

Transforming Democracy: The Influence of Artificial Intelligence on Political Campaigns in India

Dr. Kunal Krishna, (Assistant Professor)

Department of Political Science

Daulat Ram College, University of Delhi

Email- kunalkrishna@dr.du.ac.in

ARTICLE INFO

Received: 10 May 2024

Revised: 18 June 2024

Accepted: 26 June 2024

ABSTRACT

The structure and functioning of Indian democracy are experiencing a significant upheaval due to the incorporation of Artificial Intelligence (AI) in political campaigns. This article examines the changing dynamics of AI within Indian politics, highlighting its significant influence on campaigns and elections. The integration of data-driven decision-making, social media amplification, AI-powered chatbots, and microtargeting is transforming political campaigns and voter engagement. We examine the most recent statistical data and trends, illustrating how AI has transformed Indian elections. This technology revolution presents obstacles, including privacy issues and ethical implications. The future of Indian democracy is closely linked to AI, and as this technology advances, it is crucial to maintain a balance between innovation and ethical application, safeguarding the fundamental ideals of democracy in the greatest democratic nation.

Keywords: Artificial Intelligence, Decision Making, Social Media, Chatbots and Virtual Assistants, Voter, Data Analysis, Privacy, Voter Technological Revolution.

Introduction

In the magnificent tapestry that is Indian democracy, the threads of tradition and modernity have always been tightly woven together. In order to keep up with the ever-changing dynamics of the 21st century, India's dynamic political landscape, which features a variety of electorates and a complicated electoral system, is constantly adapting. Artificial intelligence (AI), a technical force that is altering the way political campaigns are conducted and elections are waged in the largest democracy in the world, is at the center of this shift being undergone. A paradigm change has occurred as a result of the incorporation of artificial intelligence (AI) into political campaigns in India. This integration provides a fresh viewpoint on the ways in which technology might impact democratic procedures. In the realm of Indian politics, where data-driven strategies, social media amplification, chatbots, and microtargeting have become fundamental components of campaign methodologies, this essay sets out on a trip to investigate the far-reaching impact that artificial intelligence has had. A multidimensional phenomenon, the role of artificial intelligence in Indian politics is one that combines the time-honored customs of grassroots politics with the most cutting-edge developments at the moment. Not only does it strive to shed light on the benefits and possibilities that artificial intelligence offers to the political scene, but it also seeks to shed light on the responsibilities that come along with harnessing this technological force.

Artificial Intelligence in Political Campaigns Around the World

The emergence of artificial intelligence (AI) has profoundly altered the dynamics of political campaigns, ushering in a new epoch of data-driven techniques that have redefined candidate engagement with voters. This shift centers on the employment of AI for advanced data analysis, voter targeting, personalized messaging, and the optimization of campaign methods. AI may thereafter be employed to create personalized emails or text messages from chatbots for targeted audiences. Conversely, this information enables the precise targeting of one's audience, allowing politicians to specifically address distinct groups of voters, including swing voters. The utilization of AI and big data analytics in elections and campaigns has profoundly influenced democratic politics worldwide. Political parties are progressively employing big data analytics to construct comprehensive behavioral and psychometric voter profiles. These voter profiles are utilized to classify voters into interest groups, enabling the delivery of tailored political content, as evidenced by the 2018 lawsuit involving Facebook and Cambridge Analytica. This exemplifies "computational politics," defined as the application of computational methods to extensive datasets sourced from both offline and online information to execute outreach, mobilization, and persuasion campaigns in favor of, against, or in opposition to candidates, legislation, or policies. In addition to political manipulation, computational politics creates significant knowledge asymmetries between political parties and the electorate. The algorithmic curating of news and narratives generates information silos and echo chambers on social media, resulting in filter bubbles that function as a type of 'invisible propaganda' to influence public opinion.

