

RESEARCH ARTICLE

## The Psychological Effects of TikTok's Beauty Filter on Female Self-Perception: A Qualitative Survey

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**Abstract:** The use of beauty filters on social media platforms (specifically on TikTok) has highlighted a concern regarding their impact on female psychological wellbeing and perception of themselves. The qualitative survey was performed to figure out how TikTok beauty filters effect self- perception, confidence, and psychological experiences in female participants. A survey was presented to approximately 300-350 female users who regularly utilize beauty filters on TikTok that obtained insightful responses regarding the motives for usage of filter, emotional reactions, and opinions of the unfiltered aspects. Thematic analysis discovered common themes and recurring experiences. The studies demonstrate that beauty filters function in complicated and various ways. While majority of the users experienced short term boosts in confidence, satisfaction and social acceptance when utilizing filters, these were frequently followed by adverse psychological consequences, which includes disorganized self-perception, adverse social comparison, feeling of helplessness and greater dependency on digital confirmation. Various users shared struggles with accommodating their natural appearance with their filtered online image, demonstrating a larger distinction between their digital self-identities and their real-life perceptions. The research emphasizes the psychological hazards in usage of regular beauty filter and the significance for enhanced understanding of media and moral social media structure and adoption of real and diverse beauty norms. Through presenting qualitative results about behavioral and psychological implications of the use of beauty filters, this study address a gap in the literature and highlights the importance of future longitudinal, cross-cultural study aimed at improving awareness of long term consequences.

**Keywords:** Psychological Effects, TikTok's Beauty Filter, Female Self-Perception

### Introduction

The development of social media has significantly transformed the way individuals interact, communicate themselves, and create self-perceptions. The platform TikTok provide consumers with number of tools so consumer could edit, filter and enhance images and videos before posting them on the internet. These filters have the capability to modify the physical features of the face appearance, smoother the skin, change the sizes of the body and even modify color of eye, generating an appearance that may be entirely distinct from real. While originally created for enjoyment and for creativity, such technologies have become deeply interconnected with user's regular digital identity As the utilization of filters becomes more and more new norm, between world and virtual environment so that users can began to think of this digitally transformed picture as their "best selves" distinguish between genuine and edited presentations. In spite of the appearing unnoticeable character of these aspects, their psychological consequences are significant. Filters do not only alter how users look in images; they impact the way user's opinion about themselves. Social media's emphasis on visual material develops and enhances current social perceptions of beauty and generates new, digitally developed ideals which are usually unreachable to gain without modification in technology. This regular possession of perfect pictures can encourage the belief that one's actual appearance is not inferior, therefore forming self-worth in serious ways. Physical appearance, a complicated phenomenon holding discrimination,

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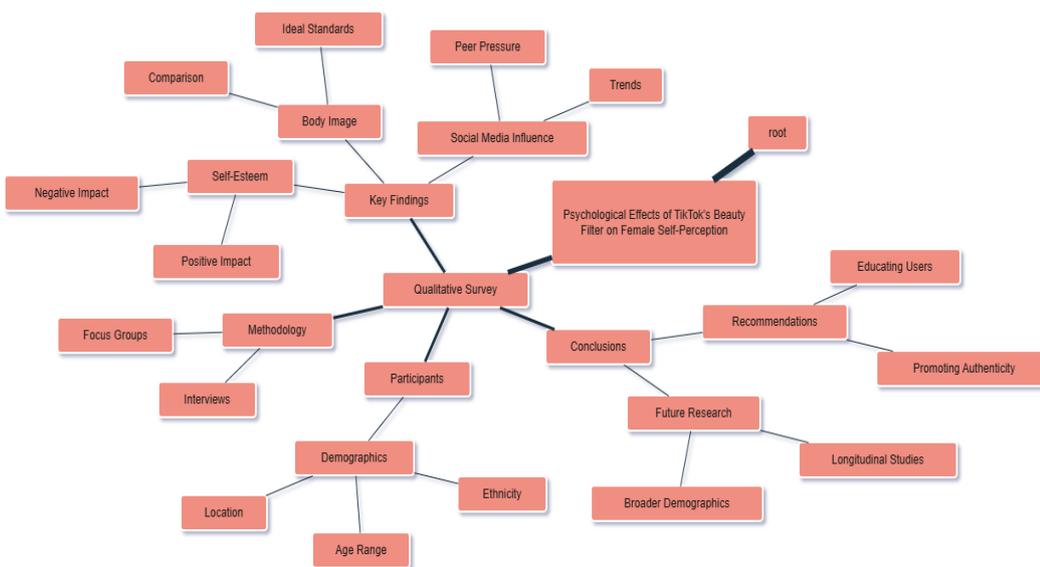
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behaviors and emotions concerning their physical appearance, plays an essential role in their emotional and mental well-being. Study has continuously related to an adverse body perception with a variety of unfavorable experience which includes low self-confidence, depression disorders and anxiety, isolation from social life, eating disorder, and excessive physical activity. The development of Tik Tok filters guide in a new element to physical appearance troubles: users are not only comparing themselves to peers, celebrities, or influencers but also to idealize and digitally upgraded versions of themselves. Young people believe to be particularly vulnerable to these consequences. This age range is one of the actively involved in social media, regularly utilizing visual medium as instrument of socialization, self-expression, and exploration in identities. At the same time, young adulthood is a critical phase of development of self-confidence and emotional tolerance. The mixture of growing usage of social media and continuous formation of identity may leave young adults especially susceptible to the expectations of idealistic digital visuals. When they constantly encouraged to "improve" or "perfect" their physical appearance using filters, they may have an adopted unreasonable set of standard and experience more of inferior or uncomfortable.

