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Decolonizing Algorithms: Artificial Intelligence Bias and Digital Colonialism in Global South AI Governance

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ABSTRAK

Teknologi Kecerdasan Buatan (AI) menjadi pusat transformasi digital global, menawarkan efisiensi dan peningkatan pengambilan keputusan. Namun, bias algoritmik, diskriminasi sistematis dan tidak adil yang tertanam dalam AI tetap menjadi perhatian serius, terutama di Global South, di mana teknologi ini sering diterapkan tanpa penyesuaian kontekstual. Makalah ini menelaah bagaimana data dan sistem nilai dari Global North membentuk pengembangan AI, sehingga berkontribusi pada hasil yang tidak adil di negara berkembang. Melalui tinjauan literatur kualitatif yang berlandaskan studi data kritis dan teori pascakolonial, studi ini mengeksplorasi kolonialisme digital dan sistem AI yang tidak selaras dengan realitas sosial-budaya lokal. Tantangan utama meliputi kurangnya dataset yang representatif, ketidaksesuaian budaya, dan kerangka regulasi yang lemah, yang berujung pada eksklusi dan diskriminasi.

***Kata kunci**: Bias Alghoritmik, Global South, Kolonialisme Digital, Tata Kelola AI*

ABSTRACT

Artificial Intelligence (AI) technologies are central to global digital transformation, promising efficiency and improved decision-making. However, algorithmic bias, systematic and unfair discrimination embedded in AI, remains a pressing concern, especially in the Global South, where these technologies are often deployed without contextual adaptation. This paper examines how data and value systems from the Global North shape AI development, contributing to unfair outcomes in developing countries. Using a qualitative literature review grounded in critical data studies and postcolonial theory, it explores digital colonialism and AI systems misaligned with local socio-cultural realities. Key challenges include a lack of representative datasets, cultural misalignment, and weak regulatory frameworks, leading to exclusion and discrimination. The study advocates for a human rights-centered, context-sensitive AI governance framework emphasizing transparency, local participation, ethical pluralism, and capacity-building. Reframing algorithmic bias as a socio-political issue highlights the urgent need for systemic transformation to ensure AI promotes equitable and just outcomes globally.

Keywords: Algorithmic Bias, Global South, Digital Colonialism, AI Governance

INTRODUCTION

Artificial Intelligence (AI) has become a driving force behind global digital transformation, with applications spanning public services, finance, education, and law enforcement. Promising increased efficiency and more accurate decision-making, AI systems are often perceived as objective tools for progress. Yet, a growing body of research highlights the darker side of this technological advancement, namely, *algorithmic bias*, a phenomenon in which automated systems reproduce and even amplify existing social inequalities, particularly to the detriment of marginalized or underrepresented communities (Jain & Menon, 2023; Samala & Rawas, 2024).

Most academic discourse and ethical standards surrounding algorithmic bias have been shaped in the Global North, particularly in the United States and Western Europe. These regions dominate not only the development of AI technologies but also the global narratives of what constitutes ethical and fair AI. However, the deployment of these systems in the Global South raises critical concerns. Systems trained on data from homogenous or Western-centric populations are often ill-suited to the diverse socio-cultural realities of the Global South. Research shows that the negative impacts of AI are more likely to be felt by low- and middle-income countries, while advancements in the field are less likely to benefit them (Akter, 2024; Hagerty & Rubinov, 2019).

Algorithmic bias is a big problem in artificial intelligence (AI). It is when there are mistakes in computer programs that happen again and again. These mistakes can make things unfair, usually helping some groups more than others (Barocas & Selbst, 2016). These prejudices are not just technical hiccups, but are firmly entrenched in the wider power structures of society. Experts have found that these problems come from different sources. Some of these sources are training data that does not represent the real world, design assumptions that include common values, and the continuation of existing social inequalities. With increasing mediation of access to resources and opportunities by AI systems, there is greater visibility of the consequences of these biases and greater harm caused.

