THE LEARNING AWARENESS INITIATIVE

KNOW-KNOW.ORG

Humans and machines consume today more data than ever with the aim to transform it into knowledge.

We learn with the help of machines that are trained by humans and by other machines.

This creates a complex network of knowledge generating interactions.

We see the impact already now but are only starting to understand the fundamental laws governing them.

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

Propaganda

Disinformation

Self-Image Issues

Fake News

AI bias and discrimination

Blind trust in AI

Indoctrination

Information Bubble

Biased views of social groups and trends

Overwhelmed by AI generated slop

Deepfakes

LEFT UNADDRESSED THESE KNOWLEDGE ISSUES POSE A SERIOUS THREAT TO HUMANKIND

STEP-BY-STEP INSTRUCTIONS TO ADDRESS THESE ISSUES ARE LARGELY INEFFECTIVE

Understanding how knowledge originates and how it spreads will help humanity deal with the information and knowledge challenges

THE KNOW-KNOW.ORG MISSION

- We raise public awareness about the challenges surrounding information and knowledge.
- We create interactive learning experiences, digital and analog serious games and simulations aimed at teenagers and adults to help them engage with the subject.
- We support research to foster a deeper understanding of these processes.
- All materials are published under open-source licenses

THE KNOW-KNOW.ORG STRATEGY

- Implement an effective public relations strategy
- Become a creative hub for open-source content creation
- Cooperate with leading research facilities
- Implement a fast-paced production process by leveraging AI to automate workflows