Considering these new problems, it is important to examine the social media filters as they impact the emotional health of the users. Recognizing the influence of filtered photos on body image, self-confidence, and psychological states can assist valuable insight into the more widely mental health consequences of digital self- appearance. Therefore, this research aims to examine the psychological impact of TikTok beauty filters, with a specific focus on body image dissatisfaction and along emotional difficulties in females. Through this study, the study seeks to bring attention on the potential problems associated with broad utilization of beauty filters and contribute to continuing conversations related to the association between technology advancements, self-perception and psychological health. the figure-I indicating th e map of the study.

**Figure I**

*Psychosocial Mapping of the Study*



**Research Objective**

1. To identify kinds of psychological changes young females, experience when they compare unfiltered photos and filtered photos.
2. To investigate beauty filters of TikTok affecting the young girl's identity with their own appearances
3. To evaluate and understand how females perceived, negotiate, or refuse these influences in their daily digital interactions.

### Research Questions

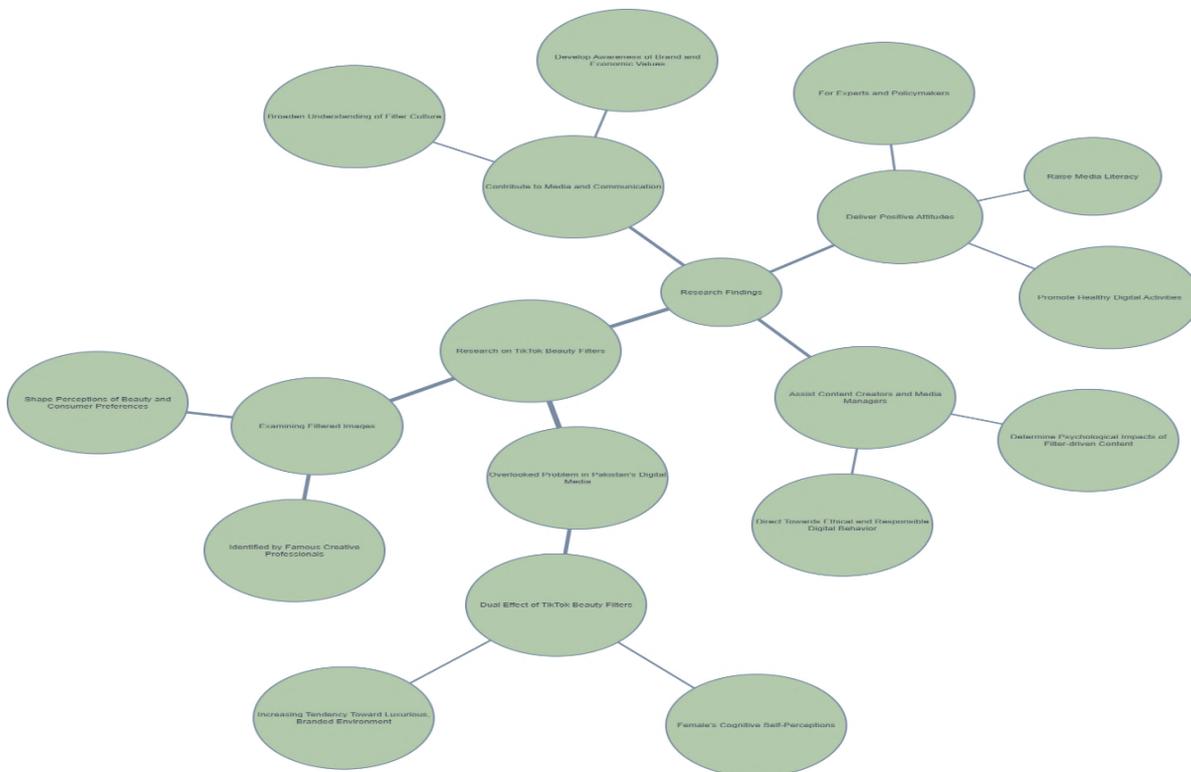
1. What kind of psychological changes do young females experience when they compare unfiltered photos and filtered photos?
2. How beauty filters of TikTok affecting the young girl's identity with their own appearances?
3. How did females perceive, negotiate or refuse these influences in their daily digital interactions?

