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Do AI-Generated Political Advertisements Create Positive or Negative Responses from Voters?

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Do AI-Generated Political Advertisements Create Positive or Negative Responses from Voters?



GRACE SCHOFIELD

SD Honors Showcase

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Abstract

Artificial intelligence (AI) is advancing at breakneck speeds, and it's more important than ever that voters understand AI's implications on the United States' political landscape. Political campaigns can synthesize political advertisements using generative AI, fabricating images and videos alike. The public often has difficulty distinguishing these advertisements from their genuine, non-AI counterparts—and deepfake technology improves exponentially, causing the public to struggle even more in identifying AI-generated advertisements.



The project will inform voters on general responses from their peers by determining whether AI-generated political advertisements create positive or negative responses from voters. In the form of a survey, the project will assess voter responses from a variety of AI-generated political advertisements while also discerning how well voters can identify AI-generated advertisements. The project will also account for political differences and views among responders, since political views may be a factor in how voters respond to advertisement content. Additionally, the project will inform political campaigns on whether AI-generated ads are viable to fund depending on the outcomes of the study. The project will analyze survey responses and draw conclusions on the types of responses and accuracy of identifying AI-generated ads from non-AI-generated ads.



AI is new to the advertising sphere, and scholarly data analyzing effects of AI-generated advertising is mostly unavailable. Most scholarly works on AI in advertising consider ethical implications and theoretical applications, not so much real analysis of real data. The United States' media sector has several examples of AI-generated political advertising, such as the RNC's *Beat Biden* and other images pictured. Recent trends range from AI-generated sound bites to entirely fabricated video. These ads signify the beginning of a trend in political campaigns fueled by artificial intelligence.

Conclusions and Significance

The project aims to inform the public on the reality of AI-generated political advertising through statistically analyzing survey response data. The project's significance lies in analyzing how voters in the United



States respond to AI-generated political advertisements, asking questions on how well voters identify AI-generated advertisements, how they respond to these advertisements, and how voters' beliefs correlate with both. When the project finds the answers to these questions, that information will inform readers what the future of political advertising may look like—and how voters can keep up with a potentially uncertain reality with generative AI.

Your business tag line here.



GRACE SCHOFIELD

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4
Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

We're on the Web!
example.com

Back Page Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organi-

zation is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.