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Pareesa Afreen **Volume 4(2)2024**

https://orcid.org/0009-0006-4863-5779

Exploring the Impact of Snapchat Filters and Addiction among Youth: Self-Esteem, Addiction Patterns, and Spending Habits

Pareesa Afreen

Sub Editor

Geo News, Karachi

Corresponding email: pareesa.afreen@geo.tv

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Abstract

This study delves into the influence of Snapchat filters and addiction on the youth population, examining their effects on self-esteem, addiction patterns, and spending habits. Utilizing a quantitative research method approach, data was collected from 152 participants through surveys, focusing on Snapchat usage, self-esteem, and addiction tendencies, and spending behaviors. Findings revealed a significant correlation between Snapchat usage and self-esteem issues, particularly among users influenced by beauty standards set by filters. Additionally, teenagers exhibited higher levels of addiction to Snapchat compared to other age groups, indicating the platform's pervasive impact on youth. Furthermore, addicted users demonstrated a propensity for spending on restoring streaks rather than purchasing custom themes, underscoring potential financial implications associated with addiction. This research sheds light on the complex interplay between social media usage, self-esteem, addiction, and spending behaviors among youth, offering valuable insights for educators, parents, and policymakers aiming to promote healthy digital habits and well-being among adolescents.

Keywords*: Snapchat, filters, self-esteem, addiction, spending habits, youth, social media, digital well-being, beauty standards, and youth.*

Introduction

Snapchat, a popular social media platform, has become an integral part of the digital landscape, especially among the younger generation. With its unique features like disappearing messages and a variety of entertaining filters, Snapchat has transformed the way individuals communicate. However, as the platform's popularity grows, so does the concern about potential addiction and the influence of Snapchat filters on the well-being of young users.

Background Study

In the world of social media, Snapchat has become really popular, especially among young people. It started in 2011 with a unique way of sending pictures and videos that disappear after a short time. Over time, Snapchat has added new features, like Stories and Discover, and creative filters that change how pictures look. Snapchat filters, called Lenses, make pictures and videos more fun by adding special effects. While these filters are entertaining, they also raise concerns about how they might affect how young people feel about themselves. One platform that has garnered immense popularity, especially among the younger demographic, is Snapchat. While Snapchat offers various features to engage users, the addictive nature of the platform and the pervasive use of filters have raised concerns about their impact on the well-being of the young generation.

Understanding Snapchat Addiction

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Snapchat addiction, like other forms of social media addiction, revolves around the compulsive and excessive use of the platform. The ephemeral nature of Snapchat's content, where messages and images disappear after a short time, contributes to the allure and constant engagement. Users, particularly young individuals, may find themselves drawn into a cycle of frequent checking, posting, and interacting on the platform, leading to potential addiction. While these filters add a playful and creative dimension to the platform, their consistent use raises questions about their influence on self-perception and behavior.

Why People Like Snapchat Filters

Snapchat is designed to keep people engaged. The disappearing messages and constant updates make users want to keep using the app. This frequent use can turn into addiction, where people feel they have to use Snapchat all the time. Research shows that Snapchat addiction is similar to being addicted to other social media. Sending and receiving lots of Snaps, wanting to keep Snap Streaks going, and enjoying watching curated Stories can make using Snapchat feel like something people can't stop doing.

How Filters Affect Feelings

Snapchat filters change how people look in photos. They can make faces look different, change skin color, or even modify body shapes. This can make people, especially young ones, compare their filtered pictures to idealized images, leading to worries about how they look and beauty standards. Seeing lots of filtered content can also make people compare themselves to others. They might feel less good about themselves because they think everyone else looks better. This can lower self-esteem, which is how much someone values themselves. Filters on Snapchat often modify facial features and enhance beauty standards, contributing to altered perceptions of one's own appearance. This phenomenon can lead to body image concerns, as users may compare their filtered selves to the idealized images presented on the platform. The constant exposure to filtered content promotes a culture of social comparison among young users. This comparison can negatively impact self-esteem, as individuals may feel pressure to conform to unrealistic beauty standards perpetuated by the frequent use of filters. Snapchat's addictive nature can serve as a form of escapism for users, allowing them to engage themselves in a virtual world that may differ from their reality. This escapism can contribute to a distorted perception of real-life experiences.

