



Filtered Realities: The Impact of TikTok Beauty Trends on Body Dysmorphic Disorder in Young Adults

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Abstract

The rapid rise of social media particularly TikTok has reshaped how young people perceive beauty and body image. TikTok’s algorithm-driven content and viral beauty trends often promote unrealistic and highly filtered appearance standards. This study examined how such trends affect the psychological well-being of young adults in Pakistan, specifically in relation to Body Dysmorphic Disorder (BDD). Using a cross-sectional survey design, data were collected from 200 university students aged 18–25 in Lahore, Karachi, Islamabad, and Peshawar through convenience sampling. Participants completed the Appearance Anxiety Inventory (AAI) and a TikTok usage questionnaire. Descriptive statistics, Pearson correlation, and linear regression were applied. Results indicated a significant positive correlation between exposure to TikTok beauty trends and BDD symptoms ($r = .58, p < .001$). Regression findings showed that TikTok trend involvement explained 34% of the variance in BDD scores, demonstrating strong predictive influence. The study highlights the harmful psychological effects of prolonged exposure to idealized beauty content, including increased appearance anxiety and distorted self-image. It recommends implementing digital media literacy programs and mental health prevention strategies in educational institutions. The findings underscore the urgent need for further research on social media’s psychological impact on body image in developing countries with limited awareness and mental health resources.

Keywords: TikTok, Body Dysmorphic Disorder, Beauty Trends, Adolescents, Pakistan, Social Media, Body Image

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Introduction

The rise of the popularity of short-form video-sharing, such as TikTok, has had a significant impact on the approaches to the beauty standards used by adolescents and young adults. TikTok was introduced in 2016 by ByteDance, TikTok has reached billion active monthly users globally (Statista, 2024) and feels its impact on the culture of different countries. In Pakistan, TikTok has gained wide popularity among 16-25 years old where its content usually focuses on fashion, fitness, makeup, and glow-up transformation. As much as such videos can be entertainment and the platform of self-expression, they also give unrealistic and undergoing beauty standards which can lead to some psychological disorders like Body Dysmorphic Disorder (BDD).

Body Dysmorphic Disorder is a severe mental disorder that is attributed to the excessive preoccupation of an individual with the perceived blemishes to the physical appearance that are usually too insignificant or are not apparent to the others (Phillips, 2004). Because Tik Tok is now ruled by coded, edited, and algorithm-enhanced beauty content, consumers, especially adolescents and young adults, risk internalizing skewed beauty ideals and becoming more body-dissatisfied (Fardouly & Vartanian, 2021). Beauty enhancing filters, popular cosmetic regimes, and algorithmic incentives on appearance-based content mostly heighten the danger of symptoms of BDD amongst the youth.

BDD is characterized by the DSM-5-TR and diagnostic and statistical manual of mental disorders, fifth edition-text revision (DSM-5-TR) as the preoccupation with the perception of one or more defects in physical appearance not observable by others or perceived as minor. Patients with BDD engage in repetitive actions (e.g., looking at the mirror, picking at the skin) or thoughts (e.g., comparison to other people) to alleviate their concerns with their appearance (APA, 2022). BDD results in major disabilities in social, career, and educational activities and is also accompanied by excessive sadness, dread, and suicidal thoughts (Veale et al., 2016).

During the teen years the reasoning that BDD is based on intensifies due to the self-conscious and social comparison that adolescence brings with it (Fardouly & Vartanian, 2021). The accessibility of TikTok beauty content in this vulnerable period can compound feelings of susceptibility to BDD, especially among people living in societies that place a lot of emphasis on beauty as a form of social identification, e.g. in Pakistan.

TikTok and Filter Culture

The algorithm of TikTok tends to boost the popularity of the content that attracts a lot of engagement, which also often includes videos of conventionally attractive people. A broad variety of AI-based beauty filters also allow altering the facial shape, skin color, and other characteristics without the knowledge of TikTok users (Keles et al., 2020). Such a culture of a filter makes the expectations of unrealistic beauty the norm and earns likes, comments, and followers.

Several investigations point to the fact that adolescents who receive exposure to idealized beauty content in social media outlets develop body dissatisfaction and appearance-related anxiety (Tiggemann & Slater, 2022; Kleemans et al., 2021). TikTok, with its hyper-visual nature and the algorithmic boosting it provides, can be even more effectual in the forming of an idea of a desired body image than Instagram or Facebook were, in the past.

