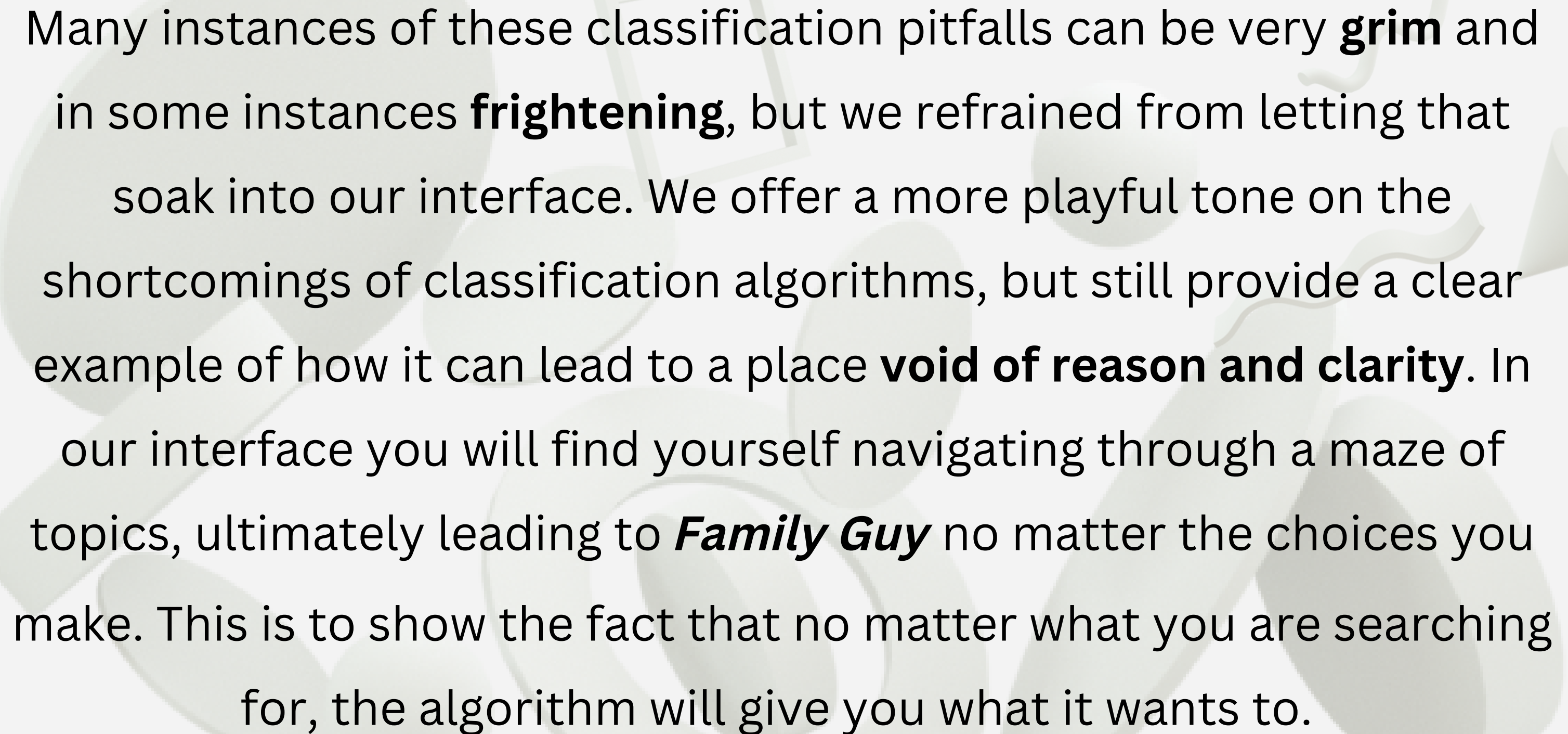


Everything in our world is **linked together** in some way. It's hard to classify certain concepts without connecting them to something else. When modern technology and design try to push this forward, it keeps us trapped in this **close-knit web of information** that we must try to navigate out of. Take, for example, social media users trying to take control of their feeds so that the algorithm actually displays what they want instead of what it thinks they want. This is ultimately turning the internet into a **soulless ether**, void of any personality and humanity, and solely relying on ones and zeros. This is why we explored the **extensive classification trees that are involved in social media algorithms.**

With computers doing the work of making these connections, often things start **losing their meaning**. Concepts that may be only tangentially related may end up being deemed directly related by an algorithm. This can even lead to **problematic connections** being made, as seen with ImageNet's many disturbing links that had to be trimmed with human intervention. Because of similar technology being used in social media today, we often end up going down **endless rabbit holes, led by the narrow path** that algorithms provide us. This design keep us **locked in** on those platforms, **continually scrolling** and clicking **as we fall further away from what we initially intended to look for.**



Many instances of these classification pitfalls can be very **grim** and in some instances **frightening**, but we refrained from letting that soak into our interface. We offer a more playful tone on the shortcomings of classification algorithms, but still provide a clear example of how it can lead to a place **void of reason and clarity**. In our interface you will find yourself navigating through a maze of topics, ultimately leading to ***Family Guy*** no matter the choices you make. This is to show the fact that no matter what you are searching for, the algorithm will give you what it wants to.