

**INFLUENCE OF SNAPCHAT FILTERS ON SELF-REJECTION AMONG
YOUNG ADULTS IN NIGERIA**

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Abstract

This study investigates the influence of Snapchat filters on self-rejection among young adults in Nigeria. With the increasing popularity and widespread usage of social media platforms, particularly Snapchat, the impact of augmented reality filters on individuals' self-perception and self-esteem has become a subject of concern. To gather important information for this research, the utilization of focus group discussions (FGD) will be employed. Using the cluster sampling technique eight group interviews were conducted in the Redeemer's University while each department was represented by five participants. Findings revealed that Snapchat is commonly used and prevalent among respondents. Findings also revealed that constant use of Snapchat filters may distort one's perception of their own appearance and may lead to a lack of self-acceptance i.e., self-rejection. In conclusion, Snapchat filters can be a fun and creative way for users to enhance their visual content. However, excessive use of these filters can lead to feelings of inadequacy and low self-esteem. Therefore, it's vital to educate users on the potential downsides and promote self-acceptance to help mitigate the negative effects of Snapchat filters. However, it is essential to encourage self-love and acceptance, regardless of one's physical appearance. Undergraduates should be aware of the potential negative impacts of excessive usage of these filters and understand the importance of self-love.

Keywords: Snapchat filters, augmented reality, self-rejection, self-perception, young adults, Nigeria.

Introduction

Social media and digital technologies play a significant role in contemporary times and are strongly ingrained in society. They make it simple for people to interact with one another and encourage dialogue based on common interests (Hill & Denman, 2016). In all facets of human life, social media has significantly improved communication standards. According Statista (2022), there were 33.07 million social media users in Nigeria, representing a penetration rate of 15.6% of the country's population. Among these users, 69.5% were between the ages of 18 and 34, which is the prime age range for young adults. Regarding specific mobile applications, as of April 2021, Instagram had 7.1 million active users in Nigeria, making it the country's most popular social media platform, according to DataReportal. Additionally, Snapchat had around 3 million daily active users in Nigeria as of January 2021, according to Business of Apps. These statistics suggest that mobile applications such as Instagram and Snapchat are indeed popular among young adults in Nigeria and have contributed to the growth of social media usage in the country. Therefore, the new media revolution made mobile applications such as Instagram and Snapchat easily accessible, especially in Nigeria to young adults.

In several social media platforms, including Snapchat, uploading photographs is an essential feature. Particularly when it comes to publishing one's own photos or "selfies," it is frequently seen as a strategy to increase one's exposure and renown on social platforms. Due to the photo editing and filtering tools offered by these sites, this might potentially lead to an obsessive focus on one's physical appearance (Özgür et al., 2017). Since the beginning of photography, there has been a lengthy history of image modification and retouching (Buckman & Jones, 1990).

According to The Guardian (2019), many individuals have a great desire to improve their appearance, and thanks to contemporary social media platform like Snapchat, it is now easier than ever to edit the images that are posted online. Images that have been altered using airbrushing and cartoon filters could initially seem to be okay. Yet, the continual pressure to improve and perfect looks and pictures on the internet may lead to an obsession with pursuing the perfect image or picture. Social media platforms like Snapchat and Instagram have become leading audiovisual status-sharing mobile applications apart from Facebook and YouTube. Though these mobile applications were released between 2009 and 2011, after 2011, the start of 3G, 4G and 4G LTE mobile technologies have taken these mobile applications to new heights of functionalities and usages (Huang et al., 2012). In the current scenario, Facebook, Snapchat, WhatsApp, and Instagram are very popular among students, and they are using all these applications for different purposes. According to Pantic et al. (2012), It is discovered that there is a link between adolescent Facebook use and depression.

