

[Center for Humane Technology]

Impact Highlights 2022

A Letter To Our Generous Supporters

All of this is possible due to your continued partnership

Dear CHT Supporters,

We envision a world where technology serves humanity's best interests, which matters now more than ever.

As you know, powerful technology like social media and advanced AI has warped our ways of processing information, making sense of the world, and relating to others. **In 2022, we worked together to impact runaway technology through consumer awareness, legislation, litigation, and insider and technologist activation**—all helping to create more fertile conditions for a new generation of humane technology.

With your help, we:

- **Facilitated a shift in understanding for nearly 14,000 technologists, investors, researchers, professors, and others** who enrolled in our Foundations of Humane Technology course
- **Deepened the public conversation through media appearances that reached over 14 million people**, including a critically timed election segment on 60 Minutes on how social media is undermining democracy
- **Empowered policymakers, litigators, and national security personnel to address harms caused by technology**, which is shifting technology companies' cultures, business models, policies, governance structures, and products

We know real change comes from the quality of our partnerships, not the quantity. Thank you for your support. We are moved by the depth of impact we are making with our small and mighty team.

With gratitude on behalf of all of us, thank you for being here.

Tristan Harris, Co-founder & Executive Director

Maria Bridge, Chief Operating Officer

Our Areas of Impact

1. Building Shared Understanding

- Press & Media
- Podcast
- Upcoming Book

2. Driving Coordinated Action

- Legislation & Litigation
- National Security
- Partnerships

3. Empowering Leaders

- Course & Workshops
- Ledger of Harms Research

Building Shared Understanding | Press & Media

We're deepening mainstream understanding of technology's impact

- In 2022, we shifted popular and global leader perspectives on tech through major press appearances and convenings like SXSW, Unfinished Live, the Clinton Global Initiative, Wisdom 2.0, and The Nantucket Project.
- We covered topics as wide-ranging as Elon Musk's purchase of Twitter, TikTok's National Security risks, social media harms to kids, tech and the mental health crisis, and exponential risks from advanced AI and large language models.
- IMPACT: We saw a year-over-year (YOY) increase in mentions of the "attention economy" (+55%), "social media harm" (+57%), and "harmful technology" (+48%)

Statistics

- 14 million press impressions across trackable media
- Over 20 mainstream media interviews and public talks
- Featured in CNN, The Guardian, MSNBC, WIRED, USA Today, Fox News, and more

[Click to view all press](#)

60 Minutes “Angry in America”

- November 2022
- 11 Million Live Viewers

“The more moral outrageous language you use, the more inflammatory language... the more it will get shared. So we are being rewarded for being division entrepreneurs.” - Tristan Harris

- Days prior to the critical US midterm elections, we appeared on 60 Minutes to explain to 11+ million viewers precisely how social media is undermining democracy.
- We worked closely with show producers to center on the role of social media's broken business model, which profits from the most polarizing and divisive content.
- IMPACT: The piece expanded public understanding of the co-dependent relationship between social media, anger, and political polarization, and has already led to new connections with high-level government officials.

[Click to watch the 13 minute segment - Social Media and Political Polarization in America](#)

[Click to watch the 3 minute bonus segment - The Feedback Loop of Social Media](#)

Podcast

Our podcast "Your Undivided Attention" is influencing tech, policy, and culture

- Co-hosted by CHT co-founders Tristan Harris and Aza Razkin, Your Undivided Attention helps millions of listeners understand the incredible power technology has over our lives while also exploring how to catalyze a more humane future.
- IMPACT: In addition to its wide, organic global reach, we are aware of high-level leaders across tech, policy, and culture who routinely turn to the podcast to advance their understanding of tech's role on society, e.g.:
 - A senior team at a major tech company is incorporating humane design changes inspired by our podcast
 - U.S. Government National Security Council leaders have shared they are applying lessons from the podcast on technology's domestic and foreign national security risks into their work
 - A major Hollywood director signed a film deal on the "meta-crisis," which they learned about through our work

"They have people on their podcast who have these wonderful, thoughtful solutions and ideas that I'm really excited about....this is what I spend a lot of my time thinking about." - Daniel Kwan, director of Everything Everywhere All At Once

Highlighted Episodes of 2022

[Click to listen to Episode 50: Real Social Media Solutions, Now with Frances Haugen](#)

[Click to listen to Spotlight Episode: Elon, Twitter and the Gladiator Arena](#)

[Click to listen to Episode 57: Stepping Into the Metaverse with Courtney Cogburn and Jeremy Bailenson](#)

Statistics

- 16 million downloads from ad-free, organic growth
- Our listeners are from 200+ countries and territories
- 22 episodes in 2022
- Top tech podcast
- Now part of the TED AudioCollective

Book

Coming in 2024

- We're crystallizing actionable solutions on runaway technology for global and everyday leaders
- Over the past year, CHT has been working on a book with Crown Publishing to release a full-length non-fiction book for widespread distribution. It will be published in 2024.
- SOLUTIONS FOCUS: Sparked by the widespread success of *The Social Dilemma*, this book will explain the dynamic forces driving harmful technology while focusing heavily on the principles, frameworks, and solutions to bring our society back into balance with our shared values.