Digital colonialism in AI shows how the Global North and South are still really imbalanced when it comes to power, with the North being the main place where AI technology is developed, and basically controlling the South's progress in this area. In this scenario, the Global South is often reduced to a mere provider of data or a market, with negligible to non-existent involvement in the conception or administration of AI systems (Borch, 2024). The bulk of the most substantial AI systems are run by enterprises headquartered in the US and China. Individuals residing in southern regions frequently

exhibit divergent values and priorities in comparison to those who are based in northern regions (Kshetri, 2024). This shows that AI systems often don't show the true situation in the Global South, socially and politically. This can lead to some pretty awful results, like unfair treatment and harmful stereotypes. These can have a really negative impact on people, and it's often hard to fix the damage.

The Global North mainly develops AI. Fair treatment of the Global South is indicated by this. Information from the Global South is collected and utilised without any form of compensation. There is exclusion of them from decision-making processes (Kshetri, 2024). This makes things unfair, as it makes money from information about the south while stopping people from the south from getting involved in decisions. Also, AI systems that are programmed using information from Western countries do not show the experiences of different groups of people in poorer countries. This can lead to people having the wrong idea about these groups and the results of the AI systems being unfair (Arun, 2020). The need for more inclusive, context-aware AI development approaches is highlighted by the exacerbation of these issues caused by the absence of localised data and culturally sensitive policies.

Although AI is rapidly advancing globally, the majority of research and development is still dominated by Global North countries, while contributions from the Global South remain limited. This results in a lack of local perspectives in the design, implementation, and testing of AI systems. Okolo, Dell, and Vashistha (2022) found that among 16 XAI studies reviewed in the Global South, only one genuinely involved local users, while most research merely used local data without direct human engagement. Restricted digital infrastructure poses challenges for the adoption and development of AI in the Global South. The following changes have been made to the text: To illustrate, in 2021, a mere 36 out of 100 individuals on the African continent had access to the internet. These challenges are further compounded by gender disparities. The female population makes up just 35% of those who graduate in STEM subjects. The workforce in data and AI is also comprised of 26% of them. Within the geographical confines of sub-Saharan Africa, it is observed that for every 100 men in possession of spreadsheet proficiency, a mere 40–44 women are similarly endowed (UNESCO, 2025).

Despite the rapid global advancement of Artificial Intelligence (AI), its development and governance remain heavily dominated by the Global North (Sampath, 2021). Most AI systems are therefore designed using Western-centric data and value frameworks that fail to capture the diverse socio-cultural realities of the Global South (Monasterio Astobiza et al.,

2022). When deployed in these contexts, such systems frequently reproduce algorithmic bias, exacerbate digital colonialism, and deepen existing social inequalities (Ayana et al., 2024). The exclusion of Global South perspectives from decision-making processes limits fair representation and raises serious human rights concerns. Without localized frameworks that account for cultural, historical, and economic differences, AI risks reinforcing rather than alleviating marginalization in less developed nations. Despite growing attention to algorithmic bias, there is limited research on frameworks that integrate decolonial theory to guide inclusive AI governance in the Global South.

Research on AI in the Global South is often marginalized due to the dominance of Global North narratives, resulting in limited inclusion of local perspectives and culturally contextual approaches (Png, 2022; Ayana, 2024). Although algorithmic bias is increasingly recognized, few studies explore how decolonial theory can guide more equitable AI governance (Inuwa-Dutse, 2023). This study draws on Quijano's concept of coloniality of power, which highlights the enduring influence of historical colonial structures on knowledge and technology (Quijano, 2000), and Mignolo's notion of epistemic delinking, advocating for the incorporation of non-Western knowledge systems (Mignolo, 2025). By integrating these theoretical perspectives, the research not only identifies biases in AI systems but also emphasizes its novelty: focusing specifically on the Global South, centering marginalized communities, and proposing inclusive, culturally sensitive, and human-rights-based AI governance frameworks, which is rarely addressed in existing literature. This study is novel in its integration of decolonial theory with AI governance, centering Global South communities and proposing culturally sensitive, human-rights-based frameworks.

