Culturally Sensitive Content Adaptation

At CENTURY, we're dedicated to creating educational content that respects and reflects diverse cultural perspectives, particularly for our users in the Middle East. We've completed a thorough review to ensure our courses align with local cultural sensitivities, using a blend of AI technology and expert review to enhance the inclusivity of our platform.

Our Approach

Research Phase

We began with comprehensive research, consulting trusted sources such as Ministry of Education guidelines, school group and individual school documents, as well as credible internet sources. This helped us identify areas that would represent potentially sensitive content such as intoxicants, illicit relationships and defamation of Islam and prophets.

Screening with AI Assistance

Our Machine Learning team deployed a GPT-powered screening tool to review course content – scanning text, images, and questions. The tool flagged items as potentially sensitive for further inspection based on confidence levels.

Manual Verification

Our Curriculum team carefully reviewed the flagged content, confirming sensitivities and identifying possible adaptations. This included thoughtful adjustments to better align with local cultural expectations.

Content Adjustments & Quality Checks

Course-Level Edits

Course suitability was reviewed and published with any necessary modifications applied to create culturally respectful materials.

Nugget-Level Edits

Specific pieces of content, such as images or audio clips, were updated, re-recorded, or adjusted to better fit diverse cultural contexts.

Question-Level Changes

We reviewed individual questions within our courses, updating them as necessary to ensure they remain respectful and relevant to all learners.

A Commitment to Continued Cultural Sensitivity

While we've taken great care in adapting and amending our content through this process, we recognise that sensitivities can vary. We're committed to continuously refining our approach to ensure a respectful learning experience for all our users and will continue to amend the content based on feedback received going forward.