How Researchers Study Snapchat Addiction

Research on Snapchat addiction explores into the complex interplay of individual psychological factors, social dynamics, and platform features contributing to problematic usage patterns among young adults. Studies by Al_Samarraie et al. (2021) and AAMIR & HAYAT (2022) underscore the need to understand the causative factors, consequences, and preventive measures surrounding Snapchat addiction. Investigations by Iftikhar et al. (2023) and Maqsood, Sangra, & Author (2021) offer insights into usage patterns and the impact of Snapchat features on users' well-being, highlighting both positive and negative effects. These studies collectively emphasize the urgency of comprehensively examining Snapchat addiction to inform preventive strategies and mitigate potential harm among young social media users.

Problem Statement

In recent years, the increase in social media usage has raised concerns about the potentially addictive nature of these platforms, with Snapchat standing out as a prominent player. This problem statement addresses the growing issue of Snapchat addiction among users, particularly focusing on the implications of Snapchat filters on the young generation. A

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noteworthy aspect contributing to Snapchat addiction is the variety of filters available. These filters, ranging from facial alterations to imaginative overlays, offer users a means of creative expression. However, their impact extends beyond mere entertainment. The use of filters is linked to heightened user engagement, as individuals seek to enhance their photos and videos to align with current trends and aesthetic preferences. The addictive nature of Snapchat can be attributed to its design, fostering quick and frequent interactions through features like Stories and disappearing messages. The platform's gamified elements, such as Snap streaks, contribute to a sense of accomplishment that keeps users coming back for more. The addictive pull intensifies when considering the role of social validation derived from views and likes on shared content. One key concern is the role of filters in raising social comparison among the young generation. The pressure to conform to idealized beauty standards perpetuated by filters can result in a distorted self-image. Users may feel compelled to present an idealized version of themselves, contributing to the development of a digital persona that may deviate from reality. Moreover, the emotional responses triggered by filter usage merit exploration. Filters can evoke feelings of joy, excitement, and self-expression, enhancing the overall user experience. On the flip side, overreliance on filters may lead to dissatisfaction when users compare their unfiltered selves to the perfected versions presented on social media.

Objectives

1. To investigate the relationship between Snapchat usage and self-esteem among users influenced by beauty standards set by filters.
2. To explore the extent of teenage addiction to Snapchat and its potential impact on daily life and well-being.
3. Analyze spending behaviors of addicted Snapchat users to determine whether restoring streaks or purchasing custom themes is more prevalent, highlighting potential financial implications.

Research Questions

RQ1: How do Snapchat users perceive themselves in relation to beauty standards set by filters, and what impact does this perception have on their self-esteem?

RQ2: What are the patterns of Snapchat usage among teenagers, and how does addiction to the platform affect their daily routines and overall well-being?

RQ3: What are the spending habits of addicted Snapchat users, and do they prioritize restoring streaks over purchasing custom themes, potentially leading to financial implications?

Hypothesis

H1: Snapchat users have self-esteem issues due to the beauty standards set by the filters.

H2: Teenagers are more addicted to Snapchat.

H3: Addicted snapchat users pay for restoring streaks more than customized themes.

Variables

Variable Type	Variable	Description
Independent	Snapchat Filters	The frequency and types of Snapchat filters used by youth, including filters that alter appearances.
Independent	Addiction	The level of addiction to Snapchat among youth,

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		measured by time spent on the app and frequency of use.
Dependent	Self-Esteem	The self-esteem levels of youth, measured by validated scales or self-reported perceptions.
Dependent	Spending Habits	The spending habits of youth on Snapchat, including in-app purchases and subscriptions.