Despite these challenges, there are favourable outlooks for the Global South to utilise AI to achieve growth that benefits everyone. It is possible for the Global South to reduce the risks of digital colonialism. AI can also deliver good results. To achieve this, a strategy based on human rights must be adopted. Local sets of information must be created. Management methods must be created. Resources must be used.

The study's uniqueness lies in its in-depth examination of bias in digital systems and colonies in the Global South, a subject rarely researched. Unlike other research, it focuses on the Global South's involvement in AI design, highlighting unfairness. It discusses the role of human rights in AI governance, emphasising fairness, transparency, and clarity through local development that considers culture, society, and the economy. By focusing on Global South communities' needs and wants, it offers valuable insights into addressing longstanding imbalances in AI development and ensuring technology improves for all.

The primary issue is the role of Global North data and values in shaping Global South AI development and ensuring fairness and inclusivity in algorithms. Contemporary AI models, founded on Global North notions and data, frequently yield biased outcomes that exacerbate inequalities in welfare, education, and employment. Algorithms must be fair, requiring local knowledge and cultural values to be taken into account, with people's input being key to decision-making. This ensures that AI systems competently address individuals' diverse requirements in the Global South, while mitigating the hazards of digital colonialism.

This study aims to examine how Global North data and values contribute to bias in AI systems deployed in the Global South, and to propose equitable, context-aware governance frameworks based on human rights. The continuation of the article is in the form of an exploration of methods for rendering these systems more equitable, welcoming, and culturally considerate. These approaches are founded on the principles of human rights and are spearheaded by communities. The research methodically interweaves a thorough examination of systemic inequalities with an analysis of AI initiatives that are localised and engage human participants. The objective is to furnish pragmatic insights for the establishment of AI governance frameworks that are equitable, accommodate diverse contexts, and cater to the requirements of marginalised communities in the Global South. The research provides practical guidance on creating AI governance frameworks that are fair, context-aware, and responsive to the needs of marginalised communities in the Global South. The aim is to provide practical insights for fair AI frameworks that consider different contexts and respond to the needs of marginalised groups in the Global South.

ANALYSIS FRAMEWORK

Research on AI in the Global South is often marginalized due to the dominance of Global North narratives, resulting in limited inclusion of local perspectives and culturally contextual approaches (Png, 2022; Ayana, 2024). Although algorithmic bias is increasingly recognized, few studies explore how decolonial theory can guide more equitable AI governance (Inuwa-Dutse, 2023). This study draws on Quijano’s concept of coloniality of power, which highlights the enduring influence of historical colonial structures on knowledge and technology (Quijano, 2000), and Mignolo’s notion of epistemic delinking, advocating for the incorporation of non-Western knowledge systems (Mignolo, 2025). By integrating these theoretical perspectives, the research not only identifies biases in AI systems but also emphasizes its novelty: focusing specifically on the Global South, centering marginalized

communities, and proposing inclusive, culturally sensitive, and human-rights-based AI governance frameworks, which is rarely addressed in existing literature.

To operationalize this theoretical framework, the study examines key variables including data colonialism**,** unfair knowledge production, and technological control. Data colonialism is measured through the extent to which AI systems in the Global South rely on data extracted without local participation or benefit, reflecting a passive role of local communities in system design. Unfair knowledge production is assessed by analyzing whether AI models encode Western-centric assumptions that marginalize local cultural, social, or economic contexts. Technological control is operationalized as the capacity of local stakeholders to govern AI infrastructure, administration, and development, indicating the degree of autonomy and participation of Global South communities in shaping AI. These indicators collectively enable the systematic assessment of structural inequities embedded in AI systems and provide pathways to propose context-aware, participatory, and equitable AI governance, as suggested by Mohamed, Png, and Isaac (2020). Please see **Figure 1**

