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THE SUCCESSFUL APPLICATION OF AUGMENTED REALITY AND ITS IMPACT ON SELF-PRESENCE: AUGMENTED REALITY USAGE IN SNAPCHAT AND ITS IMPACT ON CONSUMERS

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Abstract: Despite their potential as interactive marketing tools, Augmented reality (AR) filters are frequently used as a social media feature that provides users with various visual effects. This study explores the audience's emotional responses to augmented reality (AR) while using Snapchat filters as a self-presence tool. It focuses on the user's interactions with Snapchat Face Lenses, especially how they choose one and behave when using it. The study adopted a quantitative method design to collect quantitative data from different Snapchat users by using a closed-ended survey instrument. The quantitative data was analysed descriptively using the mean and the standard deviation. The results revealed that depending on the underlying cause of AR filter usage, these uses might have both positive and negative consequences regards to curiosity and compatibility with users' contentment. Therefore, Specialists should include the necessary elements while creating the filters to give consumers enjoyable and exciting experiences, the chance to socialise, and access to new material. Finally, The study suggests further research to examine augmented reality filters on other social media sites to indicate whether the outcomes vary depending on the platform.

Keywords: Snapchat, social media, augmented reality, selfies, AR filters.

Introduction

Augmented reality (AR) is a technology that enables users to view digital content, including graphics, animations and videos, and interact with it in the real world. AR technology has been used in various industries, such as gaming, entertainment, manufacturing and business. Over the last few years, different social media platforms have started introducing AR features, allowing users to view and interact with AR content created by other users in a virtual environment. Although AR filters have the potential to be valuable interactive marketing tools, they are often used as social media features that provide users with a variety of aesthetic effects. As a result of the application's quality, visuals and designs are overlayed over real-world items when viewed through the camera on a smartphone. AR features on social media platforms have become increasingly popular due to their interactive and

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aesthetic appeal, enhancing user engagement and strengthening social relationships (Andrejevic, 2020; Van Dijck, 2013). Snapchat, in particular, has emerged as a significant platform in this regard due to its cross-platform accessibility and user-friendly interface, which allows users to share images and videos and facilitate connections among friends and family (Katz et al., 2015). AR filters on Snapchat also enable users to virtually experience social phenomena that would be otherwise impossible or impractical to observe in the real world. For instance, users can interact with celebrities or famous personalities, thereby enhancing their social experiences. However, some research has shown that using AR filters can have negative consequences for users who are overweight or obese. In particular, exposure to images containing augmented reality filters can exacerbate body dissatisfaction among such individuals, potentially leading to weight gain and other adverse health outcomes (Chen et al., 2017).

Despite the potential adverse effects, AR face filters are popular among Snapchat users. This is partly due to the ease with which such filters can be created within the app. Users can feed their facial data into the camera lens, resulting in augmented facial images customised to their unique features. This further enhances the appeal of AR face filters and contributes to their continued popularity.

In conclusion, AR features on social media platforms such as Snapchat have become increasingly prevalent due to their interactive and aesthetic appeal. However, as with any form of digital media, potential negative consequences must be considered. Research shows that exposure to images containing AR filters can lead to body dissatisfaction among individuals who are overweight or obese. Therefore, social media platforms must address these issues and provide users with a safe and positive online experience.

Purpose of the study

This study explores the audience's emotional feelings towards augmented reality (AR) while using Snapchat filters as a self-presence tool. It focuses on the user's interaction while using snap chat filters and face Lenses, especially how they choose one and behave when using it.

The purpose of the current exploration is to answer the following questions:

- What are the motivations for using AR face filters on Snapchat?
- What motivations drive users when overlaying social media AR face filters on themselves?
- How do the motivations associated with using AR face filters affect well-being?

Literature review

AR implications in social media

Augmented reality (AR) technology is gaining traction in social media and has significant implications for user engagement and social relationships. AR can enhance user engagement by providing an immersive and interactive experience, making it a powerful tool for businesses to market their products and services on social media. According to Crespo (2020), AR technology allows companies to create virtual try-on experiences for fashion and beauty products, which can increase consumer engagement and sales. By using AR technology, consumers can see how products look on them before purchasing, leading to a more satisfying and personalised shopping experience.

