

BRIDGING: CONNECTING THE DOTS OF THE KNOWLEDGE ECOLOGY

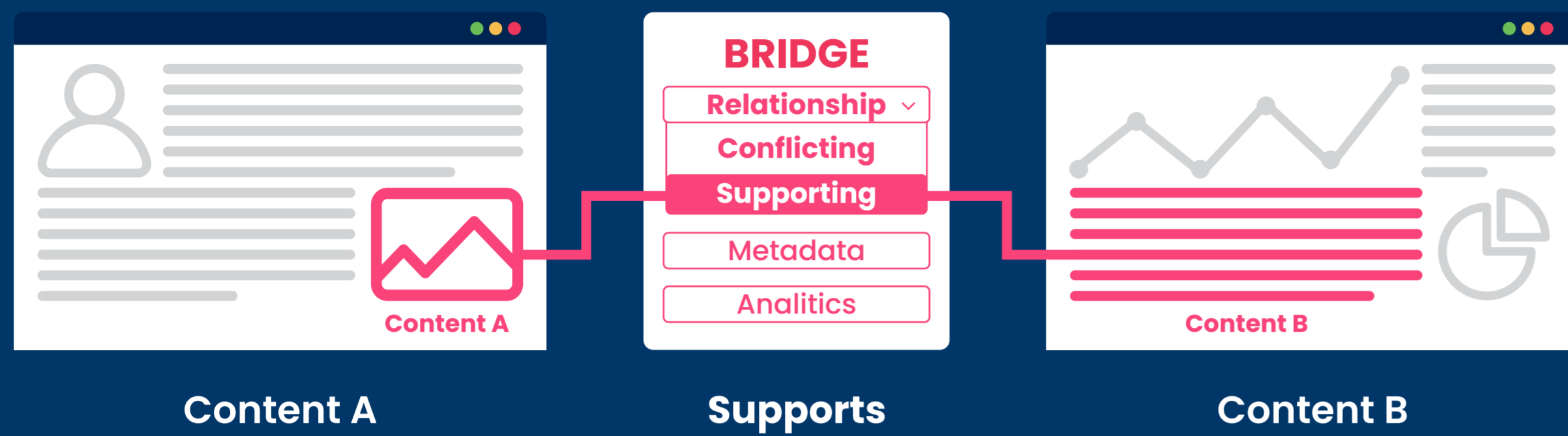
Problem:

The Internet is the world's knowledge ecology. Because of the commercial imperative to monetize users' attention, websites avoid using outbound links, which has turned the Internet into a sparsely connected, fragmented knowledge ecology of information silos. The lack of context and connection between information makes it difficult for users to discern what to believe on the Internet, hence misinformation is much more viral than real information.

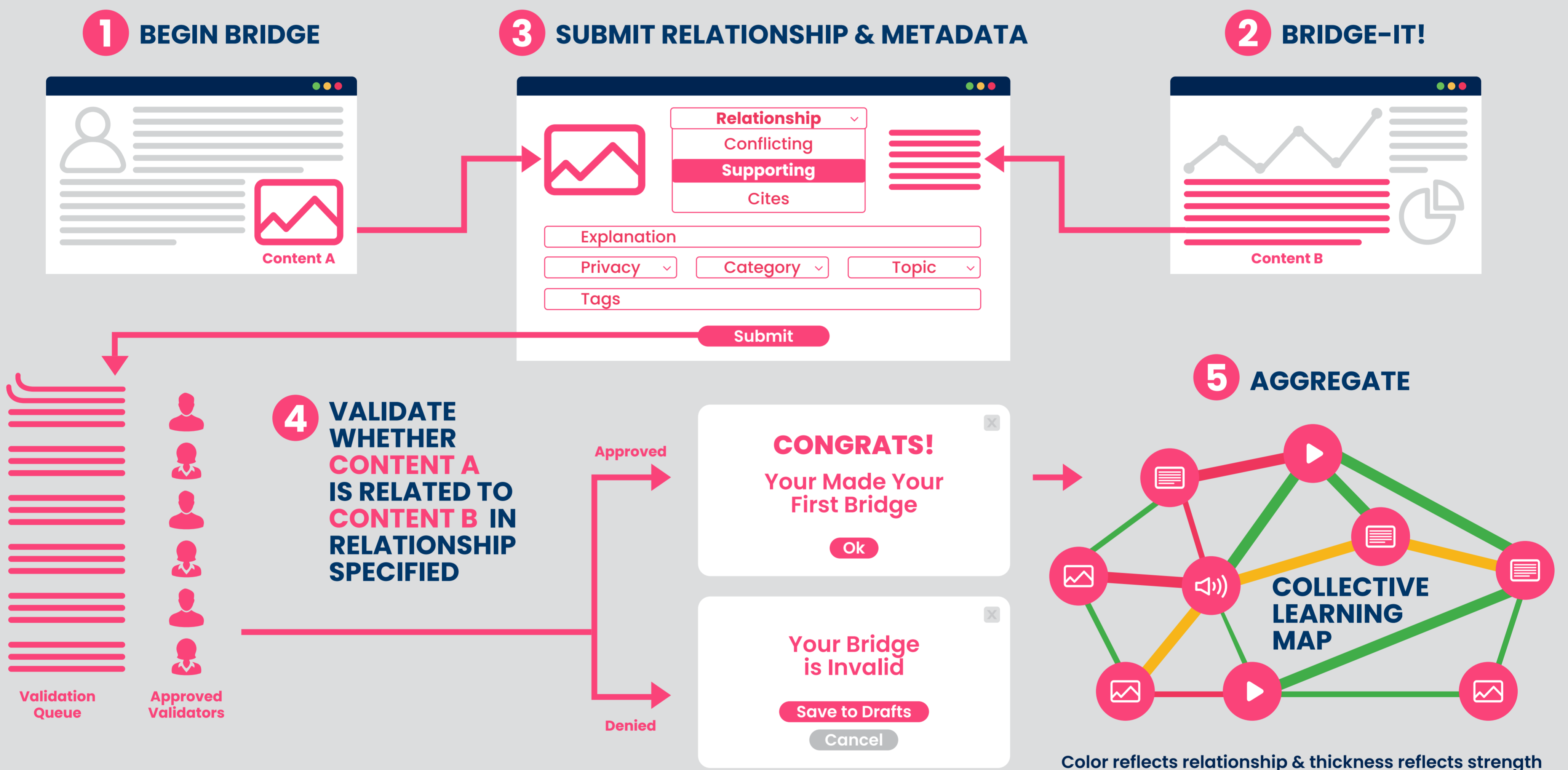
Solution:

Bridges democratize linking, enabling browser users to create deep links between pieces of content with relationships. For example, a **bridger** might create a contradictory **bridge** between a piece of text in a news article to a TikTok or a segment of a YouTube video in which the person in the video is contradicting what is written in the article. The **bridges** aggregate into a **Collective Learning Map** - a new layer of connectivity for the knowledge ecology - that enables **Ubiquitous Context**, that is, access to deep layers of **context** for any idea on the web. The **Collective Learning Map** also enables **shared context** for **collaboration** and **communication**. For example, a constellation of **bridges** around a subject like **COVID19**, **climate change**, or any of the **SDGs** can serve as the map for accessing and collaborating on a virtual data pool of immense proportions.

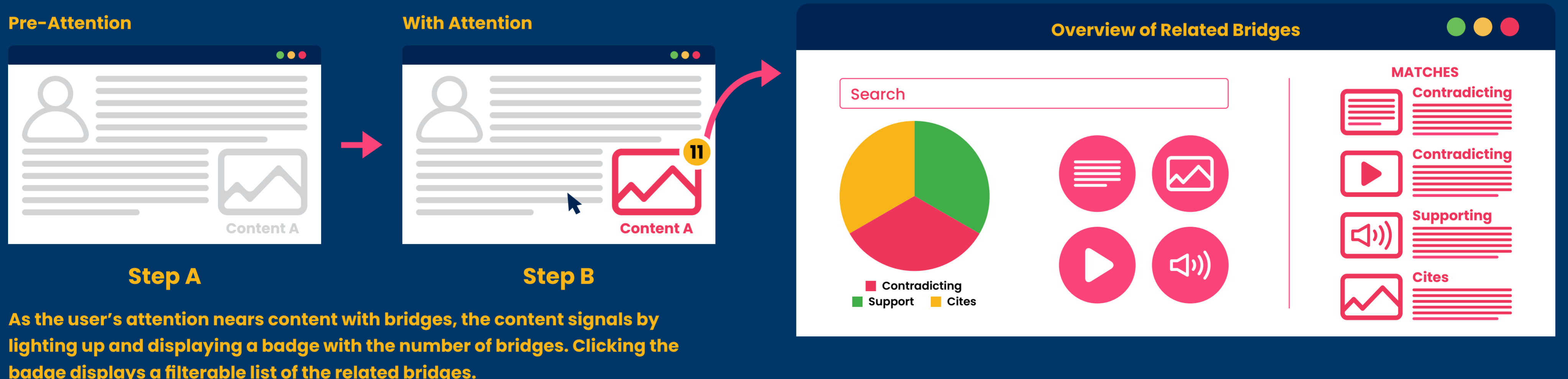
Anatomy of a Bridge



MAKING A BRIDGE



ACCESSING BRIDGES



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Future Integrations:



References:

1. The Case for Decentralizing Links (2019)
2. The Case for Democratizing Linking in Education (2020)