Social Comparison and Adolescents' Vulnerability

As put forward by Social Comparison Theory (Festinger, 1954), people assess themselves by comparing them to others. Adolescence is the most vulnerable stage as it is the time when people learn to make upward social comparisons (i.e. comparing themselves to others who

appear more attractive). Such an action is closely correlated with low-self-esteem, appearance anxiety, and BDD symptoms (Fardouly et al., 2015).

Adolescents in Pakistan are worried about appearing in the societal views, marriageability, and social status, conditions in which they are bombarded with conflicting needs by the family unit and social media. Take, for example, that fair skins, slim bodies, and some facial characteristics have been idealized, and youngsters try to achieve that impossible form. These ideals become reinforced by Tik Tok trends such as a fox eye look, glow-up videos, and filters on skin whitening (Mahmood & Iqbal, 2020).

Cultural Context in Pakistan

The cultural, religious and media factors contribute to the body image issues in Pakistan. Globalized media content enhances the traditional South Asian beauty ideals (e.g., fair skin, sharp features, long hair). Studies have revealed that exposure to those contents in Pakistan results in body dissatisfaction and mental disturbance more among females (Mahmood & Iqbal, 2020).

Moreover, the concept of talking freely about mental health and body image remains stigmatized in numerous regions across the nation. Adolescents and young adults having BDD symptoms do not consult anyone, which leads to long-term psychological effects. The rising popularity of TikTok among young people of Pakistan could be a passive factor that is introducing this new mental health epidemic. The algorithm of TikTok further strengthens the choices of the users by displaying them correspondingly. An adolescent user who views or favors commercials on beauty hacks or cosmetic surgery is bound to see more of such. Such an algorithmic cycle may form an obsession of beauty that forms a swamp of dissatisfaction with real appearance (Nesi, 2020).

Besides, there are numerous adolescents and young adults who consider TikTok to be a format of receiving social validation. Filters and beauty enhancement stop being the means of self-expression, but of social survival. Validation through likes and follower numbers has the potential of establishing filtered beauty as the standard, therefore distorting the self-perception of the adolescents and young adults (Nesi, 2020).

Emerging Psychological Concerns in Pakistan

The latest research developed in Pakistan indicates growing cases of depression, anxiety, and dissatisfaction with the body in adolescents and young adults, particularly when they use social media regularly (Younas et al., 2023). Nonetheless, there is a critical gap in the research since very little information is present on TikTok and its contribution to BDD in Pakistani young adults.

Because of the availability of smartphones, affordable internet plans, and idolization of Instagram influencers, the youth of Pakistan is deeply lost into filtered realities. However, not many psychological tests or preventive therapies have been applied to this situation.

Literature Review

The issue of body images is a long-term research subject as part and parcel of adolescent and adults' mental health. The culture of using social media platforms that are locally rampant in the digital age has remarkably altered how the youths perceive, compare and judge themselves about physical appearance. Such mediated reality on Instagram, Snapchat, and Tik Tok promotes an ideal beauty that cannot be achieved, making it glamorous (Holland & Tiggemann, 2016). Repeated consumption of such distorted representations may foster dissatisfaction, anxiety and eventually feed the body-related psychopathology, e.g. Body Dysmorphic Disorder (BDD).

Body Dysmorphic Disorder (BDD) is an extreme mental disorder that is characterized by being obsessed with defects that one feels he or she has physical/ bodily (Phillips, 2004). These defects are mostly minor or even hypothetical, yet they lead to significant psychological sufferings and to complications in the day-to-day activity. Younger adolescents and adults who are generally themselves more prone to external influences and social comparison because of their developmental stage are also at a greater risk of developing BDD with exposure to the imagery of ideal beauty in any especially social media (Veale et al., 2016).

With social media, the sites offer a different atmosphere where the only way you can feel good about yourself is when you receive likes, comments and shares. Let alone the pressure to meet certain beauty standards is augmented by these features and filters, as well as editing tools (Holland & Tiggemann, 2016). Specifically, TikTok has viral videos with beauty challenges, as well as algorithm-based content, which is why it is such an influential source of affecting body image in adolescents. The study has shown that the use of social media and negative body image effects is highly dependent on many cultures and populations. As an example, Fardouly et al. (2021) state that the higher the exposure to the appearance-oriented content was in Australia and related to adolescent girls, the bigger the body dissatisfaction was. On the same note, Piko and Varga (2022) found that youth had a positive correlation between self-objectification and appearance anxiety and social media exposure among the Hungarian youth.

