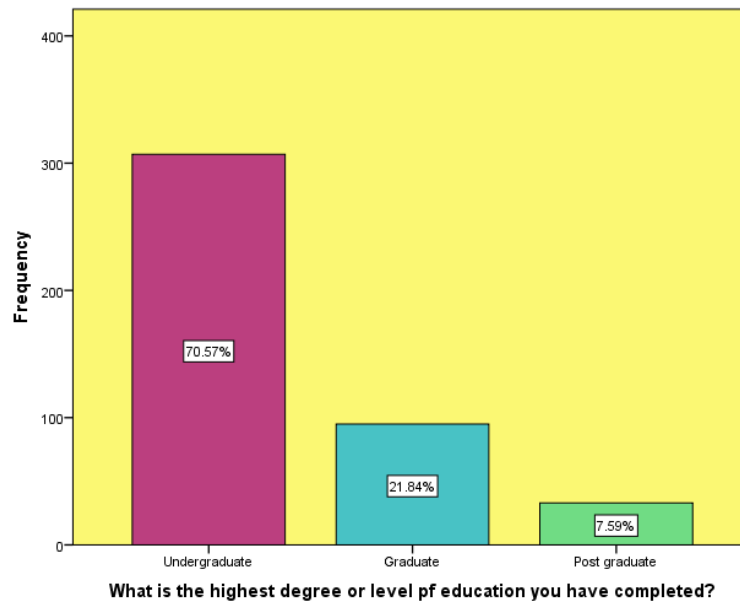
This research is specifically done in Pakistan using the quantitative approach to see if the users of Snapchat are using lenses to gratify their need for beautification, and they believe that this is creating self-dissatisfaction, increasing beauty standards, and leaving emotional dissatisfaction in women. Women who use filters to seem made up usually find that contradictory ideas about their natural attractiveness temper their happiness. Nevertheless, not all lipstick-and-lashes filters are well-liked; some users believe that some filters shouldn't include makeup, while others claim that their skin seems excessively white.

DISCUSSION

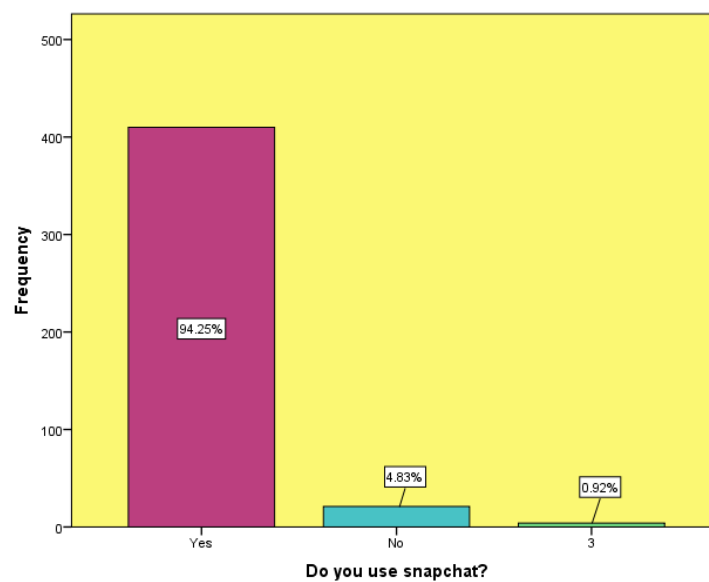
All the data collected from the sample was analyzed using SPSS software. The researcher has used descriptive statistics to get the percentages and frequencies.



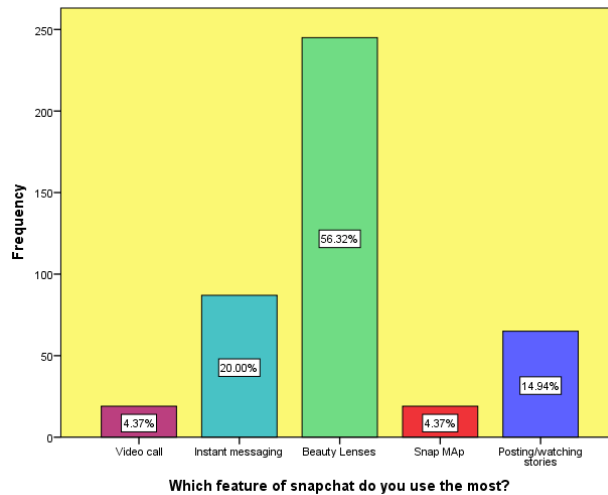
The survey respondents came up with different age groups. This graph shows the age of the total number of respondents (435). Out of 435 respondents, 88.51% lie between the age more than 18 years but less than 25 years, 9.20% lie between the age more than 25 years and less than 32 years, 1.38% lies between the age more than 32 years but less than 39 years old and rest of the 0.92% respondents are more than 39 years but less than 46 years old. These age demographics indicate that most of the respondents are adults and are young.



