

*Knowns*

## *Known Knowns*

*Things we are aware  
of and understand*

## *Known Unknowns*

*Things we are aware  
of but don't  
understand*

*Unknowns*

## *Unknown Knowns*

*Things we  
understand but are  
not aware of*

## *Unknown Unknowns*

*Things we are  
neither aware of nor  
understand*

*Knowns*

*Unknowns*