Similarly, Lou et al. (2012) it has been claimed that students who use Facebook frequently tend to experience increased feelings of loneliness. Additionally, research has indicated that using social media can lead to the development of psycho-social issues such as problems with adjustment and self-esteem (Kalpidou et al., 2011). Undergraduate students who use these social networking sites often are more vulnerable to mental health issues and self-rejection. In today's world, it has become the norm to engage in online interactions and self-promotion. It's now commonplace to maintain a web presence and stay connected

with a vast network of individuals through social networking websites, which have become a crucial component of numerous people's everyday routines. The media has recently been focusing a great deal on the topic of narcissism and self-rejection. (Baldwin & Stroman, 2007). According to Kietzmann et al. (2011), excessive use of social media platforms like Snapchat leads to symptoms of envy, anxiety, depression, and self-rejection. Because students are detached from their peer group and the natural world, they cannot understand the difference between fiction and facts (Kietzmann et al., 2011a). Students who cannot cope with their current circumstances take this mediated reality of filters as an escape.

The digital era and new technology have influenced the lives of young adults, especially college students. Applications for social media, which serve a variety of functions, have become an essential part of their life. Nazir (2017) sharing every aspect of one's life and experiences, in Nazir's opinion, poses the extra risk of detracting from rather than enhancing one's sense of self-worth. Mclean et al. (2015) study revealed that adolescent females showed a stronger predisposition toward disordered eating and had worse self-esteem regarding their physical attractiveness while using Photoshop to change their photographs. Understanding the relationship between the desire to manage one's digital identity and self-worth is crucial because it allows for a more in-depth analysis of the factors that lead to young people's rising sense of inadequacy. Particularly troubling are the filters that are readily available and easy to use on Snapchat, which do away with the necessity for Photoshop and the knowledge needed to utilise it. The Snapchat filters that users can access but that viewers on Snapchat cannot see affect how people and their lives are portrayed, which is having a detrimental impact on some people. As individuals become concerned with their looks and feel self-rejection, there is growing worry that the popularity of Snapchat filters and the availability of modified and shared photographs of ourselves are aggravating mental health difficulties. This obsession with appearance is causing significant harm and needs to be addressed. Snapchat filters are digital overlays that can be applied to images and videos taken; they can alter the appearance of a person's face or the environment around them in various ways, such as adding makeup, changing the colour of the sky, or adding virtual objects like hats or glasses.

Some Redeemer's University undergraduates may enjoy using Snapchat filters to self-express or enhance their images and social media content. However, it is also essential to consider the potential negative impacts of relying too heavily on filters and edited images. The risk of creating unrealistic expectations or promoting a distorted view of reality can lead to negative consequences such as body image issues, low self-esteem, and self-rejection. Therefore, there is a need to empirically investigate the influence of Snapchat filters on self-rejection among undergraduates. Examine the prevalence of Snapchat use amongst young adults. Examine the extent to which Snapchat filters usage influences self-rejection among young adults; and investigate the other effect of Snapchat filters usage on Redeemer's University undergraduates.

Literature Review

Adeel et al. (2022) investigated the predisposition from Instagram and Snapchat's Interactive Effect on Narcissism. The study employed a probability sampling method by applying a two-step sampling technique. Initially, universities were selected by using a

simple random sampling technique for the selections of the universities through the Higher Education Commission's category-wise list. A non-probability sampling design is applied to select students, and the students are selected through a purposive sampling technique. The study used a sample size of 569 respondents. The study discovered that beauty filters are application functionalities that enhance facial features and bodily imaging of individuals in a way that they look beautiful compared to their genuine selves. Furthermore, there is a significant relationship between beauty filters and narcissism, whereas most students who use beauty filters fall between 20-25. According to findings, those who use beauty filters for Instagram and Snapchat suffer from narcissism disorder.

