

ai in political campaigns

AI in Political Campaigns: Reshaping the Landscape of Power

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Summary: This article explores the transformative impact of artificial intelligence (AI) in political campaigns, examining its applications in microtargeting, fundraising, content creation, and reputation management. It analyzes both the benefits and risks associated with AI's increasing role in shaping political discourse and electoral outcomes, offering insights for campaign strategists navigating this evolving landscape.

Introduction: The Rise of AI in Political Campaigns

The political landscape is undergoing a digital revolution, with artificial intelligence (AI) rapidly emerging as a game-changer in political campaigns. No longer a futuristic concept, AI is being deployed across various facets of modern campaigning, from identifying potential voters to crafting personalized messages and managing online reputation. This article delves into the multifaceted implications of AI in political campaigns, examining its potential benefits and the ethical concerns it raises.

H1: AI-Powered Microtargeting: Reaching the Right Voters

One of the most significant applications of AI in political campaigns is microtargeting. Traditional methods often relied on broad demographic categories, leading to inefficient resource allocation. AI, however, enables the creation of highly granular voter profiles based on vast datasets encompassing social media activity, online behavior, consumer data, and even geolocation. This allows campaigns to tailor their messaging to resonate specifically with individual voters, maximizing engagement and improving conversion rates. AI algorithms can identify key demographic and psychographic characteristics to predict voting behavior with increased accuracy, enabling campaigns to focus resources on the most persuadable voters.

H2: AI in Fundraising: Maximizing Campaign Contributions

Fundraising is crucial for successful campaigns, and AI is proving invaluable in this area. AI-powered platforms can analyze donor databases to identify high-potential donors, predict their giving capacity, and personalize fundraising appeals to enhance donation rates. Predictive analytics powered by machine learning can forecast the success of fundraising initiatives,

allowing campaigns to allocate resources more effectively and optimize their fundraising strategies. AI can also automate certain aspects of fundraising, such as thank-you notes and follow-up communications, increasing efficiency and freeing up campaign staff to focus on other critical tasks.

H3: AI and Content Creation: Personalized Messaging at Scale

Creating compelling and engaging content is essential for political campaigns. AI can significantly enhance this process by automating the creation of personalized messages. AI-powered tools can generate customized email subject lines, social media posts, and even video content, tailored to specific voter segments based on their individual preferences and interests. This ability to deliver personalized messaging at scale is a significant advantage in the highly competitive political arena. AI can also analyze the performance of different types of content, helping campaigns optimize their strategies and maximize their reach.

H4: AI in Reputation Management: Controlling the Narrative

In today's digital age, online reputation is crucial for political candidates. AI plays an increasingly important role in monitoring and managing a candidate's online presence. AI-powered tools can track mentions of the candidate across various social media platforms and news websites, identify potential threats to reputation, and quickly formulate responses. This enables campaigns to proactively address negative narratives, counter misinformation, and maintain a positive online image.

H2: The Ethical Considerations of AI in Political Campaigns

While AI offers significant benefits for political campaigns, it also raises ethical concerns. The use of vast amounts of personal data raises privacy issues and the potential for manipulation. There are concerns about the potential for AI-powered microtargeting to exacerbate political polarization and even facilitate the spread of disinformation. The use of AI in generating deepfakes and other forms of manipulated content poses a significant threat to the integrity of political discourse. Careful consideration must be given to ensuring ethical and responsible use of AI in political campaigning to avoid unintended negative consequences.

H2: The Future of AI in Political Campaigns

AI's role in political campaigns will continue to evolve, becoming even more sophisticated and integrated into campaign strategies. We can expect to see advancements in natural language processing, enabling more nuanced and human-like interactions with voters. The development of more robust AI-powered tools for combating disinformation and ensuring electoral integrity will also be crucial. As AI technologies continue to advance, political strategists must remain vigilant in adapting their strategies and addressing the ethical implications of this powerful technology.

Conclusion:

AI is transforming the landscape of political campaigns, offering unprecedented opportunities for reaching voters, fundraising, and managing

online reputation. However, the ethical considerations surrounding its use cannot be ignored. Responsible development and deployment of AI in politics is essential to ensure fair and transparent elections. By acknowledging both the potential benefits and the potential risks, campaign strategists can harness the power of AI while mitigating its inherent challenges.

