



## Artificial Intelligence in Democracy: The Promise and Perils

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### ABSTRACT

Governments and political institutions across the world are embracing artificial intelligence to improve governance, campaign management and electoral processes with the use of big data, algorithms and predictive analytics. It is important to know the impact that AI can have on democracy and vice versa as we explore the benefits and risks. Artificial intelligence has the capability to promptly and automatically scale massively resulting in increasing people participation, making governance easier, and even bring efficiency to the democratic system. On the other hand, it raises numerous ethical, legal, security and safety concerns which need to be urgently addressed. The capability to analyze big amounts of data, shape perceptions and decide automatically is a sword that has two edges: it can be used to enhance the well-being of citizens but can also hurt them immensely without proper safeguards and a framework. These dynamics may provoke important discussions and guide further evolution of AI applications. What is the strategy and threshold of using AI beneficially while maintaining the cardinal values of democracy such as equality, freedom, and openness? In this review, we discuss the role of artificial intelligence in contemporary democratic systems of government with examples and real-world situations.

Keywords: Artificial intelligence, Democracy, Politics, Fake Media, Equality, Freedom, Transparency, Privacy, Security, Safety, Governance, Policy

### 1. Introduction to AI and Democracy

#### Introduction to AI and Democracy

Artificial Intelligence (AI) has been revolutionary in this century. Artificial intelligence (AI) is one of the revolutionary inventions in the world of technology of this century. AI is the branch of computer science that utilizes biological neural network to mimic human intelligence in order to learn and perform tasks. These systems, after developing into simple automated systems with notable computational powers, have developed into knowledge-based systems. They're capable of executing elaborate functions, such as speech identification and aiding in decision-making processes. These systems after developing into simple automated systems with notable computational powers have developed into knowledge-based systems capable of executing elaborate functions such as speech identification and decision-making process (Brynjolfsson, 2023). The advancement of AI has risen rapidly starting from the mid of the 20th century more so with the presence of machine learning. Machine learning is a class of AI where systems are trained to learn from a specified data set all alone without proper coding. it is a class of AI in which systems are trained to learn from a specified data set all alone without proper coding. Today, AI is across many devices, including home assistants like Siri and Alexa to sophisticated systems employed in medicine, finance, and politics. AI is being gradually integrated into new aspects of human life and political activity, additionally changing people's interaction with the democratic process (Donahoe & Metzger, 2019).

Democracy is a form of government based on the people. The people decide elected officials through a vote. people are masters of their destiny through a vote or popularly elected officials. It is based on the following principles: rule of law, political democracy, people's participation, the respect of human rights as well as the regular free elections (Floridi, 2023). In a democratic system, everyone is given the opportunity to air their views and opinions. It attempts to make society more inclusive, abreast and accountable. In today's world, the management of democracy is a complicated affair. This is because of various factors—one of the most important factors though, is the public expecting simplified and direct access to information, faster means of communication, and wanting more active participation and transparency in the decision-making process.

The role of AI and the future of democracy should therefore be analysed by discussing the conventional relationship as well as exploring the current landscape.

#### Relationship between AI and Democracy

The link between AI and democracy is twisted, as AI conned on the political and governance systems holds out new opportunities and risks. AI is able to analyse large sets of data, make predictions and take decisions in some matters. It's connected with different aspects of democracy such as election

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processes and political campaigns. Nevertheless, AI integration also raises strong questions of privacy, security, fake news, among other challenges, that could compromise democracy (Kuziemski & Misuraca, 2020).

In a democratic environment, the use of AI is more likely to improve political participation AI has the potential to make politicians, governments, and citizens more well-informed on voting patterns, attitudes, and social requirements (Landemore, 2023). Further, AI may help in sentiment analysis, the real-time evaluation of polling predictions, and even deliver tailored political communication appeals. Specifically, AI may allow political campaigns to collect information on voters' needs, which results in adjusted messages and tactics to address the voter base, potentially strengthening democracy and adjust the messages and tactics addressing the voters, which strengthens the activity of democracy (Latonero, 2018). AI technologies are also capable of framing and indoctrinating opinion management, information warfare and political polarization (Lockey et al., 2021). Furthermore, designing political advertisements using AI based on user data does awaken questions such as privacy, consent and the citizen's power relation between citizen and controller of the AI. Consequently, rational application of AI can contribute to the enhancement of the democratic process and the regulation of future emerging-tech that raise questions over important principles such as transparency, fairness, and accountability (Manheim & Kaplan, 2019).

### **The Relevance of AI to Modern Democratic Processes**

Modern democracies use AI to change relationships between the voter, government, and political systems. There's lots of problems in the status quo: processing a colossal amount of information and fast evolving communication possibilities are the notable ones. AI can provide logical solutions to those by organizing electoral processes, improving administration, and increasing citizens' engagement. (Michael, 2023). The biggest utilization of AI in democratic processes is during elections. AI systems are being used for surveillance in elections, data analysis of voters, and enhancement of the electoral process. As an example, it is possible for the AI algorithms to help the electoral commissions in detecting instances of fraud in the voting process, increase the accuracy of voter registration, and estimate turnout (Nemitz, 2018). Therefore, AI can minimize the potential of error and increase the reliability of elements of the election process that are otherwise directed by human election officials.

