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CATHARTIC ROLE OF AI IN METAMORPHOSING THE ELECTIONS

Abstract

The paper aims at the criticality of confronting concerns of algorithmic fairness, deepfakes, and AI-enhanced election prediction in the context of the 2024 elections. The abstract emphasizes the need for ethical considerations, legislation, and supervision in light of the AI-induced transformations in political communication that will transform election processes, affecting campaigns and voter views. We discuss crucial AI-election issues in this abstract. Deepfake Challenges in Political Campaigns- AI-generated hyper-realistic films provide a substantial hurdle. Political actors may use deepfakes to distribute disinformation, manufacture speeches, and control candidate appearances. Trust in election information may decline as it gets harder to distinguish legitimate material from deepfakes. Countermeasures include powerful detection systems and public education about deepfake hazards. Algorithmic Fairness in Voter Outreach: - AI-driven voter targeting advances precise messaging but creates fairness problems. Campaigns might unintentionally exclude or propagate prejudices. Effective microtargeting and equitable outreach must be balanced. Fairness requires AI algorithm transparency and accountability. The ethical use of AI in political advertising involves streamlining ad development and targeting specific voters. But ethical bounds must be observed. Ads that mislead undermine democracy. Guidelines for AI-generated political material should emphasize openness, fact-checking, and responsible distribution. AI-Enhanced Election Forecasting-AI algorithms can forecast elections using massive data sets. Forecasts help campaigns allocate resources and plan. For accurate election projections, model accuracy, bias, and uncertainty must be addressed. In the 2024 elections, AI will change political communication, requiring monitoring, legislation, and ethical considerations.

Keywords -: A.I. (Artificial Intelligence), Voter Outreach

INTRODUCTION

"AI is the study of machines capable of sophisticated information processing. AI systems enable us to automate, improve upon, or scale up critical human skills in prediction and decision-making."[1] There are different kinds of AI (Artificial Intelligence) software, as identified by the NITI Ayog (National Institution for Transforming India) This system includes the following.

The Weak AI vs Strong AI [2]- Weak AI is characterized by "simulated" thought. That system exhibits intelligent behavior despite lacking conscious awareness regarding its actions. For instance, a chatbot may imitate a natural conversation with you despite being unable to discern your identity or purpose. Whereas Strong AI is capable of "actual" thought. That is reasoning like a human, behaving intelligently, and possessing an awake, conscious mind. Two humans conversing, for instance, almost certainly possess complete awareness of one another's identities, intentions, and activities.

Narrow AI vs General AI[3]- An AI that is restricted to a specific task or a predetermined number of tasks is referred to as "narrow AI." As an illustration, the functionalities of IBM's Deep Blue, the chess-playing computer that defeated Gary Kasparov, the reigning world champion, in 1997 were confined to the pursuit of chess. It would not have even known how to play tic-tac-toe, let alone been able to win. General AI refers to artificial intelligence capable of performing various duties in various environments. Therefore, it approaches human intelligence considerably.

[1] Dafoe, Allan, 'Global Politics and the Governance of Artificial Intelligence', 72 *JOI* 121-126 (2018).
[2] National Institution for Transforming India," National Strategies for Artificial Intelligence #AIFORALL" *NITI Aayog* 18 (2018).
[3] *Ibid.*

The last kind of AI that is to be understood from the term super-intelligent and can also be called Super-Intelligent AI [4]- The phrase "superintelligence" is frequently applied to general and powerful artificial intelligence when it reaches the level of intelligence that exceeds that of humans, if ever.

Significant growth has been achieved in the field of Narrow AI which refers to the algorithm type of driving automobile, can defeat elite chess players [5].

Some AIs create false videos and videos of things that never happened and these kinds of videos are often referred to as deepfake videos or videos that are modified with the help of synthetic media. Nevertheless, they present considerable obstacles, specifically within the domain of overall problems[6]. Concern is developing regarding the misuse of deepfakes by various people for disinformation dissemination, speech fabrication, and appearance control. When we talk further about algorithmic fairness we can understand it with the help of an example:

In May 2016, ProPublica, a nonprofit newsroom dedicated to producing impactful investigative journalism, revealed the existence of software that is widely used across the United States to predict future events. "Furthermore, it exhibits prejudice against individuals of African descent." The program COMPAS was extensively used in criminal justice systems throughout the nation. Although the COMPAS program did not directly consider the ethnicity of the offender when generating predictions about recidivism, it nonetheless produced findings that showed racial disparities. This demonstrates that algorithms may exhibit racial disparities even without expressly taking race into account. The potential for racial prejudice to be systematically incorporated into the criminal justice system via computer software has understandably caused significant concern.[7]

