AI-powered Election Outreach

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

- **AI-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 AI 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:** AI-generated deepfakes 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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