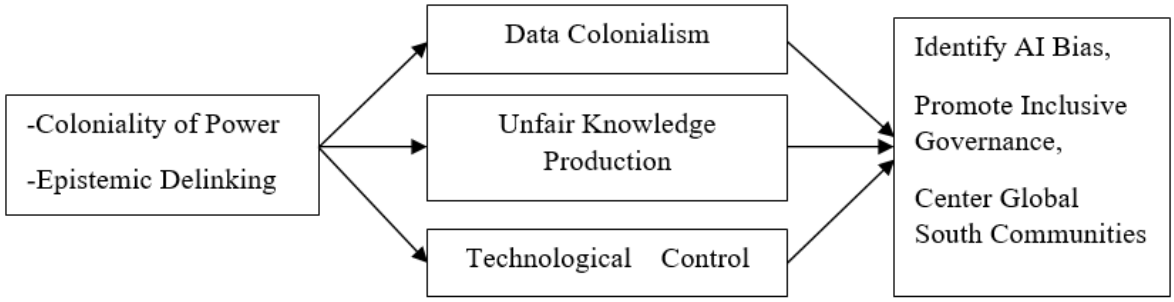

Figure 1. Analysis Framework

RESEARCH METHODS

The investigation employs a research plan that integrates peer-reviewed journal articles, scholarly books, and policy papers **to** examine prejudice in artificial intelligence (AI) systems in the Global South. The focus is on digital colonialism and postcolonialism, highlighting how technology interacts with power structures and inequalities. The study identifies three types of bias: pre-existing societal biases and technical limitations, emergent biases, and perpetuated discrimination, which collectively contribute to digital colonialism and the exclusion of marginalized communities. This demonstrates that AI bias is not only technical but also structural and political, embedded in broader systems of inequality.

A purposive sample of ten key documents published in the last ten years (2015–2025) was selected from Scopus-indexed journals (Ulnicane, 2023; Mohamed, Png, & Isaac, 2020; Couldry & Mejias, 2019; Arun, 2020; Okolo, Dell, & Vashistha, 2022; Barocas & Selbst,

2016), books (Noble, 2018; D'Ignazio & Klein, 2020), and other sources available via Google Scholar (Fazil et al., 2024; Kshetri, 2024). Critical Discourse Analysis (CDA) was applied to examine how language, narratives, and power shape social and cognitive processes regarding AI bias. Documents were coded and categorized into the three bias types and interpreted through the lens of digital colonialism. Triangulation, internal peer review, and systematic documentation ensured the rigor, reliability, and transparency of the analysis, supporting recommendations for context-aware, human-rights-based AI governance frameworks.

Table 1. Key Documents for Analysis

No	Author & Year	Type	Source / Platform	Scopus	Google Scholar
1	Ulnicane (2023)	Journal	Wiley	Yes	Yes
2	Fazil et al. (2024)	Journal	Nusantara Hasanah	No	Yes
3	Barocas & Selbst (2016)	Journal	SSRN	Yes	Yes
4	Noble (2018)	Book	NYU Press	No	Yes
5	Mohamed, Png, & Isaac (2020)	Journal	SpringerLink	Yes	Yes
6	Couldry & Mejias (2019)	Journal	Sage	Yes	Yes
7	Arun (2020)	Book chapter	Oxford Handbook Online	Yes	Yes
8	D'Ignazio & Klein (2020)	Book	Wiley	No	Yes
9	Okolo, Dell, & Vashistha (2022)	Journal	DIR Journal	Yes	Yes
10	Kshetri (2024)	Policy report	ETUI	No	Yes

RESULTS AND DISCUSSION

The development of artificial intelligence (AI) has been praised as a major step forward in technology, with the ability to create new ideas, improve processes and connect people worldwide. This section presents how AI development is distributed globally. Observations show that AI research and infrastructure are concentrated in the Global North, while the Global South mainly provides data and labour with minimal influence on AI design. AI research remains dominated by the Global North, with North dominating the production of AI infrastructure and knowledge, whilst the Global South plays a passive role, providing data and labour, but with no say in how they are used. This imbalance not only continues historical injustices, but also affects how AI is designed and used, resulting in local knowledge, social rules and cultural truths being disregarded. This pattern exemplifies digital colonialism, where technological control reinforces historical inequalities (Mohamed, Png & Isaac, 2020). Understanding these patterns is vital in dealing with the problems AI can cause, especially in places where people have been marginalised in the past.

