What is Matrixing?

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We have a term in the paranormal field called Matrixing. This is a term used to describe the human mind's natural tendency to find familiar images and phrases and complex shapes, colors and sounds in their environment and evidence reviews. Matrixing is something you see a lot in orb pictures and/or entity pictures. The correct term is Pareidolia.

A good example of Pareidolia is when people see common shapes out of cloud, such as "that cloud is shaped like a duck". It is a similar concept with Pareidolia for photography. The viewer reviews a photo and see a shape in the tree leaves or in a snowflake and thinks it's a face or something. When really it is just their mind trying to make sense of what they are seeing.

The following information was taken from an article on Matrixing on the TAPS site:
Source for TAPS information: http://www.the-atlantic-paranormal-society.com/articles/general/photo-matrixing.html
- **First**, look at the type of photograph you are analyzing. Pictures of trees, fields, cluttered up closets, mirrors and glass are a few of the prime candidates for matrixing issues. They include very complex shapes and patterns and, therefore, a high potential for the mind to construct a face or body out of something that isn't there.
- **Second**, look at the potential face or figure. If it is truly paranormal then, the face or figure would be made up of its own material, not the material that is comprising the picture. Let me explain; if the picture is of a forest, and your mind tells you that there is a face in it. Look to see if the face is made up of the branches and leaves from the trees in the picture, or if the face is separated from them and a completely separate material from the trees.
- **Third**, once you have eliminated the top two issues, look at the face or figure as a real face or figure. Look at the proportions of the face. Are they "cartoony" and disproportionate or are they realistic? I have art training and can easily determine if a face has realistic proportions or not. If you do not have this training, you can go to any art supply store and pick up a book that explains these proportions.