



*Maurice Jones*

1<sup>st</sup> AI for People Workshop

August 8+9, 2020

# MAPPING CROSS-CULTURAL VISIONS ON ARTIFICIAL INTELLIGENCE





## Overview

- Background
- Theory
- Case Studies:
  - Japanese AI Visions
  - Indigenous AI
  - Ubuntu
- Comparison
- Conclusion



**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop





## Background



Mapping cross-cultural visions  
on artificial intelligence

1<sup>st</sup> AI for People Workshop



## MUTEK AI ART LAB



<https://www.youtube.com/watch?v=HJQlh8pAO2w>

**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop





## Theory

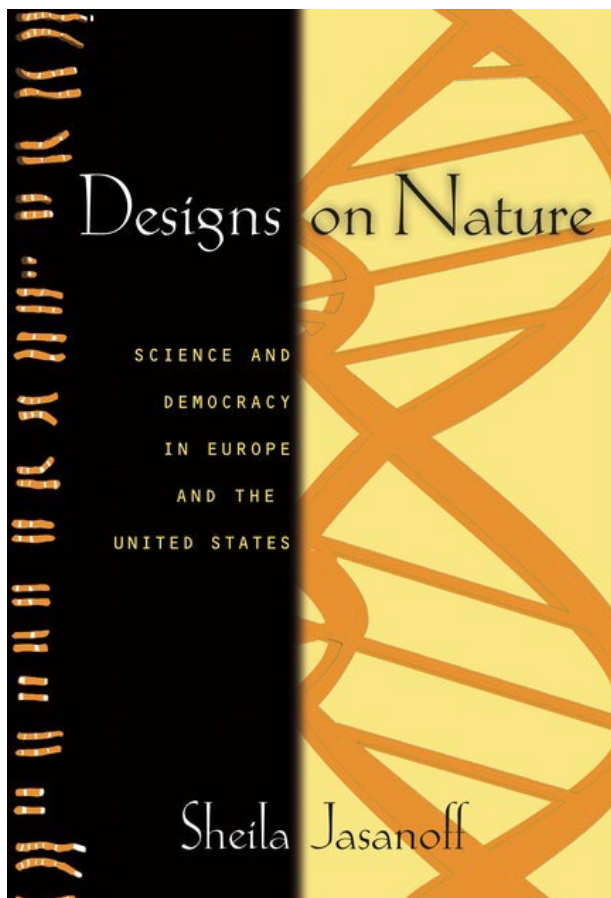


Mapping cross-cultural visions  
on artificial intelligence

1<sup>st</sup> AI for People Workshop



## Theory



**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop





## On Culture:

“a group’s shared set of meanings, its implicit and explicit messages, encoded in social action about how to interpret experience.”

(Schneider & Geertz 1976)

“How things are viewed differently, how things are done differently and how these activities are institutionally arranged differently.”

(Geertz 1983)



**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop



## Case Studies

- Japanese AI Visions
- Indigenous AI
- Ubuntu

**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop





## Japanese AI Visions



BUSINESS / TECH

### Kyoto temple puts faith in robot priest, drawing praise from Japanese but scorn from Westerners

BY ALASTAIR HIMMER

AFP-JIJI

**KYOTO** – A 400-year-old temple is attempting to hot-wire interest in Buddhism with a robotic priest it believes will change the face of the religion — despite critics comparing the android to “Frankenstein’s monster.”

AUG 15, 2019

[ARTICLE HISTORY](#)

<https://www.japantimes.co.jp/news/2019/08/15/business/tech/kyoto-temple-robot-priest/>

