Social media filters: New face seeking and first meeting shock

Dr. Noha Adel *

Abstract

Several social media platforms have offered their users different tools to enhance the pictures and videos they share online. One of these tools are the filters that improve the quality of the pictures, especially the color of the skin, the shape of the face and the brightness of the picture components. For beauty and excellence purposes, many people, especially young women, use social media filters especially on Instagram and Snapchat. These filters allow their users to see themselves in an enhanced manipulated shape, which might lead to social consequences such as the psychological attachment to the filters and the inability to post unfiltered photos or videos of themselves. Based on the body image model (BIM), this paper investigates how social media filters influence the image of oneself and the image of others. 50 semi-structured interviews were held with Egyptian young females (aged 15–35 years), who use one or more filters. A qualitative analysis of the data has shown significant social and psychological consequences brought about by filters use. These consequences can be grouped into two main categories. First, how filters' users see themselves included (anxiety about shape, lack of self-esteem/confidence, and ideal face seeking). Second, how others see filters' users included (a first meeting shock that caused by seeing them in reality for the first time and the lack of trust in filters users).

Keywords

Social media filters - new face seeking - first meeting shock - body image model

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مرشحات مواقع التواصل الاجتماعي: البحث عن وجه جديد وصدمة اللقاء الأول

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الملخص :

قدمت العديد من منصات التواصل الإجتماعي لمستخدميها أدوات مختلفة لتحسين الصور ومقاطع الفيديو التي يشاركونها عبر الإنترنت. ومن هذه الأدوات المرشحات التي تعمل على تحسين جودة الصور وخاصة لون البشرة وشكل الوجه وتفتيح إضاءة الصورة. يستخدم الكثير من أفراد المجتمع وخاصة الشابات مرشحات الوسائط الاجتماعية على موقع الإنستجرام والسناب شات بشكل خاص لأغراض جمالية وتميز وتفرد. تسمح هذه المرشحات لمستخدميها أن يروا أنفسهم بعد استخدام هذه المرشحات، وهذا قد يتسبب في عواقب اجتماعية مثل الارتباط النفسي بالمرشحات، عدم القدرة على نشر صور أو مقاطع فيديو غير مفلترة لأنفسهم. استنادًا إلى نموذج صورة الجسد (BIM) ، تبحث هذه الورقة في كيفية تأثير مرشحات وسائل التواصل الاجتماعي على صورة الذات وصورة الآخرين.تم إجراء ٥٠ مقابلة شبه منظمة مع شابات مصريات (تتراوح أعمارهن بين ١٥ و ٣٥ عامًا)، اللائي يستخدمن مرشحًا واحدًا أو أكثر.

أظهر التحليل النوعي للبيانات عواقب اجتماعية ونفسية كبيرة ناجمة عن استخدام المرشحات. يمكن تصنيف هذه النتائج إلي فئتين رئيسيتين: أولاً:كيف يرى مستخدمو المرشحات أنفسهم، وتضمنت هذه الفئة (القلق بشأن صورة الذات،نقص احترام الذات / الثقة، والبحث عن الوجه المثالي)؛ ثانياً: كيف يرى الآخرون مستخدمى المرشحات وتضمنت هذه الفئة (صدمة اللقاء الأول التي سببتها رؤيتهم في الواقع لأول مرة وعدم الثقة في مستخدمي المرشحات).

الكلمات الإفتتاحية: مرشحات مواقع التواصل الإجتماعي – البحث عن وجه جديد – صدمة اللقاء الأول – نموذج صورة الجسد

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Introduction:

Social media filters have significantly caught the attention of their users, especially those interested in changing faces features. Social media filters can be defined as photo effects used to enhance the elements of the photos including colours, brightness and features.

Instagram is one of the leading social media platforms that use photo filters. It has been launched in October 2010 for IOS system and in April 2012 for Android. Instagram filters enable users to turn their mobile photos into visually appealing images and share them either on the application and/or other social media platforms including Twitter, Facebook, Tumblr, Flickr, and Foursquare.

