

Item No.1

Contributor: Jon Payne

Item Title: World Cup 2014 Snapchat

Item Category: Venues

Semester/year: Fall, 2014

Instructor: John McDowell

Item Description: This is a Snapchat that I received during the World Cup in 2014. It is obvious that this is a soccer themed photo in which the individual is celebrating the score of a goal. What is unseen, however, is the amount of time and skill it took to orchestrate such a photo on Snapchat.



Points of Interest: Since Snapchat has a tool that enables users to doctor photos by adding colors, this Snapchat stands out because of how dramatic he was able to make the scene. After taking the original photo which solely consisted of him on his knees in his living room, he was able to create the scene of scoring a goal during the World Cup by only using his finger as a stylus. What's even more interesting is the foresight he was able to have in depicting the crowd out of mere smudges of color intermingled on a gray backdrop. The attention paid to every detail within the scene truly makes this a work of cyber/viral art.

Additional Information: This Snapchat was sent and created by Jackson Bertoli.

Item No.2

Contributor: Jon Payne

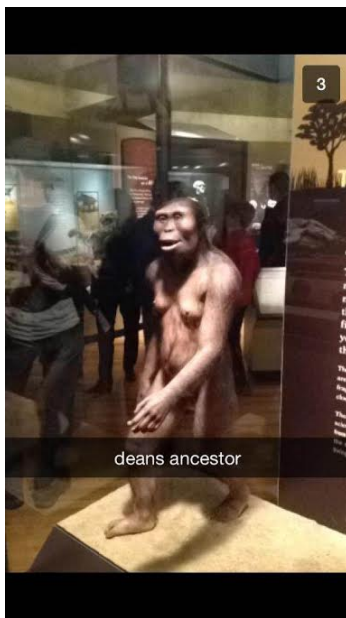
Item Title: Caveman Snapchat

Item Category: Venues

Semester/year: Fall, 2014

Instructor: John McDowell

Item Description: This Snapchat was received in September of 2014 from a close friend and depicts a caveman exhibit at a museum along with the caption “Dean’s ancestor”



Points of Interest: Falling into the folklore realm of inside jokes, this Snapchat plays to an often referenced inside joke shared amongst my close friends with regards to the appearance and mannerisms of another close friend. Since this close friend is extremely hairy, large, and tends to not exactly use correct grammar, we have come to jokingly refer to him as Caveman. This inside joke started one night after he referenced being 2-4% Neanderthal and then subsequently asked “where was us?” (Where were we?). After this nickname caught on, anytime one of us come across something that references cavemen we will let him know by snapping a photo or forwarding a link. This Snapchat takes the cake thus far though.

Additional Information: Snapchat sent and created by Dale Lackey.

Item No.3

Contributor: Jon Payne

Item Title: Fraternity Life Snapchat

Item Category: Venues

Semester/year: Fall, 2014

Instructor: John McDowell

Item Description: This Snapchat was received during the spring semester of 2014 and depicts one of my fraternity brothers holding a bottle of Fiji water that he refers to as “top tier” while wearing a hoodie depicting our letters.



Points of Interest: This Snapchat is particularly interesting and creative because it was created during a time of turmoil for our fraternity. Although the bottle of water may look just like a bottle of water, the caption mentions “top tier”. Since Phi Gamma Delta is also known as Fiji and is known to be one of the higher quality fraternal organizations at IU, the top tier water is a jest in their direction. At the same time he is also wearing a hoodie that bears our letters and is referenced in the caption as “off campus”. During the winter of 2013-2014, our fraternity unfortunately fell to the power of the Dean and we were relegated to move out of our fraternal home and take up residence off campus. This Snapchat is a toast to our situation as a fraternity, while being conveyed in a jocular manner that includes another “top tier” fraternal organization.

Additional Information: Snapchat created and sent by Austin Spahr

Item No.4

Contributor: Jon Payne

Item Title: World Cup 2014 Snapchat

Item Category: Venues

Semester/year: Fall, 2014

Instructor: John McDowell

Item Description: This Snapchat was created during the Indianapolis 500 festivities and plays to the type of people who attend the race, the attire they wear, and jokingly refers to my hair as a mullet.



Points of Interest: This is an interesting Snapchat photo because it shows the nature of change that college students, myself included, undergo in attending the Indianapolis 500. Shown in this photo is the backside of my head with one of my best friends holding up a cigarette to my hair. In keeping with the latest fashion trends sported at the 500, I am wearing a plaid cutoff shirt along with long hair that is pulled back with a bandana. Using Snapchat as a medium of creative impulse, the creator was able to convey his feelings regarding my "mullet" while standing behind me; subsequently sending it to me without me ever knowing.

Additional Information: Snapchat created and sent by Andrew Rhoad

Item No.5

Contributor: Jon Payne
Item Title: Spiderman Snapchat
Item Category: Venues
Semester/year: Fall, 2014
Instructor: John McDowell

Item Description: This Snapchat depicts the “Amazing Spiderman” as one of my good friends hanging upside down.



Points of Interest: This is another one of the insanely creative/artistic photos I have received via Snapchat. Once again this Snapchat was made by simply taking a “selfie”, rotating it 180 degrees, and then using the color tool to create the scene shown. Like the first item, this Snapchat was created in its entirety with only using a finger as the stylus.

Additional Information: Snapchat created and sent by Jackson Bertoli.

DISCUSSION

Snapchat is a common venue for students at the University level to express moments of folklore. As the items given above tend to suggest, Snapchat can be used in stimulating almost any type of conversation whether it be purely artistic or jocular in nature. At the core of Snapchat is the viral spontaneity that tends to accompany each photo sent and received by users. Since most of the time users are not aware of what a

particular Snapchat is going to be about prior to opening, it can be a thrilling moment. For example, the user that created the Spiderman and World Cup photos is notorious for creating the most intricate and detailed photos so every time I receive a new Snapchat from him I am expecting something out of the ordinary, but never know what it may be.

Particular to Indiana University students, Snapchat has become a sensation of sorts because it offers a viral medium through which we are able to stay connected at a personal level no matter where we are. The item given above that references our fraternity as “off campus” is a perfect example. Since we were forced to relocate between semesters during the winter of 2013-2014, many of us were unable to see each other as often as we had previously. Snapchat afforded us the opportunity to stay connected and continue many of the running jokes and relationships that we had kindled living together in the chapter house, such as the “Caveman” inside joke.

As with most mobile applications, Snapchat is constantly being updated and improved to suit the needs of its users. This week, Snapchat hired a new lead strategist which suggests that it could be moving in a different direction that could afford users to express folkloric moments in unheralded viral fashion. It is exciting as a student to know that the creative impulses that I feel in everyday life will be able to be captured on a level never seen prior.