AI is also changing the forecast of political campaigns. Campaigning has become more personalized through machine learning and predictive analytics. For example, campaigns have shifted towards trying to pinpoint a particular voters' group to be used for a certain strategy for an election (Noti, 2024). The kind of micro-targeting that can be achieved through the analysis of voters' data to produce personalized content empowers parties to address vital concerns of certain groups in society. Although it enhances voting interest, it causes concerns on a bias towards information since campaigns may choose sides on these biases or may post false information (Polishchuk, 2024).

Moreover, there are many policy considerations where AI is now or is becoming an active actor. With the help of AI technologies, state bodies are trying to better understand public opinion, economic indicators, and social changes, which will allow improving the quality of policy decisions (Schneier, 2024). AI can perform analysis on those data faster than human analysts resulting in ability of policymakers to observe new trends or threats. It can also be applied in policy simulations to determine implications of various decisions that will in turn assist the government to make policies that meet the people's desire (Puaschunder, 2019). Moreover, AI also has a key contribution to boosting citizen engagement as well as dispensing education to them. Computer programs like individuals who interact with people through text messaging or voice recognition are being employed to break barriers between citizens and government and give citizens the details of political events as and when they happen. AI can also assist prevent the spread of fake news through ferreting out fake news articles, posts and other contents and thereby contribute to the creation of an informed electorate (Raso et al., 2018). AI can also reinforce the dynamism of democracy since information access has the potential to enhance public discussion and dialogue.

Simultaneously, it is becoming less clear to what extent AI could be a real threat for democracy. For example, integration in politics and governance can widen the inequality gap. People who can afford access to advanced AI algorithms will always have control of politics. (Schneier & Sanders, 2023). The use of AI in surveillance and security measures could also raise questions to privacy, civil rights, and an autocratic rule. In the future, the relation between AI and democracy will become even more intense; therefore, consistent discourse and activity should be taking place to guarantee that AI is applied democratically. While these shifts enhance governance and citizen engagement there are the concerns of manipulation, inequality and violation of privacy which when well-managed, will ensure that democracy survives the AI age.

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## **2. Current Case Studies/Examples of AI in Democracy and Politics**

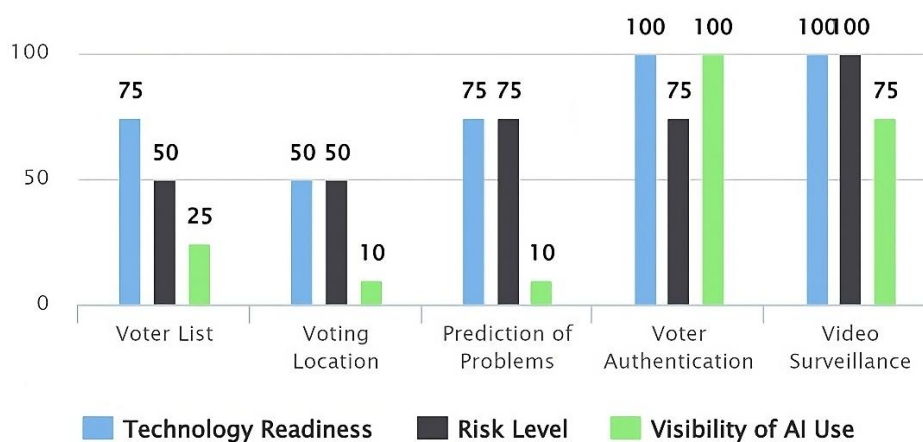
### **Current Case Studies/Examples of AI in Democracy and Politics**

As stated above, AI is revolutionary and a dual threat: the use of it has only increased in democratic processes, and states, political parties', and civil institutions have already adopted comprehensive technologies to boost governance and politics. Applications of AI are present in electoral management, voter interaction, policy decision making and even operation of government (Vincent-Lancrin & Van der Vlies, 2020). If the use of these advancements leads to the indicated considerable improvements in terms of efficiency and outreach. However, they again do bring up those ethical, anti-democratic issues, some of which was explained above they at the same time open significant ethical, fairness, and anti-democratic issues. Below are some of the most striking case studies illustrating the real-life uses of AI in democracy and politics.