Another social media application that is well known for its photo filters is Snapchat.The application, launched in 2011, enables users to share snaps (i.e., pictures and short videos appended with text and drawings). Over six billion snaps are created every day on average (Habib, et al, 2022, p.1).

Among those concerned with social media filters are young women. For its focus on photos over text, Instagram is the favorite application for young women (Engeln, et al, 2020, p. 38). Instagram and snapchat filters are usually used for beauty purposes such as smalling the nose, smoothing the skin, defining the jawline and cheekbones, sliming body parts, and enhancing smiles. Young women increased use of social media filters raises questions about the effects of this use on self-confidence and self-esteem.

The literature has shown different levels of risks associated with filters' use, that can be divided into four categories:

(1) Social risks: promoting manipulated photos and content, which encourages people to accept manipulation, looking for an ideal copy of body shape regardless of being real or fake, and identity loss as a result of conforming to certain beauty standards, which decreases

self-esteem. In addition, using filters is a time-consuming process, many girls spend much time taking and retaking photos, editing and reediting them to create the ideal shape that get rid of the defects or imperfections.

(2) Economic risks: increased demand on plastic surgeries, Botox, and filler injection that cost much money.

(3) Psychological risks: the lack of self-confidence and self-love, as a result of perceiving beauty standards based on the filters, and the creation of unreal expectations among those exposed to filtered photos of other users. One of the famous plastic surgeons mentioned "there are number of women go to plastic surgeries clinics for making changes on their faces and outside shapes for getting the same look of their filtered photos" (The Independent, as cited in Qamer Eldin, 2022).

(4) Organic health risks: complications triggered by surgeries that distort the body shape or create a long-term need for medication.

However, filtered photos might have positive effects such as encouraging young women, according to Lee (2022, p.1), to take care of their body shapes and weights. In addition, social media filters might create an image satisfaction especially for those who do not like specific parts in their body.

Because of the harmful effects of the filters, Instagram has removed some of its filters associated with significant health risks. One of these is *Fix Me* filter, which wrap faces if they had undergone surgery. The filter manipulates faces including lips, nose, cheeks, skin and eyebrows (See Figure 1).

Figure (1)- fix me filter on Instagram.

Another important filter used on Instagram is "Filter vs Reality, which splits the photo into two sides, one is enhanced and the other is natural. This filter makes the skin smoother and enlightens face colors (see Figure 2).

Figure (2)- **Photo of "Filter vs Reality"**
Source: https://www.the-collective-m ag.com/post/filter-vs-reality.

This paper discusses the influence of using social media filters on the body image (face and body shape) and the first meeting shock (seeing social media friends in reality for the first time without filters).

Literature review

Usage of social media filters

Recently, the quality of social media filters used to capture photos has significantly developed providing considerable varieties of photo effects. A large number of studies addressed the influence of using social media filters on the beauty standards among users and young women. For example, Alsaggaf (2021) showed that Snapchat filters might increase the self-care among young women and the utilization of superficial tools such as fillers or Botox, but they do not lead to plastic surgeries. In contrast, some other studies (e.g., Ramphul & Mejias, 2018; Alghonaim, et al, 2019) found that Snapchat filters encouraged many users to undergo several plastic surgeries to look like their snapchat filtered images. Another evidence was provided by Varman, et

al. (2021) who showed a correlation between using Instagram filters and the desire to get plastic surgeries.

With respect to the reasons of using social media filters, Cruz (2019) showed that women experience internal struggles between perfectionism and reality when they decide to post natural or filtered images. Simon, et al. (2022) found that Instagram users usually use filtered photos to enhance their images and propagate idealized beauty standards that most people would be unable to achieve. However, Social media filters could be useful sometimes, where they provide different designs to be used in different occasions. For example, some filters help advertisers to promote different services and products (AlShehri, et al,2020).

Motivations of using social media filters have also been a main point in literature. Mendoza (2022) showed that looking more attractive, accepting cosmetic surgery, and physical appearance are the most important motivations that stand behind the use of social media filters. Similarly, Maharani and Psi (2022) found that the lack of confidence in the face (having acne and blackheads) and the desire to look beautiful (covering textured skin and acne) are the main motivation of using Instagram filters.