Historical Roots of Digital Colonialism

Global North tech companies systematically extract data from Global South populations without providing meaningful access to the value created. Social media platforms and mobile apps collect personal, behavioral, and biometric data from users in developing countries, yet the resulting algorithms are not adapted to local needs. This digital colonialism continues historical power structures, where knowledge and data replace territorial control. This reflects the continuation of historical power structures, where knowledge and data replace territorial control, exemplifying digital colonialism (Mohamed, Png & Isaac, 2020)

Digital colonialism manifests through concentrated control over AI infrastructure and knowledge production. Global North nations embed their values, priorities, and assumptions into AI systems, which may not reflect the cultural, social, or economic realities of Global South populations. This imbalance reinforces historical inequities, perpetuating a system in which technological innovation primarily benefits already dominant countries (Couldry & Mejias, 2019).

The Digital Age and Data Colonialism

Since the 2010s, AI development has been heavily concentrated in the Global North, particularly in the United States and China. Global Education Monitoring Report notes that nearly 90% of Open Educational Resources (OER) in higher education repositories are

produced in Europe or North America, and 92% of materials in the global OER Commons are in English, highlighting the dominance of these regions in digital educational content, including AI-related resources. This concentration exemplifies what Couldry and Mejias (2019) define as "data colonialism" the extraction of data from Global South populations without compensation or meaningful participation in technology creation.

Global North tech companies systematically collect personal, behavioral, and biometric data from Global South populations. However, algorithms developed from this data are rarely adapted to local contexts, creating a dependency on technologies designed to serve Western-centric assumptions. AI talent is also highly concentrated in the Global North; the AI Index Report (2024) finds that 78% of AI professionals are located in developed countries, while Global South countries remain largely passive consumers of externally developed AI technologies (Citizens, 2024). This imbalance produces a "digital apartheid," reinforcing inequitable access to knowledge and technological innovation.

Contemporary Manifestations and Technological Sovereignty

AI systems made in the Global North often ignore local knowledge, cultural rules, and social values (Mohamed, Png, & Isaac, 2020). Populations in the Global South are frequently misrepresented, excluded, or misclassified by algorithmic systems, which undermines fairness and accountability (Mohamed, Png, & Isaac, 2020; Kshetri, 2024). Furthermore, structural dependence on cloud infrastructure, AI frameworks, and external talent limits the ability of Global South countries to establish autonomous technological policies, reinforcing their passive role in AI development (Kshetri, 2024). Such dependence reinforces historical inequities and requires structural reforms to empower local actors (D'Ignazio & Klein, 2020). Community-run, inclusively designed AI projects and governance rules that benefit all can help reduce algorithmic bias and promote technological sovereignty.

Digital colonialism can effectively be tackled only with approaches that go further than technical fixes. Fair technology is shown through its methods, like community-run, inclusively designed AI projects, and rules that benefit everyone (D'Ignazio & Klein, 2020; Borch, 2024). Structural reforms and the redistribution of Global South resources, along with empowering local actors, are vital to reduce algorithmic bias. Absent such measures, AI risks perpetuating historical injustice and hindering long-term growth. Combining social, ethical, and technological plans ensures that AI becomes a tool for all to use (Arun, 2020; Kshetri, 2024).

Presentation of Research Findings

This research identifies four main manifestations of digital colonialism in AI systems in the Global South. This is based on a synthesis of literature. The *first* manifestation is data colonialism. This is data extraction without meaningful participation. The *second* is epistemic injustice and governance capacity. The *third* is community-driven approaches and fair AI implementation.