## Overview of Recent Case Studies Where AI is utilized in Democratic Processes

### 1. AI in Election Management: The Case of India

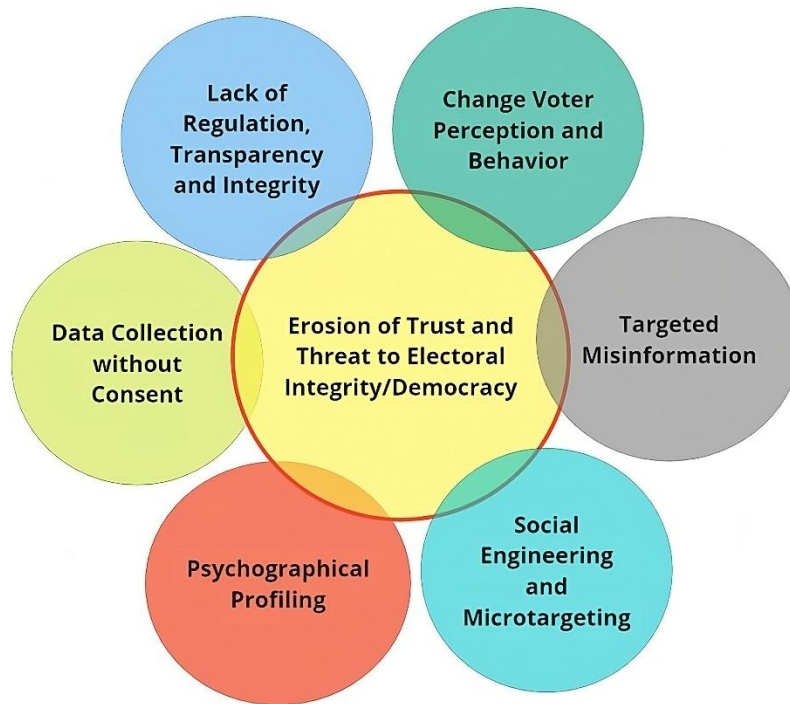
In India, a country with a massive population and a complex organised framework of elections, utilising AI has been of great significance to election administration. The Election Commission of India has already adopted AI for the purpose of voter enrolment, vote-rigging, and other management processes (Zhang, 2024). For example, facial recognition technology for voting has been developed to block vote-rigging. This technology simply matches voters' photographs with ID cards to guarantee that only registered voters are allowed to vote, while reducing chances of vote fraud or multiple voting. Similarly, AI in form of data analytics has been employed to estimate the number of voters who are likely to vote, the allocation of polling booths, and resource mobilization especially in the event of an election (Floridi, 2023). In view of this, election authorities can always rely on AI's ability to foresee some challenges that are likely to occur, such as overcrowding of the polling stations or the perceived imbalance in the voters' register. This case underscores the application of AI and the impact of applying it to electoral systems making elections more efficient, more independent, and making the democratic process less complicated in some of the world's largest democracies (Helbing et al., 2019). Figure 1 illustrates a comprehensive analysis of the various opportunities for AI in the electoral process, their implications and risks as well the public visibility of the implementation (Deepak et al., 2023).



**Figure 1: Utilization of AI for Election Management.** AI utilization for election management can focus on maintenance of voter list, determining the polling booth location, predicting the problems and issues threatening the electoral process, authenticating voters avoiding election fraud, and video surveillance of the process. The technological readiness, risk level with use of AI and visibility of AI to public users were represented for each of the core electoral elements.

### 2. AI in Political Campaigning: The Case of the United States

The use of AI in political campaigns escalated recently, evidenced by the 2016 and 2020 U.S. presidential campaigns. Data scientists working for the political campaigns of both sides of the American political spectrum used AI tools to process electoral outcomes data, for estimating and modelling voters' behaviours and mails, and for targeted political communication. The strategic use of business intelligence involving AI was instrumental in the appropriate resource distribution and allocation needed for campaign activities (Innerarity, 2024). For instance, AI looked for swing states or which areas the candidates should pay attention to in order to have the most effect on turnout. However, a political consulting firm, Cambridge Analytica used AI and big data analysis in order to target, manipulate and influence voting behaviours (Holmes et al., 2022). Using big data from social media, consumption habits, and other related data, AI systems anticipated the likelihood that certain voters would be swayed by certain ads and modes of contacting. This recent Cambridge Analytica scandal, using AI in collecting voters' personal information without their consent and manipulating the results of the referendum had left many voters bewildered and violated people's rights to privacy and free choice (Figure 2). This example therefore serves both to illustrate the possibilities and dangers of the application of AI in the everyday functioning of democracies (Jungherr, 2023).



**Figure 2: AI and Challenges.** Multiple challenges arise with utilization of AI in politics and threaten the very fabric of democracy. There is existential threat to privacy and safety with misuse of the data to microtarget and manipulate public perception and behaviour. Additional fake or synthetic media poses a threat of misinformation without a robust system for fact checking. An in-depth understanding of these challenges is essential to formulate essential safeguards and use AI responsibly.

### 3. AI in Legislative Processes: The Case of Brazil

In Brazil, AI is not only applied to electoral situations but also to legislative actions. For example, the Brazilian House of Representatives has adopted an AI system, called Rosie, which would help analyse legislative bills (Kuziemski & Misuraca, 2020). Rosie scans bills for the so-called 'sneak laws', those provisions which may not be apparent on the first glance but can represent legal or fiscal changes. By pointing out such clauses Rosie provides more information to legislators reducing opportunities for manipulation, bringing them to a better decision. This tool is especially useful in a country with thousands of proposed laws in a year, like Brazil. Additionally, Brazil's Supreme Electoral Court has employed an AI program to analyse political advertising during the voting period. The court uses artificial intelligence in identifying fake news or any breach of the election laws in the advertisements placed online to make the field even to all persons involved (Landmore, 2023). The case presented in this paper shows that it is possible not only to augment AI applications in electoral management but also to contribute to the reinforcement of legislative oversight functions in enhancing transparency.

#### Other Examples: AI-Driven Applications in Political Campaigns, Voter Analysis, and Election Management

##### 1. AI in Voter Behaviour Analysis

The analysis of voter behaviour is considered one of the most popular application areas of AI in politics. Through machine learning the voter data like the demographic data, previous voting records and even their interactions in social media platforms are collected by the political campaigns (Latonero, 2018). Through AI systems it is possible to forecast the voter sentiment and communicate to the identified party within the demographic. For instance, in the 2012 U.S. presidential campaign, Barack Obama's campaign team engaged an AI-powered system of data analytics to establish an understanding of which voters were most likely to support him and which issues would be of most interest to which sections of the population (Lockey et al., 2021). This made it possible for the campaign to be inclined towards potential voters and hence improving chances of victory. Voter analysis has over the years become far sophisticated to being driven by Artificial Intelligence, enabling political campaigns to come up with micro-strategies. Different groups of voters get different messages depending on their political preference, geographic location or even social media activity of the voters.

