



Ethics and Governance in AI: A Comparative Analysis of South African Societies,

Sibongile Khumalo^{1,2}, Nontuzami Nkosi^{3,4}, Themba Mkhize³

¹ Department of Advanced Studies, University of Pretoria

² Department of Advanced Studies, University of Venda

³ University of Pretoria

⁴ University of the Free State

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Correspondence: skhumalo@hotmail.com

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Author notes

Sibongile Khumalo is affiliated with Department of Advanced Studies, University of Pretoria and focuses on African Studies research in Africa.

Nontuzami Nkosi is affiliated with University of Pretoria and focuses on African Studies research in Africa.

Themba Mkhize is affiliated with University of Pretoria and focuses on African Studies research in Africa.

Abstract

The ethical dimensions of Artificial Intelligence (AI) and data governance have become increasingly significant in contemporary societies, particularly in African contexts where rapid technological advancements are intersecting with traditional social structures. The research employs a comparative case study approach, drawing on qualitative data from interviews with policymakers, community leaders, and technology experts in three selected municipalities within South Africa. The analysis focuses on the perceptions and practices related to AI ethics and governance. A notable finding is that there is significant variance in how different regions perceive and implement ethical guidelines for AI applications, influenced by socio-economic disparities and historical contexts. This comparative study highlights the need for tailored strategies at both national and local levels to address the challenges posed by AI ethics and governance within South African society. Recommendations include developing culturally sensitive frameworks that incorporate traditional values into AI governance policies, enhancing public engagement in ethical AI discussions, and fostering a more inclusive technological development environment. Artificial Intelligence, Governance, Ethics, Societies, Comparative Study

Keywords: *Africanization, Colonialism, Decolonization, Ethnography, Governance, Intersectionality, Postcolonialism*

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