

Francesca Burnett
MAC: Haunting Exploration
11/16/2025

Recording link: <https://share.icloud.com/photos/0ffqmjwkYvWv2w5ZRncBJnrmQ>
(Link uploaded here as well as directly to assignment in case this link doesn't work.)

Statement:

For this project, I chose to use AI to create an Instagram profile which feels haunted and unsettling, while still following the norms of social media posting. Though the profile and character I created is clearly creepy, it is more difficult to put a finger on what about her profile feels off. My thought process was inspired by Jeffery Sconce's concept of *haunted media*, specifically his idea that contemporary technologies produce uncanny presences that blur the boundaries between the real and the digital. Sconce describes how digital platforms connect us to non-real, haunted entities, which often distort our experience of reality. The character I generated occupies this in-between space: at first glance she feels somewhat real, but at a closer look she becomes more unsettling, uncanny, and creepy. This project uses the aesthetics of social media to exemplify the effects Sconce identifies.