##### 2. AI in Political Campaign Advertising

Political advertising has been revolutionized by generative AI, which writes content entirely new based on data inputs. By using artificial intelligence, political campaigning can develop custom advertisements to the interest area of the voter. For instance, through a natural language processing tool, AI can capture the voter's Facebook posts, Amazon's browsing and purchase history to build an advert that fancies the voter. This level of customer targeting was clearly seen in the 2020 U.S (Manheim & Kaplan, 2019). Elections, where different campaigns integrated the use of artificial intelligence in crafting messages that were posted on Facebook and Twitter. The advantage of AI in creating ads means that voter engagement can be ramped up

due to ads which seem fresh and targeted at a voter. However, it also carries ethical issues as well. This means that through use of artificial intelligence, advertisers controlling politicians may force specific messages to micro-groups voters who have no idea why they are being selected to view certain advertisements (Michael, 2023). Further, AI-driven advertisements could also give rise to fake and erroneous information as AI just as effectively creates realistic fake ads.

### **3. AI for Election Security**

Election security has become a major issue plaguing the stability of the world. Therefore, AI is being employed in the protection of elections through identification and mitigation of cyber threats. For instance, several applications including voter lists and voting machines can supervise election systems for signs of interference (Nemitz, 2018). During the 2020 US Presidential election, AI was implemented to identify different violets in voters' data as well as guard against unlawful access. Aside from this, it can also help prevent election systems on the internet from being penetrated by hackers and inappropriate propaganda information for distorting voters' confidence in the elections. For example, AI algorithms can learn common characteristics between fake news articles and distinguishes them from real ones by defining the nature of bots and coordinated disinformation campaigns with the aim of manipulation modelling of voters' decisions (Noti, 2024). Thus, AI prevents certain threats, ensuring the decency of democratic elections.

### **4. AI in Governance**

AI has also gone beyond political campaign processes and voting conductance, specifically into the realm of public policy and governance. In Estonia, for example, AI is being used for self-serving governmental services and to improve citizens' satisfaction. The Estonian government has introduced numerous AI systems for controlling several public services, like taxation and healthcare (Polishchuk, 2024). These systems facilitate functions in government administration and enhance delivery of service to the people and thus enhance democratic governance functionality in delivering services that meet citizens' needs. It is also being used in development as well as analysis of public policies. For instance, experts can help in analysing big data of health, economic, or environmental significance that can help policymakers make the right choices (Puaschunder, 2019). AI tools are also being utilised in the European Union for determining the effects of regulations and policies. The examples described in the case-studies above demonstrate how far-reaching change AI is bringing in the democracy and politics fields. In the voting process, AI brings both potential and threats both ranging from enhancing the election management and voter analysis, the political campaign and political governance (Raso et al., 2018). AI has the potential to enhance the operation of democracy and 'democratize' various processes. It is, therefore, incumbent upon the policymakers and political leaders to find the rights of the use of AI and ensuring that democratic institutions the excellence they deserve (Schneier, 2024).

### **5. AI in Public Policy Formation and Decision-Making**

AI is rapidly emerging as one of the most critical gears in determining public policy and decisions across multiple industries. Several governments are implementing AI for big data analysis, policy outcome prediction, and optimization (Schneier & Sanders, 2023). They're being used in the fields of healthcare, transportation, environmental management, social services, and more. AI not just helps policy makers to make efficient decisions, but also helps them understand large sets of information to determine patterns and outcomes (Vincent-Lancrin & Van der Vlies, 2020). For instance, using input data from the healthcare context, machine learning algorithms will be able to predict disease trends while from the economic context, machine learning will predict unemployment trends. Currently, EU policymakers use AI for evaluating proposals for conformity and its impact on social, economic and environmental conditions for the region or sectors who needs that regulation. Intelligent systems also assist in the decentralization of public administration by providing mechanical decision-making tools (Jungherr, 2023). These systems also have the capability to predict and suggest on the best policy options. In cases like urban development or disaster response, these systems consider large databases to generate solutions, for example, in development of structures or in case of calamities. One good case is Estonia where AI was applied in public governance to improve efficiency in and aspects of taxation, healthcare, and law (Holmes et al., 2022). AI goes even to social policy and welfare programs, to determine benefit entitlements for candidates, using machine learning to detect frauds, and for efficient resource allocation.

In the USA for example AI is used in Supplemental Nutrition Assistance Program (SNAP) to reduce on fraud in an effort to help reach those in need. AI also helps analyse demographic data enabling formulation of other social programs including addressing inequality and supporting other disadvantaged groups (Landemore, 2023). In terms of application in public health policy, AI has been indispensable, especially during the COVID times to forecast cases and distribute supplies. In addition to pandemic, AI is employed for analysing healthcare emergence and offering better solutions for disease profusion, for instance, opioid overdose risk estimation in Canada. The same can be said for its applicability in policy usage for environmental insights to track/forecast climate data and assess the effectiveness of environmental policy (Lockey et al., 2021). For instance, AI in informing climate and nutritional security, and disaster risk reduction by predicting the policy consequences of climate change. However, the application of AI in public policy initiatives has several emerging ethical issues, including the issues to do with transparency and fairness, more so where the systems work to give preference is already imprinted. Social ethical principles are required to guard equality and responsibility in the incorporation of Artificial Intelligence in policy making (Polishchuk, 2024). All governments around the world including China and Canada are implementing Artificial Intelligence in governance with different strategies concerning ethics and regulations. Thus, the greater AI is utilized in public policies, the greater the calls for promoting the AI-based policy's transparency, accountability, and fairness to strengthen democratic principles (Schneier, 2024).