Moreover, despite their seemingly superficial character, 'AI politicians' have been developed to participate in elections in Russia, Japan, and New Zealand. The rationale of these AI politicians appears to be based on the concept of efficacy and an assumed precision derived from the substantial computational capabilities provided by AI algorithms. For example, appealing to voters, SAM the AI politician utilized in New Zealand asserts: "My memory is boundless, thus I will never forget or disregard what you communicate to me." In contrast to a human politician, I evaluate all perspectives impartially when making choices. I will evolve to address the concerns that are most significant to the people of New Zealand. Although AI politicians appear to be a remote concept, the foundational notion underlying them is currently in implementation. Algorithmic decision-making, utilized in several processes, is contributing to the rise of 'algorithmic authority'—the growing power assigned to algorithmic systems to govern and influence human behavior. Three Bots and computational propaganda extensively circulated altered content on social media during the 2016 US presidential election, solidifying beliefs and constructing narratives. Donald Trump's presidential campaign effectively microtargeted and diminished opposition turnout with hyper-targeted commercials utilizing illicitly obtained data. Propaganda and disinformation tactics have evidently altered voter perceptions and participation, influencing electoral outcomes. An AI-generated robocall impersonating US President Joe Biden was sent during last month's New Hampshire primary, dissuading voters from participating and recommending they postpone their ballots until November. The full ramifications of this episode remain uncertain; nevertheless, considerable potential risks exist due to the United States' current "primary problem," wherein a minimal number of eligible voters participate in selecting candidates for the general election. Although it is easy to attribute the susceptibility to disinformation efforts to less educated and less affluent people, it is essential to recognize that perpetuating the notion of the "ignorant voter" not only marginalizes specific social groups but also aids populist leaders in garnering support. Deepfakes are an advanced variant of AI-generated disinformation, involving the production of very realistic audio and video recordings that can falsely depict humans as speaking or performing actions they never undertook. In the realm of elections, deepfake technology can generate fraudulent films of political people making contentious remarks or participating in unethical behavior. The authenticity of deepfakes presents a substantial threat to electoral integrity, since they can profoundly tarnish reputations, distort voter perceptions, and incite strife among the people. Furthermore, deepfakes are not confined to class distinctions; even prominent CEOs are vulnerable to straightforward AI-generated speech scams. The propagation of misinformation during a pivotal

political process via deceptive deepfake technology exemplifies the potential for AI to be intentionally weaponized, if unregulated, to induce uncertainty and influence electoral outcomes. The Biden robocall incident need to act as a worldwide warning for democracies to adopt security protocols and enhance media literacy education for their citizens. The proliferation of misinformation and deepfakes during Indian elections has prompted significant inquiries on their influence on voter perceptions and electoral results. Prior to the 2019 elections, there were concerning instances of misinformation proliferating rapidly on social media platforms. Southeast Asian nations should monitor the events preceding the US presidential election to prepare for analogous attacks on their elections. The general election in Indonesia on February 14 and the phenomenon of deepfakes may impart significant lessons. The Indonesian General Elections Commission's hands-off approach to the utilization of artificial intelligence (AI) in campaigns, which required voters to independently navigate through misleading information, was an unforeseen aspect of the election. This should have sounded alarm bells, as AI-generated deepfakes have already troubled Indonesia. Instances of this encompassed fraudulent health assertions allegedly made by the former Minister of Health and a deepfake video depicting the late President Suharto imploring voters to endorse Golkar candidates. The emergence of AI-driven propaganda during the 2024 Indonesian election provided an opportunity to observe and analyze the utilization of AI in disseminating misinformation and political propaganda. Other Southeast Asian countries will benefit from the insights acquired regarding the employed AI technologies, the nature of the misinformation propagated, the ramifications of the KPU's non-interventionist strategy, and the effectiveness of preventive initiatives such as the recently issued AI Ethics Circular by Indonesia's Ministry of Communication and Information (KOMINFO). The acquired knowledge may prove beneficial in formulating strategies to safeguard their distinct election processes. Campaign applications are progressively used to gather, analyze, and keep various information on individuals, including residence status, caste, political preferences, anticipated voting choices, and evaluations of their preferred party. Applications additionally furnish more personal information, including pictures, telephone numbers, household data, the number of government welfare programs accessed, and the amount received in state subsidies. Certain reports indicate that political parties may have utilized government beneficiary data obtained via the Seva Mitra app to target voters in India. Organizations are predominantly utilizing audio-visual content to enhance accessibility for a broader audience. Political parties are increasingly utilizing TikTok, which has over 200 million users, to engage new voters, especially the millennials. Social media bots have become increasingly sophisticated, employing artificial intelligence to engage in conversations with individuals. They can consolidate the sentiment in a polarized discourse and potentially exacerbate the polarization. The use of bots on social media can not only polarize political discourse but also create a misleading semblance of public support (or its absence) when it does not exist. Approximately 400,000 bots participated in the political discourse surrounding the 2016 U.S. Presidential election, generating around 3.8 million tweets and constituting about one-fifth of the total debate. The personalized and readily accessible online services are highly advantageous for individuals who have struggled to connect or have their voices acknowledged. Moreover, utilizing digital items for communication aids individuals in self-perception and the articulation of their identities. The personalization of material and messaging can signify inclusiveness and empowerment. Artificial Intelligence techniques, including Natural Language Processing (NLP), exemplified as voice-activated internet search applications in India, provide personalization and engagement despite literacy obstacles. Interactive Voice Response Systems (IVRS) are progressively employed to engage voters in rural regions with limited literacy; these voters get pre-recorded automated calls featuring politicians articulating their election manifestos or addressing local concerns. This could encourage voters to perceive that politicians are personally committed to their issues. Likewise, social media offers a platform for a significant segment of the population that was previously marginalized from political engagement to participate. Political memes serve as a significant medium for political expression and subversion, facilitating a novel type of political engagement that was previously unattainable.