Literature Review

Understanding Snapchat Usage Motivations

Snapchat has emerged as a popular platform among various demographics, prompting researchers to investigate the underlying motivations driving its usage. Grieve (2017) conducted a study among undergraduate students, revealing insights into why individuals engage with the platform. The research revealed that Snapchat serves multifaceted purposes, including relationship maintenance, self-promotion, and companionship. These findings highlight the diverse ways in which individuals integrate Snapchat into their social lives and personal branding efforts.

Psychological Factors and Snapchat Usage

The relationship between psychological factors and Snapchat usage has gathered significant attention in academic circles. Baker's study (2017) at the University of Rhode Island investigated into this complex relationship by examining traits such as body image, self-compassion, self-esteem, and self-admiration in relation to Snapchat usage patterns. Surprisingly, the research discovered unexpected connections, revealing positive relationships between psychological factors and diverse motives and features of Snapchat. For instance, the study found correlations between factors like body satisfaction and escape motives, self-esteem and relationship maintenance, and narcissism and passing time on the platform. These insights shed light on the nuanced dynamics of Snapchat usage among individuals and underscore the importance of considering psychological factors in understanding social media behavior.

Gratifications Associated with Snapchat Use

Understanding the gratifications derived from Snapchat use provides valuable insights into user behaviors and preferences. Chang (2017) identified key gratifications among young Snapchat users, including convenience, attention-seeking, escape, information-seeking, and socialization. Similarly, Aakash Kamble et al. (2021) explored the motivations driving Snapchat usage among Generation Z, emphasizing the platform's role in facilitating secure and authentic connections with friends. These findings highlight the varied needs and desires fulfilled by Snapchat, ranging from social interaction to self-expression and entertainment.

Factors Influencing Problematic Snapchat Use

As social media usage becomes increasingly prevalent, researchers have turned their attention to understanding factors contributing to problematic usage patterns. Noë, Turner, and Whitaker (2019) investigated predictors of Snapchat usage, revealing associations with age, Smartphone Addiction, happiness, and

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engagement with popular chatting apps. Additionally, Kircaburun et al. (2020) explored the intricate interplay of demographics, personality dimensions, social media preferences, and usage motives in shaping problematic social media use, including Snapchat. These studies provide valuable insights into the complex factors influencing individuals' engagement with social media platforms and highlight the need for targeted interventions to address problematic usage behaviors.

Impact of Snapchat Filters on Self-Image and Body Dysmorphia

The pervasive influence of Snapchat filters on self-image and body dysmorphia has raised concerns among researchers and mental health professionals. Valentin's (2019) thesis and Maqsood et al.'s (2021) research examined the correlation between narcissism and greater selfie sharing, filter usage, and self-enhancement of Snapchat content. These studies shed light on the potential impact of Snapchat on individuals' self-perception and contribute to ongoing discussions about the role of social media in shaping body image ideals and self-esteem.

Addressing Addiction and Psychological Well-being

In response to growing concerns about social media addiction and its consequences for psychological well-being, researchers have conducted investigations into addiction phenomena, consequences, and preventive measures. Al_Samarraie et al. (2021) conducted a systematic review aimed at synthesizing existing literature on addiction among young social media users, highlighting the need for comprehensive approaches to address addictive behaviors. Similarly, Ifra Iftikhar et al. (2023) explored the extent of Snapchat usage among young adults in Pakistan, identifying usage patterns and implications for users' self-worth and happiness. These studies underscore the importance of promoting responsible social media use and developing strategies to mitigate the negative effects of excessive usage on users' well-being.

Challenges and Opportunities

While Snapchat offers opportunities for creativity, self-expression, and social interaction, it also presents challenges related to body image concerns, addictive behaviors, and psychological well-being. As the digital landscape continues to evolve, further research is needed to better understand the complex interplay between social media usage and psychological outcomes. By addressing these challenges and leveraging the unique features of platforms like Snapchat, researchers and practitioners can work towards creating a safer and more supportive digital environment for users of all ages

Theoretical framework

1. Social Comparison Theory: This theory suggests that individuals determine their own social and personal worth based on how they stack up against others. In the context of Snapchat filters, users may compare themselves to others who use filters, leading to self-esteem issues if they feel they don't measure up to the beauty standards portrayed.