One of the main implications of AR in social media is its potential to enhance user engagement and strengthen social relationships. Another implication of AR on social media is its potential to revolutionise how businesses market their products and services. AR technology allows companies to create immersive and interactive consumer experiences, providing them with a new way to engage with products and brands (Crespo, 2020). For example, AR can create virtual try-on experiences for fashion and beauty products, allowing consumers to see how products look on them before making a purchase. This can lead to increased consumer engagement and sales for businesses.

Furthermore, AR technology has implications for education and training. AR can create an immersive and interactive learning experience, allowing students to interact with digital content more engagingly (Koc et al., 2019). AR technology can also be used in various industries, such as healthcare and manufacturing, to provide workers with hands-on experience in a safe and controlled environment.

In conclusion, AR technology has significant implications for social media and has the potential to revolutionise the way we interact with digital content, products, and each other. By providing immersive and interactive experiences, AR technology can enhance user engagement and provide new opportunities for businesses to market their products and services. AR technology can also improve education and training experiences in various industries. However, it is essential to consider the potential negative consequences and prioritise user safety and well-being as AR technology continues to evolve and integrate into our daily lives.

Snapchat's augmented reality features

One of the critical strengths of Snapchat's AR features is its ability to seamlessly blend the real world with digital overlays, creating a truly immersive experience for users. O'Kane (2019) noted that Snapchat's AR filters can track facial movements in real-time, allowing for interactive animations and effects that can respond to the user's actions. This technology has created everything from simple

animations and face swaps to more complex experiences like 3D models and games. The most well-known and noticeable of Snapchat AR experiences are the in-app Lenses, which is a feature that enables overlays images and designs over actual items when viewed through a smartphone's camera, With a program called Lens Studio, which is made freely available on the Snapchat website, the company invites customers to design their augmented reality lenses (Snap Inc.).

Figure 1: [snapchat face lances.]

By May 2020, more than 600,000 such AR Lenses had been produced by Snapchat users (AR Insider, 2020). Due to collaborations with other applications and businesses, many of Scan's features are feasible.

Figure 2: [snapchat Lens Studio]

In addition to its facial tracking capabilities, Snapchat has developed advanced object recognition technology that allows AR effects to be applied to real-world objects. This feature has been used to create AR experiences that can be activated by pointing the camera at specific items, such as a movie

poster or a product in a store (Chayka, 2021); hence the application built a collaboration with Giphy or Photomath, which both allow users to "point the camera at math equations and have them quickly solved" (Palladino, 2020).

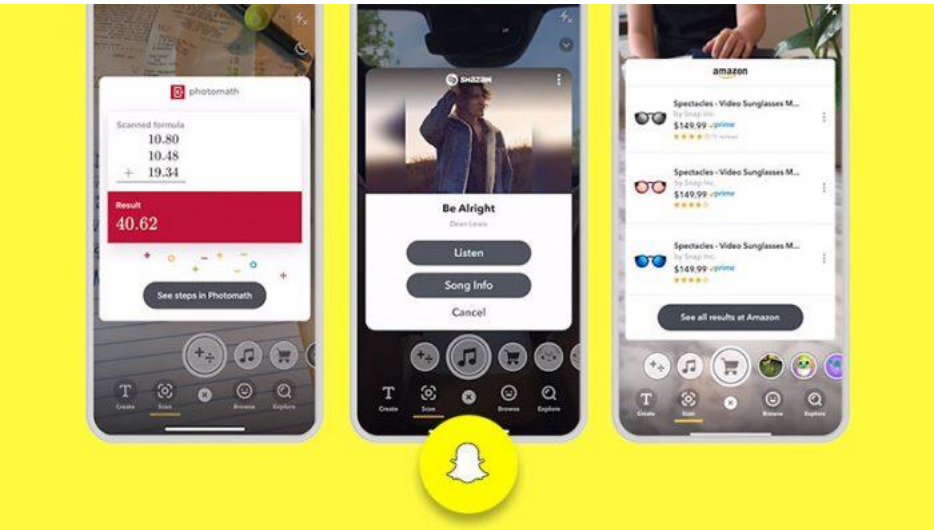

Figure 3: [Snapchat adds new creative tools in its Lens Studio]

Overall, Snapchat's AR features have received positive reviews from users and critics alike, with many praising the app's ability to create engaging and interactive experiences. O'Kane (2019) noted that Snapchat's AR technology has helped establish the app as a leader in social media and technology innovation.