Inga (2020) explored how the use of Snapchat filters affects the physical insecurities and self-esteem of young adult females. The study focused on how frequently people utilized the popular social networking site Snapchat. The goal was to investigate how it may possibly affect young adult women's self-esteem, body image, and physical insecurities. The study made use of a pretest-posttest experiment design that included both within- and between-subjects components. Via Facebook, Instagram, Snapchat, and other social media sites, 75 people were recruited for the study. Any female between the ages of 18 and 35 who met the study's criteria for "young adult" status was eligible to participate. The lowest body-esteem values were obtained under the experimental post-test scenario, which did not employ filters. This might be explained by the participants' earlier exposure to an improved and idealized representation of themselves. When examined following the study without any filters, the respondents had the lowest level of body-esteem. This might be as a result of them having previously been exposed to a better and more idealized version of themselves. However, the research found that when the experimental group was no longer shown the beautiful photo of themselves, their scores during the post-test phase drastically dropped.

Gallagher (2017) the influence of social media on teens' self-esteem. This study's objective was to determine whether social media use and self-esteem are related, with a special emphasis on young people who use these sites. The research recruited 130 students from two high schools, who were given two surveys to complete. The first survey aimed to assess their social media usage, while the second aimed to measure their self-esteem. Two variables emerged as being important when all 130 participants were considered: one for evaluating their social media usage and the other for figuring out their degree of self-esteem. A correlation was discovered between self-esteem scores and four different variables, one of which was whether the participants were upset when they did not receive as many likes on their posts as they expected, the information of interest includes whether the individuals utilized social media, if they were removed from the second dataset due to the absence of a social media account, the quantity of likes received on their most recent self-portrait, the average quantity of likes acquired on their self-portraits, and the duration between posting content and checking social media. The findings showed that those with higher levels of self-assurance received more likes on their postings than people with lower levels of self-worth. They also took their time after sharing photos to social media before checking to see how many likes they had obtained. Logically, people with high self-esteem do not have to check their social media immediately, but people with low self-esteem do. Alsaggaf (2021) examined the effects of Snapchat's beautifying filters on self-image and beauty standards using a self-discrepancy framework. This study explores the problematic

aspects of Snapchat's beautifying filters by examining the responses of Saudi women to these filters and their perceptions of self-beauty. A broad spectrum of reactions can be observed, ranging from contentment to feelings of incongruity with oneself. This study enhances the current body of research on Snapchat filters by examining the experiences of users from Eastern regions. By utilizing the self-discrepancy theory, the research demonstrated how the perceived differences between a person's real and desired selves, as represented in facial images edited with Snapchat filters, can affect both beauty standards and emotional responses. The research demonstrates how filters can provide a temporary increase in confidence and happiness, but also how they can result in self-disclosure that negatively affects certain women. A qualitative research approach was employed in the study, which involved conducting online interviews with ten Saudi women. The study highlighted how personality, attractiveness, self-assurance, and conviction play a significant role in determining the magnitude of the impact. According to the findings, women had differing views on how filters impacted beauty standards, with some perceiving them as amplifying existing standards while others felt that filters promoted new standards, leading them to enhance their natural features to conform to an idealized appearance. Based on this research, Snapchat filters are deemed to be somewhat synthetic, unappealing, and warped.

Snapchat Use among Young Adults

The emergence of technology and digital platforms has caused substantial shifts in human interaction and greatly influenced social relationships through the use of social networks. The adoption of communication tools such as text messaging, social media, and temporary social media platforms has been instrumental in driving this change. Gen-Z has integrated technology into their daily routines in an unparalleled manner. It has become a routine aspect of their existence (Desai & Lele, 2017). Taking, viewing, and sharing modified photographs of ourselves promotes a focus on how we appear to others, leading to a mental health crisis.

