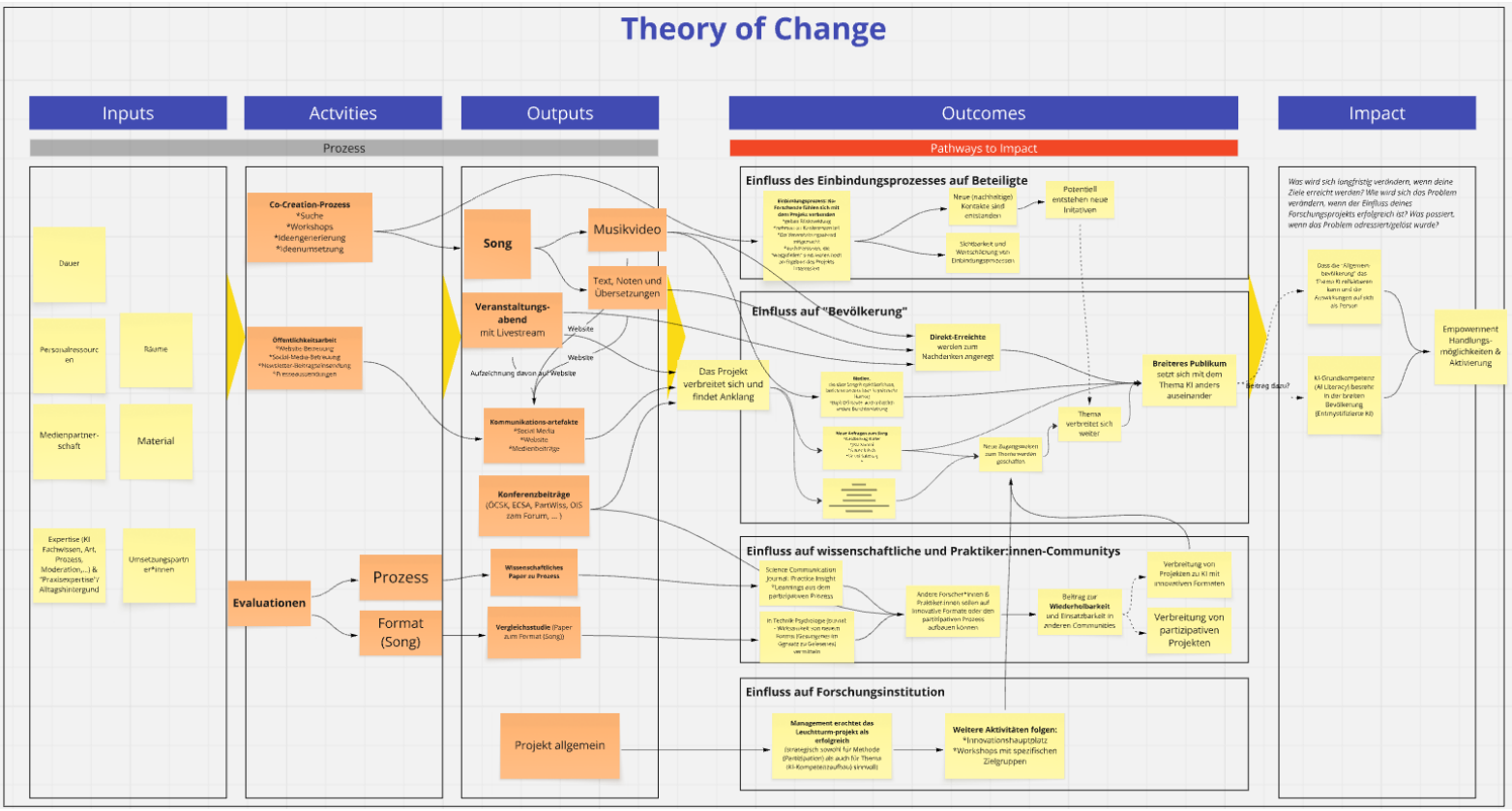


The screenshot shows the final version of the Theory of Change (ToC), which was initiated at the start of the project and repeatedly adapted. It is provided as supplemental material to give an impression of the complexity of the elements and the interrelationships in a practically applied version. The process which was followed to develop the ToC is described in Mahve-Beydokhti, M. & Wailzer, M. (2026) Designing Co-Creative Theory of Change Processes in Research. https://doi.org/10.5281/zenodo.21372128

The project's intended impact was to empower and engage the general public by strengthening AI literacy and enabling informed action. This meant that public interventions were needed to contribute to that long-term impact goal. From a participatory perspective, it was therefore necessary to involve representatives of the public, AI experts, and designers as co-researchers in the project to design the interventions. To meaningfully contribute to change, however, it became clear that producing an output alone; in this project's case, the song; would not be sufficient to reach the general public or influence how the public would start reflecting about the themes of the song. Hence, it was important to complement the song, music video and lyrics with accompanying events that contextualized the song. This led to several multipliers, including media outlets, schools, universities and civil society organizations, taking up the song and its themes, thereby broadening its reach and creating a synergetic effect that enabled the project to connect with even more people. The project's success within the research institution itself also resulted in further activities being granted, fostering additional opportunities to reach new audiences and multiplier organizations. Furthermore, the co-researchers' involvement throughout the entire development process had direct effects on themselves, which are the focus of this research article.

Description of the elements shown in the screenshot:

Inputs were, for example, human resources, space, materials, timeframe, and existing expertise. **Activities** consisted of the co-creation process, public relations, and evaluation. **Outputs** included the song we developed—along with its music video and lyrics—as well as the accompanying event, scientific dissemination, and a comparative study. We also considered the project as a whole as an output that has an impact on the research institution and generates follow-up projects as outcomes, for example. In our case, the **outcomes** can be grouped into four areas: the influence of the engagement process on participants, the influence on the general public, the influence on academic and practitioner communities, and the influence on our own research institution. As further desired **impact** (beyond our direct influence), empowerment, enabling action, and activating the general public concerning AI literacy were set as goals at the end of the Theory of Change. Some activities achieve an outcome without generating an output, as is the case when participation in a co-creation process influences those involved.