There has been a notable increase in the use of artificial intelligence (AI) in political campaigns in India over the past several years. India is a country that is well-known for its robust democracy and intricate election system. With the intention of shedding light on the revolutionary impact of artificial intelligence in Indian elections, we will investigate the most recent statistical data and developing patterns as we delve deeper into this dynamic domain. In order to effectively engage people and communicate political themes, political campaigns in India are numerous and complicated. These campaigns use a variety of components and techniques.

Methodology

The techniques for a research article with the subject “Revolutionizing Democracy: The Impact of Artificial Intelligence in Indian Political Campaigns” would consist of collecting and evaluating data in order to provide evidence in support of the assertions and insights that are offered in the article. Take into consideration the following methods: The process of gathering information. For the purpose of supporting your analysis, collect data from a variety of sources. Among the potential sources of data are official reports from the government, academic research, data from campaigns, analytics from social media, and feedback from surveys. Data should be collected on the outcomes of elections, campaign methods, the usage of artificial intelligence, and voter involvement.

In this section, we will examine specific case studies or examples of political campaigns in India that are powered by artificial intelligence. For the purpose of illustrating the impact of artificial intelligence, you can select recent elections or certain political parties to use as case studies. Conduct interviews with political campaign strategists, AI professionals, and politicians who have utilized AI in their campaigns. Additionally, conduct surveys to get information from these individuals. The results of surveys administered to voters and users of social media can also provide useful insights into the experiences and perceptions of these individuals.

Analyze the campaign materials, social media posts, and any other information that illustrates how artificial intelligence is utilized in campaigns so that you may conduct content analysis. Pay attention to any recurring themes in the messaging and engagement methods.

Please take into consideration the possibility of undertaking an ethical analysis of the utilization of artificial intelligence in political campaigns, taking into account the principles of privacy, fairness, transparency, and accountability. One possible approach to this is to do a qualitative analysis of the ethical implications.