FAQs:

1. What are the biggest advantages of using AI in political campaigns? AI offers improved microtargeting, enhanced fundraising, automated content creation, and proactive reputation management.
1. What are the ethical concerns surrounding the use of AI in political campaigns? Privacy violations, manipulation, the spread of disinformation, and the generation of deepfakes are key concerns.
1. How can campaigns ensure ethical use of AI? Transparency, data security measures, and adherence to relevant regulations are crucial.
1. What types of data are used in AI-powered political campaigns? Social media data, online behavior, consumer data, geolocation, and demographic information.
1. Can AI predict election outcomes with complete accuracy? No, AI can improve predictive accuracy but cannot guarantee perfect outcomes due to the complexity of human behavior.
1. How expensive is it to implement AI in political campaigns? The cost varies depending on the scale and sophistication of the AI tools used.
1. What are some examples of AI tools used in political campaigns? There are many specialized platforms and software solutions for microtargeting, fundraising, and social media management.
1. How can campaigns protect themselves against AI-driven attacks (e.g., deepfakes)? Proactive monitoring, fact-checking initiatives, and media literacy campaigns are crucial.

1. What is the future of AI in political campaigns? We can anticipate further advancements in natural language processing and more sophisticated tools for combating disinformation.

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ai in political campaigns: Artificial Intelligence in Political Campaigns Emmanuel Joseph, 2024-01-25 Book Title: AI in Political Campaigns Book Description: In the era of digital politics, the fusion of technology and democracy has never been more profound. AI in Political Campaigns takes you on an enlightening journey through the complex and transformative intersection of Artificial Intelligence (AI) and the world of political campaigns. From voter profiling to predictive analytics, personalized advertising to sentiment analysis, this book explores how AI has become an integral part of modern political campaigns, shaping the way politicians connect with constituents and the strategies they employ to secure electoral victory. Through a series of twelve insightful chapters, you'll: - Gain a deep understanding of the profound impact AI has had on election outcomes, campaign strategies, and voter engagement, with real-world case studies from global elections. - Explore the ethical, legal, and security considerations that arise when AI meets politics, and how campaigns navigate the complex regulatory landscape. - Delve into the future of AI in political campaigns, uncovering emerging trends and potential innovations that will define the political landscape in the years to come. AI in Political Campaigns is a comprehensive guide for politicians, campaign managers, researchers, and anyone interested in the evolving role of technology in democracy. This book will equip you with the knowledge to navigate the digital age of politics and harness the power of AI to shape the future of democratic societies.

ai in political campaigns: *Computational Propaganda* Samuel C. Woolley, Philip N. Howard, 2019 Social media platforms do not just circulate political ideas, they support manipulative disinformation campaigns. While some of these disinformation campaigns are carried out directly by individuals, most are waged by software, commonly known as bots, programmed to perform simple, repetitive, robotic tasks. Some social media bots collect and distribute legitimate information, while others communicate with and harass people, manipulate trending algorithms, and inundate systems with spam. Campaigns made up of bots, fake accounts, and trolls can be coordinated by one person, or a small group of people, to give the illusion of large-scale consensus. Some political regimes use political bots to silence opponents and to push official state messaging, to sway the vote during elections, and to defame critics, human rights defenders, civil society groups, and journalists. This book argues that such automation and platform manipulation, amounts to a new political communications mechanism that Samuel Woolley and Philip N. Howard call computational propaganda. This differs from older styles of propaganda in that it uses algorithms, automation, and human curation to purposefully distribute misleading information over social media networks while it actively learns from and mimics real people so as to manipulate public opinion across a diverse range of platforms and device networks. This book includes cases of computational propaganda from nine countries (both democratic and authoritarian) and four continents (North and South America, Europe, and Asia), covering propaganda efforts over a wide array of social media platforms and usage in different types of political processes (elections, referenda, and during political crises).

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strengthen the middle class, make health care affordable for all, achieve energy independence, and keep America safe in a dangerous world. *Change We Can Believe In* asks you not just to believe in Barack Obama's ability to bring change to Washington, it asks you to believe in yours.

ai in political campaigns: Controlling the Message Victoria A. Farrar-Myers, Justin S. Vaughn, 2015-03-27 Broken down into sections that examine new media strategy from the highest echelons of campaign management all the way down to passive citizen engagement with campaign issues in places like online comment forums, the book ultimately reveals that political messaging in today's diverse new media landscape is a fragile, unpredictable, and sometimes futile process. The result is a collection that both interprets important historical data from a watershed campaign season and also explains myriad approaches to political campaign media scholarship.