### Significance of the Study

The research is important because it addresses an increasing yet overlooked problem in Pakistan’s digital media environment the dual effect of TikTok beauty filters on female’s cognitive self- perceptions and their increasing tendency toward luxurious, branded environment. By examining how filtered images identified by famous creative professionals shape perceptions of beauty and consumer preferences, this research sheds the spotlight into the social challenges young females confront on visual focus networks. The findings will contribute to media and communication by broadening present understandings of filter culture outside challenges about physical appearances, demonstrating its importance in developing awareness of brand and economic values. The study also delivers positive attitudes for experts, policymakers, and technological wellness promoters who aim to raise media literacy and promotes healthy digital activities. Furthermore, the findings may assist content creators and managers of media to determine the psychological impacts of filter-driven content, directing towards ethical and responsible digital behavior also explained though figure-II.

**Figure 2**

*Mapping of the Significant*



### Problem Statement

The increasing usage of beauty filters on TikTok has invented new issues for how females effect themselves and define physical appearance. These filters encourage gorgeous, hyper-glam images that usually skew the original appearance and facilitates ongoing comparison between one’s authentic self and digitally transformed identity. In Pakistan, the impact is enhanced by the legacy of popular TikTok creators, whose filtered videos and fabulous aesthetics create mainstream standard of beauty. While earlier study emphasize on how beauty filters correlate to physical disappointments and decreased self-confidence, less attention has

been focused to how these beauty filters also influence user objectives. In particular, the filtered beauty on TikTok is more strongly associated with luxurious cosmetics, couture, and living branding, which promotes an increasing amount of luxury awareness of brand among female audiences. This indicates that the problem is not only elevation of beauty awareness but also the acceptance of elite status, branded lifestyles as component of the filtered visual culture. The primary challenge, therefore, is the limited knowledge of how TikTok's filter mentality concurrently affecting female self-perceptions and pushes up brand-conscious activity among young females in Pakistan. To fill this gap, it requires qualitative examination to understand the psychological consequences of this recent trend.

## Literature Review

The author examines the issue of social media filters in body dissatisfaction in young adults and how digitally modified appearance affects self-perception and self-comparison on the likes of Instagram and Tik Tok. The study presented in a mixed-method design (that is, quantitative surveys and qualitative interviews) focuses on the patterns of filter use and its psychological impact on users aged 18-25. The results indicate that a high frequency of photo and video filtering is closely related to the lack of body satisfaction, self-criticism, and physical change desire. The study also indicates that filters standardize the unrealistic standards of appearance and enhance social comparison which results in negative emotions and increased body image discontent. In general, the paper fits into the body of literature as it proved that visually augmented content on social media may have a negative impact on self-perception and mental health among young adults (Michael, 2025). The study investigate the relationship between exposure to beauty-related content on TikTok and the symptoms of body dysmorphic disorder (BDD) in young adults. It has a positive and the correlation between high use of TikTok beauty trends and the presence of BDD symptoms is positive and significant which implies that visual media and appearance-related trends on the platform can be the sources of body image anxiety and psychological distress among this population (Ilyas et al., 2025).

The research is conducted to discuss how influencers on Tik Tok influence brand image of beauty by concentrating on the authenticity of influencers, the quality of their content, and consumer perception of sponsored content. The literature review reveals the current studies on the concept of influencer marketing and brand perception by stating that authenticity is usually perceived to improve brand image. Nevertheless, past research also suggests that this relationship may be complicated by the consumer attitudes to advertising and disclosure of sponsorship. The review reveals a gap connected to the specific impact of TikToker authenticity and content quality on brand image, particularly in the beauty sector on TikTok, and the necessity to find out how the motivation toward sponsored content can mediate these relationships. The researchers explain findings of their study in a manner that they take on the assumptions in regard to validity and provide to the theoretical knowledge of marketing through influencer procedure on Internet. (Vasilopoulou T., 2024). The researcher addresses the impact of AI filters in TikTok on artist creations, story creation, and developing making in the participatory culture of the network. The study indicates that AI within social media environments does not only empower participants to interact with visual aesthetics and demonstrate their personalities but also highlights certain key concerns regarding authenticity, physical appearances, and bias due to algorithmic factors, which is particularly reflective of the unresolved issues of media related research concerning the significance of algorithms in creative agency and generated personas. (Lacasa, 2025).