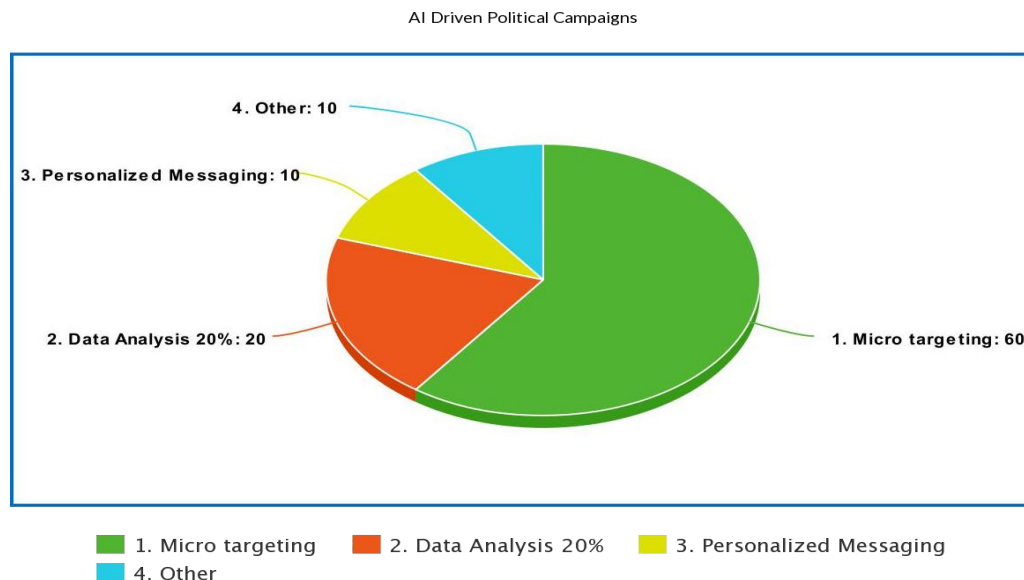
Comparative analysis is a method that compares the impact of artificial intelligence (AI) in political campaigns in India to the impact it has in other nations. Your findings may benefit from having a global context through the use of this.

The process of creating content: You are responsible for developing the content for the article, which should include parts on the introduction, methods, results, discussion, and conclusion. Ensure that your post adheres to a logical framework and that it provides evidence to back up its statements by using the facts and analysis that you have acquired.

When doing research, it is important to keep ethical considerations in mind throughout the process. This is especially important when it comes to the collecting and utilization of data, as it is crucial to ensure that privacy and permission are maintained.

In order to ensure transparency, it is imperative that you clearly state the sources of your data, the methods used to acquire and analyze the data, and any constraints that may encompass your research. The following is a selection of the most recent information regarding political campaigns driven by artificial intelligence:

According to a survey conducted by the Center for the survey of Developing Societies in 2023, it was discovered that ninety percent of political parties and candidates in India are employing tools driven by artificial intelligence for their campaigns.



AI has the potential to assist political campaigns in increasing voter turnout by as much as twenty percent, according to a paper published by the McKinsey Global Institute in 2022. According to a study conducted by the Brennan Center for Justice in 2021, it was discovered that political campaigns are employing artificial intelligence-powered microtargeting techniques to target voters with individualized messages that are established on the basis of their race, ethnicity, and religion.

In a study conducted by the University of Cambridge in 2020, it was discovered that artificial intelligence-generated deepfakes are being utilized by political campaigns in order to disseminate misinformation and disinformation. During the midterm elections in the United States in 2022, seventy percent of campaigns utilized microtargeting methods backed by artificial intelligence. In the presidential election of the United States in the year 2020, the Biden campaign spent \$8 million on artificial intelligence-powered microtargeting, whilst the Trump campaign spent \$28 million on the same.

While the Conservative Party spent £3 million on AI-powered microtargeting during the general election in the United Kingdom in 2021, the Labour Party spent only £2 million on the same strategy.

The journey of artificial intelligence into Indian politics: The application of AI in political campaigns in India has come a long way. In 2014, the Bharatiya Janata Party (BJP) established a precedent for the incorporation of technology into political strategy by using tools driven by artificial intelligence (AI) to target voters with individualized communications. In the time since then, artificial intelligence has made significant progress, changing the way elections are contested and campaigns are run.