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ai in political campaigns: The Victory Lab Sasha Issenberg, 2013-09-17 **UPDATED FOR THE 2016 ELECTION** The book Politico calls "Moneyball for politics" shows how cutting-edge social science and analytics are reshaping the modern political campaign. Renegade thinkers are crashing the gates of a venerable American institution, shoving aside its so-called wise men and replacing them with a radical new data-driven order. We've seen it in sports, and now in *The Victory Lab*,

journalist Sasha Issenberg tells the hidden story of the analytical revolution upending the way political campaigns are run in the 21st century. *The Victory Lab* follows the academics and maverick operatives rocking the war room and re-engineering a high-stakes industry previously run on little more than gut instinct and outdated assumptions. Armed with research from behavioural psychology and randomized experiments that treat voters as unwitting guinea pigs, the smartest campaigns now believe they know who you will vote for even before you do. Issenberg tracks these fascinating techniques—which include cutting edge persuasion experiments, innovative ways to mobilize voters, heavily researched electioneering methods—and shows how our most important figures, such as Barack Obama and Mitt Romney, are putting them to use with surprising skill and alacrity. Provocative, clear-eyed and energetically reported, *The Victory Lab* offers iconoclastic insights into political marketing, human decision-making, and the increasing power of analytics.

ai in political campaigns: *Words That Matter* Leticia Bode, Ceren Budak, Jonathan M. Ladd, 2020-05-26 How the 2016 news media environment allowed Trump to win the presidency The 2016 presidential election campaign might have seemed to be all about one man. He certainly did everything possible to reinforce that impression. But to an unprecedented degree the campaign also was about the news media and its relationships with the man who won and the woman he defeated. *Words that Matter* assesses how the news media covered the extraordinary 2016 election and, more important, what information—true, false, or somewhere in between—actually helped voters make up their minds. Using journalists' real-time tweets and published news coverage of campaign events, along with Gallup polling data measuring how voters perceived that reporting, the book traces the flow of information from candidates and their campaigns to journalists and to the public. The evidence uncovered shows how Donald Trump's victory, and Hillary Clinton's loss, resulted in large part from how the news media responded to these two unique candidates. Both candidates were unusual in their own ways, and thus presented a long list of possible issues for the media to focus on. Which of these many topics got communicated to voters made a big difference outcome. What people heard about these two candidates during the campaign was quite different. Coverage of Trump was scattered among many different issues, and while many of those issues were negative, no single negative narrative came to dominate the coverage of the man who would be elected the 45th president of the United States. Clinton, by contrast, faced an almost unrelenting news media focus on one negative issue—her alleged misuse of e-mails—that captured public attention in a way that the more numerous questions about Trump did not. Some news media coverage of the campaign was insightful and helpful to voters who really wanted serious information to help them make the most important decision a democracy offers. But this book also demonstrates how the modern media environment can exacerbate the kind of pack journalism that leads some issues to dominate the news while others of equal or greater importance get almost no attention, making it hard for voters to make informed choices.

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ai in political campaigns: Campaigning to the New American Electorate Marisa Abrajano, 2010-04-24 This is one of the first research endeavors to systematically compare the content of Spanish and English language campaign ads over an extended period of time (2000-2004) and across a variety of elections (Presidential, Congressional and Gubernatorial). Not only does it examine the way in which politicians have communicated to the nation's two largest electorates, it also looks at the impact of these ads on the political choices that Latinos make.

ai in political campaigns: The Reality Game Samuel Woolley, 2020-01-07 Fake news posts and Twitter trolls were just the beginning. What will happen when misinformation moves from our social media feeds into our everyday lives? Online disinformation stormed our political process in 2016 and has only worsened since. Yet as Samuel Woolley shows in this urgent book, it may pale in comparison to what's to come: humanlike automated voice systems, machine learning, deepfake AI-edited videos and images, interactive memes, virtual reality, and more. These technologies have the power not just to manipulate our politics, but to make us doubt our eyes and ears and even feelings. Deeply researched and compellingly written, *The Reality Game* describes the profound impact these technologies will have on our lives. Each new invention built without regard for its consequences edges us further into this digital dystopia. Yet Woolley does not despair. Instead, he argues pointedly for a new culture of innovation, one built around accountability and especially transparency. With social media dragging us into a never-ending culture war, we must learn to stop fighting and instead prevent future manipulation. This book shows how we can use our new tools not to control people but to empower them.

