

# Beauty Standard Created by Social Media Filter and Editing

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**Abstract-** The rapid development of social media sites and digital media has changed beauty standards in modern society. This study aims to examine the influence of digitally modified images on public perception of beauty, leading to changes in beauty standards in modern society. The aim is to analyze the psychological, social, and cultural impact of filtered images on individuals, especially adolescents and young adults. The methodological approach is based on qualitative research, including an analysis of existing literature, content analysis of social media sites, and survey-based feedback from individuals on their exposure to filtered images. Secondary data was also used from academic journals, online reports, and psychological studies to understand the implications of the issue. Some of the key findings of the study have revealed that exposure to these images results in body dissatisfaction, low self-esteem, and an acceptance of unattainable beauty standards. Moreover, it has also revealed that there is an association between social comparison on digital media and mental health problems such as anxiety and depression. In conclusion, it can be stated that media filters play an important role in influencing beauty standards in modern society.

**Keywords:** Beauty Standards, Media Filters, Photo Editing, Body Image, Social Media Influence

## I. INTRODUCTION

### Background of the Study

Beauty standards have changed over the years due to various cultural, social, and technological factors. Beauty standards were previously shaped by television, movies, and print media. However, the current beauty standards are shaped by social media platforms. Digital media allow users to beautify their facial features, such as making their face symmetrical, improving their facial skin, changing their facial features, and beautifying their body. Users can do this easily using different media filters and photo editing applications.

Research indicates that the use of idealized images affects the perceptions of individuals about beauty (Grabe, Ward, & Hyde, 2008). This issue is worsened in the case of social media due to the constant interaction between the user and the images.

### Importance of the Topic

Body image issues have become a major problem among adolescents and young adults. Research indicates that body image issues are associated with the use of social media platforms, which may cause anxiety, depression, and body image issues among young adults and adolescents (Fardouly & Vartanian, 2016).

## II. LITERATURE REVIEW

### Research Problem

The normalization of edited images has led to concerns about:

- Unrealistic beauty standards
- Increase in social comparisons
- Psychological problems

### Objectives of the Study

1. To examine the influence of filters on beauty standards.
2. To analyze the psychological effects of exposure to edited images.
3. To examine the differences in perceptions based on gender.
4. To provide recommendations for healthy engagement with the media.

### Scope of the Study

The study is based on social media users in the age group of 16-30 years.

### Limitations

- Limited sample size (only 120 participants)
- Limited geographical area
- Constant evolution of digital trends

### Previous Studies

Several studies have established the relationship between exposure to the media and body image concerns. Grabe et al. (2008) established that exposure to idealized images in the media has a significant effect on body image concerns. Social media has become a platform for constant appearance-based social comparisons (Fardouly & Vartanian, 2016).

The term 'Snapchat dysmorphia' has been coined, as individuals seek plastic surgeries to look like their filtered images on social media (Ramphul & Mejias, 2018).

### Research Gap

Though several studies have been conducted on traditional forms of media, there is a lack of literature on the effects of filters on social media on the general population, based on gender.

## III. RESEARCH METHODOLOGY

### Type of Research

This study is conducted using descriptive research. Descriptive research is a type of study used to identify the characteristics, opinions, and behavior of a given set of people. The descriptive method of research will be used to identify the effects of filtered images and digital editing on the perception of beauty among young people.

This study will be conducted by analyzing the effects of exposure to filtered images on social media sites such as Instagram, Snapchat, and TikTok on the body image of college students.

### Research Design

The research design for the given research is survey research. Survey research is a method of research that is used to obtain information from the respondents about their views, attitudes, and behaviors.

A structured questionnaire was prepared to obtain information about the use of filters, the frequency of editing photos, and the psychological effect of edited images on individuals. The research was able to obtain measurable data about the influence of social media on beauty standards.

### Data Collection

The study makes use of both primary and secondary data.

### Primary Data

The primary data for the study has been collected through a structured questionnaire survey conducted among college students in Mumbai. The questionnaire survey has been conducted to collect data on the following aspects:

- Frequency of using social media filters
- Perception of beauty standards through social media
- Confidence levels with and without filters
- Awareness of edited images

The data collected through the questionnaire has been used to analyze the trends and patterns of media influence on beauty perception.

### Secondary Data

The secondary data for the study has been collected from various sources, such as:

- Academic journals
- Research articles
- Books on media psychology and body image
- Online reports and studies on media and communication studies

The secondary data has been collected to understand the research findings and theoretical aspects of the topic.

### Sample Size

The sample size for the research will be 100 college students from Mumbai. The sample will be from an age group of 18-25 years, as they are more active on social media sites and exposed to digital filters.

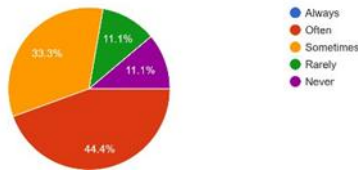
### Sampling Method

The sampling method for the research will be convenience sampling. Convenience sampling is a non-probability sampling method in which the sampling is done according to the availability of respondents.

Students from different colleges in Mumbai were approached for the research. They were asked to participate in the study. This method was adopted by the researcher so that the research project could be completed within the given time frame.