Social Media and Body image

Several studies have addressed the influence of using social media on the body image dissatisfaction among females. For example, Latif and Javed (2022) revealed that body esteem had a significant positive relationship with Instagram usage between university female students in Pakistan. This result is in line with Ahadzadeh, et al.'s (2017) study that showed that using Instagram affects body satisfaction, especially among those suffering from low self-esteem. Similarly, Modica (2020) found a positive correlation between men's use of Instagram filters and body dissatisfaction.

Moreover, Casale, et al. (2021) found that women's exposure to pictures on Instagram decreases their body self-esteem. Engeln, et al,

(2020) found that undergraduate women's use of social media (Facebook and Instagram) influences body satisfaction and social comparison. Instagram was found to be more harmful than Facebook because of its focus on photos. Vuong, et al. (2021) showed a positive correlation between adolescents' use of social media and body dissatisfaction when lacking thin-ideal internalization (for girls), and muscular-ideal internalization (for boys).

On the other hand, Cohen, et al. (2019) found that young women's exposure to positive posts on social media leads to improvements in mood and body satisfaction and appreciation. In addition, Ridgway and Clayton (2016) found that satisfaction about body images among Instagram users leads to posting selfie pictures. In a similar vien, Instagram images have been found to cause lower body dissatisfaction than did the exposure to ideal real images (Tiggemann & Anderberg, 2020).

With respect to the relationship between the body image and filtered photos, Kleemans, et al (2018) demonstrated that adolescent girls' exposure to filtered Instagram photos leads to lower body image. In addition, girls with higher social comparison tendencies are more likely to be negatively affected by filtered photos. Adults are considered the largest affected users by Instagram filters. As Tiggemann and Zinoviev (2019) indicated, undergraduate females' exposure to enhancement-free images correlates significantly with lower facial dissatisfaction compared to the exposure to the standard images.

Verrastro, et al. (2020) found that an extensive use of both male and female adolescents of Instagram photos causes poor body image, worry, and higher levels of social pressure to uphold unrealistic type of beauty. Hu (2018) showed that females feel dissatisfied after comparing their body images with ideal body images published on Instagram.

In contrast, Mankotia and Wesley (2020) found no correlation between the exposure to social media edited pictures of oneself and body

images. Similary, Casale, et al (2021) showed that men's exposure to Instagram same-sex attractive images does not correlate with muscular dissatisfaction, fat dissatisfaction, and investment in body image.

One of the normal behaviors of social media users is to compare themselves with other users enhanced photos. A few studies addressed the influences of users' comparison between their real photos and Instagram models photos. Such comparison caused, as found by McComb and Mills (2022), greater weight and appearance dissatisfaction and less overall body satisfaction, which had been proved by the same authors (2021). These results agree with Gobin, et al's (2022) study that showed that women's comparison between their images and the thin ideal Instagram images causes weight and appearance dissatisfaction.

Not only does the exposure to the ideal photos on Instagram influence body image dissatisfaction, but also the uniquely social interactional aspects of social media (e.g., likes and comments) have significant influence. For example, Tiggemann, et al (2018) showed that the number of likes of photos on Instagram had a positive effect on facial dissatisfaction. In addition, Instagram was found, by Baker (2018), to trigger a comparison between the number of likes/comments generated by oneself photos to those generated by someone else's photo. Similarly, Di Gesto, et al (2022) found that female users of Instagram feel body dissatisfaction and social physique anxiety when others' images receive more likes than their images. These results meet with Eshiet (2020) who revealed that beauty filters, fitspiration, and social media likes affect young women's perceptions of beauty and body image.

To sum up, most studies found a significant correlation between social media filtered images and young women's body image, which contributes to creating new beauty standards adopted by large number of women. Hence, this study seeks to investigate the influences of social

media filters and uniquely social interactional aspects on a number of variables: self-confidence, self-esteem, first meeting impression, and body image.

Theoretical framework

Filtered images have increasingly become an integral part of many social media platforms. The massive consumption of these images has contributed to creating new beauty standards and body image adopted especially by young women. These standards are represented in looking younger through using flawless skin, big eyes, full lips, small nose and curvy body. In addition, young women use of social media filters is associated with body image concerns, especially if they compared themselves to other users (Fardouly & Vartanian, 2016, p. 3). These concerns are related to weight, skin, hair, or the shape or size of the body parts.

