

Face Off: Exploring College Students' Perceptions Regarding Face Filters on TikTok

Media Watch

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Abstract

This study analysed college students' perceptions of body image on TikTok, specifically regarding face filters. Undergraduate college students ($N = 508$) completed an online survey focused on their perceptions of face filters, cultural beauty standards and the role of social media in reinforcing beauty industry pressures on users. This cross-sectional data set was analysed to explore which face filter features were most frequently reported by respondents and what cultural beauty standards college students perceive as most salient. Findings suggest that emerging adults are susceptible to cultural beauty standards and may utilise face filters to cope with the pressure to have an idealised look rooted in Eurocentric features. Theoretical implications and recommendations for future research are discussed.

Keywords

Body image, image fixation, face filters, social media, TikTok