

# MATRIXING

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Some might think this article is about a movie starring Keanu Reeves and Laurence Fishburne about an artificial reality known as the Matrix.



Actually, it is about a phenomenon commonly called matrixing (or pareidolia in its technical term) in which the human brain has a tendency to seek out familiar images within complex shapes and colors. In other words, our brain tries to make sense out of what our eyes are seeing. It naturally seeks out familiar and identifiable images like a face within a cluster of shapes and shadows. This is similar to seeing objects, such as animals, while gazing up at cloud formations in the sky.



A satellite photo of a land formation on Mars often called the "Face on Mars." Images from other angles did not contain the illusion.

“If real is what you can feel, smell, taste and see, then 'real' is simply electrical signals interpreted by your brain”

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## Morpheus

It is necessary for our brains to do this to be able to read, or identify each other, daily objects, places, etc. However, this ability can cause our brains to deceive us as well. Many people have photos where they claim to have captured ghostly faces and bodies but are nothing more than visual matrixing. This is common with object and light reflection in windows, mirrors and other reflective surfaces.



Branches from trees and the uneven surfaces of old windows can reflect light in patterns that our brain tries to recognize as something familiar.

Often, the same can occur when shadows are casted within the texturing on walls and other rough surfaces. Investigators have to be mindful of this phenomenon and be alert to surface textures in photographs where matrixing can occur such as in the photo below.



Investigators must seek all possible explanations for photographic anomalies before determining if the photo is evidence of the paranormal. An attempt to recreate the image with various camera settings and manipulating external influences such as light, reflective surfaces and other effects on images can be tested.

The photo to the left shows how surface texturing and color can create the image of a face in a tree trunk. Imagine finding this in the background of your family photos!

The photo to the right shows the clear profile of a giant bearded man with his eyes closed.

However, at second glance you will realize that it is actually a photo of a Victorian couple with a small child wearing a white hat while sitting on the man's knee. The "eyebrow" is actually the brim of the child's hat that casts a shadow on her face.

It is difficult to label a single photograph as evidence of the paranormal unless other potential evidence also occurs at the same location. Electronic voice phenomenon (EVP), personal experiences and other evidence adds credibility to any questionable photo.