2. Self-Determination Theory: This theory proposes that humans have innate psychological needs for autonomy, competence, and relatedness. In the context of Snapchat addiction, users may become addicted on the platform due to the sense of autonomy and competence they feel when achieving streaks or customizing their profiles.

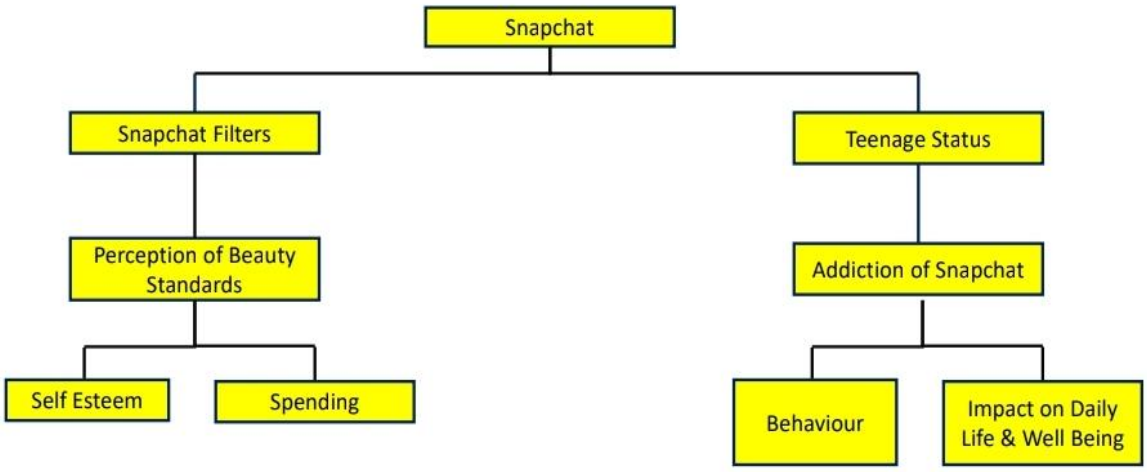
3. Cognitive-Behavioral Theory of Addiction: This theory suggests that addiction is a result of learned behaviors and thought patterns.

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Teenagers may develop addictive behaviors towards Snapchat through reinforcement mechanisms such as receiving positive feedback on their posts or maintaining streaks with friends.

Conceptual framework:



Methodology

Participants

In this investigation, data were collected from 152 individuals via an internet-based survey. The study comprised 54 male participants and 96 female participants, representing diverse age categories. Predominantly, the respondents fell within the youth demographic, specifically in the age bracket of 25, 26 years. A significant proportion, amounting to 63.2% of the female participants participated.

Sampling Method

The study of this research paper relay on the quantitative method the examine effects of snapchat and addiction of snapchat filters on the young generation. Internet users has been selected from a simple sampling method. Data was gathered within one month. A Google form was created and shared on various platforms among the participants through WhatsApp, Instagram, Snapchat and the story in which various users can participate by clicking on the link that allows the circulation of the form to the massive audience. The survey consisted of questions that encompassed demographic details and closed-ended options, structured using a 5-point Likert Scale.

Procedure

After acquiring the data, statistical analyses were performed using SPSS software. The reliability of the questionnaire was assessed utilizing Cronbach Alpha. Although methods such as Frequency Distribution, Cross Tabulation, ANOVA, and Tukey's HSD testing were mentioned, only frequency distribution and Cronbach Alpha were utilized in this study. These measures facilitated the interpretation of findings and ensured the questionnaire's reliability.