### 3. Positive Impact/Opportunities

#### Citizen Awareness, Education, and Engagement

AI has particularly transformed the practice of democracy through raising citizen knowledge and telling them about their rights. With the increased development of smart applications, governments and civic organization employ AI assisted platforms for public participation in policymaking, direct communication between the public and the government and for passing information regarding civic issues (Brynjolfsson, 2023). Technological resources developed by artificial intelligence like the chatbots, social media interfaces, news feeds enable people to be updated on their political situations, legal amendments and social causes affecting them. For example, applications such as Pol.is and Citizen Lab allow the government to get insights into the citizens' perception of and preferences regarding certain public policies; conversely, social media OSN platforms employ epistemic AI algorithms that capture and present the citizen with news feeds related to politics (Donahoe & Metzger, 2019). Moreover, with the help of AI it is possible to refer the educational content to enhance the democratic literacy among people. Analytics technologies can help to present complex political information in a more understandable and comprehensible manner to improve the average citizen's political enlightenment. For instance, carried out by virtual aides and voice recognition systems, individuals with disabilities can gain knowledge about democracy from educational materials. These sites also make people's consultations more open for e-Governance, making it easier for people from all groups – particularly minorities – to engage in democratic processes (Helbing et al., 2019). Some case examples are provided in Table 1 illustrating the benefits of continuous civic engagement and adaptation of the policies to benefit one and all.

**Table 1: AI and Public Engagement/Participation.** AI has been shown to improve public engagement and participation with improved governance and standard of living.

Project	Country	Public Engagement/Participation
Brexit	UK	Engage the community on the needs and formulated the priorities
Environmental Policy	Brazil	Strategize environmental policy based on public sentiment
Citizen Pulse Project	Finland	Analyse citizen feedback and improve government policies
EPA, FDA	USA	Adaptive and informed rule making with community engagement and public participation

#### Politicians, Election Campaigns, and Administration

AI sharply transformed political campaign strategies and the interactions of politicians with the public. AI is actively applied in political campaign management for analysing data, identifying voters, and adapting campaigning to voters' demographic characteristics, interests and personality traits (Kuziemiński & Misuraca, 2020). It is possible to teach an algorithm to decipher data collected through reliable social media monitoring, polls, and surveys by determining what voters consider more crucial in a candidate to enable campaigns to be more targeted. For instance, in the 2016 U.S presidential election, AI was used in social media mining, helping candidates view voters' sentiments on the platform in real-time (Innerarity, 2024).

AI has also improved electoral approaches through predictive modelling that helps politician to estimate the outcome of an election and refine efforts to contact the electorate. With the help of swing voters' recognition, voter turnout forecast, and certain ways where candidate's chances can be better, AI helps in managing and distributing resources more efficiently (Landemore, 2023). AI is also playing roles in the administration of elections by enhancing the registration of voters, sitting of polling stations and enhancing the security of the e-voting systems. AI enables governments to detect fraudsters who try to rig the polls in their favour during elections, thus increasing the integrity of the electoral processes. Furthermore, AI is helping politicians interact with their electorate by personalizing their interactions with them (Latonero, 2018). By using natural language processing (NLP) based chatbots and virtual assistants, voters can pose questions, voice concerns and get responses from political personalities instantly. The requirement of the interaction and the sense of responsibility, in this technology allows the citizen to directly address their representatives disregarding geographical issues (Manheim & Kaplan, 2019).

#### Policy Making

AI is becoming an important tool for policymaking as it brings new levels of accuracy, speed and relevance to the process as well as relating to public needs (Table 2). Policy makers are now able to leverage big data analytics and machine learning techniques to validate hypothesized impacts of pegs and assess the relative risks and benefits of possible policy options (Polishchuk, 2024). Such capabilities enable decisions to be made based on measured data as opposed to holding strong beliefs in an ideology. For instance, governance applications such as predictive analysis and machine learning enable governments to evaluate the economic, environmental and social effects of new polices before they are enacted. Thus, its applicability has been high in sectors like health, transit, and education in the formation of policy (Puaschunder, 2019). For instance, AI models can work on

spreadsheets of public data and predict incidences of diseases to guide governments on the necessary actions to take. In the same way, AI can also help address policies concerning urban development by studying the pattern of traffic flow, rapid human population, and new infrastructure to improve the evaluation of the future city. Further, AI can make structured or unstructured data analysis, like Twitter sentiment analysis, by which policymakers can understand the public opinion on various pertinent issues and offer a more centralized and elaborate decision-making solution (Manheim & Kaplan, 2019). In addition, AI increases organizational transparency and governance to the people. AI enhances the policy making process through the elimination of arbitrary influences and mistakes that may be pushed through whenever the repetitive roles of data gathering and assessment are accomplished. Such practices guarantee that policies reflect facts and not biases of the political system or conventional reasoning to advance governance results (Noti, 2024).

**Table 2: Case Examples of AI in Governance and Public Policy.** AI provides the ability to parse the big data and provide meaningful analysis resulting in an efficient and streamlined solutions to address the larger challenges.