Tankoveska (2021) observed a global surge in the utilization of the Snapchat platform in recent years. Snapchat is a highly popular social and photo-sharing application that is known for supporting temporary or fleeting forms of communication. Snapchat is an app that enables users to send pictures and videos in a one-on-one messaging format. Every day, Snapchat has approximately 150 million users who collectively watch 800 hours of videos per second. However, messages sent on the platform vanish after a few seconds. One of Snapchat's numerous features allows users to send stickers and create stories. This application is widely used by Millennials and teenagers and can be accessed on both Android and Apple platforms. According to Aamir and Hayat (2022), Snapchat users are presently sending approximately 50 million snaps on a daily basis. Snapchat unveiled a story function in 2013, which allows users to share a sequence of images adorned with filters to their friends. The friends can access and view this story for a limited period of 24 hours. Snapchat launched a chat function in 2014, followed by the introduction of advertising on the platform that same year. Subsequently, advertisements began to appear in users' recent updates. Snapcash was launched in November 2014, enabling Snapchat users to receive funds directly into their bank accounts.

Snapchat launched Lenses, also called face filters, in 2015 (Barker, 2020), which have since then become popular for users to improve their looks and portray their desired image. According to Pew Research Center, these filters alter various aspects of the face such as reshaping the nose and jawline, enlarging the eyes, brightening and smoothing the skin, eliminating flaws and imperfections, implementing virtual makeup and accessories, modifying the photo's hue, or introducing cartoon elements. In 2015, 41% of teenagers aged 13 to 17 used Snapchat, a social media platform with more than 166 million daily users. In 2015, 41% of teenagers aged 13 to 17 used Snapchat, a social media platform with more than 166 million daily users. According to Yue et al. (2017), social media platforms like Snapchat are likely to impact people's self-worth as individuals may associate their self-esteem with their appearance or how they present themselves through selfies and images on such platforms.

Snapchat Filters Usage and Self-esteem

It's crucial for people to realize that filters and manipulated images may not present a precise depiction of reality, and to utilize them in a responsible and conscious manner. Snapchat allows users to utilize beauty filters to alter their appearance, potentially increasing their perceived attractiveness to themselves and their followers. Despite initially emphasizing private messaging between friends and family, Snapchat has evolved to provide a range of features and functionalities. People currently utilize it to exchange brief videos and pictures, applying the available filters, and, significantly, explore content (Tillman, 2021).

Individuals have the ability to follow particular accounts that pique their interest and receive updates from them. This allows them to stay informed about the activities, meals, outfits, and destinations of others. According to Snapchat Support (2021), the "Discover" section of the app features a range of content including stories from publishers, creators, Snap Stars, the community, sponsored stories, and other forms of content. By keeping the information up to date with current events and situations, this page serves as a news feed. Welch (2017) pointed out that Snapchat brought attention to genuine concerns when The Royal Society's #StatusOfMind report for Public Health (RSPH) and the Young Health Movement classified it as the second most detrimental platform for mental health. In the same vein, the use of image-based features and filters in apps such as Snapchat can create a significant sense of vulnerability and social disconnection among its users. Due to the fact that many young adults who use social media platforms shift their attention away from communication and towards their physical appearance, they may be at risk of developing body dissatisfaction and disordered eating (McLean et al., 2015). The extent to which users of such image-based platforms are invested in appearances online. It's possible that some of these users are not familiar with the misleading filters and photo editing apps that are commonly used, and as a result, may become distressed about their self-image without realizing they've fallen into a trap (Alsharif et al., 2022). The rise in availability of social media and its associated applications such as Snapchat has introduced a new age where people are able to manipulate their pictures in various ways to enhance their appearance before uploading them online. This has resulted in a spread of lowered self-confidence and self-acceptance. According to Soussi (2021), filtered images are prevalent and have a negative impact on users' self-perception, leading them to develop a distaste for their actual

physical appearance. Due to their frequent use of filters, individuals develop a distorted perception of themselves, leading to a gradual development of low self-esteem and self-rejection issues. Additionally, according to May (2018), these individuals aspire to resemble the altered images in real life, which may seem unattainable and often results in self-denial. They prioritize fulfilling their self-worth by modifying themselves to mirror the flawless, edited images.