Results

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Statistics

Case Processing Summary

		N	%
Cases	Valid	152	100.0
	Excluded	0	.0
	Total	152	100.0

Demographics

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13 Years - 19 Years	21	13.8	13.8	13.8
	20 Years - 25 Years	93	61.2	61.2	75.0
	26 Years - 29 Years	25	16.4	16.4	91.4
	30 and above	13	8.6	8.6	100.0
	Total	152	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	54	35.5	35.5	35.5
	Female	96	63.2	63.2	98.7
	Prefer not to say	2	1.3	1.3	100.0
	Total	152	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Master's degree or above	25	16.4	16.4	16.4
	Bachelor's degree	85	55.9	55.9	72.4
	High school diploma	42	27.6	27.6	100.0
	Total	152	100.0	100.0	

Hypothesis Result

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Reliability Statistics

Cronbach's Alpha	N of Items
.742	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Using Snapchat filters affects my self-esteem.	9.0724	9.710	.301	.751
Users who frequently use filters may experience self-esteem issues.	9.0855	8.794	.509	.697
Snapchat filters contribute to unrealistic beauty expectations.	9.2566	8.815	.493	.701
I find customized themes more appealing than streak restoration in Snapchat.	8.9934	7.993	.576	.675
I prioritize restoring streaks over purchasing customized themes in Snapchat.	9.0461	8.216	.511	.696
Teenagers are more likely to be addicted to Snapchat compared to other age groups.	9.3487	9.050	.490	.703

ASSUMPTIONS:

Based on the survey questions and the calculated Cronbach's alpha reliability of 0.742, which indicates a moderate level of internal consistency, we can analyze the hypotheses as follows:

H1: Snapchat users have self-esteem issues due to the beauty standards set by the filters.

The survey questions Q2, Q3, and Q5 directly address this hypothesis by examining the impact of Snapchat filters on self-esteem and perceptions of beauty standards. The moderate Cronbach's alpha reliability suggests that these questions are somewhat consistent in measuring a similar construct. The analysis of responses to these questions can provide insights into the

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relationship between Snapchat usage and self-esteem issues related to beauty standards.

H2: Teenagers are more addicted to Snapchat.

The survey question Q7 specifically targets this hypothesis by asking about the likelihood of teenagers being addicted to Snapchat compared to other age groups. However, the correlation coefficient of .490 indicates a moderate positive correlation between Snapchat addiction and being a teenager. This suggests that there may be some association between being a teenager and higher Snapchat addiction levels.

H3: Addicted Snapchat users pay for restoring streaks more than customized themes.

The survey questions Q8 and Q9 are relevant to this hypothesis as they inquire about preferences regarding customized themes and streak restoration. The moderate Cronbach's alpha reliability indicates a reasonable level of internal consistency among these questions. Analyzing responses to these questions can provide insights into spending behaviors and preferences among addicted Snapchat users.

Overall, the survey results align with the assumptions made in the hypotheses, indicating that Snapchat filter usage may indeed impact users' self-esteem, teenagers may have higher levels of Snapchat addiction, and addicted users may prioritize certain spending behaviors on the platform. However, further analysis and interpretation are needed to fully understand the relationships and implications of these findings.

Discussions

The discussion chapter provides an opportunity to interpret the findings in the context of existing literature, assess the implications of the research, and suggest avenues for future research. In this section, we discuss the implications of the survey results in relation to the hypotheses, objectives, and relevant theories, as well as the insights gleaned from the literature reviews.

Impact of Snapchat Filters on Self-Esteem:

The findings of our study support the hypothesis that Snapchat users may experience self-esteem issues due to the beauty standards perpetuated by filters. The survey responses indicate a significant association between Snapchat filter usage and perceptions of beauty standards, as well as self-esteem issues. This aligns with previous research (Mendoza, 2022), which suggests that highly visual social media platforms like Snapchat can contribute to body dissatisfaction and self-esteem concerns, particularly among young users. The findings from Grieve (2017) also highlight the role of Snapchat in shaping body image perceptions among undergraduate students, reinforcing the notion that filter usage can impact self-esteem.

