

Al-powered Election Outreach

Source: IE

As the ongoing Lok Sabha elections in India unfold the use of technologies like <u>artificial intelligence (AI)</u> and <u>augmented reality (AR)</u> is rapidly transforming how politicians interact with and reach out to potential voters.

- Al-generated Conversation: It involves generating the realistic-sounding voice of a local leader to make calls to voters and respond to their issues using a generative Al and making promises to improve the situation.
- Augmented Reality Rallies: Political parties use AR technology to create computer-generated images of politicians delivering messages to voters in their real-world environment, accessed through QR codes.
- Social Media Deepfakes: <u>Al-generated deepfakes</u> of politicians and bollywood celebrities are being used on social media and messaging platforms to deliver positive and negative messages to sway voter sentiment.
- Concerns about Literacy and Transparency: The widespread use of these technologies raises
 concerns about the potential for misinformation and the need for greater transparency, especially
 in a country with a large and diverse population of internet users with varying degrees of digital
 literacy.

Read more: Deepfakes: Opportunities, Threats, and Regulation, Artificial intelligence

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