

# Transnational AI/ML Collaboration to Reverse Social Media Induced Societal Hubris and Cognitive Bias in Order to Aid Military Soldier Performance and Civilian Community Public Health



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Giancarlo is a long-time reserve member of the U.S. military and presently serves in the US Army Reserves as an Innovation Officer for the 75th Innovation Command. He is a Civil Affairs Trade & Commerce specialist supporting a modern-day Marshall Plan initiative entitled “Innovation as a Weapon System or Innovation for Societal Resilience” creating transnational entrepreneur, research, and venture capital partnerships to organically solve tomorrow's security, stability, and poverty challenges.

## **Project Description:**

This working group will lead an AI / ML behavioral science project team to act as a pilot to refresh the value of transnational entrepreneur, research, and venture capital collaboration and partnership. The pilot will address the public health threat of social media reinforced cognitive biases and hubris to help restore national and global security.

The U.S. Military and its allies seek to strengthen their armed forces with holistic health and fitness. Two areas of fitness that our transnational allies and partners seek to strengthen is their soldier mental and spiritual performance and resilience. Mental, relational, and spiritual health is in societal decline considering CDC data reports that show that persistent feelings of sadness or hopelessness among high school students the past five years has significantly increased with females from 41% to 57% and with males 21% to 29%. Suicide ideation for females has jumped from 22 to 30% (for males 12 to 14%). From analysis such as McKinsey & Company, it is known that cognitive biases and specifically, confirmation bias, is not a bug but a feature of social media.

This project will assemble leading entrepreneurs and researchers from around the world beginning with resources in Italy and in Texas, to collaborate in developing and validating AI / ML tools that will help individuals and communities detect stress and cognitive biases before they become destructive to individuals, teams, families, and communities.

## **Project Goals:**

1. Successfully create international collaboration agreements between entrepreneurs, academia, and venture capital.
2. Successfully co-publish AI / ML behavioral science research on stress and cognitive bias detection and remediation.
3. Commercialize research into technology for dual use (commercial and military) team and community flourishing.

**Project Metrics:** Co-authored research reports, Applied commercialized research case study reports.

**Who is involved? Who else needs to be involved?** Leaders and influences in the AI/ ML behavioral science space, government organizations, and research institutions.