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

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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.

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.
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.

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