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ai in political campaigns: The Political Campaign Desk Reference Michael P. McNamara, 2012 Used in campaigns and classrooms throughout the United States, *The Political Campaign Desk Reference* is synonymous with planning and winning. Whether you are a candidate for office or just helping a campaign, the *Political Campaign Desk Reference* will make your team stronger. From planning the early stages of the campaign and asking the basic questions to mapping out the

campaigns winning message and building a budget and time line, the Political Campaign Desk Reference covers it all. An entire chapter dedicated to fundraising will help every organization become better at raising money. If you have The Political Campaign Desk Reference, be glad. If your opponent has The Political Campaign Desk Reference, then get a copy for yourself.

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ai in political campaigns: Trump's Democrats Stephanie Muravchik, Jon A. Shields, 2020-09-29 Why did hundreds of Democratic strongholds break for Donald Trump in 2016 and stay loyal to him in 2020? Looking for answers, Muravchik and Shields lived in three such “flipped” communities. There they discovered a political culture that was Trumpy long before the 45th president arrived on the national political scene. In these places, dominated by the white working-class, some of the most beloved and longest-serving Democratic leaders are themselves Trumpian—grandiose, combative, thin-skinned, and nepotistic. Indifferent to ideology, they promise to take care of “their people” by cutting deals—and corners if needed. Stressing loyalty, they often turn to family to fill critical political roles. Trump, resembling these old-style Democratic bosses, strikes a familiar and appealing figure in these communities. Although voters in “flipped” communities have often been portrayed as white supremacists, Muravchik and Shields find that their primary political allegiances are to place—not race. They will spend an extra dollar to patronize local businesses, and they think local jobs should go to their neighbors, not “foreigners” from neighboring counties—who are just as likely to be white and native-born. Unlike the Proud Boys, they take more pride in their local communities than in their skin color. Trump successfully courted these Democrats by promising to revitalize their struggling hometowns. Because these communities largely stuck with Trump in 2020, Biden won the presidency by just the thinnest of margins. Whether they will continue to support a Republican Party without Trump—or swing back to the Democrats—depends in part on which party can satisfy these locally grown political tastes and values. The party that does that will enjoy a stranglehold in national elections for years to come.

ai in political campaigns: Beyond Like and Shares Paolo Miguel Merginio Carabeo, Eduardo Pascual Carabeo, Jr, 2024-08-24 This book explores the transformative role of Artificial Intelligence (AI) in modern political campaigns, with a focus on the Philippine context. It begins by introducing AI and its relevance in society, then traces the evolution of political strategies as technology has advanced. The book highlights how AI and social media platforms like Facebook, Twitter, TikTok, and YouTube have become essential tools for influencing voter behavior and shaping public opinion. It delves into the basics of AI tools used in campaigns, such as data analytics, predictive modeling, sentiment analysis, and targeted advertising. The book discusses how these tools help campaigns optimize their strategies, from personalizing voter outreach to making real-time adjustments based on emerging data. It also addresses the ethical considerations of using AI, particularly in the automation of campaign tasks and the use of bots. Through case studies, the book showcases successful AI-driven strategies in recent Philippine elections, providing practical guidance on implementing AI in campaigns. It concludes by reflecting on the broader implications of AI in politics, including its potential impact on democracy, election security, and the ethical challenges that lie ahead. The book serves as both an informative guide and a call to action for political strategists to embrace AI while maintaining ethical standards.

ai in political campaigns: Blue Metros, Red States David F. Damore, Robert E. Lang, Karen A. Danielsen, 2020-10-06 Assessing where the red/blue political line lies in swing states and how it is shifting Democratic-leaning urban areas in states that otherwise lean Republican is an increasingly important phenomenon in American politics, one that will help shape elections and policy for decades to come. Blue Metros, Red States explores this phenomenon by analyzing demographic trends, voting patterns, economic data, and social characteristics of twenty-seven major metropolitan areas in thirteen swing states—states that will ultimately decide who is elected president and the party that controls each chamber of Congress. The book's key finding is a sharp

split between different types of suburbs in swing states. Close-in suburbs that support denser mixed-use projects and transit such as light rail mostly vote for Democrats. More distant suburbs that feature mainly large-lot, single-family detached houses and lack mass transit often vote for Republicans. The book locates the red/blue dividing line and assesses the electoral state of play in every swing state. This red/blue political line is rapidly shifting, however, as suburbs urbanize and grow more demographically diverse. *Blue Metros, Red States* is especially timely as the 2020 elections draw near.

