



THE LEARNING AWARENESS INITIATIVE

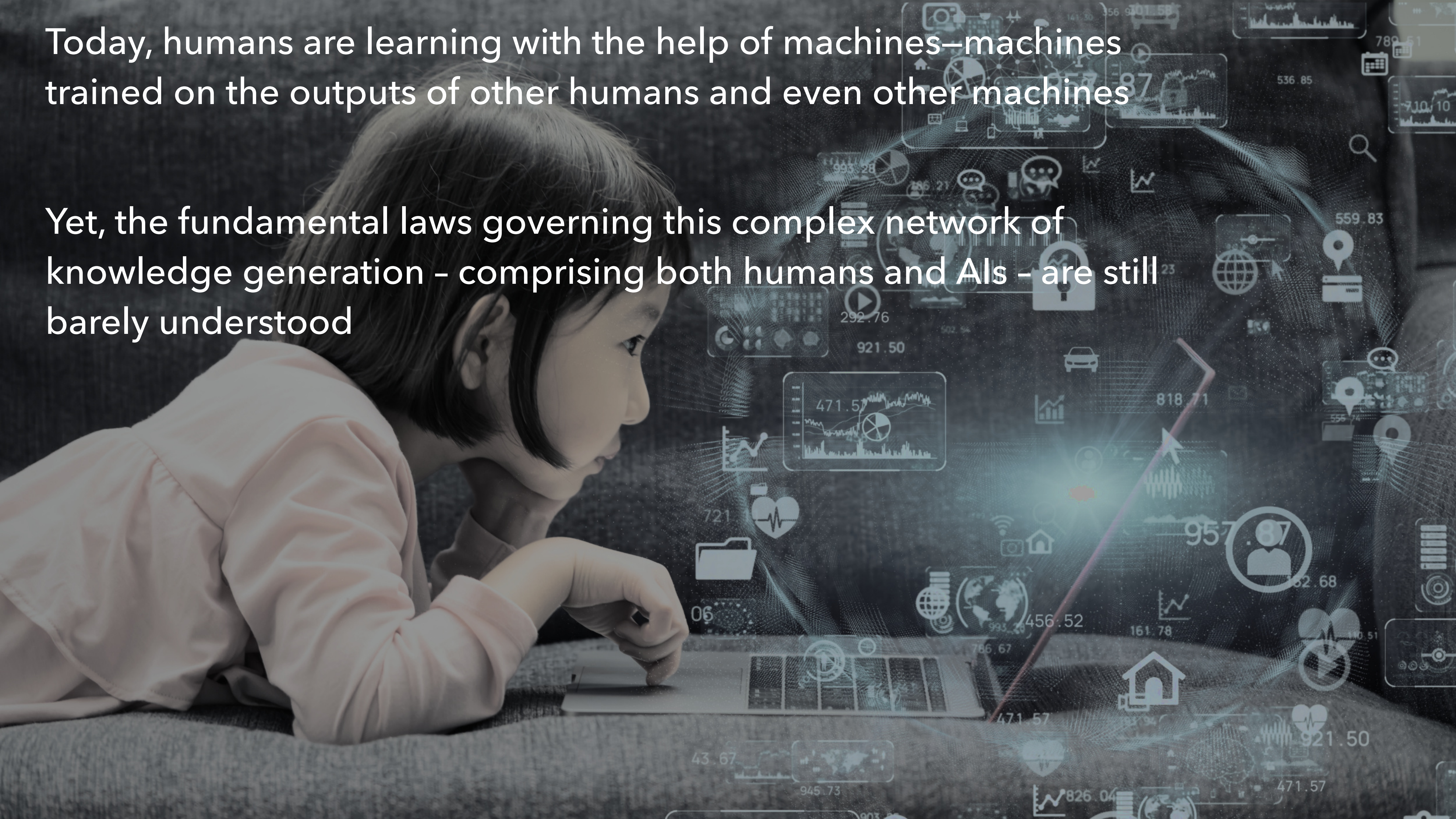
KNOW-KNOW.ORG



Humans are learning longer and more intensively than ever before in history
And now, intelligent machines have joined the race
Both are relentlessly transforming data into what we hope becomes knowledge

Today, humans are learning with the help of machines—machines trained on the outputs of other humans and even other machines

Yet, the fundamental laws governing this complex network of knowledge generation – comprising both humans and AIs – are still barely understood



**THIS LACK OF UNDERSTANDING
LIES AT THE CORE OF MANY OF
TODAY'S SOCIETAL PROBLEMS**



Propaganda

Distorted Self-Image

AI bias and discrimination

Distorted perceptions of
social groups and societal
developments

Disinformation

Over-reliance on AI

Synthetic content

Deepfakes



IF THESE ISSUES ARE NOT ADDRESSED
QUICKLY AND EFFECTIVELY, THEY COULD
POSE A SERIOUS **THREAT TO HUMANKIND**



BUT: SITUATIONAL BEHAVIORAL RECOMMENDATIONS ALONE ARE LARGELY INEFFECTIVE

A deeper understanding of the underlying mechanisms – in both humans and machines – is essential to equip citizens for the challenges of an accelerating future



WHY WE FOUNDED KNOW-KNOW.ORG

- ▶ Put the issue on the **public agenda** as soon as possible
- ▶ Create **learning experiences** (videos, digital and analog games, etc.) for audiences of all ages, worldwide
- ▶ Promote **more research** to improve our understanding of the topic



THE KNOW-KNOW.ORG MISSION

- ▶ Promoting **public awareness** of this increasingly important topic
- ▶ Creating **interactive learning experiences** (in the form of digital and analog serious games) and other training materials for teenagers and adults, enabling a global audience to engage with the subject. All materials will be published under **open-source** licenses and in **all major languages**
- ▶ Fostering a **deeper understanding** of these processes by **supporting research**



THE KNOW-KNOW.ORG STRATEGY

- ▶ Implementing an **effective public relations** strategy (providing attractive content for media etc.)
- ▶ Becoming a **creative hub** for content creation
- ▶ Implementing a **fast-paced** production process by **leveraging AI** to automate workflows
- ▶ **Cooperating** with leading **research facilities** (i.e. universities)