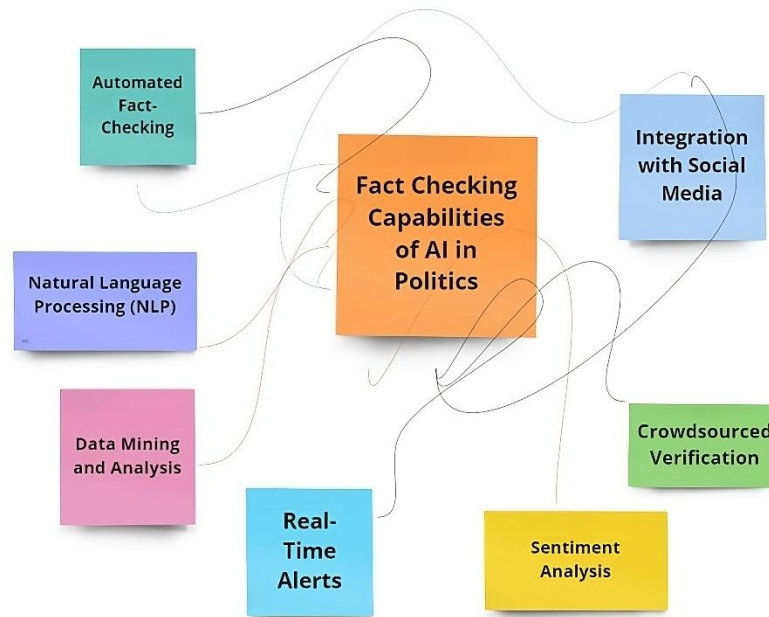
Policy	Country	AI Objective
Climate Policy	Australia	Address climate and environmental challenges and provide long term efficient integrated solutions
Health Care Policy	Canada	Assess health care needs and optimize resources
E-Governance	Estonia	Digital governance with efficient public services
Immigration Policy	UK	Streamline and assist with immigration
Rule Making	US	Various platforms such as CRS analyse the impact of changes in legislative data providing real time inputs in rule making process

### Generative AI in Advertising

With the help of generative AI, political advertising is becoming more personalised, convincing and appealing to the audience. Advertising AI can create ads that appeal to the target political voter group considering the voters' perceived political affiliations, their interest and even their online activity (Puaschunder, 2019). For instance, voters' social media posts, browsing history, and age, gender, or ethnicity influence the creation of specific messages that AI writes for ads. It is, however, worth focusing here on one of the most common forms of generative AI in political campaigns, namely synthetic media AI-generated imagery, videos, and text. Through these AI generated materials, political campaigns can generate vast quantity of content and also share it across the various platforms, to their target demographic (Raso et al., 2018). For instance, current AI tools such as GPT-3 can produce politically charge speeches or posts in the style of a candidate and help fundraising campaigns. It also supports real time advertising, where political ads can be updated depending on user's action or changing sentiment of the voters. This therefore means that campaign advertisements can be updated every time there is a new development in the political arena or when new concerns regarding the voter turn up (Manheim & Kaplan, 2019). Nevertheless, as applied to political communications, generative AI presents new prospects for influencing the effectiveness of political narratives; at the same time, the emergence of deep fakes and synthetic media poses an ethical question, which endangers people's understanding of the real world.

### Fact-Checking Capabilities

Misinformation control and improvement of fact-checking is one of the biggest ways AI helped democratic processes (Figure 3). In the recent past especially due to increased proliferation of fake news and disinformation, AI tools have been used to counter the effects of fake news and misinformation in near real time (Jungheer, 2023). Automated fact-checking tools work with conceptual structures, such as NLP and machine learning to verify the news articles' facts, Facebook posts, and other sorts of prolific content based on users' shares. These tools can make some citations checked against reliable news articles, highlight contradiction or lie and fake news (Holmes et al., 2022). Through analysis, vast data is processed in a short span to get to the root of disinformation while AI can quickly detect a disinformation campaign strategy. For instance, in instances of an election, the AI systems track the social media platform for any kind of fake news regarding the candidates, how to vote or any political incidents. Such systems can contain the capacity to trigger the fact-checker, a journalist, or a regulatory authority to take corrective action given the wrong information a voter receives (Floridi, 2023). Applications such as Microsoft's Video Authenticator enable organisations to check signs of manipulation in videos and thus avoid fake news that can harm a political candidate or indeed anyone in public office (Holmes et al., 2022). In this way, using AI in the processes, one can protect the integrity of the processes, the choice the voters make, and the necessity to base that choice on the facts provided (Brynjolfsson, 2023).



**Figure 3: AI and Fact Checking.** Significant potential of AI in verification and establishment of facts towards a transparent and accountable system. Robust fact checking platform can serve as a hindrance for misinformation and deep fake media and earn the public trust.

#### 4. Negative Impact/Challenges

##### Deep Fakes and Synthetic Media

Additionally, AI presents a dangerous threat to democratic processes by creating deep fakes and synthesizing media. These images, videos, and audio clips created by AI are realistic, yet fake content can quickly go unnoticed as fake (Jungherr, 2023). Deep fakes can be applied to make fake videos of political leaders' speech or making certain unethical actions that will lead to voters' manipulation. On top of that, that fake news, created by AI, may look more realistic, so citizens may find it hard to distinguish the real from fake news. This diminishes trust in the government, distorts the credibility of political system, and weakens the democratic system.

##### Skewed Views and Profiling

The algorithms powered by AI are remarkable; however, they perpetrate bias and reduce the scope of information in circulation of the citizenry.