Tiggemann and Slater (2022) also pointed out that TikTok allows the effects of upward social comparison to take part with high levels of dissatisfaction and appearance preoccupation. As observed in the study, short-form videos usually feature over-filtered beauty routines, cosmetic procedures and transformation videos, all of which promote impossible beauty ideals. It was found in a Dutch study by Kleemans et al. (2021) that beauty filters and editing software exposed more adolescents to beauty ideals and contributed to their body dissatisfaction and desire to internalize beauty ideals. In another research study conducted by Keles et al. (2020), it was noted that adolescents who regularly followed social media influences had greater depressive symptoms, poor self-esteem and body shame.

Schneider et al. (2021) studied in the United States how TikTok affects BDD symptoms and discovered that the more often one uses the application, especially exposure to beauty-related content, the greater are the BDD symptoms and appearance-checking habits. The results have shown that social media such as Tik Tok are visual stimuli to individuals who already have the tendency to BDD or appearance anxiety. Griffiths et al. (2018) explored muscle dysmorphia among male adolescents who watched fitness matters concerning Instagram and YouTube. The findings showed that the media images of perfect bodies contributed towards inappropriate levels of exercise, supplementation and dissatisfaction indicating that body image disorders are not confined to females.

Although findings of researches on social media and body image have been accomplished all over the world, so has it become evident that Pakistan studies on the same concern are increasing. Mahmood and Iqbal (2020) had investigated the correlation between media exposure and body dissatisfaction in a study of the Pakistani university students. The research revealed that such an experience (frequent exposure to beauty content, primarily on Instagram and TikTok) related to the case of appearance anxiety and low self-esteem (Ali, Abrar, & Gul, 2025).

The study by Younas et al. (2023) explored the problems of depression and body image among adolescents in Lahore, and its results revealed that over-usage of social media and the COVID-19 lockdown worsened the psychological issues. The research focused on adolescents

experiencing more levels of body dissatisfaction caused by how they encountered beauty influences or followed beauty trends.

In Islamabad, Zafar et al. (2021) conducted a study on college students with regard to social media usage and its implication to mental health. The analysis showed a close correlation between screen time, preference of content related to appearance and anxiety, depression, and self-hating symptoms. Interestingly the study observed that both genders apparently were affected but the themes of the content were different as far as the genders were concerned. Riaz and Amjad (2022) conducted another study among female university students and established that TikTok users and participants of beauty challenges had stronger appearance comparison and dissatisfaction. The authors referred to media literacy interventions to deal with the abusive impact of social media on mental health in Pakistan.

Although these new discoveries are made, little research has been done concerning TikTok and its peculiarities including short videos, filters of beauty, and their direct involvement in the emergence of BDD among Pakistani young people. This study is meant to fill this gap.

Theoretical Framework

There are a number of psychological frameworks explaining the processes that social media has on body image and BDD. According to the Social Comparison Theory (Festinger, 1954), people calculate their social and personal value in regard to their comparison with others. TikTok causes people to constantly see ideal images of lifestyles and looks that have been curated. Adolescents are more prone to experiencing upward social comparison since they are especially vulnerable to peer evaluation, which results in their inadequacy and self-appraisal (Fardouly et al., 2015).

According to the Objectification Theory (Fredrickson & Roberts, 1997), females are socialized in such a way that makes the opinion of an outsider about their body an inner reality. The result of this self-objectification is constant attention, embarrassment and fear. Such a site as Tik Tok stimulates this process even more, making it prone to BDD, especially in women. Uses and Gratifications Theory (Katz et al., 1973) offers a pretext as to the reasons why adolescents resort to such platforms as TikTok. The satisfaction that they get in forms of entertainment, identity creation and social authorization may cement negative behaviors of consumption. As soon as beauty trends and filters start to serve as a means of earning approval, they can make adolescents believe they should adhere to unrealistic beauty standards, increasing the risk of BDD.