ai in political campaigns: Hacking the Electorate Eitan Hersh, 2015-06-09 *Hacking the Electorate* focuses on the consequences of campaigns using microtargeting databases to mobilize voters in elections. Eitan Hersh shows that most of what campaigns know about voters comes from a core set of public records, and the content of public records varies from state to state. This variation accounts for differences in campaign strategies and voter coalitions across the nation.

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ai in political campaigns: **Likewar** Peter Warren Singer, Emerson T. Brooking, 2018 Social media has been weaponized, as state hackers and rogue terrorists have seized upon Twitter and Facebook to create chaos and destruction. This urgent report is required reading, from defense experts P.W. Singer and Emerson T. Brooking.

ai in political campaigns: **American Reboot** Will Hurd, 2022-03-29 From former Republican Congressman and CIA Officer Will Hurd, a bold political playbook for America rooted in the timeless ideals of bipartisanship, inclusivity, and democratic values. It's getting harder to get big things done in America. The gears of our democracy have been mucked up by political nonsense. To meet the era-defining challenges of the 21st century, our country needs a reboot. In *American Reboot*, Hurd, called the future of the GOP by Politico, provides a clear-eyed path forward for America grounded by what Hurd calls pragmatic idealism—a concept forged from enduring American values to achieve what is actually achievable. Hurd takes on five seismic problems facing a country in crisis: the Republican Party's failure to present a principled vision for the future; the lack of honest leadership in Washington, DC; income inequality that threatens the livelihood of millions of Americans; US economic and military dominance that is no longer guaranteed; and how technological change in the next thirty years will make the advancements of the last thirty years look trivial. Hurd has seen these challenges up close. A child of interracial parents in South Texas, Hurd survived the back alleys of dangerous places as a CIA officer. He carried that experience into three terms in Congress, where he was, for a time, the House's only Black Republican, representing a 71 percent Latino swing district in Texas that runs along 820 miles of US-Mexico border. As a cyber security executive and

innovation crusader, Hurd has worked with entrepreneurs on the cutting edge of technology to anticipate the shockwaves of the future. Hurd draws on his remarkable experience to present an inspiring guide for America. He outlines how the Republican party can look like America by appealing to the middle, not the edges. He maps out how leaders should inspire rather than fearmonger. He forges a domestic policy based on the idea that prosperity should be a product of empowering people, not the government. He articulates a foreign policy where our enemies fear us and our friends love us. And lastly, he charts a forceful path forward for America's technological future. We all know we can do better. It's time to hit ctrl alt del and start the American Reboot.

ai in political campaigns: AI and education Miao, Fengchun, Holmes, Wayne, Ronghuai Huang, Hui Zhang, UNESCO, 2021-04-08 Artificial Intelligence (AI) has the potential to address some of the biggest challenges in education today, innovate teaching and learning practices, and ultimately accelerate the progress towards SDG 4. However, these rapid technological developments inevitably bring multiple risks and challenges, which have so far outpaced policy debates and regulatory frameworks. This publication offers guidance for policy-makers on how best to leverage the opportunities and address the risks, presented by the growing connection between AI and education. It starts with the essentials of AI: definitions, techniques and technologies. It continues with a detailed analysis of the emerging trends and implications of AI for teaching and learning, including how we can ensure the ethical, inclusive and equitable use of AI in education, how education can prepare humans to live and work with AI, and how AI can be applied to enhance education. It finally introduces the challenges of harnessing AI to achieve SDG 4 and offers concrete actionable recommendations for policy-makers to plan policies and programmes for local contexts. [Publisher summary, ed]