Explaining how prejudiced algorithms work often shows that prejudice in AI is not just a small problem in technology, but a sign of big problems in society. Investigators such as Barocas and Selbst (2016) and Noble (2018) demonstrate how AI frequently assumes and exacerbates existing prejudices regarding race, gender, and wealth. These prejudices are incorporated into the algorithms that determine what content is displayed to people on the internet. This is due to the fact that the data utilised to train the algorithms is prejudiced, as are the suppositions made about how the world functions and the design decisions made when creating the algorithms. This results in unfairness that becomes embedded in the system. If we do not deal with the basic social problems, AI systems may exacerbate these problems.

Bias in algorithms has a particularly significant impact on marginalised groups in the Global South. In the Global North, discourse has shifted towards the ethical considerations of AI and the principles that ought to govern it. However, in many emerging nations, AI systems are prejudiced and do not align with their distinct social and cultural environments (Akter, 2024; Hagerty & Rubinov, 2019).

Data Colonialism: Extraction without Meaningful Participation

Examining the structural dimensions of digital colonialism is the best way to understand algorithmic bias in the Global South. According to experts such as Kwet (2019) and Borch (2024), AI development is still dominated by countries from the Global North. These people take data from the Global South and make money from it, but do not help the people who live there. They also stop local people from making decisions. The contemporary scenario bears a striking resemblance to conventional colonial relationships, wherein the acquisition of resources is pursued without ensuring equitable participation or adequate compensation. Global power imbalances are perpetuated by technological means.

Algorithmic systems in the Global South are biased because there is a lack of locally representative data. AI systems are chiefly educated using information from Western nations, which is often somewhat restricted in its range. As a result, they frequently fail to mirror the

varied communities of emerging nations (Arun, 2020; Kshetri, 2024). Significant social groups are misrepresented and excluded by these systems, and they are misclassified or overlooked. It is imperative that localised, diverse information is gathered that mirrors the existence of these populations.

Most AI applications use ideas and values from Western cultures, but these are often not used in the Global South (Menon, 2023). The potential for ineffective and potentially harmful algorithmic outputs to be produced as a result of this disconnection must be acknowledged. It should be recognised that this could lead to stereotypes being entrenched or cultural sensitivities being infringed upon, thereby undermining trust and acceptance.

Epistemic Injustice and Governance Capacity

It is shown by the literature that problems with rules and governance are experienced by many countries in the Global South. In some parts of the Global North, the rules and laws about algorithms are starting to change. But in many developing countries, it is difficult to create complete legal systems and organisations that can make sure algorithms are fair and accountable (Findlay et al., 2023). Without regulation, communities are vulnerable to unchecked technological harm, and people negatively affected by biased AI decisions have limited options.

Scholars advocate a human rights-based approach. This is to counter challenges to AI governance. This means that it is very important that AI is developed and used in a way that is ethical. It is also important that it is transparent, inclusive, and respects the fact that there are many different cultures. It engages local stakeholders, including marginalised communities, in the creation, execution, and supervision of AI technologies to guarantee systems cater to their requirements fairly and appropriately.

However, there are still major problems between the Global North and South. These problems are about power and resources. The Global South often has problems with technology, money, and trained people. These are important for developing and managing AI without help from other countries (Kshetri, 2024). If these incongruities are not resolved, efforts to promote inclusivity and impartiality may be limited, which could result in Northern entities and principles maintaining their dominance within AI systems.

Regulatory and governance gaps in many developing countries make the deployment of biased AI more likely. If there are no legal frameworks or institutional capacity, communities cannot take legal action against discriminatory decisions made by algorithms.

Not having any rules to control them is making things worse. It is also making people less likely to trust AI. The development of skills in the Global South can be supported by international collaboration and the sharing of knowledge, but only if efforts are overseen with respect for local independence and the priorities of local people.

Community-driven Approaches and Fair AI Implementation

Decolonial and community-driven models are being explored through a number of initiatives. For example, some people collect data, some people use AI that anyone can change, and some people make rules that let people in the Global South speak up (D'Ignazio & Klein, 2020; Borch, 2024). These efforts are very important because they are breaking down the old structures of AI that were built on colonial ideas. This will help to create technologies that are fairer and more in line with different cultures.