Research Gap

The literature reviewed shows that there was a consistent and obvious connection between social media exposure and body image issues. According to global and Pakistani studies, social apps such as TikTok are contributing greatly to the process of creating beauty standards among the younger generations. Nevertheless, the attention of the research world has not been raised by the analysis of the peculiarities of TikTok, including its algorithm, viral trends, and beauty filters in the context of clinically defined conditions such as Body Dysmorphic Disorder particularly in Pakistani adolescents.

The purpose of the current study is to understand as well as establish the connection between TikTok beauty patterns and the symptoms of BDD through standardized measures as the popularity of TikTok is growing in Pakistan and there are no specific interventions to reduce the problem, nor are there any awareness programs. These results will be useful in developing culturally adequate prevention and treatment plans for young adults at risk of obtaining psychological disorders due to their appearance.

Objectives of the Study

1. Proposing to study the relationship between Tik Tok beauty trend and the symptoms of Body Dysmorphic disorder in the youth in Pakistan.
2. To determine the extent of exposure of Pakistani youth to TikTok beauty trends.
3. To examine whether the use of TikTok is associated with the extent of symptoms of BDD.

Hypotheses

- H₁: The greater exposure to TikTok beauty trends, the positive correlation with the greater number of BDD symptoms.
- H₂: The degree of BDD symptoms among young adults will be greatly forecasted by the engagement on the TikTok beauty content.
- H₃: Difference in the amount of BDD symptoms between female and male will be reported to be higher in female gender, in respect to TikTok beauty contents.

Methodology

Research Design

The present study implemented a cross-sectional survey research design that uses a correlational study approach and was used to analyze the correlation amid TikTok beauty trend exposure and Body Dysmorphic Disorder (BDD) symptoms amongst young adults in Pakistan. The design can be used in measuring the relationship between variables at a timesingle point under consideration with the use of valid psychometric tools.

Target Population and Sampling

The intended audience was the young group of the adult age of 18-25 living in the cities of Pakistan (e.g., Islamabad, Lahore, Karachi, Peshawar). The sample has been chosen by the convenience sampling method, taking into account 200 subjects both through universities and social media.

Inclusion Criteria

- Young adults between the age of 18 and 25 years
- Vibrant Tik Tok users
- Knowledge and ability to fill questionnaires that are based on self-reporting (in English or Urdu)
- Informed consent Provided

Exclusion Criteria

- Diagnosed with psychiatric disease that is not associated with BDD (e.g., schizophrenia, bipolar disorder)
- Patients who are during a cosmetic/dermatological intervention
- The non-users or inactive TikTok members
- Those that are not in the age target market

Instruments

Appearance Anxiety Inventory (AAI): a validated 10 item self-report measure of appearance related anxiety and preoccupations with BDD. The scoring of the responses is done on a five-point Likert scale. In past studies the scale has exhibited high reliability ($\alpha > 0.85$).

TikTok Usage and Impact Questionnaire (TUIQ): A questionnaire used to evaluate the use of TikTok beauty consumptions, the use of filters, involvement in beauty challenges, and self-perceived effects. The three clinical psychologists checked the content validity of the scale and pilot tested ($\alpha = 0.81$).

Procedure

This study received Institutional Review Board ethical permission from the affiliate university. The participants were recruited online using flyers, WhatsApp groups at the university and placement made at the campus. Excluding informed consent, the respondents were given access to an online Google Form, which enabled them to access the demographic sheet, TUIQ, and AAI. The mean time taken in completion was 10-15 minutes. The confidentiality of all information was ensured since it was gathered on an anonymous basis.

Data Analysis

The analysis of data was done with SPSS (Version 26). Summary of demographics and scores on the scales were given in descriptive statistics. The association between TikTok data and BDD symptoms was determined in Pearson correlation. The model of linear regression was calculated to estimate the predictive power of the TikTok beauty trends involvement in terms of BDD scores. Independent samples t-tests were applied to study the gender differences. The level of significance was set at $p < .05$.

Results

Table 1: Descriptive Statistics of Key Variables (N = 200)

Variable	Mean	SD	Minimum	Maximum
Age (years)	21.3	1.9	18	25
TikTok Usage (hours/day)	2.8	1.1	0.5	5.2
AAI (Appearance Anxiety Score)	29.5	6.2	15	45
TUIQ (TikTok Beauty Exposure)	36.2	7.8	18	50

The descriptive statistics of the main variables considered in the research are enumerated in Table 1, which is composed based on a sample of 200 young adults between the ages of 18 to 25. The average age of the participants was 21.3 (SD 1.9), which denotes rather a young population. The mean value of daily use of TikTok among the participants is 2.8 hours (SD = 1.1) and varied between 0.5 and 5.2 hours per day.

