



# Ethics and Governance in AI: Perspectives from South African Societies, 2009

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**Published:** 03 March 2009 | **Received:** 07 November 2008 | **Accepted:** 03 January 2009

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**DOI:** [10.5281/zenodo.18896052](https://doi.org/10.5281/zenodo.18896052)

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## Abstract

The rapid advancement of artificial intelligence (AI) in recent years has raised significant ethical concerns and governance challenges across African societies. A mixed-methods approach was employed, including a quantitative survey of 500 participants and qualitative interviews with 20 key informants from various sectors in South Africa. The survey revealed that 78% of respondents were concerned about the misuse of AI-generated personal data, highlighting a significant public awareness gap regarding privacy issues. South Africans generally support stronger legal and ethical guidelines for AI development but express skepticism about governmental enforcement capabilities. It is recommended to prioritise public education campaigns on AI ethics and increase collaboration between tech companies and regulatory bodies to enhance accountability. AI Ethics, Data Governance, South Africa, Public Awareness, Societal Perspectives

**Keywords:** *Africanization, Ethical Frameworks, Governance Models, Human Rights, Intersectionality, Participatory Research, Stakeholder Analysis*

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