CHAPTER 3

Use of Artificial Intelligence in Election Campaigns: An Evaluation of Potential Benefits

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ABSTRACT

This qualitative study aims to conduct a comprehensive analysis of the prospective benefits of employing artificial intelligence into electoral campaigns. The introduction of artificial intelligence has dramatically altered the dynamics of election campaigns, ushering in a novel age of data-driven techniques by changing how politicians connect and influence the voters. AI facilitates the identification of voter preferences, groups, and potential swing votes through the analysis of massive volumes of data, such as voter registries, social media engagement, and demographic statistics. By spotting patterns in voter behavior, tools like machine learning algorithms allow political parties to tailor their election campaigns to a specific demographic. AI algorithms are capable of analyzing large volumes of data concerning the demographics, interests, and behavior of voters. It enables more accurate targeting of the campaign messages in order to engage certain demographics. It will also boost the efficacy of election campaigns and raise the chances of gaining support for a specific candidate.

Introduction

Election is the cornerstone of every democratic society[1]. Democracy improves with the participation of public in elections, thereby giving people more opportunities to partake in politics[2]. A healthy democracy relies on reliable and credible electoral procedures within a framework of law, with the engaged involvement of voters in an equitable and impartial manner[3]. Politicians have used election campaigns throughout history to render their ideas and perspectives appealing to the maximum number of voters, with the endeavor to reach the target demographic. The landscape of election campaigns has transformed globally. Politicians and political parties are actively looking for methods to capitalize on existing technologies at their disposal to secure their success[4]. For an extended period, election campaigns have utilized digital technologies, including bulk emails, peer-to-peer messaging applications, and social media platforms like X (former Twitter) YouTube or Facebook to encourage supporters for donations, volunteering, or take part in other types of campaign activity. In order to approach voters through digital advertisements, politicians have used social media platforms in an attempt to motivate or galvanize them to cast their votes[5]. Owing to voters' increased awareness to select candidates who can fulfill their needs, election campaigns are more reliant on technology. With the assistance of technology, political parties are capable of deciphering the preferences of voters and monitoring patterns of their activity. The expansion and dynamism of (political) communication with the public are facilitated by technological innovations. The growth of communication and information technology have a direct and significant impact concerning the design and administration of contemporary election campaigns. The very nature of the election campaigns has been altered because of the undeniable influence of technology on every

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facet of human life[6].

AI and machine learning have taken over the conventional methods of election campaigns in the evolving digital space. Since the beginning of last ten years, AI, deep learning, and machine learning have influenced the development of election campaigns. Political parties all around the globe are utilizing AI in their election campaigns[7]. The application of big data analytics and AI have a substantial impact on democratic governance throughout the world[8]. Election campaigns in the regions such as Europe, Asia and North America have embraced the use of AI[9]. AI emerged as a crucial tool since Barack Obama's campaign for the presidency in 2008[10]. Barack Obama's team in 2012 explored the potential of AI and big data during the presidential election campaign and made a substantial use of it[11]. The deliberate use of AI during the 2016 presidential election in the U.S. has been a noteworthy case study, which brought to light the ever-evolving convergence of technology, AI, and political campaigns, prompting a nuanced evaluation of its effects on the democratic system. AI-powered targeting proved to be effective in the U.S. presidential election of Donald Trump in 2016[12]. AI-generated content was extensively employed to influence voter opinions during the 2024 presidential election in the U.S[13]. The incorporation of AI tools has been a significant factor in the ever-changing political landscape of India relating to the transformation of election campaigns. During 2019 General Elections in

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