Here the question is raised what if AI leads to making this kind of software? Should there be any discrimination law what is AI used in elections leads to the same thing where the vote of black people won't get counted. Decision-making algorithms have become our society's collective. They show up unannounced and where we least expect them, promise and often deliver great

[4] National Institution for Transforming India," National Strategies for Artificial Intelligence #AIFORALL" *NITI Aayog* 18 (2018).
[5] *Ibid*
[6] Helmus Todd C., "Artificial Intelligence, Deepfakes, Disinformation: A Premier" *JSTOR* 3 (2022).
[7] Thomas B Nachbar, "Algorithmic Fairness, Algorithmic Discrimination" 49 *FLA. ST. U. L.REV.* 509 (2021).

things, and quickly come to be seen as indispensable. Their reach can't be overestimated. They tell traders what stocks to buy and sell, determine how much our car insurance costs, influence which products Amazon shows us and how much we get charged for them, and interpret our Google searches and rank their results.[8] This algorithmic fairness plays a major role in making our decision process easier and better. if during the time of election, we searched for a candidate and AI created a piece of fake news or cover for that particular candidate, and due to this wrong information, we voted for the wrong candidate and the wrong candidate came in elections.

The other issue like, AI ethics principles and frameworks tend to center around the same values (fairness, accountability, transparency, privacy, etc.) and are insufficient to address the justice challenges presented by AI in society. Indeed, Amoore contends that cloud ethics must be capable of asking questions and making political claims that are not already recognized on the existing terrain of rights to privacy and freedoms of association and assembly. This can be connected to arguments made by different authors that a focus on a 'narrow set of goods, namely rights, opportunities, and resources' is limiting in that it 'cannot account for justice issues related to the design of social, economic, and physical institutions that structure decision-making power and shape normative standards of identity and behavior'[9].

1. Deepfake Confrontation Within Political Campaigns

Deepfake refers to the deliberate alteration or fabrication of audio, video digital information with the intention of creating the illusion that a certain event took place or that an individual acted or appeared differently from reality[10]. The process of altering the photographs carried out manually using graphical edited tools, it has been a substantial transformation via the use of artificial intelligence which is also known as deep learning.

[8] Tafari Mbadiwe, "Algorithmic Injustice." 54 *The New Atlantis* 3 (2018).
[9] Peter Verdigem (ed), *AI for everyone* 104 (University of Westminster Press, 2021).
[10]Deepfake detection, *available at*: https://www.edps.europa.eu/data-protection/technology-monitoring/techsonar/deepfake-detection_en (last visited on March 25,2024).

'Generative Adversarial Networks' (GAN) is a prominent technique among the other approaches used to create deepfakes. It has shown impressive outcomes by producing alterations that are difficult to differentiate from genuine material.[11]

GANs are a kind of machine learning model where a generator and a discriminator neural network engage in a competitive process to generate predictions that strive for maximum accuracy or, in the context of deepfake production, to provide the most authentic outcome[12]. After knowing how the deepfake works and is made, let us take real-life examples of how it can affect politicians during the time of election. Before its annual Davos Summit, the World Economic Forum published its Global Risks Report for 2024, which examines the difficulties that nations may encounter in the next ten years. The survey identified mis- and misinformation as the most significant issue, with India being classified as the nation facing the greatest risk globally. The administration has explicitly expressed its perception of AI-generated deepfakes as a significant issue.

Minister Chandrasekhar said that India, with its large internet population, recognized the threat of deepfakes sooner than other nations at the beginning of this election year. In addition, he cautioned that social media firms would have responsibility for any AI-generated "deepfakes" shared on their networks, following unequivocal regulations. In February of this year, a post on the social networking site X caused a significant uproar in India. When questioned about Prime Minister Narendra Modi's political ideology, Google's AI tool Gemini responded by stating that he has been accused of executing measures that several experts have described as fascist."[13]

By considering the aforementioned case, we may comprehend how artificial intelligence might impede elections. Deepfakes have the potential to either severely damage the reputation of a political candidate in the eyes of the public or portray them as an exemplary politician. Contemporary society is mostly uninformed about the detection of deepfakes, making it very difficult to discern between authentic and manipulated films. This lack of awareness poses a

[11] *Ibid.*
[12] *Supra note 10*.
[13] *Ibid.*

significant threat to future elections, as voters may be unable to accurately perceive the true appearance of political candidates.