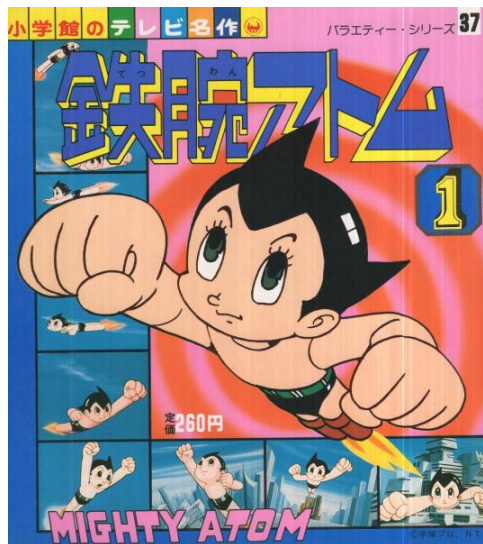


Mapping cross-cultural visions  
on artificial intelligence

1<sup>st</sup> AI for People Workshop



## Japanese AI Visions



Mapping cross-cultural visions  
on artificial intelligence

1<sup>st</sup> AI for People Workshop





# Indigenous AI

INDIGENOUS AI



Indigenous Protocol  
and Artificial Intelligence  
Working Group

<https://www.indigenous-ai.net/>

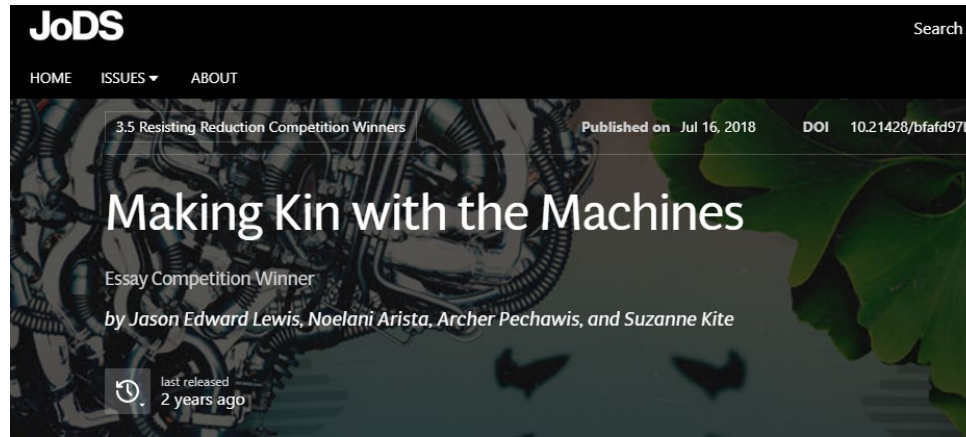


**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop



# Indigenous AI



Man is neither height nor centre of creation. This belief is core to many Indigenous epistemologies. It underpins ways of knowing and speaking that acknowledge kinship networks that extend to animals and plants, wind and rocks, mountains and oceans. Indigenous communities worldwide have retained the languages and protocols that enable us to engage in dialogue with our non-human kin, creating mutually intelligible discourses across differences in material, vibrancy, and genealogy.

Blackfoot philosopher Leroy Little Bear observes, “the human brain is a station on the radio dial; parked in one spot, it is deaf to all the other stations [...] the animals, rocks, trees, simultaneously broadcasting across the whole spectrum of sentience.”<sup>1</sup> As we manufacture more machines with increasing levels of sentient-like behaviour, we must consider how such entities fit

<https://jods.mitpress.mit.edu/pub/lewis-arista-pechawis-kite>



**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop





# Indigenous Epistemologies

“Indigenous epistemologies do not take abstraction or generalization as a natural good or higher order of intellectual engagement. Relationality is rooted in context and the prime context is place. There is a conscious acknowledgement that particular world views arise from particular territories, and the ways in which the push and pull of all the forces at work in that territory determine what is most salient for existing in balance with it.”

(Lewis, Arista, Pechawis, and Kite 2018)