- **Data-Driven Decision Making:** The ability of artificial intelligence to interpret massive amounts of data is a significant factor in the influence that it has in political campaigns. This ability enables campaigns to gain a more granular understanding of voters. In a country like India, where variety is really important, having this talent is extremely valuable. Campaigns use artificial intelligence to examine voter data, which includes demographic information as well as behavior on social media. This gives them the ability to personalize their messages to

AI Use Case	Description	Benefits
Predictive Modelling	Predicting voter behavior, identifying swing voters, and forecasting election results	Can help campaigns to target voters more effectively and to develop more effective strategies
Chatbots and Virtual Assistants	Answering voter questions, providing information about candidates and parties, and mobilizing voters	Can help campaigns to reach more voters and to engage them in the political process
Social Media Analysis	Gauging public sentiment, identifying trends and issues, and targeting voters with personalized messages	Can help campaigns to understand voter behavior and sentiment, and to develop more effective messages
Performance Measurement	Tracking campaign performance in real time, identifying areas for improvement, and allocating resources more effectively	Can help campaigns to improve their efficiency and effectiveness
Speech and Sentiment Analysis	Analyzing candidate speeches and debates, assessing voter sentiment, and identifying potential vulnerabilities	Can help campaigns to develop more effective messages and to identify and counter potential attacks from opponents
Personalized Messaging	Tailoring messages to individual voters' interests and concerns, increasing voter engagement, and driving voter turnout	Can help campaigns to connect with voters on a more personal level and to increase their support
Track Political Campaign Costs	Identifying discrepancies and irregularities in campaign spending, detecting fraud and abuse, and ensuring compliance with campaign finance laws	Can help campaigns to operate more transparently and ethically
Fundraising Optimization	Identifying and targeting potential donors, developing personalized fundraising appeals, and increasing fundraising efficiency	Can help campaigns to raise more money and to fund their operations more effectively

Opposition Research	Analyzing the strengths and weaknesses of opponents, identifying potential attacks and vulnerabilities, and developing defensive strategies	Can help campaigns to prepare for attacks from opponents and to develop effective responses
Campaign Management	Managing and optimizing campaign operations, scheduling, budgeting, and resource allocation, and coordinating campaign activities	Can help campaigns to run more efficiently and effectively
AI can manage and optimize campaign operations, such as scheduling, budgeting, and resource allocation	Automating tasks, identifying and targeting voters more efficiently, and allocating resources to the most effective activities	Can help campaigns to free up staff to focus on more strategic tasks and to make better use of their resources
Speech Writing	Generating personalized speeches and debate talking points, analyzing speech performance and identifying areas for improvement, and developing strategies to counter opponent attacks	Can help candidates to deliver more effective speeches and to counter attacks from opponents

specific groups of voters. By utilizing the power of predictive analytics, political parties are able to identify swing constituencies, effectively allocate resources, and enhance their ground game performances.

- **The Amplification of Social Media:** The development of social media in India, which includes millions of users on platforms such as Facebook, Twitter, and WhatsApp, has transformed it into a crucial battleground for political campaigns. In order to monitor the sentiment on social media, track trending topics, and even produce and disseminate content, artificial intelligence systems are being employed. During the “Phir Ek Baar, Modi Sarkar” campaign that the Bharatiya Janata Party (BJP) ran in 2019, artificial intelligence (AI) played a crucial part in the creation of viral content and in engaging with voters online. This tendency has been showcased.

- **Chatbots and Virtual Assistants Powered by Artificial Intelligence:** Another noteworthy trend is the growing utilization of chatbots and virtual assistants powered by AI. Parties are able to communicate with people around the clock, answering questions and spreading information about their campaigns, thanks to these platforms. In addition to increasing voter participation, they also supply vital data that can be used to further improve the campaign if necessary.

Microtargeting, which is driven by artificial intelligence, is a game-changer in Indian politics. Voter profiling encompasses both of these aspects. By using AI to analyze voter data, political parties are able to construct comprehensive voter profiles, which in turn enables them to better comprehend the nuanced concerns and preferences of different parts of the public. With this information, campaigns are able to adjust their promises and language to resonate with particular groups, so increasing the appeal of their campaigns substantially.

- **Difficulties and Ethical Concerns:** Although it is impossible to deny the impact that artificial intelligence has had on political campaigns in India, it is not without its difficulties. Concerns about privacy, ethical implications, and the possibility of misuse are all important issues that require

addressing. There is an urgent need for restrictions and openness in the government's use of artificial intelligence as it continues to advance.