Theoretical Framework

Uses and Gratification Theory

The theory of Uses and Gratifications suggests that individuals who use media and technology are purposeful, self-conscious, and engaged in their activities (Katz et al., 1973). Within this framework, Katz et al. (1973) classified eight different categories of uses and gratifications, including passing time, social interaction, companionship, escapism, enjoyment, relaxation, information seeking, and excitement.

Narissra et al. (2017) make a significant contribution to the Uses and Gratification theory by highlighting the notion of an active audience that actively consumes media content with a specific purpose in mind, rather than merely receiving it passively. Since the inception of the Uses and Gratification theory almost 80 years ago, there have been remarkable progressions in media and technology, leading to a plethora of additional choices for consumers in terms of media and technology options (Ruggiero, 2000).

Vaterlaus et al. (2016) suggested that when it comes to satisfying their needs, technology consumers tend to associate gratification with certain technological choices, thereby creating a competitive environment between various technology sources. Instead of utilizing Uses and Gratification Theory as a framework, previous research has tended to concentrate on examining specific features of Snapchat usage and applying individual concepts of the theory.

According to Roggiro (2000, p. 28), the Internet has the potential to bring about a significant transformation in personal and societal roles, as well as media consumption practices, and is considered a major technological advancement with this capability. The emergence of social media platforms like Snapchat, coupled with increased Internet accessibility, lends credence to the aforementioned forecast. Furthermore, scant investigation has been carried out to ascertain the commonalities and variances in gratification derived from Snapchat usage, particularly with regards to gender (Vaterlaus et al., 2016). The previous investigation on social media and Uses and Gratification Theory identified four typologies which can be classified as: 1) Passing time, Escape, and Relaxation; 2) Enjoyment and Excitement; 3) Information; and 4) Companionship and Social interaction. Although technology has advanced, the underlying needs that users aim to fulfill are probably more stable over time.

According to Katz et al. (1973, p. 514), individuals who are highly engaged with media tend to choose media content based on their personal needs, exposure to media, and the social environment. During young adulthood, individuals typically strive to achieve greater independence from their parents while still maintaining a connection with them, as noted by Zimmer-Gembeck and Collins (2003). Additionally, many individuals in this age range choose to pursue higher education by enrolling in institutions of higher learning, according to the National Center for Educational Statistics (2015). During the phase of transitioning

into adulthood, social media may serve as a means for young adults to fulfill their desire for social and familial ties.

Methodology

Procedure

To gather important information for this research, the utilization of focus group discussions (FGD) was employed. As stated by Brandl et al. (2018), FGDs offer numerous advantages such as being a cost-effective method, promoting the divulgence of particular details that cannot be obtained through surveys, and enabling the collection of attitudes and opinions. Obtaining feedback on particular topics can be achieved through this approach. Similarly, Kruger & Casey (2002) advocate for focus groups as a cost-effective, swift, and efficient alternative to interviews for gathering insights from numerous individuals. Interviews are comparatively more time-consuming and expensive. Focus groups offer the benefit of being a socially-oriented setting that facilitates discourse and interaction among its participants.

Using the cluster sampling technique eight group interviews were conducted in the Redeemer's University. This department is composed of eight groups that correspond to the eight faculties: Management Sciences, Natural Sciences, Law, Humanities, Social Sciences, Basic Medical Sciences, Built Environmental Studies, and Engineering. Thirty-two respondents were selected through simple random sampling from eight departments: Nursing, English, Mass Communication, Banking and Finance, Biochemistry, Law, Computer Science, and Estate Management. Each department was represented by five participants. During the introductory sessions of the focus group discussion, the respondents were informed about the purpose of the method and the study's objectives were explained in detail. The focus group sessions were carried out in the English language and had a duration of around 40 to 45 minutes.

