



A Case Study in Ethical Data Governance: Artificial Intelligence and Societal Values in Morocco

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Abstract

This study addresses a current research gap in African Studies concerning The Ethics of AI and Data Governance in African Societies in Morocco. The objective is to clarify key debates, identify practical implications, and outline a focused agenda for scholarship and policy. A qualitative approach was used, drawing on recent literature and policy sources to frame the analysis. The analysis indicates persistent structural constraints alongside emerging local innovations; however, evidence remains uneven across contexts and sectors. The paper argues for context-specific approaches and stronger empirical foundations in future research. Stakeholders should prioritise inclusive, locally grounded strategies and improve data transparency. The Ethics of AI and Data Governance in African Societies, Morocco, Africa, African Studies, case study This structured abstract provides a standardised summary to support rapid screening, indexing, and assessment of scholarly contribution.

Keywords: *Artificial Intelligence, Data Governance, Digital Ethics, North Africa, Case Study, Sociotechnical Systems, Morocco*

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