Snapchat's ghost logo represents the temporary nature of the app but the ghost also has ethereal connotations.

It reminds me of Phantasmagoria which is defined as a sequence of images that seem like in a dream.
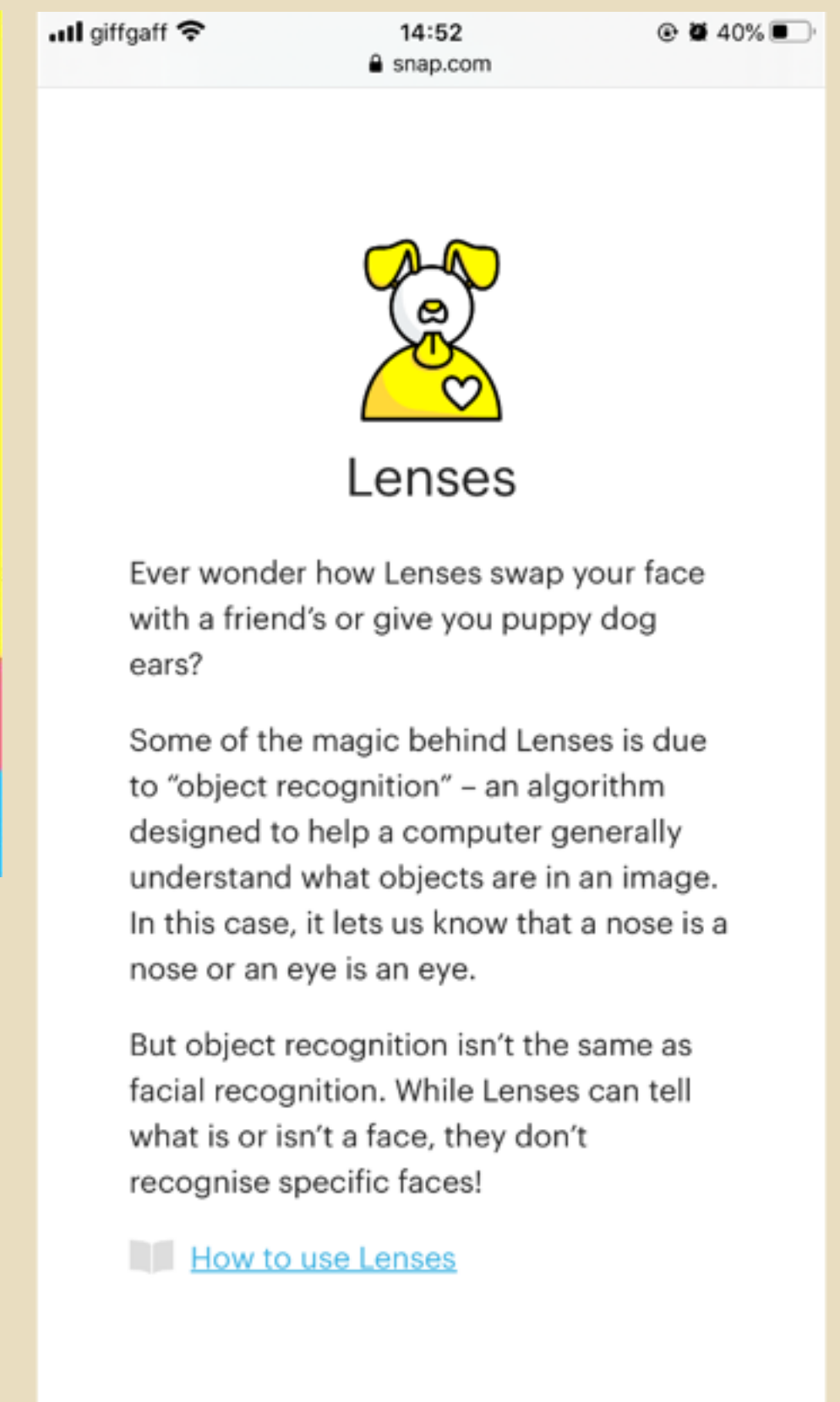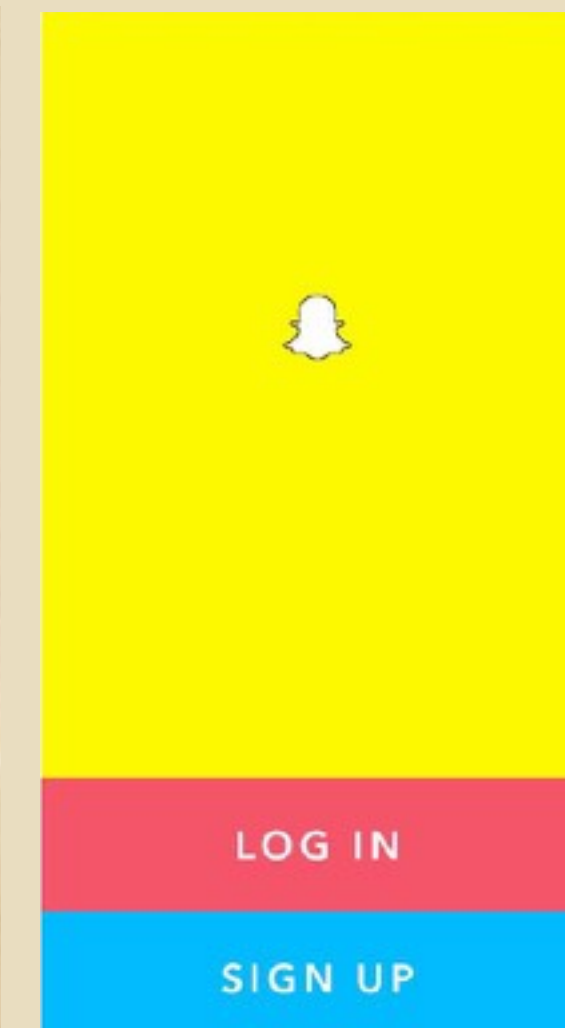
The Magic Lantern was a Victorian form of image projector. It was often used to entertain crowds.