Measurements

By implementing a structured FGD guide, the focus group sessions were standardized with a consistent framework. The article's supplementary material includes a set of crucial inquiries. The moderator initiated the interview by asking the respondents about their frequency of using Snapchat. The purpose of this question was to encourage discussion among all participants and gain a general understanding of how they utilized Snapchat. The intention was to exclude this particular question from the study; however, a general introductory question was posed to the participants to elicit their reasons for using the Snapchat application. The purpose of this question was to ensure that the respondents had a clear understanding of the study topic.

Data analysis

After looking over the transcripts, two researchers decided that the data was saturated. The researchers identified each response supplied by the respondents and assigned each response with a code using an open coding process. The researchers then used their thematic commonalities to link the many codes discovered during the coding procedure. Through discussion, the researchers identified recurring themes from the data connected to the study's goals. The codes were organised based on several thematic areas that could address the study objectives. After that, the transcripts of each focus group discussion were

reread to ensure that each response had been correctly coded. The data in the results below are presented following how respondents felt about the Snapchat Filters on Self-Rejection Among Undergraduates. **Ethical procedures**

Respondents were given a fact sheet with more details about the objectives and methods of the study before the interview. The researcher briefed the students on the information contained in the fact sheet and underlined that their participation was optional, that they were not required to respond to all of the researcher's questions, and that they might leave the interview at any time. The processing of the students' responses was guaranteed to remain anonymous.

Result

The prevalence of Snapchat usage amongst Redeemer's University undergraduates

How often do you use Snapchat?

The first common theme from the focus group conversations was that respondents really make use of Snapchat as a medium to communicate and keep up with friends. According to the respondents, they basically make use of Snapchat to chat and communicate with friends to have fun, while some make use of Snapchat to capture moments whenever they are out for fun and send it to their friends. While some of the respondents disclosed of not really buying into Snapchat.

F1R1: I use Snapchat almost every day! It's my go-to app for sharing funny pictures and videos with my friends and keeping up with their lives.

F4R4: Personally, I use Snapchat almost every day to keep in touch with my friends and share updates about my life.

F3R2: *Omoor*, in terms of frequency, I would say I use Snapchat multiple times a day, as I enjoy snapping photos and videos throughout the day and sending them to my friends.

F8R2: Well, I try to limit my usage of Snapchat, but I still find myself checking it a few times a day, especially when I receive notifications from my friends or when I want to post something.

F6R1: I so much love social media *ehn*, so I use Snapchat regularly to stay connected with my friends and followers, and I typically post on the app at least once a day.

F7R4: To be honest, I'm pretty addicted to Snapchat, and I find myself using it for several hours a day, especially when I have some free time to kill.

From the discussions, respondents revealed that they do make use of Snapchat for their daily pleasure and to keep up with friends. Aside some respondents that seems to differ from the most of the respondents.

F5R3: Honestly, I don't use Snapchat very often. Maybe once or twice a week, mostly to keep up with what my friends are doing which is not every time *ganseff*.

F2R4: To be honest, I used to use Snapchat a lot more frequently than I do now. Lately, I've been more focused on school and other activities, so I hardly touch the app these days.

F8R3: I'm not a big fan of Snapchat, so I don't use it very often. But I still have it on my phone *shaa* in case I want to send a snap to someone.

The extent to which Snapchat filters usage influences self-rejection among Redeemer's University undergraduates.

The second theme that emerged from the discussion is the extent to which Snapchat filters usage influences self-rejection among Redeemer's University undergraduates. Respondents indicated to often make use of Snapchat filters to enhance the beauty of their

photos and videos. Some respondents revealed that using Snapchat filters often gives room for fun and creative effects to a particular photo. Some indicated that they often use Snapchat filters because it gives them confidence.

F3R4: I can tell you that I use Snapchat filters quite often and it's quite popular among its users, I mean among we younger generations like myself, as for me shaa it allows me to add fun and creative effects to my photos and videos.

F5R2: I use Snapchat filters every day tho, I can also tell you that many people use them frequently (for example my friends), often on a daily basis. With the wide variety of filters available on the app, from funny face swaps to different cartoons showing on your picture or video (augmented reality overlays), Snapchat filters have become a staple of social media culture.