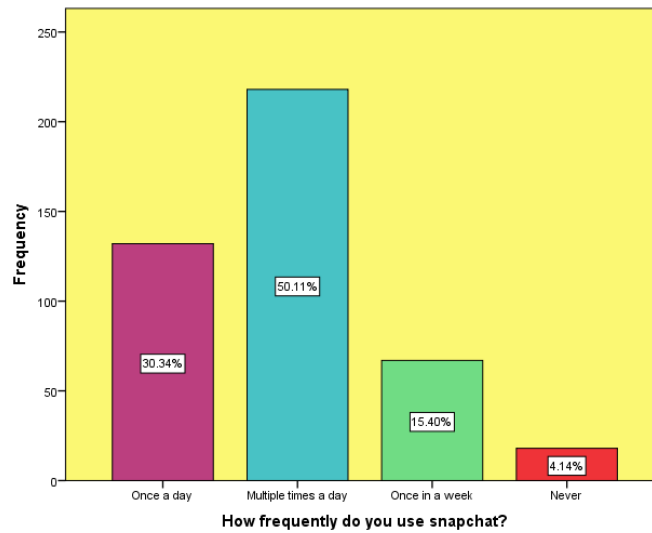
This bar graph shows the level of education of all the respondents. Graphs show that 70.57% of respondents are undergraduates, 21.84% are graduates, and the rest of the 7.59% are post-graduates. We can say that most of our respondents are undergraduates and graduates. The number of post-graduates is very low. Data is collected from almost all educated citizens.



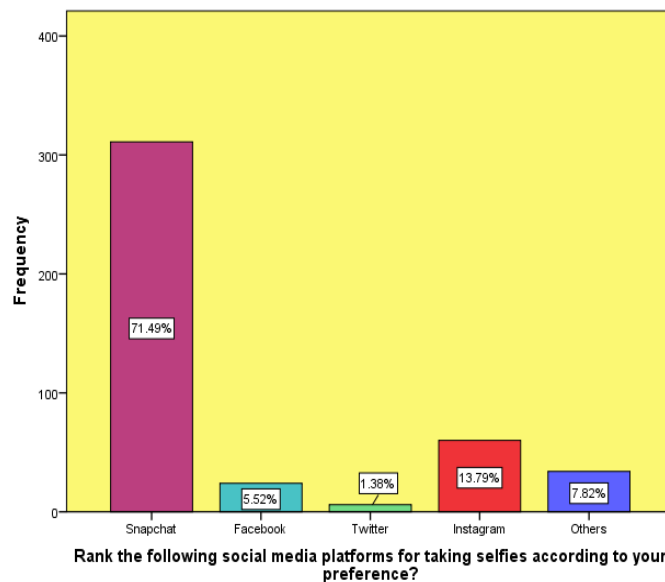
The above bar graph represents the number of respondents using Snapchat. Out of all the respondents, 94.25% are using Snapchat, but the rest are either not using it, or maybe they have Snapchat on their smartphones but are unsure if they are using that app as an active user. Most respondents are Snapchat users, which helps us assume they know how to use Snapchat.



This question was included in the survey to know which feature of Snapchat is being used most. The survey respondents show the results represented in the above graph 1.4. The graphs show that 4.37% of users use Snapchat for video calling. Specifically, 20% of users use Snapchat for instant messaging, 56.32% of respondents use it for applying beauty lenses/filters, 4% use It to use its map feature, and the rest of the 14.94% use it for watching and posting stories. The results clearly state that a huge number of respondents use Snapchat for using its beauty filters.