Expanding upon the traditions of mixed-methods research, the authors highlight the issue of methodology and possibilities in the analysis of big data, thematic coding using artificial intelligence applications, and interpretation of user negotiation of AI effects on creativity. This article builds upon the current research by taking a more specific approach to the TikTok ecosystem, whereby collective storytelling and algorithmic mediation converge, in such a way as to add specific details to the research on AI influence on the creative process within current social media conditions. The author provides social media use as an

influential risk factor in the formation of body dissatisfaction in preadolescents as this is a stage of the development characterized by the great development of self-awareness, peer comparison, and sensitivity to appearance standards in sociocultural context. The concept of body dissatisfaction is multidimensional and is determined by internalization of appearance ideals and strengthened by the social media properties including curated content, filters, and more chances of comparison with others and influencers. The studies also show that body image issues differ between boys and girls and racially diverse youths in a way that the former inertly absorb muscular beauty standards whereas the latter internalize culturally-specific appearance pressures which are insufficiently explained using standard Eurocentric scales. In spite of these conclusions, qualitative, intersectional studies that address preadolescents, boys, and youth of color are wanting, which is why the need to implement culturally sensitive frameworks in order to gain a better insight into how social media impacts the development of body image among youth in early stages of development is apparent. (Thompson, 2025).

According to (Wang, 2023), TikTok beauty filters usage has a great impact on the aspect of appearance connected with anxiety among Chinese female athletes by creating such strict and perfect beauty standards in the social media. Past research on the topic highlights that turnaround exposure to filtered images strengthens social comparison, the male gaze, and surveillance culture, which further lead to the greater development of body dissatisfaction, social anxiety and depressive symptoms. Also, studies note a disconnection between a real and an ideal self which has increased following the constant experience of self-filtering beauty filters which alters self-perception and heightens aesthetic concern. In addition to psychological implications, the literature has connected the rates of beauty filters usage to economic ones, demonstrating that the fear of appearance drives consumer spending in the beauty and medical aesthetics industries by driving demand in the cosmetic products and procedures as well as brand partnerships. Nevertheless, the literature mainly looks at the issues addressed in isolation, which is psychological or economic, and there is gap in literature where both facets are looked at, especially among female athletes in China. The experiment provides psychological consequences of beauty-oriented and self-compassion videos on Tik Tok on young women. The results have shown that exposure to beauty-related content leads to a rise in appearance shame, appearance anxiety, and negative mood, appearance comparisons upwards, and a decline in self-compassion. Self-compassion content, on the other hand, can enhance self-compassion and more positive emotional responses, indicating that appearance-based social media communication could have an adverse effect on shape images, and that self-compassionate communication could serve to mitigate such effects (Seekis, 2023). Li, 2024 examines the effect of the idealized and perfected images on the Chinese short video platform Douyin (TikTok) on appearance anxiety among young Chinese women. It finds that when young women are repeatedly exposed to highly curated and aesthetic content, they develop upward social comparison and consequently many begin to feel poor about their own looks. This cycle of comparisons heightens anxiety over their looks as users internalize unrealistic standards of beauty and come to feel inferior and dissatisfied with their physical appearance. The research illuminates the psychological effects of algorithm-driven content focused on perfect visuals and suggests that such media environments can play an important part in contributing to negative body image and anxiety in youth.

McCarthy, 2023 examines how the issues of excessive social media use and the availability of beauty filters on video news presentations affect college student's trust in provided information. Using an online survey of 94 undergraduate users who were exposed to four versions of fake news videos (different orientation and filter), the study finds that the two video orientations and the use of beauty filters do not significantly influence how students trust the content, while males display less TikTok compulsiveness than females; in sum, there is no evidence that excessive social media use affects how students trust news regardless of the format or the presence of filters. Alhoei (2022) examines the impact of TikTok beauty creators on the self-esteem and facial satisfaction of young women. Using an experiment with 442 Dutch women aged 16-24 years, participants viewed videos of authentic or ideal beauty influencers. The study

perceived similarity with influencers was significantly related to a higher facial satisfaction, but not with self-esteem. The results found the extent to which young women feel similar to the beauty influencers may influence how much they feel satisfied with their own facial appearance, overall, yet TikTok beauty influencer content did not differentially influence self-esteem or satisfaction with facial appearance.