This paper is guided by the body image model (BIM), that refers to "a person's perceptions, thoughts, and feelings about his or her body". (Zaccagni, et al, 2014, p. 2). In literature, the concept of body image has been addressed, as mentioned above, in relation to a number of items, including body dissatisfaction, lack of body self-esteem, and self-objectification.

As depicted in Figure 2, the model comprises of three essential components that explain how a person perceives his body image: body reality, body ideal and body presentation (Khoury, 2014, p. 3). *Body reality* refers to the actual perception of how the body appears, for example, if a person is tall or obese, he will perceive himself in the context of these characteristics. *Body ideal* is about how an individual desires to appear and how he wants to present his body to the social world. Also, it is often greatly affected by media, social norms, and values. *Body presentation* refers not only to the outfits and accessories a person wears but also to the way the body moves and is used and how the limbs are positioned. These three components form the body image,

that are also affected by the environment, adopting strategies and the supporting network (Khoury, 2014, p. 3).

In this study the body image model is used to address three major questions: (1) what are the actual body presented by young women through social media? (2) what are the characteristics of the ideal body they would present through filters? and (3) how participants present themselves through social media filters (e.g., outfits, accessories, positions, etc.)?

Body Ideal

(Body as we would like it to seem)
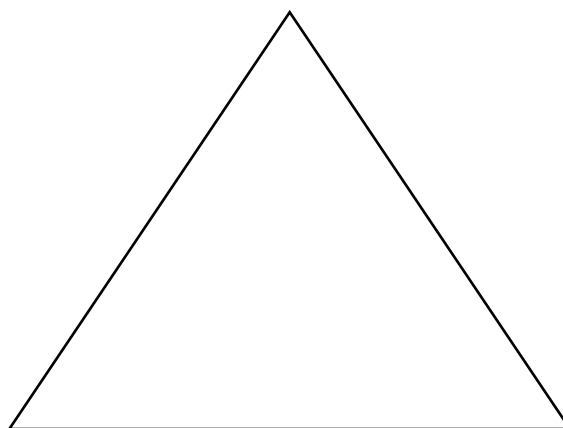
Body Reality   **Body presentation**

*Figure (2): The body image model (**Konradsen**,2012, p.15).*

(Body as it reality is)   (Body as we show it to others)

Methodology

Participants and procedures

Semi-structured interviews were conducted with young women (N=50). Participants inclusion criteria included using social media filters, interest in body images, and falling in the age category of 15 to 35, see Table 1 for demographics. A Snowball sampling technique was used to recruit

participants. The time of the interview ranged from 15 to 30 minutes, and they were transcribed for analysis.

Table (1): Demographics characteristics of the participants.

Variables		Number
Age	15-20	4
	21-26	21
	27-35	25
	Total	50
Occupation	Employed	25
	Graduated	12
	Student	13
Total		50

The interviews were conducted at relevant places for participants (universities, cafes and clubs). Upon the request of participants, some interviews were carried out online, via Zoom and phone calls.

In order to enrich the discussions with participants, some common examples of Instagram and Snapchat filters were presented to the interviewees and discussed in detail. These filters included Instagram's Paris, Shiny, Surto, Sunflower Makeup Filter and 1977 filter, in addition to Snapchat's Bitmoji and ACNE FIX. It is also worth mentioning that all interviews were audio recorded after obtaining permissions from participants.

After data collection, the recordings of the interviews were exported to qualitative data analysis software (NVivo, version 13 for windows). Then, the data were verbatim transcribed and read several times before coding, in order to familiarize myself with the text. During the transcription process, all questions and responses were written down, and notes about the meaning of the text were also taken. Thereafter, the transcriptions were coded and categorized in the software.

Data Analysis and ethical considerations

The data analysis process was guided by thematic analysis, which is commonly used in qualitative research (Braun & Clarke, 2022, p. 3). Through thematic analysis, each single word was coded and then categorized in specific groups in order to locate the most important themes repeated in the text.

