NationTalk®

INDIGENOUS
INNOVATORS, ICONS & INFLUENCERS

Celebrating Indigenous Success

EDUCATION

JO CHRONA ON RECONCILIATION THROUGH EDUCATION
Changing the education system for Indigenous learners

....

TECH & INNOVATION

Q&A WITH INDIGENOUS AEROSPACE CEO JACOB TAYLOR
How Jacob Taylor is using drones to build community capacity

....

YOUTH

TRÉCHELLE BUNN ON USING MOVEMENT AS MEDICINE
Reconciliation Run event brings opportunities for healing and education

COMMUNITY CONTRIBUTIONS THROUGH MEDIA
First–ever recipient of the Chief Louis Stevenson Media Award is Chief Dr. Robert Joseph

A Traditional Approach to Storytelling with Artificial Intelligence

Meet Brian Ritchie, a member of Chapleau Cree First Nation, and Founder and CEO of the majority Indigenous-owned conversational AI technology company kama.ai, who sat down to discuss the importance of storytelling in the AI landscape.

Why don't we start with an introduction; what exactly is kama.ai doing?

Brian Ritchie: Firstly, we deliver what we — and a lot of the industry — call Virtual Assistants, which are automated virtual employees that our customers can 'educate' with their knowledge, and these assistants can be deployed on website chatbots, over smart speakers, or within smartphone apps to provide conversational access to information about an organization's products, services, or other frequently sought-after information.

Can you tell us about your Designed Experiential Intelligence product?

BR: kama DEI originally stood for Designed Emotional Intelligence but, as our service evolved, we changed this to Designed Experiential Intelligence, highlighting the importance of the humans — the knowledge managers or subject-matter experts — that train our virtual assistants using tacit knowledge (e.g. personal experiences, stories, cultural information.)

What do you mean by Emotional Intelligence?

BR: When we started our journey in 2014, Emotional Intelligence wasn't a common term in the industry; the Emotion AI sector has since emerged, encompassing various technologies like ones that detect emotion from your voice. It's expected to be a $60 billion USD global market by 2025. Our particular form of Emotion AI 'understands' the meaning behind words in relation to human values. For example, if someone said "I am lonely", our Virtual Assistant would understand that the person may be lacking in 'communication' or 'companionship'. Based on the user's values, our agent could provide empathetic responses, offering resources to help the user navigate those feelings.

There's a lot of talk about new conversational tools available on the market. How does kama DEI compare to those?

BR: That's a great question! How much time do we have? Much of the latest work is based on Large Language Models that generate textual responses to inquiries using information available on the Internet or other repositories. Unfortunately, there are known issues of unpredictable, false, and biased responses coming from the underlying data.

kama DEI virtual assistants don't work like that; they have their own rational, value-based approach — our machine intelligence — but they can only provide responses exactly how the knowledge managers or subject-matter experts have trained it to respond. Nothing is made up by the machine, ensuring that the information produced is predictable and truthful. It's a more governed, transparent, and therefore ethical form of AI. And since no programming is required, it's very accessible.

What do you see kama's technology providing to future generations?

BR: Our technology has its own form of emotional intelligence, but the information comes from people. Indigenous people have always been storytellers. Storytelling is the foundation of effective generational communication, whether a community member's talking to youth about a recent hunting trip or a marketer is informing consumers about an innovative product.

Can you give us an example of your work?

BR: With a recent customer, the RESEAU Centre for Mobilization of Innovation, we are helping spread the word about the importance of clean water for First Nations and other rural communities.

Essentially, our platform can be applied to almost any enterprise, agency, or cultural group looking to store and disseminate information to its stakeholder community. We already have Indigenous organizations, a staffing company, a telecom company, and several technology companies using kama DEI, and we're looking forward to talking with your readers about how we can help them.
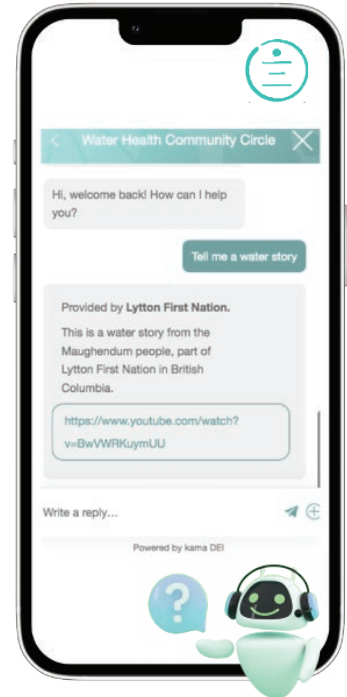
At kama.ai, we understand that storytelling is foundational to personal and communal growth.

Whether you want to provide 24x7 service to community members or share your organization's vision with stakeholders, kama.ai's emotionally intelligent Virtual Assistants can help tell your story.

Learn more at **www.kama.ai**

A proud member of

Canadian Council for **ABORIGINAL BUSINESS**