## IV. DATA ANALYSIS AND INTERPRETATION

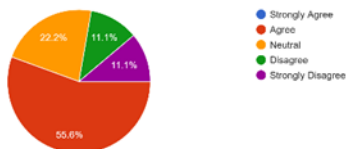
How often do you use filters or editing tools before posting photos  
9 responses



### Interpretation

The above chart indicates the rate at which respondents use filters or edit the pictures before posting them on social media. The results show that 44.4% of the respondents often use filters, and this is the largest number. In addition, 33.3% of the respondents sometimes use filters, and this shows that a number of people use the tools before posting the pictures.

Do you feel more confident posting filtered photos compared to unfiltered ones?  
9 responses

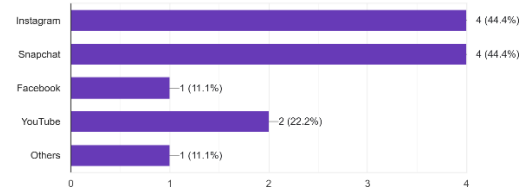


### Interpretation

The above chart represents the respondents' opinion on their feelings of confidence while posting filtered and unfiltered photos. From the chart, it is evident that

55.6% of the respondents agree with the opinion that they feel more confident posting filtered photos compared to unfiltered ones. Additionally, 22.2% of the respondents were found to be neutral, which suggests that the filters do not have a significant impact on their feelings of confidence.

Which social media platforms do you use frequently?  
9 responses



### Interpretation

The above chart indicates the social media platforms that are frequently used by the respondents. The results have indicated that 44.4% of the respondents frequently use Instagram, while 44.4% also frequently use Snapchat. These are the most popular social media platforms used by the respondents.

Further, 22.2% of the respondents frequently use YouTube, while 11.1% frequently use Facebook. Another 11.1% use other social media platforms.

## V. FINDINGS AND DISCUSSION

### Major Findings

#### 1. High Dependency on Filters Among Youth

The study has shown that the majority of young people frequently use filters and editing tools before posting their photos on social media. Social media, such as Instagram and Snapchat, have filters that help users change their facial features, smooth their skin, and change their appearance with the click of a button. From the study, it is evident that the majority of the respondents either "often" or "sometimes" use filters before posting their photos online.

The frequent use of filters by young people has led to the conclusion that they have become accustomed to using filters and have, in essence, become dependent on them to change their appearance and look better to the public. Many young people have come to the conclusion that their photos need to look better and receive positive feedback, such as likes and comments, from the public.

## 2. Increase in Social Comparison Behavior

Another interesting observation made by the study is the increase in comparison behaviors within social media users. Most respondents admitted to comparing their physical appearance with what they see on social media. Most of the images seen on social media are often edited, which sets unrealistic standards for beauty.

When social media users constantly see images of influencers, celebrities, and other people looking stunning, they often tend to look at themselves and compare their physical appearance. They may not be satisfied with their natural beauty and may feel pressured to look similar to the edited images seen on social media.

## 3. Unrealistic Skin and Body Expectations

Another finding of the study is that filters also lead to unrealistic expectations about one's skin texture, facial symmetry, and body type. This is because most filters have inbuilt features that remove blemishes, lighten the skin tone, make eyes larger, make features thinner, and create flawless skin.

This leads individuals to develop the perception that these are the new standards of beauty. Over time, these images alter one's perception of what is deemed as 'beautiful' or 'perfect.' This leads individuals to become insecure about their appearance because it is not 'perfect' or 'beautiful' as portrayed by the images on social media.

## 4. Link Between Filter Usage and Self-Doubt

The study's findings also suggest a link between the use of filters and feelings of self-doubt. Some respondents reported that they felt more confident posting filtered photos compared to unfiltered ones.

This suggests that filters increase feelings of confidence but also make users uncomfortable with their own appearance. When users get accustomed to their edited version of themselves, they start to feel less comfortable with their own appearance. They start to feel less confident and try to seek digital tools to enhance their beauty.

## VI.DISCUSSION

From the study, it is evident that digital editing tools have greatly affected the beauty of the current generation. Social media sites such as TikTok, Instagram, and Snapchat have greatly encouraged the sharing of visual content. The visual content shared through these sites often involves the user's beauty.

Digital editing tools have greatly affected the beauty of the current generation. The tools have made it easy for people to change their beauty through the various applications. The tools have been used for entertainment; however, they have greatly affected the beauty of the current generation.

One of the major implications of the tools, as indicated by the study, is the fact that they have greatly affected the perception of beauty. The tools have made it difficult for people to differentiate between natural beauty and artificial beauty. The study indicated that people have been using the tools to change their beauty. The artificial beauty shared through the various social media sites has greatly affected the perception of beauty. The current generation, especially the young generation, has been greatly affected by the beauty shared through the various social media sites.

## VII.CONCLUSION

The main objective of this study was to explore how filters and editing of media affect modern beauty standards and self-perception of young social media users. From the findings of this study, it was clear that social media platforms, such as Instagram, Snapchat, and TikTok, play an important role in influencing how young individuals perceive beauty and present themselves.

From the study, it was evident that young social media users often use filters before posting their photos. These filters enable them to change their appearance by smoothing their skin, changing their features, and making them more beautiful. Consequently, these beautiful photos become the new standard of beauty among social media users.

The study also pointed out that social media can affect self-confidence and self-perception. Although filters can boost one's confidence and satisfaction with one's appearance when posting photos, they

can also lead to unrealistic expectations about one's beauty.

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