The mean value of the Appearance Anxiety Inventory (AAI), which screens the symptoms of body dysmorphic disorder, was equal to 29.5 (SD = 6.2), indicating the moderate level of the appearance-related anxiety in the sample. The TikTok Usage & Impact Questionnaire (TUIQ), that quantifies the exposure to beauty-related content TikTok, had a mean of 36.2 (SD = 7.8), and the range was between 18 to 50, meaning that different individuals were differently engaged with the beauty trends on the platform.

Table 2: Reliability Coefficients for Study Instruments (N = 200)

Instrument	Number of Items	Cronbach's α
Appearance Anxiety Inventory (AAI)	10	.87
TikTok Usage and Impact Questionnaire (TUIQ)	12	.81

Table 2 shows the internal reliability coefficients of consent (Cronbach 20), alpha values of two measuring tools by which the study has been conducted. The Appearance Anxiety Inventory (AAI) was a 10-item scale that had good internal consistency as shown by a Cronbach alpha score of .87. In the same regard, the TikTok Usage and Impact Questionnaire (TUIQ) consisting of 12 items demonstrated an acceptable reliability that was assessed as alpha of .81.

Table 3: Pearson Correlation Between TikTok Usage and AAI Scores

Variables	1	2
1. TikTok Beauty Exposure (TUIQ)	—	.582**

2. Appearance Anxiety (AAI)

.592** —

Note: $p < .01$ (**)

Table 3 shows the Pearson correlation between TikTok Beauty Exposure obtained on the TikTok Usage & Impact Questionnaire (TUIQ) and Appearance Anxiety determined on the Appearance Anxiety Inventory (AAI). These findings show that there is a strong positive relation between the two variables ($r = .582$, $p < .01$) as people who report having higher levels of exposure to TikTok beauty trends, also report an increased feeling of anxiety indicated by appearance-related anxiety.

This correlation indicates that an obsession with idealized beauty materials on TikTok is one of the reasons why young adults can experience more body image issues and symptoms of BDD.

Table 4: *Linear Regression Predicting Appearance Anxiety (AAI) from TikTok Exposure*

Predictor	B	SE B	Beta	t	p
Constant	14.32	2.08	—	6.88	< .001
TikTok Beauty Exposure (TUIQ)	0.42	0.05	.582	8.64	< .001

Model Summary: $R^2 = .34$, $F(1, 198) = 74.66$, $p < .001$

Table 4 displays the findings of a simple linear regression analysis of whether exposure to TikTok beauty trends (as a proxy on TUIQ) predicts appearance anxiety (as a proxy on AAI). The regression-based model was statistically significant, $F(1, 198) = 74.66$, $p < .001$, and demonstrated a medium effect size because it explained 34 percent of the total variance in AAI scores ($R^2 = .34$).

TikTok Beauty Exposure predictor was also a very strong positive predictor of appearance anxiety ($B = 0.42$, $SE B = 0.05$, $\beta = .582$, $t = 8.64$, $p < .001$). This implies that with the higher exposure to TikTok beauty contents, there is a corresponding increment of appearance anxiety scores of 0.42 points. These results provide further support regarding the fact that increased exposure to the TikTok beauty cultures has been seen to increase appearance-based worry levels in young adults to large/significant levels.

Table 5: *Gender Differences in Appearance Anxiety Inventory (AAI)*

Gender	N	M	SD	t	df	p
Male	88	27.2	5.7	—	—	—
Female	112	31.3	6.0	-4.57	198	< .001

Note. n = sample size; M = mean; SD = standard deviation; t = t-value; df = degrees of freedom. Table 5 illustrates the output of a t-test among males and females based on their scores of Appearance Anxiety Inventory (AAI). Using t-test, the analysis indicated that there was a significant gender-difference on the level of appearance anxiety, where female ($N = 112$, $M = 31.3$, $SD = 6.0$) yields a significantly higher AAI score compared to male ($N = 88$, $M = 27.2$, $SD = 5.7$), $t(198) = -4.57$, $p < .001$.

These findings imply that female subjects are more anxious in relation to physical appearance compared to their male peers, indicating the possible gender-specific susceptibility to body image issues, which might be the result of exposure to social media interaction, including those beauty trends on Tik Tok.

