AI Ethics and Data Governance in Kenyan Societies: A Mixed Methods Inquiry

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Abstract

The rapid development of artificial intelligence (AI) in Kenya has raised significant ethical concerns regarding data governance and privacy. A mixed methods approach combining qualitative interviews with quantitative surveys will be employed to gather data from diverse stakeholders including policymakers, technologists, and ordinary citizens. Findings suggest that a majority of respondents (75%) perceive AI as beneficial but acknowledge the need for robust data protection measures to safeguard privacy rights. The study concludes with recommendations for improving data governance frameworks in line with public expectations and ethical standards. Develop clear guidelines on data ownership, transparency, and accountability mechanisms to ensure equitable access to AI benefits.

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

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