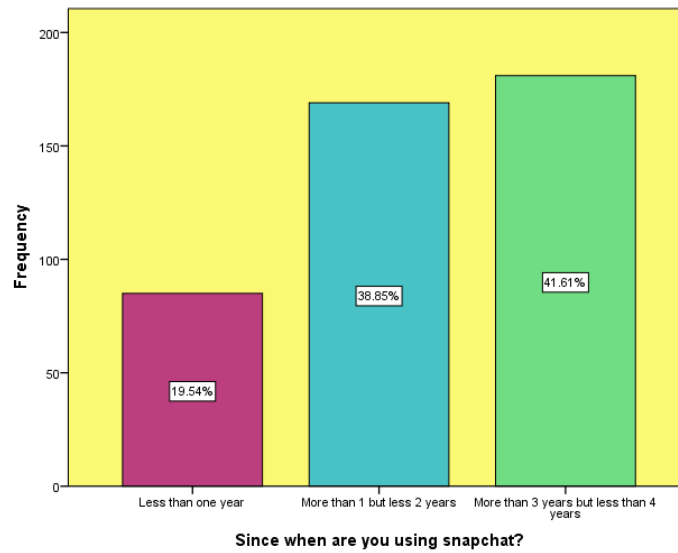


This bar graph shows how many times a respondent uses Snapchat. The graphs indicate that 30.34% of respondents use Snapchat once a day, 50.11% use it multiple times a day, 15.40% use it once a week, and 4.14% don't even use it daily. From these results, we can say that many respondents use Snapchat multiple times a day, which means a lot of usage.

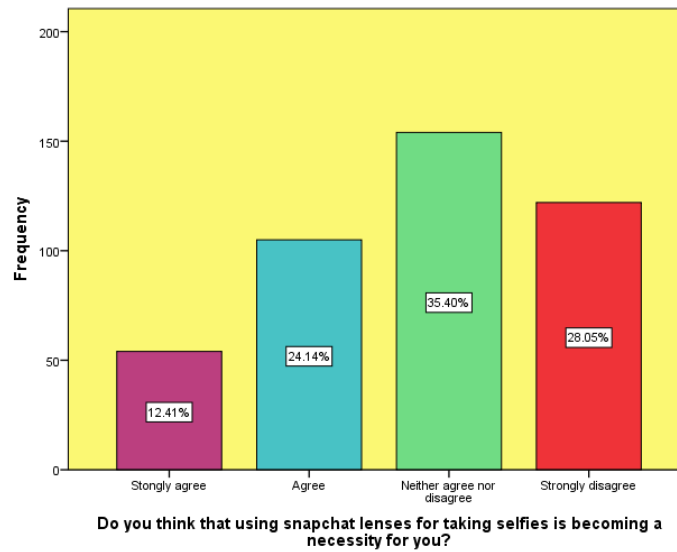


To know if the respondents use Snapchat for selfies, we asked them to choose from social media platforms. The above graph shows that 71.49% of people use Snapchat to take selfies, 5.52% use Facebook camera, 1.38%

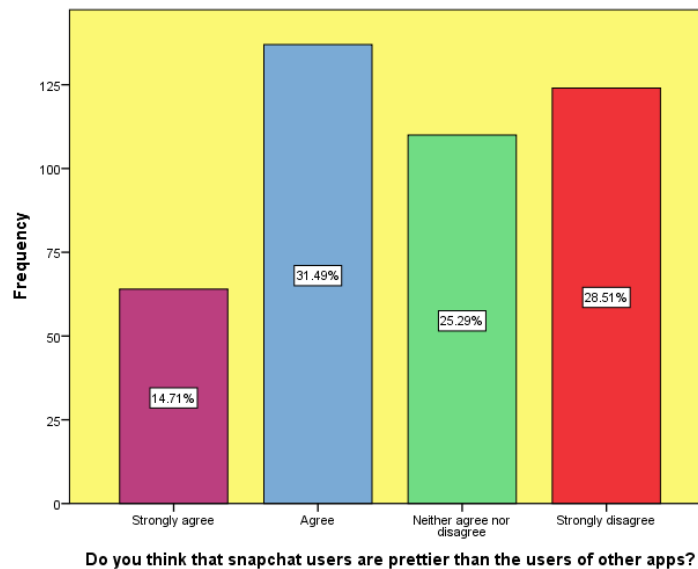
use Twitter camera, 13.79% use Instagram camera, and 7.82% use other Apps to take selfies. A huge number of respondents are using Snapchat cameras to take selfies.



This graph represents the time since the respondents have been using Snapchat. Out of these, 19.54% have been using Snapchat for less than one year, 38.85% have been using for more than one year but less than two years, and the rest of the respondents, 41.61%, are using Snapchat for more than three years but less than four years. We can say that most respondents have used Snapchat for a long time.