### **Theoretical Framework**

This study based on Social Comparison Theory (Festinger, 1954) which explains that private individual stands in comparison with others by evaluating one's own appearance and abilities. On TikTok, beauty filters make the upward appearance-based comparisons more intense, by presenting idealized and digitally enhanced images. For female users, the repeated exposure to such images promotes the comparison with the unreal standards of beauty which affects self-perception, confidence, and the need for validation. This framework is used to interpret participant's experiences, and the essence of the framework is to express the role of beauty filters as tools that modify self-evaluation by continuous social comparison.

Technique.

### **Methodology**

#### **Beauty**

This study operationalizes beauty through the perceived physical beauty of female subjects as affected by the TikTok beauty filters. The perception of beauty is self-reported based on appearance instead of being objective. It is measured with the help of a set questionnaire that records the variation in the evaluation of the participants on their facial features, skin quality, and general attractiveness upon applying the beauty filters of the TikTok. The main indicators are perceived facial symmetry, skin smoothness, attractiveness enhancement, appearance satisfaction and comparison between filtered and unfiltered self-images.

#### **Research Design (Population and Sample Size )**

The research study applies a qualitative survey methodology to examine how TikTok beauty filters impact female self-perceptions and lead to boost brand-conscious attitudes. A qualitative survey is ideal because it collects detailed, descriptive data from a wide number of respondents, presenting a range of observations, values, and perceptions to gather. The target population comprises of female TikTok beauty filter users which are between the ages of 15–35 and lives in Pakistan. A total of 300 to 350 participants were selected in order to ensure comprehensive coverage within different age ranges, and engagement levels of TikTok.

#### **Sampling and Data Collection Technique**

The technique snowball sampling was used. The questionnaire link was firstly shared with a small group of known female TikTok beauty filter users. In order to collect more data, these users were requested to further spread the questionnaire within their friends and family who used these beauty filters, enabling access to a large number of TikTok beauty filter users, including those who may be challenging to locate through standard sampling procedure. Snowball sampling technique helped gather variety of opinions from daily users, occasional beauty filter users. An online qualitative survey containing of open-ended questions were used to collect the data. The survey examined participants' age, their usage of TikTok beauty filters, experiences by filtered images, beauty filter affects their mood, and about emotional wellbeing while using beauty filters. The online format provided ease of access, privacy, and higher participation. The survey required approximately 10–15 minutes to finish.

#### **Data Analysis**

Thematic analysis was used for the outcomes. After processing the data, codes were developed to detect repeating trends and significance. These codes were then subsequently separated into broader themes connected to personal perception, beauty norms, brand perceptions, and psychological implications.

### Reliability and Validity

Each respondent (300–350 female TikTok filter participants) performed the questionnaire via the Internet with open-ended questions. Data were grouped carefully throughout thematic analysis, and coding selections were recorded for the sake of accuracy. A certain part of responses was again verified to ensure appropriate analysis. On basis of relevant literature review, survey was developed for the sake of content validity. Triangulation was utilized by considering various participant outcomes. Member checking occurred with chosen respondent to verify that the themes properly reflected their experiences.

