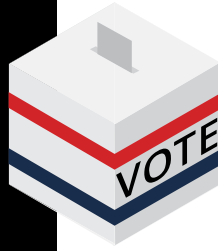


A RESPONSIBLE VOTER'S GUIDE TO GENERATIVE AI IN POLITICAL CAMPAIGNING



Carnegie
Mellon
University

1

GEN AI IN POLITICAL CAMPAIGNING

Generative AI (GenAI) allows its users to create realistic images, videos, audio and text, rapidly, cheaply and at scale. These capabilities can be useful in many contexts, but during elections, they could also be misused to manipulate and deceive voters.

HOW CAN WE PROTECT OUR DEMOCRACY?

Take action to support the integrity of the democratic process:

- If content appears shocking or dramatic, take a step back from social media, examine the claims it makes and the source!
- Ask candidates questions about their campaign's use of GenAI.
- [Find your representatives](#) and send them our letter asking them to support stronger AI regulation.

2

GEN AI: DECEPTION ON STEROIDS!

Ideally, democracy is a contest of ideas and competing visions for the future of America. To choose between these visions and to **hold elected leaders accountable**, citizens need **accurate information**, not just about **candidates** and their policies, but about the **democratic process itself**.

The use of generative AI to fabricate compelling images, videos, audio or text poses a real threat to democracy. GenAI is particularly problematic because users don't need powerful computers, expensive software or access to hours of video footage — they can just ask GenAI to create realistic content that depicts events that *never happened*.

3

HOW CAN THIS HURT OUR DEMOCRACY?

By robbing voters of the ability to discern truth from fiction, the deceptive use of AI tools can manipulate voters, suppress voting and sow doubt and uncertainty around our democratic process itself, leading to distrust of our democratic institutions, our leaders and each other.

It is an enormously powerful tool that, in the hands of an unethical person or group, can cause lasting harm and even, in its worst instances, drive people to commit violence. As we have seen in previous elections, this disinformation is often being generated by foreign adversaries whose goal is to weaken and divide us as a nation.

4

DID YOU KNOW?

Political speech is protected by the First Amendment, with very few exceptions, such as hate speech. In addition, it is often difficult to tell that information is not true. Not all misinformation and disinformation are inaccurate facts; in fact, much of it is simply innuendo that leads people to an inaccurate fact.

WE CURRENTLY HAVE NO STRONG GUARDRAILS AROUND THE USE OF GEN AI IN CAMPAIGNS.



Carnegie Mellon University
Responsible AI



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WHAT GUARDRAILS ARE ON THE HORIZON?

The Federal Election Commission, or FEC, may regulate AI-generated "deep fakes" in political ads in the 2024 elections.

Companies that have created these powerful generative AI tools have voluntarily pledged to identify and clearly mark AI-generated content to help people recognize when an image, voice, video or text has been created or altered using AI.

A growing group of **bipartisan legislators** supports enactment of comprehensive legislation to implement safeguards on these tools.

6

CALL TO ACTION: WHAT CAN YOU DO?



If content appears shocking or dramatic, take a step back from social media to examine the claims it makes and the source!

Ask candidates questions about their campaign's use of GenAI.



Find your representatives and send them our letter asking them to support stronger AI regulation.