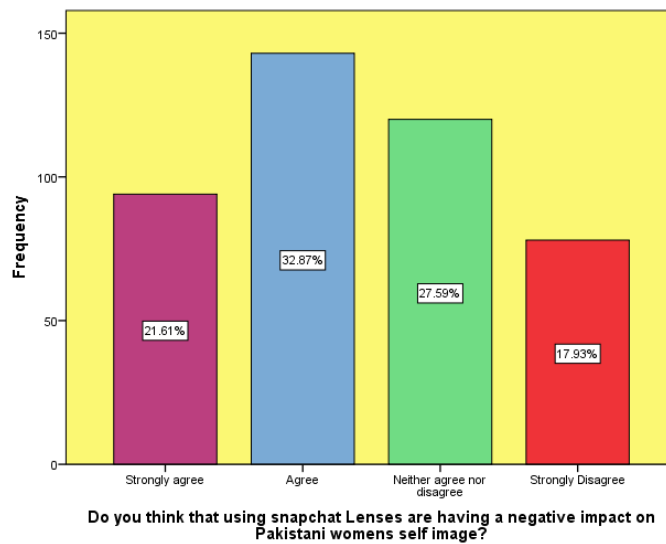


This graph represents how much the respondents agree that Snapchat is becoming necessary for taking selfies. From the above statistical data representation, we can see that 12.41% of people strongly agree, 24.14% agree, 35.40% neither agree nor disagree, whereas 28.05% strongly disagree with the mentioned statement.

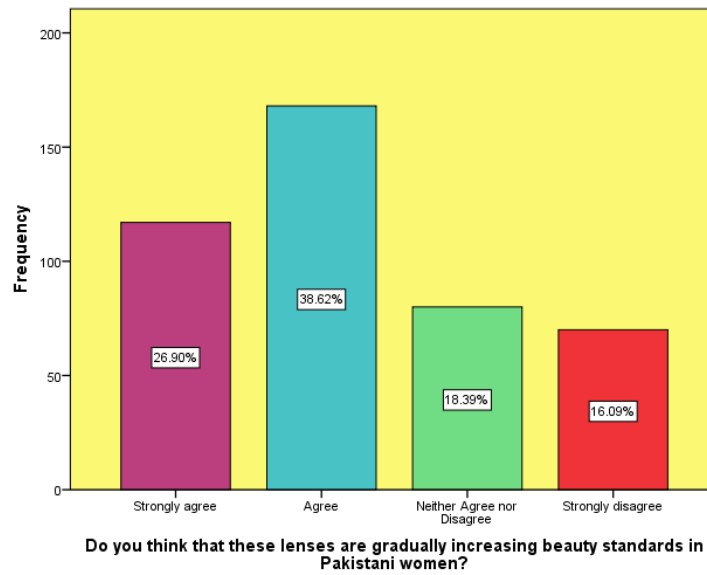


This graph represents how much the respondents agree or disagree that Snapchat users tend to seem prettier than other social media platform users. Of these, 14.71% strongly agreed, 31.49% agreed, 25.29% neither agreed

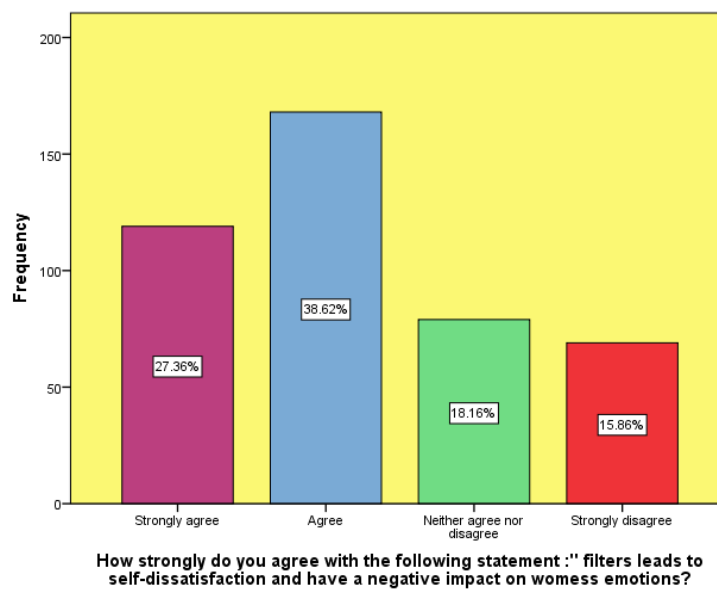
nor disagreed, and 28.51% strongly disagreed. From this descriptive representation, we can see that the number of respondents agreeing with the statement is higher than the number of respondents not agreeing.