Through the help of Artificial Intelligence, social networking sites and search engines can undertake certain analyses of users' browsing habits and tendencies, and then deliver more content which is likely to appeal to their political stance or leaning (Kuziemiński & Misuraca, 2020). This makes them develop closed circles within which they are fed only that which they want to hear thus making it hard for them to come across contradictory ideas. Therefore, people may be given a one-sided perception of political as well as social matters which may make the social politics a barrier in this case. This kind of information filtering prevents exposure to varied opinion which is an important foundation for any democratic process whereby decisions are made based on availability of information (Landemore, 2023).

##### Misinformation and Media Manipulation

AI has increased the distribution of bias information in the real world, especially using social media. The possibility of fake news spread quickly is as bots and AI algorithms can send the fake news stories or convey misleading information to millions within the shortest time (Lockey et al., 2021). Two of the biggest obstacles in the battle against fake news are the velocity and volume at which it is transmitted on social media and the internet. AI generated fake news during elections may influence the voter's decision, twist the voters' view about the candidate, and even discourage the electorate from voting through giving incorrect information on how to vote. AI led media manipulation harms representative decision making and distorts the electoral process (Manheim & Kaplan, 2019).

##### Cyber Threats for Election Security

Like cybersecurity, AI poses numerous risks to election security. On the one hand AI can be employed to protect elections: enhancing voting solutions or detecting fraud attempts. On the other hand, AI can be employed by the adversaries to tamper with an election or interrupt the processes (Polishchuk, 2024). Sophisticated AI techniques like deep learning have inspired phishing scams or deep learning enabled malware. Launched at an election period these can attack election systems, voter registration systems, or even voting machines. These cyber threats can compromise election integrity by



manipulating or by releasing the voter information. AI can also be utilized to look for weaknesses in election systems, making large scale disruption more likely during election times (Schneier, 2024).

### **Inequality and Autocratic Tendencies**

AI seems to have inclined the democratic systems towards social segregation and authorities' powers. Advanced economies that are already reaping the advantages of adoption are implementing these infrastructures, while the advanced technologies far removed from marginalized societies, which otherwise may need assistance from AI tools to be more involved in the democratic process (Polishchuk, 2024). In addition, autocratic regimes will use AI to increase their control over the citizens through the censorship of political opinions, influencing popular opinion, and squelching dissent movements. Sadly, this concentration of capabilities goes to the detriment of paradigmatic democracies eroding liberty and political pluralism as technologies such as AI police free speech (Landmore, 2023).

### **Surveillance and Threat to Privacy**

The second ethical issue relating to this technology and democracy is its propensity of massive surveillance by AI systems (Holmes et al., 2022). AI can help governments and large corporations to control people's activities and tracking their online actions, as well as accumulating people's personal data without their knowledge. This surveillance infringes on the right to privacy, which is a democratic value because people cannot control information about them. In dictatorial societies, AI driven surveillance can be employed to monitor the dissent, media, activists, and other people harming democratic rights and freedom (Donahoe & Metzger, 2019). Because requiring citizens of democracies to forfeit their privacy is unsustainable, there is a need to develop ethical standards regarding the utilization of AI in surveillance.

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## **5. Conceptual Legal and Ethical Global Framework/Safeguards**

### **Privacy Protection**

AI is a burgeoning field where privacy protection issues play essential and filled with both potential and complexity roles (Helbing et al., 2019). On the one hand, AI offers the prospect of positive change to privacy through the development of better and more efficient codes, techniques and procedures for the augmentation of individual data privacy, eradicating false data and providing more effective methods of data anonymization, as well as application of improved and more secure systems for the defence of individual privacy. Compared with the normal practice, AI algorithms can quickly identify the potential security threats and provide users with better security shield against identity theft hackers and cyber attackers (Kuziemski & Misuraca, 2020). But staying with the Wild Side of AI, it is also abusive of privacy rights through collection, surveillance, and monitoring of the data in its possession. Currently, as AI systems merge into every sphere of life, they obtain vast amounts of personal data including social media activity and biometrics (Lockey et al., 2021). If left unchecked by stringent laws, governments or big corporations could use this information for unearthing privacy, which is citizens' right. For instance, artificial intelligence implemented facial recognition for security purpose help in identifying people's face are dangerous when used to track people's movement without their permission. As a result, the development of an effective ratio of AI application is essential, guaranteeing the non-violation of privacy rights (Manheim & Kaplan, 2019).

### **Codes of Practice for Disinformation**

AI has greatly fuelled the presence of fake news; as such, there is need to enhance the laws that seek to prevent the spread of the fake news. Fake news and bot-generated posts with little or no human intervention form more the content of disinformation campaigns that can mislead public opinion while fostering extreme opinions and a lack of confidence in democratic institutions (Nemitz, 2018). As a result, today's governments and international organizations are starting to adopt the codes of practice to counter AI-facilitated fake news. For instance, the European Union wants to address the so-called "Disinformation," that is the operation of manipulative AI-created contents via signed up "Code of Practice on Disinformation" so as to make them transparent and to establish means for social media holding them responsible for the disinformation spread on their networks (Polishchuk, 2024). These codes compel tech companies into some of the following steps: tagging bots, enhancing the visibility of algorithms, and developing AI to conduct real-time fact-checking. Nevertheless, there are obstacles to the implementation of these codes, mainly where they involve cross-border issues because the problem of disinformation is a worldwide problem that needs an international solution (Puaschunder, 2019). Honest Ads Act (s. 1356) requires social media to maintain records on political ads and aims to provide transparency and visibility.