Ethically, some procedures were considered to protect the privacy of participants and the trustiness in research data. Initially, participants were informed of the purpose of the research and the protection of the data and the personal information. In addition, a permission was obtained from participants to record the interviews, and their full names and any other identification information were hidden in the paper (only the first names were used to distinguish participants in the paper.

Analysis

Instagram and Snapchat filters use

Young women were found to use various social media filters especially through Instagram and Snapchat, both considered to be the most important in capturing and posting photos. Some of the best-known filters include Paris, Shiny, Snow White, BW Vibe, and Charming, Acne Fix, Soft skin, sunburn, make-up and Monarch butterfly. (See Figure 4).
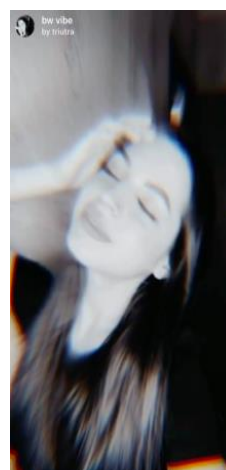
Soft skin   **Shiny foxy**   **Paris Filter**

Monarch butterfly   **Snow White**   **BW Vibe**

Figure (3): Examples for Snapchat and Instagram filters.

Significantly, a huge number of young women have shown obsession about Instagram and Snapchat filters. This obsession has characterized by taking photos using more than one filter at once, the lack of posting unfiltered images, looking for the newest filters, hating of their natural look.

For the frequency of uses, Instagram filters were used by young women more than Snapchat filters, which was ascribed by participants to

that Instagram filters seem close to the natural photos. Overall, participants used Instagram and Snap Chat filters for three main reasons. First, looking beautiful and gorgeous. Menna (27 years old) described: "I use Instagram filters to look more beautiful". Similarly, Shrouk (25 years old) mentioned " I like to use Instagram filters because it makes my features more beautiful".

Second, technical enhancements. Rana (21years old) justified: " I use filters to get better lighting". The same reason was also given by Ghadeer (23 years old): "I don't have a good mobile; so, I use filters to get a good photo. If I had a good mobile like iPhone, I would get clear photos with good quality and lighting and wouldn't use filters".

Third, health issues. Some other participants use filters to hide pathological symptoms. As Dina (19 years old) stated: "I like to use Instagram filters when my face is pale or tired". Similarly, Aya (23 years old) mentioned: "I use Instagram filters to hide any skin problem like acne or dark circles".

On the other hand, a fewer number of participants (e.g., Toka, 25 years old, Alaa, 24, Dalia 22, Nada, 23, Farah, 21, and Rania 20) stressed that they are satisfied with their natural faces, and they use their mobile phone, not social media filters, to capture their own photos.

Lack of self-confidence

Several participants were unsatisfied with their natural face, as Shrouk (25 years old) described "I don't look bright enough when I use the phone camera, so I depend on filters to get beautiful look". Aya (26 years old) said "I feel my look is not good at night and indoors; social media filters help me to get a good look in my pictures". Another participant (Menna, 27 years old) was ambivalent: "I'm so satisfied with my look and my natural face, but I love to be more beautiful, so I use filters for capturing photos".

In contrast, a few participants were self-confident and satisfied with their natural faces. As Toka (25 years old) stated: "I don't have any

problem with my natural face". Ghadeer (23 years old) described in a sad tone of voice, "I don't have problem with my natural face, but the problem arises when I post pictures. I receive comments [face-to-face] from people around me, they keep making offensive comments about my look, such as your face is too pale, your face is very thin".

In order to follow up with the self-confidence determinants, participants were asked whether or not they would use filters if they had to take a picture during the interview and post it on social media. Most participants replied that they would use filters to capture their photos. As Ghadeer (23years old) said "I would use a filter to capture a photo now because the lighting of my mobile isn't good enough". Aya (26 years old) described her opinion by saying "now, I would take my photo using a filter, because I don't have good lighting at my apartment". Toka has also justified "I would use a filter now to take my photo to appear more beautiful". Some other participants justified taking a picture during the interview using a filter for health issues such as acne, tiredness, fatigue, and paleness (e.g., Nada, 23 years old, Amira 20, and Aya, 23). In contrast, a few participants preferred not to use filters to capture and post their photos on social media during the interview. As Alaa (24 years old) said "I don't have any problems with taking a picture using mobile's camera". Farah (21 years old) stated "I will capture my photos right now by the mobile camera".