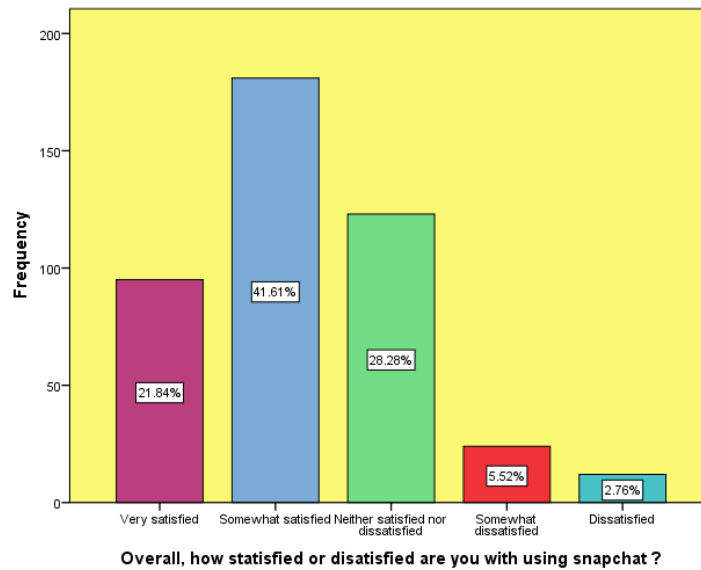
Snapchat usage has a negative impact on women's self-image. This graph represents how much the respondents agree with the following statement. The result shows that 21.61% of respondents strongly agreed with the statement, 32.87% agreed, 27.59% neither agreed nor disagreed, and 17.93% strongly disagreed. And this percentage leaves us with the fact that a huge number of respondents believe that Snapchat hurts Pakistani women's self-image.



The above graph says that 26.90% of people strongly believe that using Snapchat lenses gradually increases beauty standards in women. Whereas 38.62% of respondents agree and 18.39% neither agree nor do they disagree, the rest of the 16.09% strongly disagree with the statement. The graph shows that the number of respondents agreeing with the statement is higher than that of respondents disagreeing.

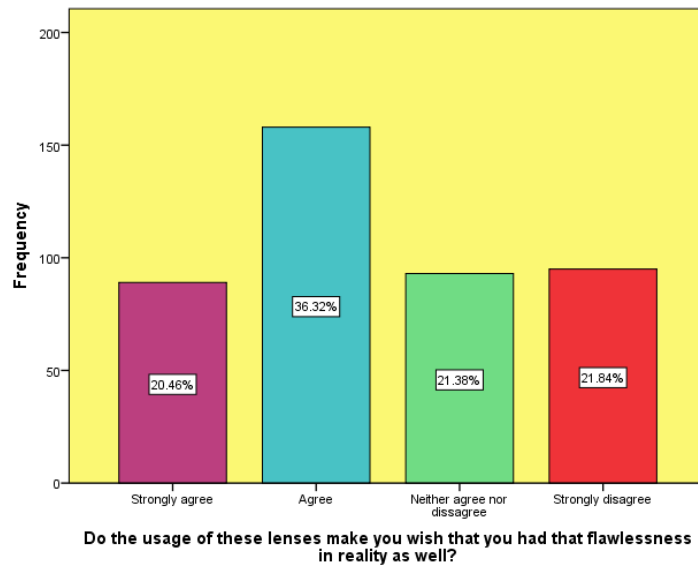


Through this graph, we can see how much respondents agree that filters lead to self-dissatisfaction. Of all the respondents, 27.36% strongly agreed with the statement, 38.62% agreed, 18.16% neither agreed nor disagreed, whereas 15.86% strongly disagreed with the statement asked in the survey.



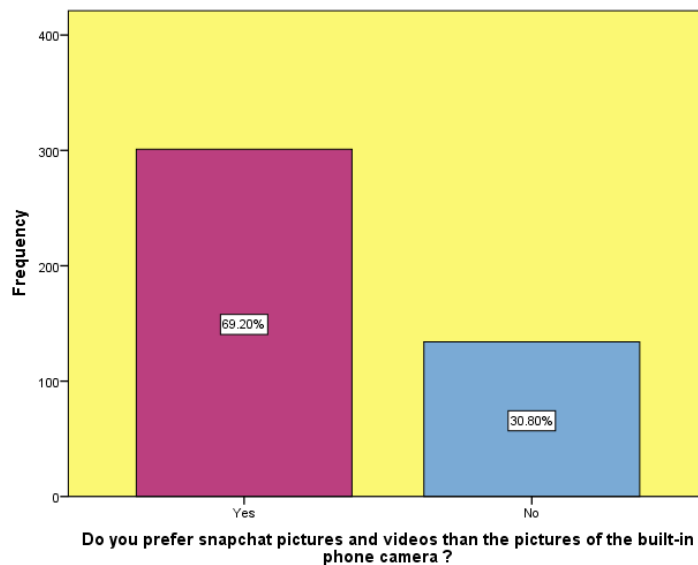
The survey asked respondents how they were satisfied with using Snapchat. The above graph shows that 21.84% of respondents are very satisfied with using Snapchat, 41.61% are just satisfied, 28.28% are neither satisfied nor dissatisfied, 5.52% said they are somewhat satisfied, and 2.76% have chosen to say they are dissatisfied. The percentage of dissatisfied respondents is very low, so we can say that most users are satisfied with using Snapchat.