### **Digital Services Act & Political Advertising Regulations**

Political leadership on the other hand has suffered from the application of AI especially in the digital advertising business due to so many issues on transparency, fairness, and accountability. The European Union's Digital Services Act (DSA) aims to regulate some of these problems through rules for online platforms, political ads powered by AI included (Schneier & Sanders, 2023). The act makes the platforms to disclose the identities of person or groups sponsoring political advertisements and policies, how bogus algorithms select targets for advertisements, and the amount of information used to design the advertisements in question. Moreover, it also prescribes a set of procedures for identifying and thereafter, banning material that is considered toxic or unlawful — including disinformation (Vincent-Lancrin & Van der Vlies, 2020). Besides Europe, other countries such as United States are also investigating how to reign in AI in political campaign, under emojis preference, to avoid occasion where AI is used in a wrong way to change voter behaviour or to flood the political system with incorrect information. REAL Political Advertisements Act and Deepfakes Accountability Act require disclaimer on AI generated political ads and deepfake content respectively. As good as these regulations are, a global governance structure needs to be developed to prevent AI-assisted political manipulation especially in the international elections (Raso et al., 2018).

## AI Act

The most ambitious piece of legislation placed before the international community on the regulation of artificial intelligence is the European Union's proposed AI Act. It defines risk categories about AI uses with low, moderate, or high risks and set the goal of guaranteeing compliance with basic rights and democracy regarding AI systems (Holmes et al., 2022). Because the act makes clear that transparency, accountability, and human control are expected in systems involving substantial degrees of AI autonomy, the act can be viewed as a sound foundation for addressing challenging AI applications such as facial recognition and the use of AI in critical infrastructure systems. The AI Act lays down a good example for other countries therefore advocating for international policies in dealing with AI (Donahoe & Metzger, 2019). It expects corporations and providers of the AI systems to predispose the risks and provide measures to avoid adverse impacts. That way, it attempts to make sure innovation does not get in the way of societal responsibility and maintains that democracies must be able to create AI technologies responsibly. Similarly, AI Disclosure Act of 2023 and AI Labeling Act of 2023 require disclosures for AI generated content.

### Public Participation, Data Regulation, and Transparency

Safeguarding the latest AI technologies to be transparent and open is critical for the technologies will be embraced in their fairness for the masses. Citizens' engagement in the matters relating to AI governance means that the new technology will be utilised in as far as fairness, equality and human rights are concerned (Holmes et al., 2022). Artificial intelligence is built on large datasets of personal information and its use triggers core issues of data protection and consent. Thus, the networks and infrastructures for proper data regulation must be developed to define under what circumstances personal information is collected, stored, and used by AI-oriented systems. Achieving transparency in handling data is one of the main components of safeguarding democratic values: informing people about data utilization as well as letting users control their data (Innerarity, 2024). Furthermore, the AI systems need to be reproducible, this means that the decision-making process should be comprehensible by the user and the regulators also. A more obvious approach to the use of AI in democratic processes would assist in eradicating biases regarding the technology and is a way of showing that the technology will benefit everyone who is a citizen, and the privileged (Latonero, 2018).

### Multi-stakeholder Approach

Governments, technology companies, civil society organisations, and academics must act collectively to regulate AI influence on democracy (Helbing et al., 2019). Thus, the idea of the multiple-stakeholder engagement could make sense for building the option for discussions of various perceptions on AI regulation, as well as for creating the balance between freedom and pro-activity. National governments can put up legal measures for this, however, it is up to the various technology firms to label themselves with ethical AI practices and make certain that their inventions are a boon to society (Brynjolfsson, 2023). CSOs can be useful when they act and speak on behalf of vulnerable groups and defend their interests so that innovative technologies like AI do not widen the gap between people or jeopardize democracy. Academia can reach out and do its own research on the social and political effects of AI and provide recommendations towards the management of risks that may arise (Floridi, 2023). Consequently, the roles of these diverse actors can be coordinated, and thus, a comprehensive governance structure for AI in democracy, which safeguard citizens, rights, and facilitate development advances (Stahl, 2021).

## 6. Conclusions

In conclusion the benefit and creation of AI redefines human democracy as well as is a daunting task given the current world situation. These benefits in involving citizens, in reforming processes of governance, and improving policies are the positive values that can be considered as the value of AI. Though AI contends with bring positive impacts in several realms like healthcare and business analysis and data processing, AI also presents certain threat including fake news propagation, violation of privacy rights, and authoritarian leverage make it imperative that AI should be used responsibly with thorough regulation. A clear and fair approach to the use of AI tools is necessary to preserve decisional culture. There is a need among governments, technology companies, and civil society to establish principles by which to implement AI systems ethically, effectively, and with both integrity and the full participation of all the stakeholders. Of course, EU's AI Act or the Digital Services Act provides a necessary framework that can be adapted to other world countries. Besides, privacy protection, transparency and engaging the public in decision making are some of the other keys necessary for trust of the AI run democracy. In the future more clearly defined linkages between the use of AI and democratic governance can be expected. Posing proper measures, AI can help direct-democratic systems become more robust in view of potential new threats. But left unmanaged and uncontrolled, such potential will also threaten the democratic values AI claims to strengthen. Thus, the future of AI in democracy will depend on people's collective conscience towards innovating while maintaining the cultural ethical responsibility that gives democracy its meaningful power, rather than maintain its threat as means to fascism. Awareness of this interplay will enable a balance to be struck with regards to the safe use of AI to promote democracy and limit the possible harms. A conceptual and responsible framework and regulatory safeguards are essential to make sure that AI in itself becomes a pillar of democracy that preserves, protects and promotes the very systems and values of a democratic government.

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