



# Gorffennol Digidol Digital Past - 2021

## TEACHING HERITAGE TO ARTIFICIAL INTELLIGENCE THROUGH STORYTELLING

Davar Ardalan, Founder and Storyteller in Chief, [IVOW AI](#)



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We are witnessing history's most promising and disruptive technology -- Artificial Intelligence. It is reshaping human society and changing how we live, learn, and work. Today's AI systems are powerful, but they lack knowledge of the role of women and non-

[Digital Past 2021](#): New technologies in heritage, interpretation and outreach | 8<sup>th</sup> – 12<sup>th</sup> February 2021, online via Zoom.

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western cultures across human history. Therefore we must step up and train AI to be culturally intelligent.

A focus on women is particularly important given the well-documented biases in AI and machine learning datasets, which will perpetuate the same cultural and gender biases into future systems. (You can track examples of bias in AI [here](#).)

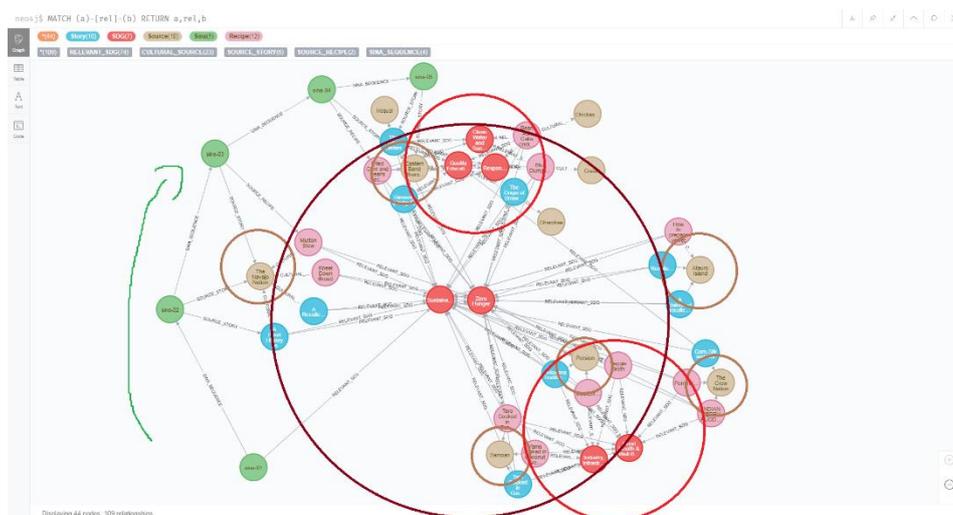
As storytelling technologists, we must take the lead in designing this future, since throughout history the role of women has largely been limited to narratives that diminish their contributions. Bringing cultural awareness to AI through the power of storytelling, at IVOW we are creating an AI tool that interactively shares stories about pioneering women in technology.

Our work has shown that we need to create more free and open source datasets featuring women in all aspects of society; to clean-up current datasets and tag women accurately; and to create machine-ready datasets focused on gender and culture so that AI products and services can be more inclusive.

As children, we learn our history through the stories our family and friends tell us about our community and where we come from. We can take the same approach to teach machines about our heritage, our communities, our myths and legends.

IVOW's digital storyteller Sina is a young conversational AI and at the moment a demo on Google Assistant. Sina has been around for a while, maybe longer than you; she loves learning about human history and then sharing those stories with others. That's what gives Sina purpose. Go ahead, ask her, Who discovered the coronavirus?

[https://www.ivow.ai/uploads/1/0/5/3/105390607/shaping\\_ai\\_systems\\_with\\_cultural\\_data.pdf](https://www.ivow.ai/uploads/1/0/5/3/105390607/shaping_ai_systems_with_cultural_data.pdf)



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## Biography

Davar Ardalan is the Founder of IVOW, a tech startup bringing cultural intelligence to AI. IVOW stands for Intelligent Voices of Wisdom. The company helps clients incorporate cultural richness, inclusive datasets, and traditional storytelling solutions into their technology. A veteran of NPR, Ardalan is also the Executive Producer of Audio at National Geographic. She's been recognized with a Gracie Award from the American Women in Radio and Television and a shout-out in the popular comic strip Zippy. She is the recipient of a United States Ellis Island Medal of Honor, for individual achievement and for promoting cultural unity.



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