Motivations for using Snapchat AR face filter use

According to earlier research on social media, Instagram, and augmented reality (AR) (Sheldon et al., 2017; Throuvala et al., 2019; Erz et al., 2018;), the most likely reasons people use augmented reality filters are enjoyment, social interaction, and convenience. Before conducting an empirical analysis of these motivations concerning the AR face filters, we formulate a model regarding the potential interconnections with user behaviour. We pay close attention to how frequently users utilise the filters and examine the selection of filters.

According to Hollenbeck and Kaikati (2012), expressing one's genuine self, or the person one considers themselves to be, is one way to go about self-presentation. Despite the virtual change, representation through filters can be consistent with the user's self.

Users are drawn to AR face filters for fun in addition to self-centred objectives. Numerous research and online studies (Dennis C et al., 2017, Huta & Ryan, 2010) have shown a connection between hedonic

activities and well-being, but none have specifically addressed AR. Research shows that people are motivated and tend to select their preferred filter based on liking a filtered image or feeling a certain level of satisfaction when looking in the mirror. A study by (Dennis et al., 2017) found that participants perceived attractiveness of themselves was affected by their use of AR apps, such that they felt more attractive when wearing the AR glasses. The study also found that when the AR images showed participants as unattractive, they did not feel the filters made them more attractive, but rather that they felt less vulnerable to criticisms from others because they could control how others perceived them (Dennis et al., 2017). this study suggested that the users' subjective experience is essential to their well-being while using an AR App, which is similar to how a person's general mood is impacted by the experience of using the AR Face Filtering App. In other words, users who enjoy using the App and feel more favourable when using it are likelier to continue using the snap filters to feel good about themselves.

AR face filters as a self-presentation tool

Social media activities require users to present an idealised version of themselves; they are more likely to highlight only good experiences or their best features to create this image. (Chua & Chang, 2016). As a result, applications such as Snapchat and Instagram have introduced filters that allow users to alter their appearance to fit their desired image - including the ability to reshape facial features, add makeup or trim the waistline. These 'selfie' filters allow individuals to upload a picture and then digitally edit it to enhance or distort certain aspects of the image to portray themselves as they wish to be seen by others. However, research suggests that the effects of using these filters are less optimistic than they seem; many users report that they find them discouraging rather than encouraging. (Chua & Chang, 2016).

Numerous earlier research on self-concept referred to the self as a "work-in-progress," in which individuals frequently engage in actions that point to changes in their relationship with themselves in order to build and express themselves. (Rifkin, J, Etkin, J. 2019; Yee & Bailenson, 2007 ; Chatzopoulou et al. 2020; Rifkin, J, Etkin, J. 2019; Yim et al., 2018).

(Yee & Bailenson, 2007) indicated that The potential visual transformation of the self that one could experience or achieve through online portrayal and how it might enhance well-being is another crucial aspect of online self-presentation. According to Yee & Bailenson's 2007 study, Avatars or augmented reality face-filters only used online are less intrusive than a physical transformation. With these lenses, one may expand in new areas without feeling pressured by a bodily shift. Alternatively, (Chatzopoulou et al., 2020) study observed that men with low body esteem engage in fitness activities to transform their bodies into "instantons" to gain attention from the internet community. These physical changes

might have negative impacts, like anxiety and muscle dysmorphia, but they can also have positive ones, like improved confidence.

Figure 4: [Examples of a fantasy-like filter (left), filter with cool signifiers (Centre left), beautifying filter with neon props (Centre right), silly filter (right)]

(Smith et al., 2021) the study has found that when a hypothetical self is thought likely, it is favourably connected with pleasant emotion. When individuals examine such alternative selves that represent a desired transformation, this is associated with a well-being effect, including higher self-acceptance; however, when new possible selves are perceived as unwanted, the reverse might be true (Frazier et al., 2012; Loveday et al., et al. 2018).