Surprisingly, although most participants mentioned that they are very satisfied with their natural look, they chose to use filters to have their photos taken and posted on social media during the interview. This indicates that participants are not aware enough of the influences of the filters they are already experiencing.

Interactions received on filtered images

The reactions and comments that filtered photos receive has also been addressed in this study is an indicator of how young women are concerned with the filters. Many social media users compare their looks

to other users through the number of likes and comments their photos receive. Females usually make a big effort, as stated by Baker (2018, p. 5), to capture and share the best image on social media platforms, hoping to receive the biggest number of likes and comments.

Some participants mentioned that they are concerned about the likes and comments they receive, and the nature of the impression made by their friends. As Farah (21 years old) stated, "sometimes, I need support from my friends, so I take care about the lovely comments". Similarly, Aya (26 years old) said "the nice comments give me passion and make me happy". Also, Bassant (25 years old) said "the number of likes and comments gives me positive energy and makes me feel happy, especially after I read nice comments from my friends". Hoda (26 years old) mentioned "I love to follow the numbers of likes and comments".

However, several participants expressed their lack of interest in following the number of likes and comments on their photos. As Menna (27 years old) said "I don't care about the number of likes and comments on my photos". Likewise, a number of participants (Alaa 29, Heba 33 and Dina 19 years old) indicated their lack of interest in the number of likes and comments they receive.

Not only positive comments make young women happy, but they also provide them with satisfaction and self-confidence. As Ghadeer (23 years old) said " I care too much about likes and comments, especially on Instagram, because they let me feel so satisfied about my look". Two other participants (Dalia, 22 years old, Rana, 21) mentioned that the number of likes and comments affect their self-confidence. In contrast, some other participants (Menna, 27 years old and Shrouk, 25) rejected the influence of the likes and comments on their self-confidence and satisfaction.

First meeting shock

One of the most dramatic influences of using social media filters is the first meeting shock, which occurs when someone realizes a big

difference between the real face of someone else that he meets for the first time compared to his/her image shared on social media. In some cases, people might get involved in embarrassing situations at the first real encounter. Menna (27-year-old) stated, "I feel anxious about the first encounter with social media friends because I always use filters to capture my photos". Toka, (25 years old) said "I'm nervous because most of my social media friends told me when we first met that my look is so different from my photos on social media".

On the other hand, those who were less interested in using social media filters were not as concerned about the first meeting impression. In this context, Farah (21 years old) stated "I don't worry about the first meeting impression because I share many photos without any filters". Rania (20 years old) also said, "I don't worry about the first meeting impression because some people told me when we first met in real life that my natural look is better than my filtered social media photos". Also, Aya (27 years old) said "I don't care about the first meeting impression because I don't like to put a lot of make-up and don't use many filters". Moreover, some other participants (Rana, 21years old, Aya, 23, Lamis, 25, Hayat, 35, Hoda, 26, Aya, 26, Alaa, 29, Heba, 33, Dina, 19, Azza, 30) mentioned that they have never worried about the first meeting impression.

Some participants have told some stories about their friends seen for the first time in reality. Aya (27 years old) said "I have never experienced this situation, but one of my friends, who posts filtered photos, was abandoned by a male friend who came to propose because he realized that she was very fat". Similarly, Aya (27 years old) said "one of my friends, who has many followers on Instagram and use filters, was told that her look is completely different in reality."

In brief, using filters explains the ideal image seeking, one of the main components in the body image model. However, seeking to look ideal

can lead to negative consequences such as the first meeting shock and the concerns about meeting people in real life.

Body Image and social comparison behavior

Guided by the body image model which explains the body ideal and body presentation, this paper looks at how participants used filters seeking an ideal image and what consequences that might entail. Opinions differed on the extent of the goodness or badness of using filters. Most participants held that social media filters are a double-edged sword, with advantages and disadvantages at the same time.

