

How AI is Shaping Modern Campaigns

With the conclusion of the 2024 election, it's clear that a more contemporary innovation is redefining elections: artificial intelligence. In the 2024 U.S. election cycle, AI wasn't just another tool in the campaign—it was the campaign manager, strategist, and field organizer merged together.

From deep fake videos to chat bots programmed to sway undecided voters, AI emerged everywhere in the election cycle. Predictive algorithms helped candidates lock in on "persuadable" voters, pinpointing not only where they lived but what they cared about most and the exact messages they'd respond to. At the same time, generative AI mass-created fundraising emails, social media posts, and sometimes even video scripts. Campaigns would then test hundreds of versions of these scripts to see which one resonated.

Evidently, this rise in the use of AI in politics has come with a wave of controversy. Some argue that targeting voters so precisely risks furthering echo chambers/bubbles—where people only see what campaigns want them to see. Moreover, AI-generated content and deepfakes have sparked further debates over authenticity in political discourse.

All the usage and debate ultimately leads to a bigger question: when an algorithm knows you so well and is actively influencing your day to day, is there a risk of distorted decision-making?

As distant as the 2028 election is, lawmakers and political parties are already trying to determine how to account for these changes. Should there be limits to how campaigns use AI? Should AI-generated content have a required disclaimer?

There have been some recent steps toward resolution. According to campaignlegal, 20 major tech companies including Google, Meta, OpenAI, X, and TikTok, recently pledged to take forward action to combat the use of deep fakes and other election interference efforts.

Today, it appears that the heart of political debate is something else: the future of democracy in an era where technology tracks our preferences and may even quietly shape them.

Sources:

- (1) [CLC](#)
- (2) [Digiday](#)