In conclusion, social media and its associated platforms have enabled individuals to construct and present their online selves in a manner that allows them to showcase their best selves. However, research indicates that filters and other digital enhancement methods may only sometimes positively impact the user's self-esteem or well-being. While some users may find filters and avatars empowering, others may find them discouraging or harmful. It is, therefore, essential to recognise that online self-presentation can be complex and that users may require support and guidance to ensure that they are using these tools in a way that is healthy and beneficial to their mental health and well-being.

Materials and Methods

Procedure

The study was conducted using a quantitative research approach. Fifty-seven participants were surveyed via an online questionnaire in Qualtrics XM.com that included demographic questions and measures of interest. Participants ranged in age from 18 to 50 years and had an average age of 11 to 20. An inquiry about participants' most recent usage of AR filters served as a quality assurance check throughout the research. One participant still needed to complete the survey and was excluded from the final analysis. Participants were then asked to quickly summarise the last time they utilised a Snapchat AR face filter. Participants discussed a variety of filters, including absurd, creative, beautifying, animal-like, and others.

Methodology

Study Design

This research used a quantitative approach, incorporating a survey to accumulate qualitative insights into the participants' fundamental motivations for employing augmented reality (AR) face filters on Snapchat. The objectives included measuring individual usage of AR filters and examining user interaction with these filters. Moreover, the research sought to understand the users' perceptions of the different effects produced by various filter types.

Survey Structure

Participants were asked to elaborate on their Snapchat use, utilisation of Snapchat filters, favourite AR filters, and which filters they thought produced the most realistic effects. To evaluate the motives behind AR filter usage, questions were posed about using different filters and the reasons for choosing specific types. Additionally, participants were asked to rank the importance of factors like technical quality, the attractiveness of filter effects, social acceptability of the filtered image, and ease of filter usage in their decision-making process. Participants rated their experiences with different filters and shared why they chose or did not choose specific filter types. Lastly, they completed questions regarding their overall impressions of the various filter types they used.

Data Collection

Data was collected through an online survey developed on Qualtrics XM.com. This closed-end survey included demographic questions for age, gender, and location. Participants were asked to share their reasons for using or not using the filters and their sentiments about the content. The survey was disseminated through Snapchat and survey cyrcle.com.

Sample Size Justification

A total of fifty-seven participants completed the survey over three weeks. This sample size is large enough to generate dependable results yet small enough to embody the population of regular Snapchat users utilising AR filters. The demographic information obtained was further used to investigate potential differences in responses based on gender.

Data Analysis

Descriptive statistics were employed to outline the sample characteristics, with means and standard deviations calculated for the study variables. The data was then subjected to a correlation analysis to examine the relationship between the study variables. An open-ended question was included at the

survey's end to identify the significant correlation's underlying factor, allowing participants to provide more detail about their experiences using AR filters and their self-perceptions when using the app. Open-ended responses were analysed to discern recurring themes, which were subsequently coded using content analysis techniques.

The results are discussed in the following sections. The first section describes the demographic profile of the participants. The second section presents the findings of the correlation analysis and the discussion of the research results.

Demographic profile of the participants

Table 1: Participant sample description

Age	%
11-20	53.57%
21-30	16.07%
31-40	12.5%
Above 40	16.07%
Gender	%
Male	13.79%
Female	84.48%
Education	
Doctoral Degree	6.9%
Postgraduate Degree	17.24%
Undergraduate Degree	13.79%
High School	39.66%

The study revealed that most participants were between the ages of 11 and 20, representing 53.57% of the total sample, while only 16.07% were between the ages of 21 and 30. Furthermore, most participants identified as female, comprising 83.93% of the total sample. These findings suggest that filters are most popular among women in the research sample (table 1).

Additionally, the study found that the highest number of participants were high school students, while undergraduate and postgraduate students accounted for 14.29% of the total sample. PhD holders were a minor percentage of the sample, indicating differences in the usage of filters according to education level. These personal information indicators provide valuable insights into augmented reality trends and usage based on the age and education level of the subjects studied (table 1).