The ultimate finding is that the promotion of algorithmic fairness in the Global South requires the development of solutions that go beyond purely technical solutions, such as bias mitigation algorithms or fairness metrics. Instead, a general approach is needed, one that includes social criticism, gives control of data back to the people, and accepts that there is more than one way to think about what is right and wrong, and that there are many different ways of life. AI technologies will only become truly equitable tools that contribute to worldwide development if we make comprehensive efforts to ensure they do not reinforce existing inequalities.

The review of the literature shows how technology, power, and society all play a part in creating bias in algorithms in the Global South. Although AI systems are often presented as neutral and objective tools, research shows that they are actually part of, and maintain, existing social hierarchies and global inequalities. This challenges the common views in research and policy about bias in AI, which see it as just a technical problem.

Digital colonialism is the crux of this critique. This is the idea that bias in AI is just a continuation of a cycle that has lasted a long time. In this cycle, the Global North takes resources from the Global South and controls them. This standpoint elucidates the manner in which data and algorithms have the potential to evolve into instruments of technological governance, which, in actuality, have the capacity to exacerbate prevailing power imbalances rather than facilitating progress. Concerns have been raised about sovereignty, justice, and self-determination in digital futures due to the Global South having been marginalised in AI development processes.

The perspective that the notion of AI fairness cannot be delineated or actualised through the utilisation of universal, one-size-fits-all standards, due to the predicament of cultural misalignment, has been articulated with great frequency. Instead, it must be understood within the context of its geographical location, taking into account local values, historical legacies, and prevailing social conditions. It is important to question fairness measures that are not based on real-life scenarios. Many technical approaches use this kind of measure. For AI to be impartial, it must be meticulously planned and overseen to consider a variety of perspectives and engage individuals.

New projects being started by communities that use AI show how we can make AI systems more open and fairer by including people in the design process and including more cultural representation amongst designers. However, to grow, basic imbalances in resources, amenities, and skills need to be addressed. The incorporation of individuals in the design process, as well as the significance of cultural representation among designers, is emphasised by these prototypes. Nevertheless, the expansion of these initiatives necessitates the resolution of fundamental disparities in resources, facilities, and proficiency. The Global South will only be capable of making a substantial contribution to the formation of AI's future if redistributive strategies and worldwide solidarity are implemented.

Mitigation of biased information is crucial, but focused methods alone are insufficient: we must tackle algorithmic bias. Ethics and social justice must be integrated into the development of AI. Governance of AI requires transparency, accountability, and shared ownership, and collaboration between different disciplines. In the Global South, it is vital to reimagine AI and challenge entrenched power dynamics. We must address the effects of colonialism and global capitalism. If we do this, AI can go from making things worse to making things better.

Research like this is urgent; we should consider how bias and power distribution manifest at the local level and explore novel approaches to developing AI. This will ensure AI is fair everywhere. We must modify the blueprint and execution of AI to emphasise impartiality and regional self-reliance to tackle algorithmic bias. Society stands to benefit tremendously from artificial intelligence if we make the right changes.

CONCLUSION

The investigation looks at bias in AI systems' rules in poorer parts of the world. This is connected to unfair power differences and the effects of colonialism. The Global North

often has a big say in how AI is developed, which means the technology does not always take into account what other countries need. Fair treatment is important because it helps to protect people who don't have much money. This can include people leaving them out, lying to them, and mistreating them because of their identity. To deal with these problems, we need to do more than just reduce bias. We need to create a system based on human rights, cultural diversity, and fairness. To ensure equity and responsiveness to local needs, these systems should be conceptualised, governed, and policy-made by stakeholders from the Global South. Conversely, prevailing disparities may be exacerbated by the implementation of AI. This treatise posits that we must undertake a thoroughgoing re-examination of our approach to governing AI, a process to which all are invited to contribute. People should be able to keep their information, and everyone should have the same chances in the digital world. Global justice and sustainable development are aligned with this vision. The global community should recognise and support the Global South.

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