• **Statistical Insights:** In 2019, approximately 91 million tweets pertaining to the elections in India were posted in the first phase alone, which reflects the enormous digital involvement that was present during the campaign. During the 2019 election, there were approximately 1.2 billion mentions on the election, candidates, and political parties across social media platforms, as indicated by data from social media monitoring services. This highlights the enormous potential for AI-driven sentiment analysis. Numerous political campaigns have reported considerable gains in voter targeting and engagement rates as a result of the incorporation of artificial intelligence into their plans.

The Most Important Limitations Involved in the Use of AI in Planning Politics: There are a lot of benefits that come along with using artificial intelligence in political campaigns, but there are also a lot of restrictions and obstacles that need to be taken into consideration. Among the most significant drawbacks of utilizing AI in political campaigns are the following: **Concerns Regarding the Privacy of Data:** There are significant privacy problems that arise from the collection and analysis of massive volumes of data, which may include information on voters and activity on social media. In order to successfully traverse the complex restrictions and ensure that they have the necessary consents for data usage, campaigns driven by AI must be careful. When it comes to ethical considerations, it is important to note that there exists a thin boundary between the appropriate utilization of artificial intelligence and its exploitation it. Through the use of tailored content and messaging, campaigns have a responsibility to adhere to ethical norms and avoid engaging in actions that have the potential to mislead or manipulate voters. **Disparities in Data:** Artificial intelligence algorithms are only as effective as the data they are trained on. If the data used for training is skewed, it can result in campaign methods that are unfair or discriminatory, which in turn reinforces the disparities that already exist. In terms of openness and accountability, the utilization of artificial intelligence can provide difficulties in tracing the origin of campaign messaging and material, hence diminishing the level of transparency inside the political process. When it comes to holding campaigns accountable for their activity on the internet, it can be challenging.

AI models frequently operate as “black boxes,” which means that the processes and decision-making are not always accessible. This phenomenon is referred to as algorithmic opacity. Because of this, it is difficult to comprehend the process by which particular advertising plans are developed. **Dependency on technology:** Placing an excessive amount of trust in artificial intelligence technologies might leave campaigns susceptible to technological malfunctions, cyberattacks, or system failures. In the event of an unanticipated technological problem, campaign activities may be disrupted. The implementation of artificial intelligence in political campaigns can be quite costly, which might have a negative impact on the accessibility of this technology for smaller parties or candidates who have little resources. This can result in competition in the political arena that is not on an equal footing. There is a potential for AI-driven campaigns to depersonalize voter participation due to their limited human connection. Although it has the potential to be beneficial, microtargeting may have the effect of diminishing the personal and human element of political communication.

In the realm of artificial intelligence (AI), laws and regulations frequently face difficulties in keeping pace with the rapid breakthroughs in the field. The legal landscape, which may not provide clear guidelines for the use of artificial intelligence, must be navigated by campaigns. **Public Trust:** The utilization of artificial intelligence (AI) in political campaigns has the potential to erode public trust, leading voters to develop a sense of scepticism regarding the legitimacy of campaign messaging. This is especially true when people assume that the information being used in campaigns is generated by automated or AI-generated content.

Artificial intelligence algorithms have the potential to have unintended repercussions, which may include the propagation of misinformation or the creation of echo chambers on social media platforms, potentially polarizing the electorate.

When it comes to data security, the large volumes of data that are collected and stored for the purpose of campaigning are highly desirable targets for attackers. Keeping data secure is a significant barrier that must be overcome.