Results and Discussion

What are the main reasons why individuals use Snapchat Face Lenses?

The reasons behind using Snapchat filters varied; the results showed that the main reason for using filters was for entertainment (16.90%), followed by enjoyment (14.79%) and fun (14.79%). Other reasons included using filters for comical purposes (7.04%), creating light-hearted or ridiculous content (4.93% and 3.52%, respectively), making content silly (5.63%), gaining more engagement or attention from followers (2.82% and 3.52%, respectively), connecting with followers or feeling closer with others (2.82% and 1.41%, respectively), and feeling more connected with others through filters (4.23%). Additionally, a significant percentage of participants indicated that filters were uncomplicated (7.75%) and required little effort (9.86%). (Table 2)

Table 2: What are the main reasons behind using Snapchat filters in your opinio

	%
I use filters for entertainment.	16.90%
I enjoy using filters.	14.79%
Filters are fun.	14.79%
I use filters because they are comical.	7.04%
To create light-hearted content.	4.93%
To create ridiculous content.	3.52%
To make the content silly.	5.63%
To get more engagement from my friends and followers	2.82%
To draw the attention of my followers.	3.52%
To connect with my followers.	2.82%
To feel closer to others.	1.41%
Filters make me more connected with others.	4.23%
It is uncomplicated to use filters.	7.75%
Filters require little effort to use.	9.86%

These findings are consistent with previous research showing that social media users often use filters for entertainment and self-expression (Gonzales & Hancock, 2011; van der Nagel, 2016). Filters can also enhance the user's perceived social presence and self-disclosure (van der Nagel, 2016).

The study discovered that users engage in a complicated process of visually portraying themselves while virtually altering their appearance in real-time for self-presentational objectives, motivated by their ideal, genuine, and altered selves, with 19.57% confirming that the filters they used had AR features, 17.39% using AR face filters when creating Snapchat content, and 39.13% using AR face filters when interacting on Snapchat. Participants also reported varied feelings while using Snapchat filters, with

42.55% reporting that different filters made them feel differently, 23.4% reporting "No," and 24.04% responding "Maybe." (Table 3& 4)

This finding contrasts with comparable AR research that takes a one-dimensional approach (Jang & Liu, 2019; Rauschnabel, 2018). The study also found that AR overlays are a crucial tool for meaningful online activities from the self-perspective (Rifkin & Etkin, 2019), with users motivated to visually affiliate with other entities through AR filters. The technology can also engage users in causes and raise awareness (Kristofferson et al., 2013).

Table 3: motivations for using AR face filters on Snapchat

	%
The content that I share has AR face filters.	19.57%
AR face filters are part of my Snapchat activity.	17.39%
I use AR face filters when creating Snapchat content.	39.13%
When I interact on Snapchat, I use AR face filters.	23.91%

Table 4: Indication of consumers' feelings while using Snapchat filters. Do different filters make you feel differently?

	%
Yes	42.55%
No	23.4%
Maybe	24.04%

The results suggest that a large majority of the participants, 68%, prefer using Selfie Lenses, Geo Filters 20%, and Ultra Zoom Lenses at 8%. Additionally, a small percentage of participants, 4%, preferred creating their Snapchat filters. (Table 5)

Table 5: Indication of the consumers feeling while using Snapchat filters. Do different filters make you feel differently?

	%
Geo filters (add graphical overlays to your photos if you are at a specific geographical location)	20.00%
Selfie Lenses	68.00%
Ultra-Zoom Lenses.	8.00%
You prefer to create your Snapchat filters	4.00%

The study's findings on the users' motivation to visually affiliate with other entities through AR filters support Rifkin and Etkin's (2019) argument that AR overlays are crucial tools for meaningful online activities from the self-perspective. The study shows that users are motivated to use AR filters for self-

presentation. This aligns with Rifkin and Etkin's assertion that AR technology allows users to express and explore their identities online.

Additionally, the study's findings on the potential of AR technology to engage users in causes and raise awareness align with Kristofferson et al.'s (2013) research on the impact of social media on social activism. The study found that AR filters can motivate users to engage with social causes and promote social awareness. This is consistent with Kristofferson et al.'s argument that social media can facilitate social activism by allowing users to connect with like-minded individuals and engage in collective action. The study's findings support that AR technology can create meaningful and impactful online user experiences.