The constraint of such actions mostly stems from the available resources rather than the underlying intention, given the prevailing circumstances. The proliferation of the ability to create sophisticated deep fakes will gradually weaken this constraint, enabling an expanding group of individuals to introduce deceptive but convincing information into a receptive and eager atmosphere for exchanging knowledge. When implemented and timed well, such interventions are likely to influence a result eventually—and in a greater number of instances, they will at least raise doubts about the legitimacy of the voting process.[14]

There is a crucial factor regarding the influence of deepfakes on confidence in election information is their capacity to generate perplexity and doubt among voters. With the advancement and availability of deepfake technology, there is a growing concern that the public may become very skeptical and doubtful about the legitimacy of election-related information due to the ubiquitous presence of altered material.

The presence of ambiguity in election results may erode their legitimacy and foster disappointment among voters, which in turn may result in reduced participation and involvement in the democratic process. Moreover, the extensive distribution of deepfake material has the potential to undermine confidence in the media and other conventional channels of information. Amidst the prevalence of disinformation and false news, voters may develop a growing sense of doubt towards mainstream media outlets and other reliable sources of information. This, in turn, erodes the trustworthiness of election-related reporting.[15]

The lack of faith in conventional sources of information may provide a favorable environment for the dissemination of conspiracy theories and extreme narratives, exacerbating political divisions and undermining democratic institutions. Political actors could use deepfakes to create videos of their opponents engaging in behavior or uttering statements that are detrimental to their credibility or reputation. Additionally, they could use deepfakes to fabricate speeches or statements that never materialized to sway public opinion through the creation of a fraudulent narrative.

[14] Chesney, Bobby, and Danielle Citron. "Deep Fakes: A Looming Challenge for Privacy, Democracy, and National Security." 107 (6) *Calif. Law. Rev* 1778, (2019).

[15] Parliament of Singapore, Report of the select committee on deliberate online falsehoods – causes, consequences, and countermeasures (September, 2018).

Moreover, deepfakes can be utilized to manipulate the public image of candidates. It is possible to alter the image of a candidate to make them appear more or less alluring to electors through the manipulation of video footage. Possible consequences of this include a shift in voter sentiment and, ultimately, election results. The potential for deepfake misuse in political campaigns transcends mere speculation. Deepfake usage in political contexts has previously occurred, resulting in the dissemination of false information and widespread confusion. As the underlying deepfake technology continues to advance, the average individual finds it more and more challenging to differentiate between authentic and counterfeit videos. This could exacerbate the problem of misinformation in politics by eroding confidence in the election information.

To confront the dilemma presented by deepfakes in political campaigns, a comprehensive strategy is necessary. The development of innovative detection systems is one possible countermeasure.[16] For example, a deepfake video portraying a political candidate expressing provocative statements may be widely distributed, causing controversy and tarnishing their image. These occurrences not only misrepresent public discussions but also generate an atmosphere of skepticism and ambiguity about election-related information. Moreover, the widespread use of deepfakes might worsen the already existing difficulties associated with deception and propaganda in election campaigns.

During a time marked by the fast dissemination of information via social media and online platforms, deepfake content has the potential to quickly gain popularity, hence increasing its influence and audience. [17]The blurring of the boundaries between truth and fabrication has the potential to erode public confidence in the accuracy and dependability of election information, resulting in voter skepticism and cynicism. Furthermore, deepfakes can alter the collective understanding of the public and impact the results of elections via the molding of storylines and the persuasion of viewpoints.

This manipulation of public perception not only threatens the integrity of elections but also diminishes confidence in the political process itself. Another crucial factor regarding the

[16]4 ways to future-proof against deepfakes in 2024 and beyond *available at*: hhttps://www.weforum.org/agenda/2024-ways-to-future-proof-against-deepfakes-in-2024-and-beyond (last visited March 25, 2024).

[17] European Parliament, *Tackling deepfakes in European policy* (EPRS, Brussels, 2021).

influence of deepfakes on confidence in election information is their capacity to generate perplexity and doubt among voters.

Amidst the prevalence of disinformation and false news, voters may develop a growing sense of doubt towards mainstream media outlets and other reliable sources of information. This, in turn, erodes the trustworthiness of election-related reporting. The proliferation of deepfakes may result in the distribution of false information, manipulation of public sentiment, and potential risks to the security of a country. Hence, it is essential to devise efficient strategies to combat the spread of deepfake content.