Influence of Artificial Intelligence on Elections in India

Democracy fundamentally rests on the assumption that individuals are autonomous and rational entities capable of collectively determining their common welfare and the political representation that can embody and achieve this principle. The reality of democracy is, however, challenging in a country like India, where its establishment as a democracy coincided with its rise as a nation-state. Unlike the gradual expansion of democracy in European nations, India's democratic development did not occur through institutionalization and universal suffrage. Consequently, numerous democratic institutions and processes in India are either weak or inadequate, potentially rendering them less resilient to the disruptive influence of artificial intelligence.¹⁸ The notable aspect within the Indian context is the swift expansion of mobile and internet access over the last decade. Moreover, an increasing proportion of these consumers originates from non-metropolitan cities and rural regions. A significant number of these users possess inadequate literacy skills, encompassing both digital and media literacy, along with a comprehension of algorithmic curation methods. The integration of Big Data and AI analytics resulted in the 2019 General Elections being referred to as India's 'big data election,' as AI algorithms were employed to analyze voter preferences and political sentiments via social media platforms and applications. Politicians from several parties and states begun utilizing social media for political campaigning, markedly augmenting their budgets for digital outreach. Mahua Moitra, a Member of Parliament representing West Bengal, stated that the 2019 election was contested based on misinformation rather than substantive issues: "This election was not fought on the basis of farmer distress." This election was not contested on the issue of unemployment. This election was contested on WhatsApp, through misinformation, and by influencing perceptions. Nonetheless, targeted political messaging is not a novel phenomenon. Twitter functions as an official spokesperson for politicians; Instagram and YouTube are utilized by social media teams with expertise in aesthetics and videography to enhance the message; and WhatsApp primarily serves as a conduit for disseminating final communication from election workers rather than party leaders.¹⁹ Political campaigning on social media platforms enables parties to circumvent election regulations. For instance, although political parties are prohibited from campaigning in the final 48 hours, these limitations do not apply to social media sites. Likewise, although the electoral commission has imposed restrictions on advertising expenditures, political parties are increasingly allocating funds to enhance Facebook posts and to ensure their content gains traction on various social media platforms. The contextual hybridity of India's media landscape enables the distribution of political communication and material, allowing online messaging to infiltrate offline realms. Both online and offline techniques are utilized in conjunction to enhance the breadth and efficacy of targeted political campaigning. Political messaging and misleading political information are disseminated to individuals and groups categorized by demographic data, including age, religion, caste, occupation, and party affiliation.

The Future of Indian Elections: It is clear that artificial intelligence will continue to play a part in Indian politics as we move forward. There are many possible uses, ranging from analyzing voter opinion to increasing democratic participation. To guarantee that AI is used morally and sensibly while maintaining the integrity of India's democratic process, legislators, IT firms, and civil society must collaborate. AI is becoming a vivid thread woven with data and algorithms in the vast tapestry of Indian democracy. The quality and effectiveness of political campaigns could be improved with the correct checks and balances, allowing democracy to better respond to the demands and goals of India's diverse populace.

Reference

- [1] Urvashi Aneja, Angelina Chamuah and Abishek Reddy K, (2020)'Artificial Intelligence and Democracy' (Friedrich-Ebert-Stiftung India. < <https://library.fes.de/pdf-files/bueros/indien/16206.pdf>
- [2] McKinsey Global Institute (2022). How Artificial Intelligence Can Help Political Campaigns Increase Voter Turnout.
- [3] K. Vinodrai (2017), Artificial Intelligence and Its Impact on Indian Political Campaigns.
- [4] R.K. Chadda (2016), The Future of Democracy: Will Artificial Intelligence Make It Better or Worse?
- [5] Brennan Center for Justice (2021), Targeted Deception: How Political Campaigns Are Using AI to Spread Misinformation and Disinformation.
- [6] University of Cambridge (2020). The Global Disinformation Order: Deepfakes and the Threat to Democracy.
- [7] Mayank Tomar and others, (2023) 'The Role of AI-Driven Tools in Shaping the Democratic Process: A Study of Indian Elections and Social Media Dynamics'52(11) Industrial Engineering Journal 143- 153
- [8] Center for the Study of Developing Societies (2023). Artificial Intelligence in Indian Political Campaigns: A Survey Report.
- [9] The Brookings Institution (2019). The Accuracy and Bias of Algorithms in the Real World: Evidence from a Large Field Experiment.
- [10]Pew Research Center (2018), Public and Scientists' Views about Artificial Intelligence.
- [11] Biplav Srivastava, Anita Nikolich, Tarmo Koppel, (2023) 'AI and elections: An introduction to the special issue' AI Magazine, <https://onlinelibrary.wiley.com/doi/full/10.1002/aaai.12110>
- [12]Ronojoy Sen, Katharina Naumann & Vani Swarupa Murali, (2019). The Impact of Digital Media on the 2019 Indian General Election, Special Report Issue No. 4 (Institute of South Asian Studies, Konrad Adenauer Stiftung.