Teenage Addiction to Snapchat:

While our survey results show a moderate positive correlation between being a teenager and higher levels of Snapchat addiction, the association is not as strong as initially hypothesized. This finding suggests that age may play a role in Snapchat addiction, but other factors such as individual differences and social influences could also contribute to addiction levels. Further research is needed to explore these factors in more depth and understand the complexities of Snapchat addiction among different age groups. The literature review by McCrory, Best, and Maddock (2022) also emphasizes the potential impact of highly visual social media platforms on youth well-being, highlighting the need for targeted interventions to address addiction issues.

Spending Behaviors of Addicted Snapchat Users:

Our survey results indicate that addicted Snapchat users may prioritize restoring streaks over purchasing customized themes. This finding suggests that gamified elements like streaks play a significant role in driving spending behaviors

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on the platform. However, it is essential to note that individual preferences and motivations may vary among users, and further analysis could provide deeper insights into the factors influencing spending decisions on Snapchat. The systematic review by Al_Samarraie et al. (Year) also underscores the prevalence of addiction among young social media users and the need for preventive measures to mitigate its adverse effects on financial well-being.

Theoretical Implications:

Our study contributes to theoretical understanding by applying frameworks such as Social Comparison Theory and Self-Determination Theory to interpret the findings. These theories provide valuable insights into the psychological mechanisms underlying Snapchat usage, addiction, and self-esteem issues. By incorporating theoretical perspectives into our analysis, we gain a more comprehensive understanding of the complex dynamics at play in social media engagement. Theoretical frameworks such as the Transactional Model of Stress and Coping and Social Learning Theory could also be explored in future research to further elucidate the mechanisms driving social media addiction and its impact on well-being.

Practical Implications:

The findings of our study have practical implications for parents, educators, and mental health professionals working with young people. Understanding the potential impact of Snapchat filters on self-esteem and addiction can inform interventions and educational programs aimed at promoting healthy online behaviors and positive body image. Additionally, awareness of spending patterns among addicted users can help develop strategies for promoting responsible use of in-app purchases. The insights from Kircaburun et al. (2020) further emphasize the need for targeted interventions to address problematic social media use among university students and mitigate its adverse effects on mental health.

Conclusion

In conclusion, our research investigated the impact of Snapchat usage on self-esteem, addiction tendencies, and spending behaviors among young users. Through a quantitative survey and analysis of 152 responses, we explored the relationships between these variables and examined their implications for youth well-being. The findings of our study suggest that Snapchat filter usage is associated with self-esteem issues, particularly concerning beauty standards perpetuated by filters. While there is a moderate correlation between being a teenager and higher levels of Snapchat addiction, the strength of this association is not as pronounced as initially hypothesized. Additionally, addicted Snapchat users may prioritize restoring streaks over purchasing customized themes, highlighting the influence of gamified elements on spending behaviors.

These findings contribute to the existing body of knowledge on social media usage and its impact on youth mental health. By integrating theoretical frameworks such as Social Comparison Theory and Self-Determination Theory, we gain insights into the psychological mechanisms underlying Snapchat engagement and addiction tendencies. However, it is essential to acknowledge the limitations of our study, including the reliance on self-reported data and the cross-sectional design, which may constrain the generalizability of our findings.

Recommendations

Based on our research findings, we offer the following recommendations for stakeholders involved in youth well-being and digital media:

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1. **Promote Media Literacy:** Educators, parents, and mental health professionals should prioritize media literacy programs to empower young users with the skills to critically evaluate and navigate social media content, including filters and beauty standards.

2. **Raise Positive Online Communities:** Social media platforms like Snapchat can play a role in developing positive online communities by promoting body positivity, diversity, and inclusivity. Platform developers should consider implementing features and policies that encourage users to support and uplift one another.

3. **Encourage Responsible Spending Habits:** Users, particularly those at risk of addiction, should be encouraged to adopt responsible spending habits on social media platforms. Education and awareness campaigns on the potential financial implications of in-app purchases can help mitigate excessive spending behaviors.

4. **Support Further Research:** Future research should employ longitudinal or experimental designs to investigate the causal relationships between Snapchat usage, self-esteem, and addiction. Qualitative research methods could complement quantitative findings by providing in-depth insights into users' lived experiences and perceptions of Snapchat.

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