



AI-powered Election Outreach

Source: IE

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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