Late 18th century Phantasmagoria was a form of horror theatre which produced images of ghosts. A magic lantern was used to fool viewers into believing they had just seen a ghost. In reality the illusion was forged by a 'magician', a man.

This is parallel to the case of Snapchat where the technology is described as magic and continually referred to as something ethereal, beyond the grasp and comprehension of a wider audience.

The use of magical terms is a form of obfuscation - a denial of information.

Perhaps if my work can show the reality of technology through language then maybe it can begin to be a bit more accessible.

A.D. 1870. RAISING A GHOST BY THE MAGIC LANTERN.—See page 94.

Une Scene de fantasmagorie, d'après Moreau.

LOG IN

SIGN UP

Lenses

Ever wonder how Lenses swap your face with a friend's or give you puppy dog ears?

Some of the magic behind Lenses is due to "object recognition" – an algorithm designed to help a computer generally understand what objects are in an image. In this case, it lets us know that a nose is a nose or an eye is an eye.

But object recognition isn't the same as facial recognition. While Lenses can tell what is or isn't a face, they don't recognise specific faces!

📖 How to use Lenses

The Wizard of Oz depicts disillusionment when an ethereal figure is revealed to be a man behind a curtain.

The classic is a nice comparison to the reality of AI systems.

Indeed AI systems are complex and multilayered, but ultimately they are powered by humans. Humanly designed, the also rely heavily of human labour.

Snapchat refers to *magic* in the Privacy Policy, I want my work to show that it is not magic.

"revealing the man behind the curtain"

WIZARD of OZ — a little man with a mic

SNAPCHAT PATENT — 5 steps which anyone can understand.

CURTAIN

Pay no attention to that man behind the curtain —