To what extent does using Snapchat Face Lenses influence users' self-esteem and self-image?

Regarding the participants' feelings about themselves and their appearance when using Snapchat filters, most respondents reported feeling confident (35.42%) and excited (35.42%). Other feelings reported were enthusiastic (25.00%) and proud (4.17%). These results suggest that Snapchat filters positively impact users' self-esteem and confidence. (Table 6)

Table 6: Which type of snapshot filter do you use frequently

	%
Confident	35.42%
Enthusiastic	25.00%
Proud	4.17%
Excited	35.42%

The results suggest that using Snapchat face lenses positively impacts users' self-esteem and confidence, as most respondents reported feeling confident and excited when using the filters. This aligns with Song et al.'s (2016) findings that using social media platforms can enhance self-esteem by giving individuals opportunities to present their ideal selves and receive social validation. Moreover, the study discovered that the main reasons for using Snapchat filters were entertainment, enjoyment, and fun rather than enhancing one's appearance. (Table 2) Using Snapchat face lenses may primarily serve as a tool for self-expression and creative expression rather than as a means of conforming to beauty standards or altering one's appearance to meet societal expectations. These results align with (Lee et al., 2021) results, as lee study found that users engage in a complicated process of visually portraying themselves while virtually altering their appearance in real-time for self-presentational objectives, motivated by their ideal, genuine, and altered selves. Furthermore, the study found that using augmented reality (AR) face filters on Snapchat was associated with greater feelings of social connectedness and engagement with others.

In conclusion, while the use of Snapchat face lenses may have the potential to negatively impact users' self-esteem and body image, particularly if they are exposed to heavily edited or unrealistic beauty standards on social media, the results of these studies suggest that the primary motivation for using these filters is for entertainment and self-expression. Furthermore, using AR face filters on Snapchat may enhance users' social connectedness and engagement with others, potentially positively affecting their self-esteem and self-image.

How do the motives for applying AR face filters impact well-being?

The identified motives for using AR face filters include entertainment, enjoyment, fun, comical purposes, creating light-hearted or ridiculous content, making content silly, gaining engagement or attention, connecting with followers, feeling closer with others, feeling more connected with others through filters, and ease of use, could potentially impact individuals' well-being differently. (Table 2) For instance, using filters for entertainment or enjoyment may enhance positive affect and mood. Using filters to gain attention or engagement may be related to social comparison and potential adverse outcomes such as reduced self-esteem (Vogel et al., 2019). Additionally, using filters to feel more connected with others may enhance social support and psychological well-being (Lee et al., 2021).

The motives behind using AR face filters on Snapchat significantly impact users' well-being. For instance, the results from Table 8 indicate that users mostly use filters to express their true selves (32.08%), communicate what their real life is about (20.75%), and show who they are (13.21%). These findings suggest that users employ AR face filters as a tool for self-expression and self-representation, which is critical for their psychological well-being. Users' ability to represent themselves through filters can also enhance their self-esteem and self-worth.

Table 7: Do you find applying face filters on Snapchat helpful or convenient? And why

Participants responses	%
Yes	21%
No	12%
Sometimes	3%
I do not think it is helpful as some people seem insecure without the filter, which leads them to be less confident	3%
convenient. Using them does not require effort	3%
it is incredible; it gives a better look and enhances my look	3%
They are helpful because they match the era we live in	3%
Sometimes you want to cover your face defaults.	3%
it makes me feel better	12%

On the other hand, using filters for cosmetic purposes, such as making oneself look more attractive or covering up flaws, may negatively impact users' well-being. Lee et al. (2021) found that participants

who used filters to enhance their appearance reported lower body satisfaction and more negative feelings towards their natural appearance. This suggests that filters to attain a specific appearance standard may lead to negative self-perceptions and affect users' psychological well-being.