### Ethical Consideration

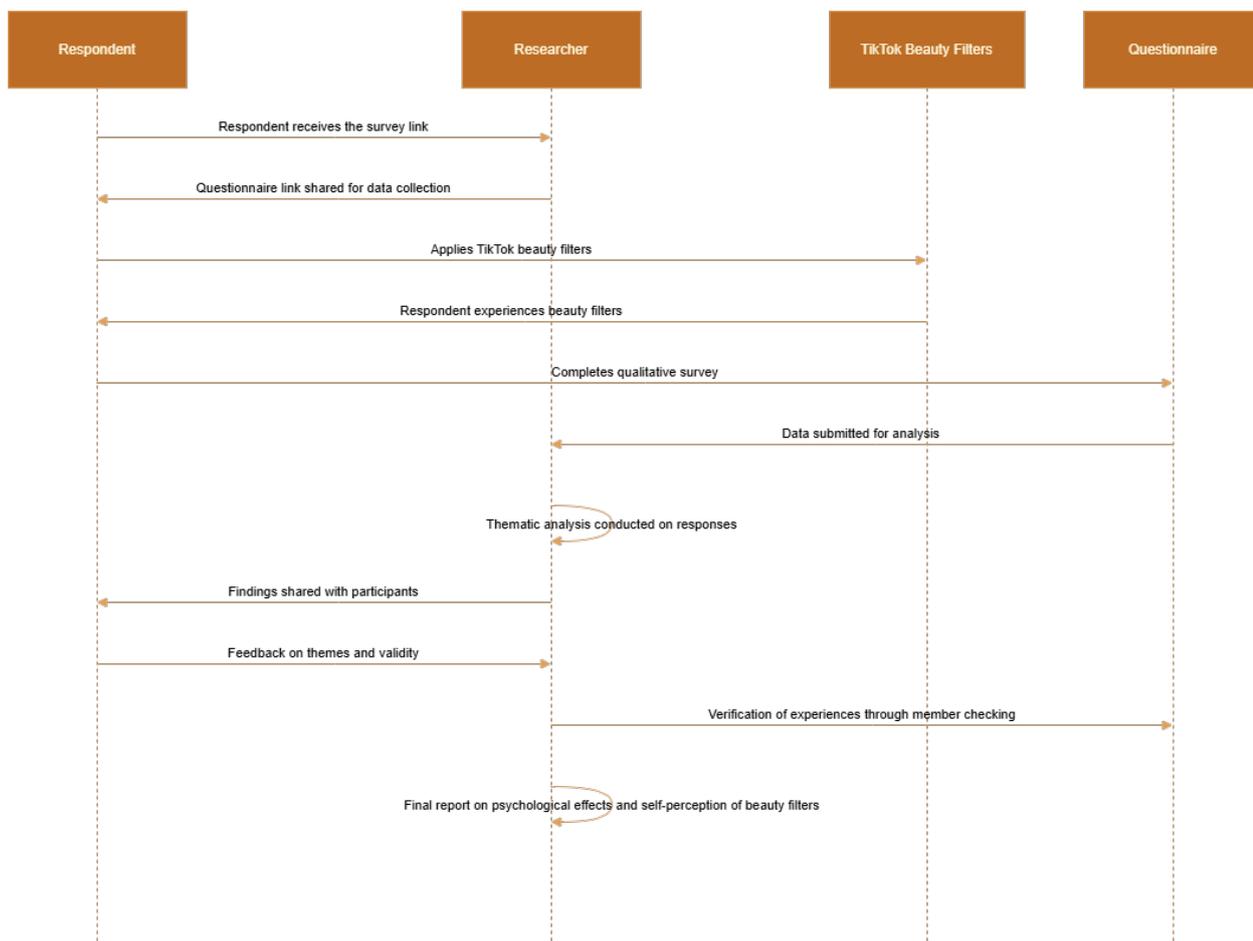
Respondents were informed about the objective of the survey, guarantee of privacy, and given the option to leave at any point. No personal data were acquired. Participation was free of charge, and informed authorization was gained before beginning the survey.

### Findings and Thematic Analysis

This chapter relates the results that were obtained from the analysis of the responses given by the participants about the psychological effects of beauty filters on the self-perception of females. The analysis of the data was carried out with the thematic analysis approach with the aim of finding recurring patterns, meanings, and experiences. The findings indicated figure -III the study demonstrates the function of beauty filters in confidence, self-perception, psychological wellbeing and utilization of social media for female participants.

**Figure 3**

*Mapping of the Methodology of the Study*



## **Key Findings**

The analysis expresses that majority of the respondents utilize beauty filters in social media network on an everyday basis, specifically on TikTok. However, a certain users said filters enhanced their sense of self-worth and confidence for short stretch of time, utilizing them for long periods of time came with detrimental psychological consequences. These results such as reduced feelings of worth, dissatisfaction with natural physical appearance, enhanced comparison and psychological distress. The respondents regularly highlight an aversion of posting raw content which indicates that beauty filters have grown into an accepted norm for self-presentation on the Internet. However, many of the participants reported that they believed that filters were not realistic, it did not greatly impact their usage of filters. In general, the outcomes reveal an intricate association in which the adoption of beauty filters expands short-term psychological effects and provides a long-term negative self-perception problem.

## **Thematic Analysis**

A thematic analysis was conducted to discover a further insight into the respondent experiences. There were six significant themes that indicated from the findings, all of which was reflected as a distinct psychological and cognitive consequences of utilizing beauty filter.