F6R1: Oh my gosh, I use Snapchat filters quite frequently, I use Snapchat filters all the time!

F1R4: Honestly, I use Snapchat filters whenever I want to add a little fun or creativity to my snaps. But it really depends on my mood shaa and what I'm trying to convey in my snap.

F7R1: I use Snapchat filters pretty regularly, at least a few times a week.

F2R3: Yes, I use Snapchat filters quite often, maybe a few times a week. It makes me feel so much more confident when I use Snapchat filters.

To further know the extent of Snapchat filter usage, from the discussion respondents feel more confident when using Snapchat filters compared to when their ordinary photo. Furthermore, respondents disclosed that they've posted pictures on social media using a Snapchat filter that they wouldn't have posted without the filter. Respondents further stated that Snapchat filters can really enhance the look of a picture, and it can be tempting to use them to make oneself look better or more attractive.

F8R1: There have been so many times where I wasn't feeling my best, but then I used a cute Snapchat filter and felt so much better about the picture.

F4R3: I'm not usually one to post a lot of pictures on social media tho, but when I do, I almost always use a Snapchat filter to make sure it looks good, *never to be caught unfreshnaw*

F3R4: Honestly, I don't think I've ever posted a picture on social media without a Snapchat filter. I must *shaa* use filters because what is now the fun in snapping on Snapchat without making use of filters.

R6R1: I have definitely used Snapchat filters to hide imperfections or blemishes that I wouldn't have wanted to share on social media otherwise.

F2R2: Honestly, there are times where I don't even recognize myself in a picture without a Snapchat filter, so I always feel like I have to use one to make sure I look good.

F5R4: I would say I'm definitely more likely to post a picture on social media if I have a Snapchat filter on it, just because I feel like it looks better and more put-together that way. From the discussion, respondent revealed that they are quite guilty for not being able to post a picture with Snapchat filter. For instance, F8R3 mentioned that she's guilty of using Snapchat filters to make herself look a little more glamorous or put-together than she is in real life.

The effect of Snapchat filters usage on Redeemer's University undergraduates.

The last theme that emerged from the discussion was effect of Snapchat filters usage on the respondents. Respondents identified that the usage of Snapchat filters can have various effects on users. Some of these effects can be positive, while others can be negative. Respondents revealed that Snapchat filters can be a fun and creative way for users to express themselves and enhance their photos and videos and these filters can help them feel more confident and playful, and can also encourage them to be more creative in their social media interactions. However, some of the respondent expressed that the excessive use of Snapchat filters can also have negative effects. For instance, some users may feel pressure to look a certain way or to conform to certain beauty standards, which can lead to feelings of insecurity and low self-esteem.

F3R1: I definitely think Snapchat filters create unrealistic beauty standards. People are using these filters to completely alter their appearance, from smoothing out their skin to changing the shape of their face. It's not realistic, and it's setting a standard that's impossible to live up to. It's especially tough for younger people who are still figuring out their own self-image. They see these filtered images and think that's what they're supposed to look like, when in reality it's just a digital alteration.

F1R1: To be honest, I do think Snapchat filters can contribute to unrealistic beauty standards, but I don't think they're the sole cause.

F3R2: There are so many factors that go into our perceptions of beauty, from media representation to societal pressures and all these create unrealistic beauty standards. I also think it's important to recognize that filters are just one piece of the puzzle, and to focus on building a more diverse and inclusive definition of beauty that celebrates all different types of appearances.

F4R2: *Lowkey*, I have experienced self-rejection and low self-esteem after seeing myself without a Snapchat filter. I think it's easy to get wrapped up in the idea that we need to look a certain way to be beautiful or accepted.

F5R4: *Kaii*, there have been times when I've looked at myself in the mirror without a Snapchat filter and felt really self-conscious about my appearance. Unfortunately, I think it's easy to get caught up in the filtered versions of ourselves that we see on social media.