The results from Table 7 and Table 8 suggest that the motives for applying AR face filters on Snapchat can impact well-being in various ways. For instance, participants who found it helpful or convenient to apply face filters (21%) and those who reported feeling better when using them (12%) may experience a boost in their self-esteem and self-image. Moreover, the reasons reported in Table 8, such as expressing one's true self (32.08%), showing who they are (13.21%), and communicating what their real life is about (20.75%), suggest that applying AR face filters on Snapchat can be a means of self-expression and identity exploration.

Table 8: Do you have a favourite AR selfie filter in SnapSnap? What do you like about it

Participants responses	%
Yes	13%
No	42%
Not really	8%
summer headband makes me feel good	4%
Flower Crown, it feels good when I use it	4%
The dog filter it is makes my pictures better	8%
Paris because it is so natural	8%
Fat face because it is funny	4%
colour scratches, it is a smooth filter and makes me younger.	4%

However, it is essential to note that some participants reported negative reasons for using Snapchat filters, such as covering their face defaults (3%) and feeling insecure without the filter (3%). These reasons suggest that using AR face filters may negatively impact individuals' self-esteem and self-image if they rely on the filters to feel good about themselves or hide their perceived flaws.

Table 9: When I use Snapchat filters, I usually intend to

Participants responses	%
To present my authentic self.	22.64%
To communicate what my real life is about.	20.75%
To express my true self.	32.08%
To show who I am.	13.21%
To show the real me that others do not necessarily know much about.	11.32%
To present my real self.	22.64%
To communicate what my real life is about.	20.75%
To express my true self.	32.08%

To show who I am.	13.21%

Research by Song et al. (2016) found that excessive use of social media, including Snapchat, can lead to negative outcomes, such as increased anxiety and decreased self-esteem. Furthermore, Vogel et al. (2019) reported that using Snapchat filters can lead to comparisons and may contribute to body dissatisfaction. Therefore, the motives for applying AR face filters on Snapchat should be considered when examining their impact on well-being. If individuals use filters for self-expression and identity exploration, the impact on well-being may be optimistic. However, if individuals use filters to cover up their perceived flaws or to conform to societal beauty standards, the impact on well-being may be negative.

Moreover, the convenience of using filters and the ability to alter one's appearance effortlessly may lead to users' dependence on filters and create unrealistic beauty standards. This dependency on filters can impact users' self-esteem and self-worth negatively. Additionally, users who feel insecure without filters and rely on them to feel confident may experience negative feelings when they do not have access to filters. This can lead to reliance on filters for self-confidence, negatively impacting users' well-being.

In conclusion, the motives behind using AR face filters on Snapchat can positively and negatively impact users' well-being. Using filters as a tool for self-expression and self-representation can enhance users' self-esteem and psychological well-being. However, using filters for cosmetic purposes and relying on them for self-confidence can negatively impact users' self-perception and psychological well-being.

Limitation & recommendation

Future research may examine how different filters (such as younger-looking or more mature-looking) affect people's motivation and certain personality factors. Future studies should investigate the effects of applying varying levels of social awareness while employing a face filter.

The UAE was the main objective of this research; future research may examine how AR filters are used differently across cultures. Additionally, the study did not examine the long-term impacts of using filters; a longitudinal research design might help us comprehend how these effects change over time. Future research might compare AR filters on other social media platforms to see whether the outcomes vary by social media type. Such initiatives would help us gain a more profound knowledge of this fascinating technology and its interaction with social media. Finally, the mechanisms by which users choose which of the available face filters they want to change their appearance with should also be explored.

Conclusion

Snapchat blurs the line between pleasurable development communication of daily life and value generation through small-scale self-presenting activities. Although limited in scope, this study provides essential initial evidence that AR face filters have the potential to impact users' well-being and user satisfaction with life positively. Future research should explore the effect of additional AR filter features, such as incorporating additional facial features and the ability to apply effects across multiple images, on user perceptions and experiences. In addition, studies should focus on determining the optimal timing of the filter application and its impact on users" experience and use.

Declaration of Interest Statement

The authors declare that there is no conflict of interest.

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Figures

Fig. 2: Adsmurai. (2022, January 18). Snapchat Lenses: What are They and How Do They Work? [Blog post]. Retrieved from https://www.adsmurai.com/en/articles/snapchat-lenses

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