With respect to the negativities of social media filters, Alaa (24 years old) said "SM filters make us feel like we have to appear in a perfect way and force us to refuse accepting some defects in ourselves". Dalia (24 years old) mentioned "they make us appear in a fake way". Bassant (21 years old) said "they lead people to get used to these filters and feel bad if they don't use them" Toka (25 years old) stated "there are many females who use filters in a negative way; they change the color of the eyes and everything, which creates fake people". Nada (23 years old) described "the filters drive people to put make-up continuously when they go out, to appear similar to the filters they use". Menna (27 years old) said:

> They undermine our self-confidence, lead us to hate our natural faces and any scratches, acne, or dark circles on our faces. Also, they lead us to think that we are so bad if we have any of these skin problems. They make us feel we look like a painting picture that should be in a perfect look all the time.

Moreover, several participants focused on the consequences of the filters on the personalities. Some of the interesting and informative quotations include: "filters drive females not to like their natural faces", said Farah (21 years old); "these filters are too fake", said Rana (21 years old); "the filters make us hate our natural looks and our natural

faces", mentioned Amera (20 years); "they create a completely different copy of the person that we see daily in real life", said Alaa (29 years old).

For the advantages of using social media filters, several participants have focused on how the filters help them in life. Many of those participants focused on how the filters help them online, but they were not aware of the offline consequences at least when they talked about the positive sides of the filters on the personalities. Many informative descriptions have been given by participants who focused on the positive sides of social media filters, such as "taking very nice photos better than the ones taken by mobile camera", said Menna (27 years old); "appearing in a better look in front of others", said Alaa (24 years old); "improving self-confidence", said Dalia (22 years old); "appearing more beautiful", said Bassant (21 years old); "appearing in a good look", said Farah (21 years old).

Considering the dramatic effects of the filters, several participants were keen to give recommendations to those obsessed of using filters. Many of these recommendations were religious seemingly from the belief that God created people in the best shape and people should accept that (as stated by Menna, 27 years old, Ghadeer 23, Rania 20, Aya 26). Some other participants focused on the psychological way of dealing with the consequences of the filters and they provided wise recommendations to accept ourselves as we are and we need to focus on the best we have as everyone has a specific goodness different than others (as described by Dalia 22 years old, Hayat 35, Alaa 24, Bassant 21, Farah 21, Aya 27). Another category of recommendations has been directed at treating our problems such as skin diseases in order love ourselves without needing to use filters (as stated by Rana 21 years old , Shrouk 25, Amira 20, Lamisil 25, Dina 19).

Conclusion

This paper has qualitatively investigated the influence of using social media filters through semi-structured interviews conducted on 50 Egyptian females (aged 15–35 years old). In light of the body image model, the interviews addressed how and why young women use social media filters, the advantages/ disadvantages of the filters, self-confidence/ self-esteem, and the first meeting impression generated from meeting social media friends.

The analysis suggests that social media filters impose at least two main influences on the Egyptian young females. First, changing the personality of the users. This effect could either be positive or negative. The filters could be positive when they provide young women who are suffering from skin problems with a chance to have a better look and therefore psychological peace. However, these filters could be negative when they decrease self-confidence and self-esteem as a result of making them feel that their natural look is bad. This is in line with Latif and Javed's (2022) study that found that Pakistani's female university students use of Instagram filters decreases self-confidence and self-esteem.

Second, social media has significantly influenced the women body image in terms of how they present and perceive themselves. Egyptian young women used Instagram and Snapchat filters to make ideal photos that can be shared on social media platforms. However, this has led many of them to create a deformed copy of the people, which agrees with Verrastro, et al.'s (2020) study that showed that the adolecents' extensive use of Instagram photos creates poor body image. This is also in line with Eshiet's. (2020) study that found that beauty filters and social media likes affect young women's perceptions of body image.

To conclude, this paper proposes that social media filters have not only influenced self-confidence and self-esteem of their users but also the way they perceive their body and the way the others perceive them.

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