### **Filter-Dependent Confidence- First Theme**

A dominant theme that recurred throughout the responses from participants was the development of confidence that is dependent on the use of beauty filters. Many of the respondents indicated feeling more attractive and self-assured by filters being applied to their photos or videos, and no filters. Without filters, participants often reported feeling uncomfortable or unhappy with their appearance. This finding indicates that confidence comes to be externalized and linked to digitally modified representations instead of a genuine acceptance of self. Such dependence on filters may lead to the weakening of the stable self-esteem in the long run.

### **Avoidance Of Sharing Unfiltered Images or Videos- Second Theme**

The social media was often reported to be avoided by sharing unfiltered pictures or videos. Such avoidance was more than partially due to fear of being negatively judged, social comparison, and perceived inadequacy in contrast to filtered beauty ideals. This theme draws emphasis on the use of social media to strengthen appearance-based pressure and indicates that beauty filters are part of the culture of judging natural appearance as inadequate to be displayed publicly.

### **Distorted Self-Image and Social Comparison Third Theme**

The next noteworthy theme was that of self-image warping brought on by exposure to filtered looks numerous times. The respondents tended to compare their appearance in real life with the images after filters, and they felt dissatisfied and criticized themselves. Such comparisons generated false expectations on body beauty that made the line between achievable and digitally enhanced beauty indistinct. Consequently, the participants expressed the trouble in accepting their natural features.

### **Psychological Impact and Discomfort- Fourth Theme**

Several of the participants reported having negative emotional states as a result of the use of beauty filters. These included: anxiety, sadness, insecurity and mood fluctuation. Psychological responses were often connected with online validation such as likes and comments which encouraged dependence of online content. This theme connects that beauty filters might be one of the variables that make individual more sensitive to emotions by altering confidence to engagement in social media and modified opinions of self.

### **Desire For Permanent Change in Appearance-Fifth Theme**

A major theme that arose was the urge to forever modify respondent's physical appearance to reflect their filtered versions. Several participants showed desire in physical changes that includes flawless skin or enhanced appearances of face. This outcome suggests that prolonged exposure to idealistic and filtered pictures might influence real-life perceptions of body image and, thus consequence, could promote aesthetic measurements for meeting unattainable goals

### **Understanding of Negative Impacts But Continued Using- Sixth Theme**

Regarding the fact that they understand the deceptive and as well as injurious qualities of beauty filters, a lot of respondents continuing to apply them daily. This resulting contradiction highlights the phenomena of cognitive dissonance, that is, being aware of adverse effects is not compulsory changed into a behavior change. The mainstreaming of filters in social media networking tends to reduce specific concerns to reinforce regular use despite of feelings of psychological discomfort.

## **Findings And Discussion**

The thematic analysis indicates that the utilization of beauty filters has an extensive impact on the self-opinion of females. While filters provide temporary confidence and satisfaction, they are at the same time increasing to the issue of unfavorable self-perception, psychological instability, and dependency on online acceptance. The findings emphasize the significance of raising understanding of the emotional consequences of utilizing beauty filters and highlights essential significance in encouraging comprehensive and realistic beauty norms on Tik Tok. The goal of this is to see how the findings relate to, extend, or differ from past research and to point out the broader psychological and social implications of the findings.

### **Beauty Filters and Formation of Confidence**

The theme of Filter-Dependent Confidence aligns with (Higgins, 1987) self-discrepancy theory, which proposed that differences between one's actual self and ideal self can cause emotional discomfort. In this study, people's need for filters to feel confident implies that 'ideal self' has become more and more digital, reinforcing dissatisfaction among unfiltered self. This finding builds on previous work by demonstrating how it might be that repeated filter use normalizes altered self-representations as the basis for confidence.

### **Distorted Self Image and Social Comparison**

The inclination to make comparisons between the actual appearance of the participants and the filtered versions of the same is a sort of internalized social comparison. This observation confirms a study conducted by (Tiggemann, 2013), who concluded that exposure to ideal bodies leads to developing body dissatisfaction in young women. The present research provides depth as it emphasizes that the self-comparison is not directed at other people that is increasingly aimed at the real and the digitalized versions of an individual.

### **Emotional Effect of Filter Usage**

According to research conducted by (Andreassen et al., 2017) self-validation on social media makes an individual more susceptible to emotional disturbances. This argument is substantiated by the current results that prove how the beauty filters increase emotional reliance on others. This implies that social media filters can even serve as psychological enhancers which intensify the emotional experience of interactions through social media.

### **Eager for Modification of Physical Appearance**

Earlier research has connected experience of idealized beauty ideals with having more appetite towards cosmetic interventions (Walker et al., 2019). These findings are confirmed in the current research by demonstrating the possibility of filtering that can blur the line between the digital and real-world expectations

with prolonged exposure to filters. This brings both ethical and psychological issues of the long-term consequences of filter normalization on the body image and self-acceptance.