Driving Coordinated Action

Legislation & Litigation

Advising on Key Global Initiatives

- CHT has become a go-to resource for policymakers seeking to advance legislation that aligns technology with the public good.
- In 2022, we were asked to provide context and briefing memos to 30+ key leaders across the Department of Defense, Department of Commerce, U.S. Surgeon General's Office, World Health Organization, former and future U.S. Presidential candidates, and 4-star Generals.
- We advised EU lawmakers on the Digital Markets Act and Digital Services Act (DMA, DSA) and supported the California Age Appropriate Design Code and federal Kids Online Safety Act.
- Additionally, we have been supporting litigators working on prominent social media cases by connecting them to researchers, tech insiders, and experts.
- IMPACT: The Digital Services Act and the California Age Appropriate Design Code will debilitate platform's advertising-based business model by highly regulating or outright banning targeted advertising to youth under 18.

National Security

Calling Attention to Social Media's National Security Risks

- Through multiple closed-door meetings, we advised dozens of national security personnel on the foreign and domestic risks of social media platforms, with an emphasis on the critical immediate-term risks posed by TikTok.
- IMPACT: We are aware of multiple government officials recognizing TikTok as a national security risk due to our work. As of December 2022, federal employees are banned from using it on federal devices; multiple states have banned state employees from it on state devices; other bills have been proposed; and there is generally greater scrutiny of the app emerging across sectors.

Partnerships

We're accelerating change through non-partisan coalitions, such as:

Integrity Institute

Supported the formation and launch of the Integrity Institute, a first-of-its-kind non-profit dedicated to protecting the social internet.

Be Kind Tech Fund

Became an advisor to the BeKind Tech Fund, a \$10M investment fund for startups tackling technology misuse in society.

Council on Technology and Social Cohesion

Joined as a founding member of the Council on Technology and Social Cohesion, an alliance of 6 organizations launching in Feb 2023, that are bringing the technology and peace-building sectors together for the first time to collaborate on solutions.

The Council for Responsible Social Media

Joined as senior advisor to The Council for Responsible Social Media, led by Issue One. The council is spearheading groups that focus on children, communities, and national security. We work with prominent, cross-sector leaders, like Facebook whistleblower Frances Haugen.

"The Council for Responsible Social Media wouldn't have happened without CHT." - Dick Gephardt, Council Chair and former House Majority Leader

Empowering Leaders

Course & Workshops

Our new free course for technologists is having global impact

- In March 2022, we launched a free, online course to teach technology professionals the principles of humane technology. Since launch, it has reached >14,000 participants with strong praise for its content.
- IMPACT: Our course has empowered people across technology, philanthropy, consumer products, academia, and more to incorporate humane design principles and practices into their work within major tech platforms, foundations, and other global organizations.
- The course has been taken by people from major organizations such as Meta, Apple, Google, TikTok, Amazon, Microsoft, Deloitte, BBC, United Nations, IBM, and many more.

“I can think of no content with more insight into what is causing the world’s biggest problems today, and more potential to enable their solutions.” - Tom Gruber, Co-founder of Apple’s Siri

Statistics

- Over 14,000 participants have registered for the course since its launch in March 2022
- 141 countries represented by course community, around 36% are from the US
- 4.6 star average rating

Research Library

Our "Ledger of Harms" continues to be one of our most powerful resources

- The Ledger is a critical educational and case-making research library that has helped a vast range of leaders — from high school civics teachers to grassroots organizers to elected officials — convince others of the urgent need for action.
- The Ledger of Harms is a curated list of facts, supported by research, that shows how the race for human attention divides, distracts, and damages society. The Ledger addresses the following topics: The Next Generation, Making Sense of the World, Attention & Cognition, Physical & Mental Health, Social Relationships, Systemic Oppression, Politics & Elections, and Do Unto Others

Statistics

- 108 summarized research papers from trusted experts - thanks to input from our readers, allies, and partners
- 15-minute average time spent on page
- 207,000 all time visits

[Click to view the Ledger of Harms](#)

Thank You To Our Generous Supporters

We extend our deepest gratitude to CHT's many supporters, as well as our partners and advocates around the world, who are committed to catalyzing a more humane future.

Thank you to the following:

- Craig Newmark Philanthropies
- David Magerman
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- Christy & John Mack
- Open Society Foundations
- Patrick J. McGovern Foundation
- Ford Foundation
- Robert Wood Johnson Foundation
- Einhorn Collaborative
- Knight Foundation
- J.W. Couch Foundation
- One Project
- Johanna A. Favrot Fund
- Alex Schwartz
- Hug Morenz Foundation
- Dolby Family
- Edward Fenster
- John Pritzker Family Fund
- Pritzker Innovation Fund
- Margarita Louis-Dreyfus

- zero1derful.org
- Argosy Foundation
- SN Charitable Foundation
- Park Foundation
- *And the thousands of individuals, organizations, and foundations that give monthly & annually.*