My Net Art piece is called, “ Down the Rabbit Hole ”. Just like the name suggests, this net art piece is meant to convey why phone addiction affects so many of us. For this piece, I wanted to show my thoughts on how phones have affected us instead of just explaining through words.

I wanted the first page to be very simple and then add a GIF of a phone with a hypnotic swirl behind it. This is basically meant to portray the way phones brainwash us as we stare at their screens for hours every day. The viewer is given a choice whether they want to leave the site or click the image and go down the rabbit hole of different pages, just like what happens when we choose to go on our phones, and how our curiosity keeps us from putting it down.

The next couple of pages represent the way people can get sucked into social media, losing time without even realizing it. I chose three popular social media sites and created a different link for each social media site to go to. Each link will continue to go to new pages until each one eventually ends at the same page. I wanted this page to show that a lot time can pass during the time you spend on your phone, so I wanted the page to resemble the Netflix message that says that the viewer has been watching for a while and asks if they want to continue. However, for the purpose of the art piece and the message I wanted to give, I would change the it to say that the viewer has been clicking and looking through pages for a while and if they would like to

Continue. This would tie back to the first page and how it gave a choice on whether the viewer wanted to click on the image.

Even though this Net Art piece focuses more on the way social media impacts people, I believe it still conveys phone addiction and the way it effects on the world.