Kama.AI Vows to Mitigate the Colonizing Effects of AI

TORONTO – Collision Conference - June 21, 2022 – Kama.AI, an Indigenous-owned Artificial Intelligence company, enables Indigenous communities to take a leadership role in Artificial Intelligence and related technologies, countering the colonizing effects of technology on Indigenous populations and empowering inclusivity, diversity and ethics for environmental or social interest groups.

Still experiencing the long-lasting effects of colonization that occurred across the globe for hundreds of years, Indigenous populations continue to struggle with isolation, self-sufficiency, housing, education, employment and other factors mainstream societies take for granted.

In addition, the remote locations that many Indigenous peoples have made their homes for thousands of years, have poor or no Internet access expanding the digital divide between them and urban and suburban populations.

Research has indicated that this unfortunate combination of circumstances is creating a new form of inadvertent 'digital colonization' where Indigenous people are being left even further behind the mainstream societies that are developing and embracing the use of technical advancements like artificial intelligence, virtual assistants, and robotic process automation.

At Collision 2022, Kama.AI stated its commitment to providing a more accessible technology that enables non-technical people to train AI to be inclusive, transparent and ethical.

Brian Ritchie, Kama.AI's CEO, and member of Chapleau Cree First Nation, said "It is extremely important that our people not only have opportunity use AI technologies, but also that we can be part of improving how they are developed and how they serve us. Our unique, zero-code form of conversational AI requires virtually no technical skills and is used improve how people and organizations work together to integrate their values, knowledge, and experience with AI order to deal with new problems or situations."

"Our recent work with First Nations to trial, and now deploy, Virtual Health Assistants, is a great example. Not only can the Virtual Assistants be used to enhance health, culture, and well-being, they can be programmed or trained by the community members themselves", said Ritchie.

Kama.AI's release of its platform's multi-language capability furthers its commitment to accessibility and inclusion with its human-value driven, conversational intelligence.

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About Kama.AI

Kama.AI's Designed Experiential Intelligence™ platform, Kama DEI, is a zero-code, natural language conversational intelligence that lets commercial brands, social organizations and communities work together to educate and support their stakeholders with personalized service guided by human values like "culture", "lifestyle", "health" or "community". End-users can access the platform through any medium including chatbots, Facebook Messenger®, Amazon Alexa® or mobile phone apps. The result is anytime-access to automated, personalized product or service information while live subject matter experts focus on higher level, value-added conversations. For more information, visit: https://kama.ai/