

Introducing 'Stealing Ur Feelings,' an Interactive Documentary About Big Tech, AI, and You

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The six-minute documentary explains the science of facial emotion recognition technology and demystifies how the software picks out features like your eyes and mouth to understand if you're happy, sad, angry, or disgusted. While it is not confirmed whether big tech companies have started using this AI, 'Stealing Ur Feelings' explores its potential applications, including a Snapchat patent titled 'Determining a mood for a group.' The diagrams from the patent show Snapchat using smartphone cameras to analyze and rate users' expressions and emotions at concerts, debates, and even a parade.

The documentary was made possible through a \$50,000 Creative Media Award from Mozilla. The Creative Media Awards reflect Mozilla's commitment to partner with artists to engage the public in exploring and understanding complex technical issues, such as the potential pitfalls of AI in dating apps (Monster Match) and the hiring process (Survival of the Best Fit).

'Stealing Ur Feelings' is debuting online alongside a petition from Mozilla to Snapchat. Viewers are asked to smile at the camera at the end of the film if they would like to sign a petition demanding Snapchat to publicly disclose whether or not it is already using facial emotion recognition technology in its app. Once the camera detects a smile, the viewer

is taken to a Mozilla petition, which they can read and sign.

[3]

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