SimPPL

Rebuilding digital trust among the global majority by empowering youth leaders to develop responsible computing systems.

We have seen a 20-year low in public trust in democratic institutions and media around the globe, accompanied by a rise in authoritarian narratives. Today, synthetic and manipulated media cause billions of dollars of damage (80B, estimated in 2023), and irreparably destroy digital trust and the worst impacts are infallibly felt in the global majority, where it is challenging to implement capacity building projects to protect the public from the harms of digital change. We work with the next generation of youth that will bear the brunt of being raised in the uncertainty of being unable to trust online information in order to support the development of informed global leaders. In particular, we develop responsible computing systems designed to identify, measure, and mitigate the