**Awareness versus Increased Use of Beauty Filters**

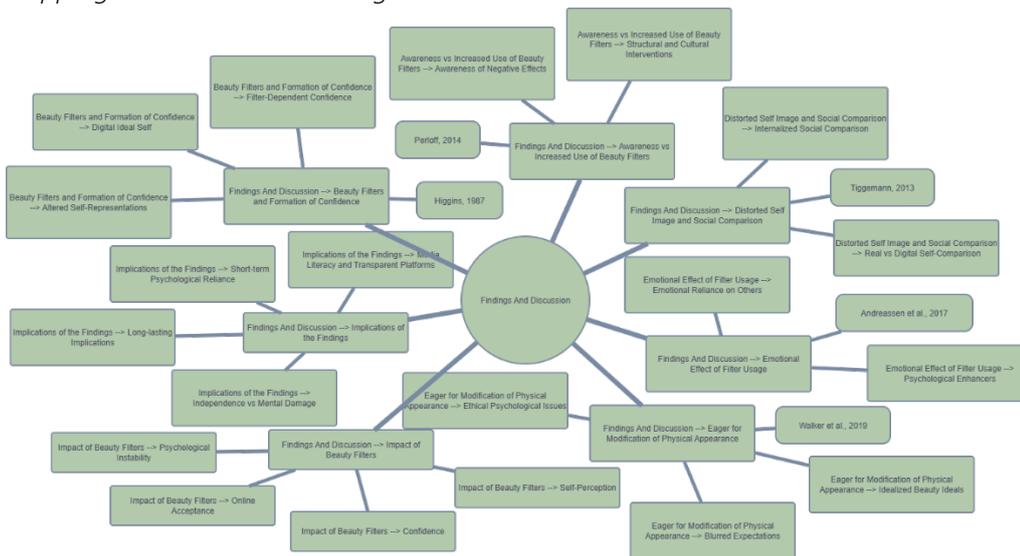
Despite the awareness of the negative psychological effects, the participants continued to use beauty filters, this contradiction has been observed in previous studies, in which people know that media has harmful influences, but feel they cannot disengage because of social norms and pressures from the platforms (Perloff, 2014).The normalization of the individual beauty filters in the social media culture seems to override the individual awareness, thus implying that the change in behavior requires structural and cultural interventions rather than personal responsibility of an individual. This finding stresses the potent role of social media ecosystems on user behavior.

**Implications of the Findings**

The outcomes reveal to the rising corpus of studies on digital self-image by highlighting that beauty filters are both the factor of independence and the root of mental damage. Even though they offer short term psychological reliance, the long-lasting implications are altered self- perceptions, mental addition and weak self-worth. These outcomes reveal the significance of encouraging media literacy, reliable beauty appearances, and psychological health wellness on social media network. While in addition, the results reveal that there is a requirement for platform-specific transparency, such as accountability about utilization of filters and exposure of unfiltered material. the map of the finding showing in the figure-IV

**Figure 4**

*Mapping the Procedure Finding and Discussion*



**Conclusion and Recommendation**

In conclusion, the study highlights that the study's outcomes are highly compatible with earlier studies on social media, physical appearances, and confidence, while also additionally offering novel perspectives into the reflected contrast between filtered and unfiltered individuals. Beauty filters, though often believed as harmless gadgets, play an important role in shaping female self- perception and psychological health. Dealing their psychological effects needs both individual understanding and modifications in institutions within digital media settings.

Based on findings of this study, a number of recommendations have been made to address the psychological impacts of beauty filters of Tik Tok on the self-perception of female. Initial and foremost, users

of Tik Tok must be advised to contribute a growing understanding for the potential long lasting effects of beauty filters with their sense of self-worth and body image. Limited usage of filters and freely conversing, unfiltered self-appearance may help in the development of effective self-esteem and psychological health. Secondly, media literacy and digital safety training must be integrated in the courses at educational institutions. Such courses have the capacity to increase student's aptitude to critically examine digitally manipulated pictures and reduce the sensitivity to unattainable standards of beauty norms and comparison in society. Thirdly, psychological health professionals should keep beauty filter utilization in mind when they counseling issues related to body image and anxiety and confidence problems. The techniques for therapy that promote self-compassion and reduce the importance of validation from others may be particularly useful. Lastly, future study should research on the psychological impacts of beauty filters over the long term through cross-cultural studies and longitudinal studies, which will help to better understand their broader effects.

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