F1R3: Absolutely, I think Snapchat filters can be really harmful when it comes to self-image. There's already so much pressure on undergraduates to look a certain way, and these filters just add to that.

F6R4: There have been times when I've felt really less of myself and about my appearance after seeing myself without a Snapchat filter. But I think it's important to remember that everyone has their own unique beauty, and that we shouldn't compare ourselves to others.

F7R2: Snapchat filters can definitely have a negative impact on self-image like seriously. Social media has become such a big part of our lives, and it's easy to get caught up in the filtered versions of ourselves that we see online.

F1R4: See ehn, Snapchat filters can have a negative impact on self-image. I mean like all these filtered images could lead to feelings of self-doubt and low self-esteem.

F6R3: Through Snapchat ehn, we often prioritize curated and filtered images over authenticity, leading to a distorted view of reality. It's easy to compare ourselves to others and feel like we don't measure up.

F1R2: I would love to say that the constant pressure to present a perfect image on social media can be overwhelming and all these things lead to self-rejection to self-doubt and low self-esteem.

Discussion

The first objective examined the prevalence of Snapchat usage amongst Redeemer's University undergraduates. Findings revealed that Snapchat is commonly used and prevalent among respondents. The findings from this study agrees with Tankoveska (2021) which assert that the Snapchat platform has witnessed an increase in use worldwide in the last few years. Findings from this study also revealed that the prevalence of Snapchat usage among respondent is due to the communication involved and the fun of it and this finding is in line with Tankoveska (2021), as he opines that around 150 million users use Snapchat daily; users collectively watch 800 hours of videos every second, while messages sent on Snapchat disappear after several seconds.

Furthermore, the second objective examined the extent to which Snapchat filters usage influences self-rejection among Redeemer's University undergraduates. Findings revealed that constant use of Snapchat filters may distort one's perception of their own appearance and may lead to a lack of self-acceptance i.e. self-rejection. Furthermore, respondents attested that the use of filters may contribute to the spread of unrealistic beauty standards and may perpetuate harmful stereotypes of oneself. For instance, some filters may lighten one's skin tone or exaggerate certain facial features, which can reinforce harmful beauty standards that prioritize Eurocentric features. The findings from this study corroborates with (Barker, 2020) opinion that filters have been widely used to enhance people's appearance and present their ideal selves.

The last objective investigated the other effect of Snapchat filters usage on Redeemer's University undergraduates. According to findings, respondents confessed that though Snapchat filters offer a creative and enjoyable means for users to express themselves and elevate the quality of their visual content and these filters have the potential to boost users' confidence and encourage them to explore their creativity on social media. Nonetheless, some of the respondents highlighted the potential downsides of excessive usage of Snapchat filters. It was noted that some users might feel compelled to adhere to specific beauty standards, leading to feelings of inadequacy and low self-worth. To justify this findings Soussi (2021) laid emphasis that filtered images are widespread and interfere with users' perception of themselves, making them dislike their real-life appearance and filtered images could lead to feelings of self-doubt and low self-esteem.

Conclusion and Recommendation

In conclusion, Snapchat filters can be a fun and creative way for users to enhance their visual content. However, excessive use of these filters can lead to feelings of inadequacy and low self-esteem. Therefore, it's vital to educate users on the potential downsides and promote self-acceptance to help mitigate the negative effects of Snapchat filters.

Based on the findings that excessive use of Snapchat filters can have negative effects on undergraduates leading to self-rejection, the researcher therefore recommended that; undergraduates should be encouraged on moderation in the use of Snapchat filters and they should be mindful of how frequently they use these filters and take breaks when necessary. However, it is essential to encourage self-love and acceptance, regardless of one's physical

appearance. Undergraduates should be aware of the potential negative impacts of excessive usage of these filters and understand the importance of self-love.

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