Impact On the Behaviour of The Voters:

The impact of hyper-targeted content on the behavior of voters is of the utmost importance. Through the strategic utilization of personal concerns, aspirations, biases, or views, these communications possess the ability to subtly alter perspectives, influence those who are still undecided, or potentially deter individuals from exercising their right to vote. [18]Due to the accuracy of AI-driven targeting, it is possible to craft messages that capitalize on particular psychological susceptibilities, thereby intensifying their influence.

An example of this would be when an AI system discerns a subset of electors who exhibit a heightened level of healthcare concern. Subsequently, it can produce or distribute content that either emphasizes a candidate's dedication to healthcare reforms or propagates false information regarding an adversary's position on the matter. Under their targeted nature, these messages are exclusively exposed to individuals who are most susceptible to their influence; thus, they optimize their impact while evading the scrutiny of the general public.

Ethical Use of AI in Political Advertising

After understanding what ethical means in terms of AI, we will further discuss how it can affect the election process. Here is an example of how AI can generate false images in such a way that can advertise negatively for a particular political party or candidate contesting an election example “AI can create images in seconds that look like real photos at first glance. This allows malicious users to seize on breaking news and quickly spread visualizations. For example, when

[18] *Ibid.*

the public was discussing the possible arrest of former U.S. President Donald Trump, partially photorealistic images appeared on social media shortly thereafter, purportedly confirming it." [19]

"There is also a recent example of AIADMK (All India Anna Dravida Munnetra Kazhagam) workers received a message in the late J Jayalalithaa's voice last month, asking them to support party leader Edappadi Palaniswami."[20]

The intersection between ethics and artificial intelligence (AI) Addressing the biases of artificial intelligence to ensure fairness. Most developers believe that using a big and diverse collection of data may provide an accurate representation of the world.

They also believe that making decisions based on this data and using algorithms is a neutral and effective approach. Nevertheless, this reasoning fails to acknowledge the presence of biases in the available data, which may have been further strengthened over some time. The topic of fairness is now a prominent subject of debate in academic, scientific, and policy circles. It requires a comprehensive discourse and ongoing study to get a satisfactory conclusion. This proactive approach, focused on specific use cases, may be effective until we discover methods to introduce impartiality into AI systems that rely on data, or develop AI solutions that guarantee neutrality despite inherent prejudices. Enhancing transparency and revealing the inner workings of a system or process. Currently, the majority of AI solutions are afflicted by a phenomenon referred to as the "Black Box Phenomenon." This means that there is little or no comprehension of the internal processes, with just the input data and output outcomes being the known components.

This is because most existing AI systems depend on gradually improving performance based on a limited set of parameters, with developers focusing less on how algorithms achieve the desired results. Nevertheless, there will be a growing need for transparency in the decision-making process as AI systems become more prominent in making decisions that have substantial impacts on a wide portion of the population.

Exploring the contents of the Black Box, if deemed feasible and beneficial at this point (which is a topic of significant discussion), should not focus on revealing the code or technical details -

[19]Donald trump arrest photos are fake generated with AI, *available at:* https://www.thehindu.com/sci-tech/technology/donald-trump-arrest-photos-fake-generated-ai/article66648580.ece (last visited on March 25, 2024)

[20]Express view on deepfakes of deceased politician: Campaigning, dead or alive, *available at:* https://indianexpress.com/article/opinion/editorials/express-view-on-deepfakes-of-deceased-politicians-campaigning-dead-or-alive-9227403/ (last visited March 26, 2024).

since most users of AI solutions are not highly knowledgeable in AI - but should instead prioritize achieving "explainability". However, when considering wider disclosure, it is important to weigh if the algorithm's parameter could cause people and organizations to alter their behavior and manipulate the system. Political campaigns have evolved to include contemporary forms of media throughout time, beginning with the introduction of radio broadcasting in the era of the 1920s and progressing to the extensive use of social media as well as the internet in the 21st century. Contemporary political campaigns now rely on the analysis of data and microtargeting tactics as crucial elements.

Campaigns now rely on large data sets that offer detailed insights into citizens' behaviors, interests, and whereabouts to advance their key goals, such as voter mobilization and fundraising.[21]

The ability of generative AI to produce material without humans has substantial drawbacks. For example, the qualities that allow campaigns to send targeted and effective messaging at scale and on a budget might be exploited by bad actors to undermine democracy, such as suppressing voting or inciting violence. Even in well-intended campaigns, unsupervised AI may generate messages that are unoriginal, prejudiced, or misleading.