Fake Flawlessness

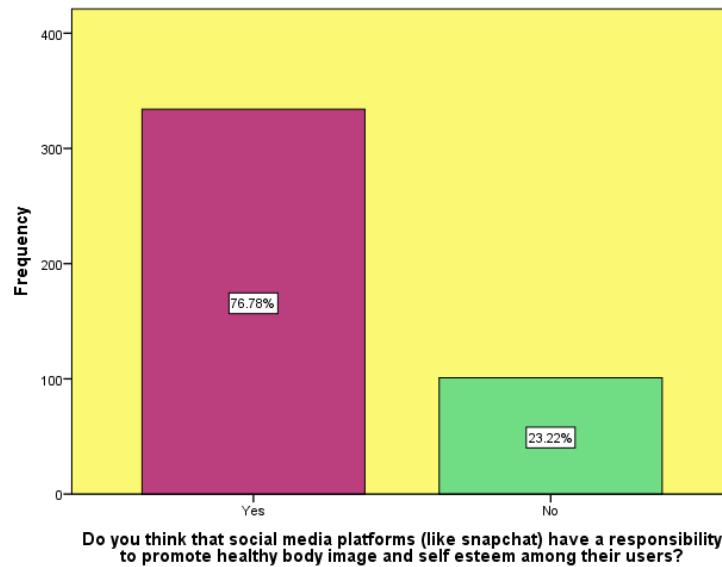


This graph represents how well the respondents agree with the statement that using lenses makes them wish that they had that flawlessness in reality as well. Results have shown in the above graph that 20.46% strongly agree with the statement, 36.32% agree, and 21.32% neither agree nor disagree, whereas 21.84% strongly disagree. Graphs say that more respondents agree.

Preference



This graph represents the percentage of respondents who prefer using a Snapchat camera for taking pictures and making videos. The graph says that 69.20% of respondents said yes, whereas 30.80% said no. Results say that, yes, a lot of people do use Snapchat for such purposes.



The survey asked the respondents whether they think social media platforms should be responsible for promoting healthy body image and self-esteem among their users. The result showed that 76.78% of respondents said yes, it should be, whereas 23.32% said no.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	139.981 ^a	9	.000
Likelihood Ratio	130.898	9	.000
Linear-by-Linear Association	94.288	1	.000
N of Valid Cases	435		

a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 12.37.

Table 1 shows results about what people think about Snapchat lens's effect on Pakistani women's self-image. The results have shown that using Snapchat lenses impacts women's self-image. This is because the beauty lenses create so much difference in the virtual Image from the reality that women/people's self-image gets affected deeply. It leaves people with a sense of dissatisfaction. There has been a lot of research on the impacts and effects of social media platforms, proving that these platforms negatively impact users in many ways. Past research on Snapchat also shows similar results, proving that not only in Pakistan but around different regions of the world, people have the same observations about Snapchat beauty lenses. Table 1 shows the Pearson chi-square value is 0.00, meaning Snapchat lenses affect women's self-image and emotions. By doing an analysis value of $p = 0.00 < 0.05$. Hence, it is proved that those women who use Snapchat lenses get affected by their emotions and face self-dissatisfaction and doubts about their self-image.

