

Technology for Good: Deploying Artificial Intelligence to Analyze Participant Response to Anti-Trafficking Education

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Abstract : 3Strands Global Foundation (3SGF), a non-profit with a mission to mobilize communities to combat human trafficking through prevention education and reintegration programs, launched a groundbreaking study that calls out the usage and benefits of artificial intelligence in the war against human trafficking. Having gathered more than 30,000 stories from counselors and school staff who have gone through its PROTECT Prevention Education program, 3SGF sought to develop a methodology to measure the effectiveness of the training, which helps educators and school staff identify physical signs and behaviors indicating a student is being victimized. The program further illustrates how to recognize and respond to trauma and teaches the steps to take to report human trafficking, as well as how to connect victims with the proper professionals. 3SGF partnered with Levity, a leader in no-code Artificial Intelligence (AI) automation, to create the research study utilizing natural language processing, a branch of artificial intelligence, to measure the effectiveness of their prevention education program. By applying the logic created for the study, the platform analyzed and categorized each story. If the story, directly from the educator, demonstrated one or more of the desired outcomes; Increased Awareness, Increased Knowledge, or Intended Behavior Change, a label was applied. The system then added a confidence level for each identified label. The study results were generated with a 99% confidence level. Preliminary results show that of the 30,000 stories gathered, it became overwhelmingly clear that a significant majority of the participants now have increased awareness of the issue, demonstrated better knowledge of how to help prevent the crime, and expressed an intention to change how they approach what they do daily. In addition, it was observed that approximately 30% of the stories involved comments by educators expressing they wish they'd had this knowledge sooner as they can think of many students they would have been able to help. Objectives Of Research: To solve the problem of needing to analyze and accurately categorize more than 30,000 data points of participant feedback in order to evaluate the success of a human trafficking prevention program by using AI and Natural Language Processing. Methodologies Used: In conjunction with our strategic partner, Levity, we have created our own NLP analysis engine specific to our problem. Contributions To Research: The intersection of AI and human rights and how to utilize technology to combat human trafficking.

Keywords : AI, technology, human trafficking, prevention

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