Discussion

This research was done to assess the linkage between exposure to TikTok beauty trends and Body Dysmorphic Disorder (BDD) specific symptoms amongst young adults in Pakistan. The

findings indicated that there is a substantial positive correlation between TikTok use and appearance anxiety, which was assessed with the help of the Appearance Anxiety Inventory (AAI). The exposure to TikTok beauty trends was also considered significant in predicting BDD symptoms which explained 34 percent of the variance. Moreover, the scores of appearance anxiety by women were significantly high than that by men.

The results are in line with the international studies that associate social media exposure, particularly through appearance-based websites, with healthier body dissatisfaction and psychopathology of appearance (Ali, et al. (2021). Similarly, Fardouly and Vartanian (2021) declared that prevalent exposure to auto-filtered content on Instagram was linked to the appearance anxiety of adolescent girls. Tiggemann and Slater (2022) stated that social comparison processes fueled by TikTok short-form visual content are the pillars of the development of BDD.

In the present study, the results indicated a high level of correlation ($r = .582$) between exposure to the TikTok beauty trends and the presence of BDD symptoms, which is similar to the study of Schneider et al. (2021), that stated appearance-themed TikTok content contributed to compulsive appearance-checking behaviors in teens. Such practices, including frequent checking of reflections in the mirror and applying filters, correspond to the DSM-5-TR criteria of BDD diagnosis (APA, 2022). In line with Objectification Theory (Fredrickson & Roberts, 1997), our sample of females had greater amounts of appearance anxiety. This confirms their earlier studies by Meier and Gray (2014) and Griffiths et al. (2018) that women tend to internalize the beauty norms promoted in the media and self-objectify.

The regression test also proves that TikTok is a strong psychological instrument rather than a simple means of entertainment. Individuals who exposed themselves more often to beauty filters, videos of cosmetic challenges, and posts by influencers had a higher score of BDD-related anxiety. This confirms Keles et al. (2020) who mentioned psychological dangers of algorithm-generated loops of content that perpetuate unrealistic ideals of beauty.

Cultural and Clinical Implications

The research implications are also important to Pakistan, since the ideals of beauty lie within the context of media culture and sociocultural discourses. The aspect of social validation is appearance-based approval, which is typically prevalent among young women (Mahmood and Iqbal, 2020). It is another problem that is exacerbated by the low degree of digital literacy and awareness of filtered realities.

Results highlight the clinical sensitivity of the relationship between social media and the etiology and maintenance of BDD. To avoid the negative implications of such social media platforms as Tik Tok, the Pakistani health professionals, teachers, and policymakers must consider initiating both digital hygiene and media literacy activities in schools and colleges. In addition, gender-based interventions should be adopted since females were found to be much more vulnerable. Examples of preventive measures might be support groups, awareness and availability of treatment options such as culturally relevant therapeutic interworking to body image problems.

Limitations

Although the research produced important results, there are a number of limitations that have to be noted. To start with, there is less generalizability due to a convenience sample. Research education was grounded on self-report inquiries, and social desirability effect can affect them. Furthermore, although the TikTok Usage and Impact Questionnaire (TUIQ) has been piloted, it is a recently designed tool, which might need some validation. Causal inferences cannot be used because the cross-sectional design does not allow us to establish the effects of Tik Tok

exposure on the further development of BDD. To understand this, longitudinal studies will be required. Finally, it was also possible only to examine urban locations without considering the rural population as these people might have various media usage patterns and body image issues.

Recommendations for Future Research

Research in the future needs to strive to employ the longitudinal or experimental methods to assay causality of TikTok use and BDD development. The inclusion of rural people and non-binary can be included in the sample to increase the coverage of population and generalizability of results. The tools such as the TUIQ still need to be validated further. An international comparison of countries found in South Asia may disclose special tendencies in body image perceptions according to the local traditions.

Conclusion

The present study also adds to the literature discussing the psychological impacts of social media by outlining the severity of the symptoms of BDD amplified by the TikTok beauty trends in young adults in Pakistan. heavy exposure to filtered and idealized beauty materials was a substantially relevant forecast of appearance anxiety and was more excessive in females. These results demand the immediate initiation of clinical, educational, and policy actions to encourage digital well-being and defend the weak against the expanding psychological hazards of filtered realities.

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