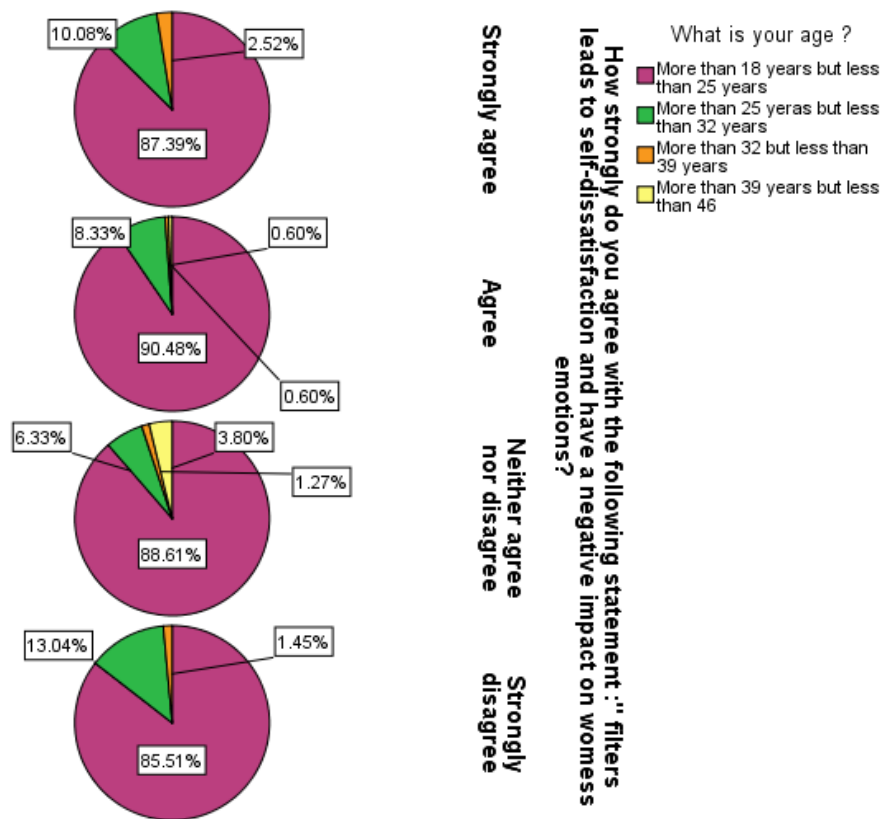
Table 2: Chi-Square Analysis Between Snapchat Filters Usage and Beauty Standards of Pakistani Women

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.806 ^a	12	.003
Likelihood Ratio	30.455	12	.002
Linear-by-Linear Association	.310	1	.578
N of Valid Cases	435		

a. four cells (20.0%) have an expected count of less than 5. The minimum expected count is 3.06.

Regarding the second research question, “Do people think that Snapchat filters affect Pakistani women's beauty standards?” Our study found that when women see so much beauty and flawlessness on social media platforms, they also start to desire it. This leads them to find any quick solution to look pretty, and apps like Snapchat provide that quick solution. But this has an impact on their beauty standards. Table 2 shows the Pearson

chi-square value is 0.03, which means women's Snapchat users mostly use beauty lenses which they think show them prettier than others. By doing analysis value of $p = 0.03 < 0.05$. Hence, it is proved that those women who use Snapchat features, like mostly beauty lenses, feel prettier. The research analysis also proves that Snapchat filters are gradually increasing beauty standards in women. A huge percentage of respondents have agreed and strongly agreed with the question. Past research has shown that when the standards don't meet the expected level of beautification standards set in one mindset, it leads them toward dissatisfaction and depression. Social media platforms should take some responsibility for such emerging issues in society.



The figure shows the result of the question about filters leading women towards self-dissatisfaction and hurting them emotionally. The Graph shows that a large percentage of respondents, 90.48% from the age group

over 18 but less than 25, agreed, and 87.39% strongly agreed that these beautification filters are causing such negativity in women towards themselves. Research on such effects has been done before and has shown similar results. In this research, the respondents have also agreed with the statement, proving that these beautification filters eventually lead users, especially women, towards dissatisfaction and hurt their emotional well-being.

CONCLUSION

Snapchat is one of those social media platforms that has gained much popularity in the past few years due to its unique features. However, many questions arise when we see the negative impacts of such features on the user. Unfortunately, Snapchat beautification filters/Lenses are causing serious impacts on the public, leading them towards self-dissatisfaction and increased beauty standards and causing a negative impact on them emotionally. This study is amongst the first to investigate the impact of Snapchat lenses on women in Pakistan. This quantitative study examines whether Snapchat lenses are causing impacts on Pakistani women or not. The survey analysis proves that using Snapchat beautification lenses affects women's self-perception and shapes body image. The research survey respondents have said that social media platforms should be responsible for a healthy image and avoid creating features that ultimately lead users to bad mental health.

REFERENCES

- Choukas-Bradley, Nesi, Jacqueline, Widman, Laura, & Higgins Neyland, Mary. (2018). Camera-Ready: Young Women's Appearance-Related Social Media Consciousness. *Psychology of Popular Media Culture*, 8. doi:10.1037/ppm0000196
- Joinson, A., & Piwek, L. (2016). What do they Snapchat about?" Patterns of use in time-limited instant messaging service. *Computers in human behavior*.