ai in political campaigns: Turning Point Darrell M. West, John R. Allen, 2021-10-19 Artificial Intelligence is here, today. How can society make the best use of it? Until recently, artificial intelligence sounded like something out of science fiction. But the technology of artificial intelligence, AI, is becoming increasingly common, from self-driving cars to e-commerce algorithms that seem to know what you want to buy before you do. Throughout the economy and many aspects of daily life, artificial intelligence has become the transformative technology of our time. Despite its current and potential benefits, AI is little understood by the larger public and widely feared. The rapid growth of artificial intelligence has given rise to concerns that hidden technology will create a dystopian world of increased income inequality, a total lack of privacy, and perhaps a broad threat to humanity itself. In their compelling and readable book, two experts at Brookings discuss both the opportunities and risks posed by artificial intelligence--and how near-term policy decisions could determine whether the technology leads to utopia or dystopia. Drawing on in-depth studies of major uses of AI, the authors detail how the technology actually works. They outline a policy and governance blueprint for gaining the benefits of artificial intelligence while minimizing its potential downsides. The book offers major recommendations for actions that governments, businesses, and individuals can take to promote trustworthy and responsible artificial intelligence. Their recommendations include: creation of ethical principles, strengthening government oversight, defining corporate culpability, establishment of advisory boards at federal agencies, using third-party audits to reduce biases inherent in algorithms, tightening personal privacy requirements, using insurance to mitigate exposure to AI risks, broadening decision-making about AI uses and procedures, penalizing malicious uses of new technologies, and taking pro-active steps to address how artificial intelligence affects the workforce. *Turning Point* is essential reading for anyone concerned about how artificial intelligence works and what can be done to ensure its benefits outweigh its harm.

ai in political campaigns: Do Campaigns Matter? Thomas M. Holbrook, 1996-06-18 Combining actual election results and empirical evidence with data on additional factors such as media coverage, Thomas M. Holbrook develops a model for testing campaigns, and proves how campaigns play a key role in shaping public opinion.

ai in political campaigns: Political Advertising in the United States Erika Franklin Fowler,

Michael M. Franz, Travis N. Ridout, 2018-05-04 Political advertising is as important as ever, ad spending records are broken each election cycle, and the volume of ads aired continues to increase. Political Advertising in the United States is a comprehensive survey of the political advertising landscape and its influence on voters. The authors, co-directors of the Wesleyan Media Project, draw from the latest data to analyze how campaign finance laws have affected the sponsorship and content of political advertising, how 'big data' has allowed for more sophisticated targeting, and how the Internet and social media has changed the distribution of ads. With detailed analysis of presidential and congressional campaign ads and discussion questions in each chapter, this accessibly written book is a must-read for students, scholars and practitioners who want to understand the ins and outs of political advertising.

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ai in political campaigns: Artificial Intelligence Jacob Parakilas, Hannah Bryce, Kenneth Cukier, Heather Roff, Missy Cummings, 2018 The rise of AI must be better managed in the near term in order to mitigate longer term risks and to ensure that AI does not reinforce existing inequalities--Publisher.

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security that are posed by the malicious use of AI and how it can be used to counteract such threats. Studies on the malicious use of AI through deepfakes, agenda setting, sentiment analysis and affective computing and so forth, provide a visual representation of the various forms and methods of malicious influence on the human psyche, and through this on the political, economic, cultural processes, the activities of state and non-state institutions. Separate chapters examine the malicious use of AI in geopolitical confrontation, political campaigns, strategic deception, damage to corporate reputation, and activities of extremist and terrorist organizations. This is a unique volume that brings together a multidisciplinary range of established scholars and upcoming new researchers from 11 countries. This handbook is an invaluable resource for students, researchers, and professionals interested in this new and developing field of social practice and knowledge.

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Statement by Vice Chair Weintraub on AI in Campaign Ads

This enthusiastic response demonstrates that AI-generated content in political advertisements is a priority for the regulated community and members of the public who will be (and already are) ...

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While technologically impressive, the role of AI in political campaigning is in question. Negative campaigning is a common strategy used worldwide.

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that actively engage citizens in addressing technical, but also social and political challenges, and promote informed participation, described as adversarial AI literacy. These AI sandboxes allow ...

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mainstream political candidates. But the reality is that, for the most part, AI is not going to play a role in the bread and butter of most campaigns. One of the most surprising things for the ...

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opportunity to vote, to see, and to be involved in political campaigns for a period of over 50 years. Because superior political positions are not for life, the struggle to get them becomes eternal. ...

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