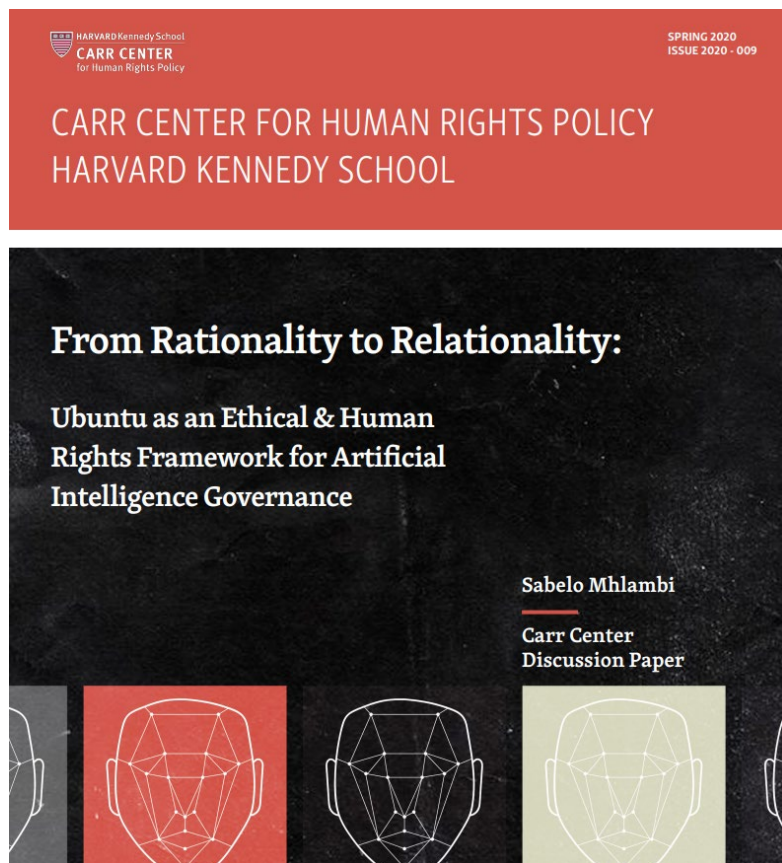


**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop



# Ubuntu



<https://carrcenter.hks.harvard.edu/publications/rationality-relationality-ubuntu-ethical-and-human-rights-framework-artificial>



Mapping cross-cultural visions  
on artificial intelligence

1<sup>st</sup> AI for People Workshop





## Self-similarity in Ubuntu

“The individual recognizing another is best understood in the context of the community recognizing another or the community recognizing itself, its interconnectedness with itself, through the recognition of the individual.”

(Mhlambi 2020)



**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop



## Ubuntu's Criticism

Current forms of data colonialism and surveillance capitalism are in direct opposition to Ubuntu.

(Mhlambi 2020)

A large, abstract network diagram in the background of the slide. It consists of numerous blue dots (nodes) connected by thin, light blue lines (edges), forming a complex web. The diagram is set against a light blue circular gradient background.

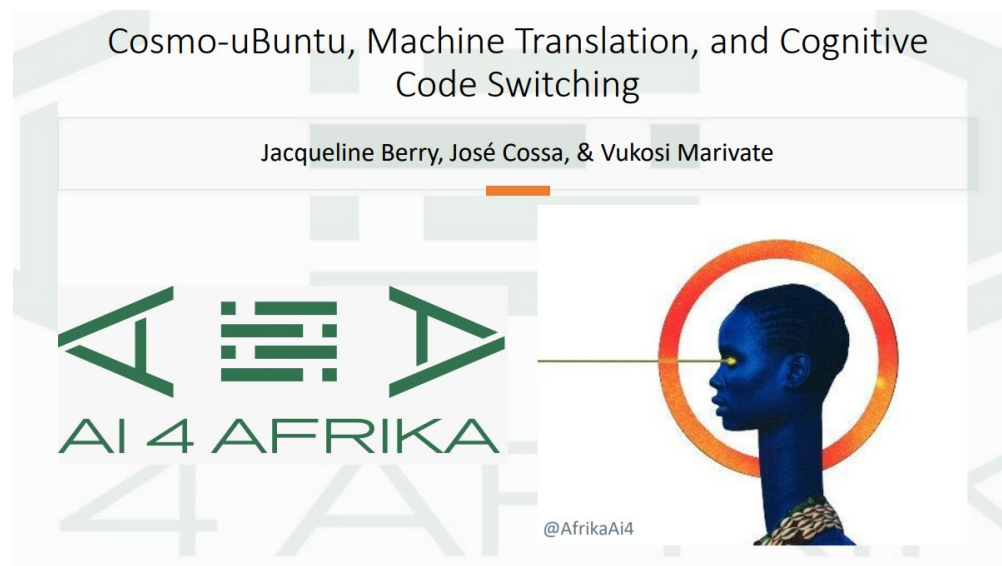
**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop





# Cosmo-uBuntu



**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop

<https://aiforgood.itu.int/wp-content/uploads/2020/06/Jose-Cossa-2.pdf>



## Comparative Thoughts

- Relationality
- Materialization
- Power



**Mapping cross-cultural visions  
on artificial intelligence**

1<sup>st</sup> AI for People Workshop





*Thank you.*

Get in touch:

[https://www.linkedin.com/in/maurice-jones/  
maurice.jones@aiforpeople.org](https://www.linkedin.com/in/maurice-jones/maurice.jones@aiforpeople.org)

**MAPPING CROSS-CULTURAL VISIONS  
ON ARTIFICIAL INTELLIGENCE**





*Support us!*

Follow us on Social Media:

<https://twitter.com/AIforPeople>

<https://www.linkedin.com/company/ai-for-people/>

Join one of our projects:

<https://www.aiforpeople.org/projects/>

Make a Donation:

<https://www.aiforpeople.org/supporters/>

**MAPPING CROSS-CULTURAL VISIONS  
ON ARTIFICIAL INTELLIGENCE**