- Amry, A. (2014). THE IMPACT OF WHATSAPP MOBILE SOCIAL LEARNING ON THE ACHIEVEMENT AND ATTITUDES OF FEMALE STUDENTS IN THE CLASSROOM. *European Scientific Journal*. doi:<https://ejournal.org/index.php/esj/article/view/3909/3700>
- Barker, j. (2020). Making-up on mobile: The pretty filters and ugly implications of Snapchat. *Fashion, Style & Popular Culture*.
- Bayer, J. B., Ellison, N. B., Schoenebeck, S. Y., & Falk, E. B. (2016). Sharing the small moments: ephemeral social interaction on Snapchat. *Information, Communication & Society*, 956-977. doi:10.1080/1369118X.2015.1084349
- Burnell, K., Kurup, A. R., & Underwood, M. K. (2021). Snapchat lenses and body image concerns. doi:<https://doi.org/10.1177/1461444821993038>
- Chang, D. (2014). Gratifications associated with Snapchat usage among young people: Uses and gratifications. doi:<https://core.ac.uk/download/pdf/141670713.pdf>
- Coyne, S. M., Padilla-Walker, L. M., & Howard, E. (2013, march 26). Emerging in a Digital World: A Decade Review of Media Use, Effects, and Gratifications in Emerging Adulthood. *Volume 1*(Issue 2). doi:<https://doi.org/10.1177/2167696813479782>
- Eden Litt, E. H. (2016). The Imagined Audience on Social Network Sites. doi:<https://doi.org/10.1177/2056305116633482>
- Fardouly, J., & Vartanian, L. R. (2016). Social Media and Body Image Concerns: Current Research and Future Directions. doi:<https://doi.org/10.1016/j.copsyc.2015.09.005>
- Fox, V. S. (2020).
- Gioia, F., McLean, S., Griffiths, M., & Boursier, V. (2021). Adolescents' selfie-taking and selfie-editing: A revision of the photo manipulation scale and a moderated mediation model.

- Joseph B. Bayer, N. B. (2015). Sharing the small moments: ephemeral social interaction on Snapchat. 956-977. doi:<https://doi.org/10.1080/1369118X.2015.1084349>
- Juan Sebastian Rios, D. J. (2018). How Users Choose a Face Lens on Snapchat. 321–324. doi:<https://doi.org/10.1145/3272973.3274087>
- Kahn, a., & Todd, M. (2019). Text, and you might miss it. Snap, and you might remember? Exploring “Google effects on memory” and cognitive self-esteem in the context of Snapchat and text messaging. *Computers in Human Behavior, 104*. doi:10.1016/j.chb.2019.106166
- KATZ, E., BLUMLER, J. G., & GUREVITCH, M. (1973, january 1). Uses and gratifications research. *Public Opinion Quarterly, volume 37*(issue 4), 509-523. doi:<https://doi.org/10.1086/268109>
- Kerr, G., & Faulkner, S. (2020). Dog filters & flower crowns: Using Snapchat as a Pedagogical Tool in Higher Education. doi:<https://doi.org/10.24377/LJMU.jsml.vol1article393>
- Marika Tiggemann, Susannah Hayden, Zoe Brown, & Jolanda Veldhuis . (2018). The effect of Instagram "likes" on women's social comparison and body dissatisfaction. doi:10.1016/j.bodyim.2018.07.002
- Mavis, H., & Debasis, P. (2020). Social Media and Its Effects on Beauty. *beauty*.
- Rania, A. (2021). The Impact of Snapchat Beautifying Filters on Beauty Standards and Self-image:A Self-Discrepancy Approach. *The European Conference on Arts & Humanities 2021 Official Conference Proceedings*. Saudi Arabia: King Abdulaziz University.
- Salma M. Al-Tuwairqi, B. K. (April 19, 2019). The Future of Snapchat: A Mathematical Model. *Journal of Applied Mathematics and Physics, 7*. doi:[https://www.scirp.org/\(S\(351jmbntvnsjt1aadkposzje\)\)/reference/ReferencesPapers.aspx?ReferenceID=2492037](https://www.scirp.org/(S(351jmbntvnsjt1aadkposzje))/reference/ReferencesPapers.aspx?ReferenceID=2492037)

- Shah, J., Das, P., Muthiah, N., & Milanaik, R. (2019). New age technology and social media: adolescent psychosocial implications and the need for protective measures. 148-156. doi:10.1097/MOP.0000000000000714
- Sonja Utz, N. M. (2015). Snapchat Elicits More Jealousy than Facebook: A Comparison of Snapchat and Facebook Use. *Cyberpsychology, Behavior, and Social Networking*, 141-14.
- Trepte, S., & Reinecke, L. (2014). Authenticity and well-being on social network sites: A two-wave longitudinal study on the effects of online authenticity and the positivity bias in SNS communication. doi:https://doi.org/10.1016/j.chb.2013.07.030
- Vogel, E., & Rose, J. P. (2016, september). Self-reflection and interpersonal connection: Making the most of self-presentation on social media. *Translational Issues in Psychological Science*, 2. doi:10.1037/tps0000076