Fake declarations and empty promises much of the media discussion around artificial intelligence in politics revolves around AI's ability to produce incorrect or misleading material. These issues are exacerbated by AI's rapidly improving capacity to reproduce reality, making it more difficult for voters to discriminate between AI-generated and human-generated content. Given the present lack of AI laws, there is rising concern that antidemocratic parties or other bad actors may use AI-powered advertising technologies to spread disinformation on the internet. This very real risk emphasizes the need to establish powerful detection systems that can quickly identify modified or fake information and bring it to voters' notice[22].

Given AI's propensity to create mountains of material, messages containing incorrect information might easily slip between the cracks, especially in low-resource campaigns with insufficient manpower to evaluate every item created through AI. Advertising also faces the

[21]Political campaigns and big data, *available at:* https://scholar.harvard.edu/files/todd_rogers/files/political_campaigns_and_big_data_0.pdf (last visited March 26, 2024).

[22] From deepfakes to social engineering, here's what to know about elections, cybersecurity, and AI, *available a*t: https://www.weforum.org/agenda/2023/11/elections-cybersecurity-ai-deep-fakes-social-engineering/ (last visited on March 26, 2024).

possibility of AI distorting its primary message. AI creates ad messaging that it believes will be most relevant to a certain voter or group's interests and preferences. As they carry out this process for diverse voters, artificial intelligence (AI) instruments are likely to stress different subjects or concerns, and may even take opposing positions on those matters. Simply said, AI lacks the internal consistency that a human marketing team has. This constraint is especially important for campaigns that want to appeal to a diverse audience consisting of many voting groups with conflicting interests. The challenge intensifies when the level of human oversight diminishes, potentially resulting in a campaign being unaware of all the assertions and promises conveyed by AI-generated advertisements during an election period. Voters may become more disenchanted with the political process when campaign pledges articulated in AI-generated advertisements are not fulfilled. This might potentially diminish voter turnout in the next elections if individuals persist in harboring skepticism about the genuineness of opposing candidates. Even more concerning are instances in which an artificially intelligent-generated message has deliberately solicited a donation and made false assurances of achieving it. These instances raise concerns about fraudulent activities and the possibility that campaigns might face consequences.

Solution for Algorithmic-fairness in voter outreach

In artificial intelligence (AI) systems, algorithmic fairness is an essential component that guarantees objective decision-making. Artificial intelligence-driven voter escorting and outreach must be carried out in a way that is fair and equitable within the framework of the election process. To do this, it is necessary to make assured that the algorithms used by AI do not mistakenly exclude certain groups or perpetuate pre-existing biases. To ensure justice, transparency and accountability in AI algorithms are of the utmost importance. Politicians face a big obstacle in the form of deepfakes, artificial intelligence-generated videos that are very life-like. To manipulate candidate appearances, disseminate false information, and produce speeches, political players can make use of these capabilities. As it gets more difficult to differentiate

between authentic content and sophisticated fakes, there is a possibility that people will lose faith in the information that is being provided about elections. [23]

It has been suggested that countermeasures, such as robust detection systems and public education on the dangers of deepfakes, should be implemented[24.] Using artificial intelligence algorithms to estimate election results based on enormous data sets is what is meant by the term "AI-enhanced election prediction." AI systems are often presented as being 'black boxes' that are very complex and difficult to explain. Kroll shows that these arguments obfuscate that algorithms are fundamentally understandable[25]. In the process of preparing strategies and allocating resources, these projections may be of use to campaigns.

On the other hand, for these forecasts to be correct, it is required to address concerns with the accuracy of the model, bias, and uncertainty. In addition, the study highlights the need for ethical issues, law, and monitoring in light of the changes that artificial intelligence has brought about in political communication. For ethical reasons, it is important to ensure that artificial intelligence is utilized responsibly in political advertising and that advertisements do not mislead voters.

[23] Regulating Deepfakes to Protect Indian Election, *available at :* https://www.researchgate.net/publication/375742583_Regulating_Deepfakes_to_Protect_Indian_Elections (last visited March 26, 2024).

[41] *Supra* note 18.

[42] Deeks, Ashley. "THE JUDICIAL DEMAND FOR EXPLAINABLE ARTIFICIAL INTELLIGENCE." 119(7) *Columbia Law Rev*. 1829–50(2019).