Do filters and pose in selfies have an effect on cosmetic procedures

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Background: the perceptions of beauty have changed, and technology has supported that by creating applications that alter photos to meet the ideal beauty standards. The wide availability of photo-editing tools can do more harm than good since it has been observed by plastic surgeons who have seen patients requesting to look like their filtered pictures.

Objectives: The aim of this study was to assess the effect of filtered selfies and posing preferences on seeking cosmetic surgery in Saudi Arabia.

Methods: An online questionnaire was distributed randomly among 653 participants in Saudi Arabia between May and July 2018. The survey included questions about demographics, the use of social media, selfie habits, using filters, previous cosmetic procedures and their relations to selfies.

Results: Most of our participants were females (74.9%), singles (59.7%), Bachelor's degree holders (71%), with a monthly income of less than 5,000 SR (60%). Social media was used by 98.3%, and selfies were taken by 93.4%, with the frontal view being preferred by 58% of them. 37.8% of those who took selfies wanted to have a cosmetic procedure because of selfies, with 85% of them being females and 60% of them using filters. \( r=21.149, p<0.001 \). 53% of subjects who wanted to do cosmetic surgery, preferred the frontal view \( r=6.627, p=0.010 \). The decision to do a cosmetic procedure was significantly correlated to frontal view selfies.

Conclusion: Our study suggests that seeking cosmetic surgery in our country is linked to the use of filters and posing preferences.