

Artificial Intelligence and the Shifting Landscape of Indian Politics: *Opportunities, Challenges, and Ethical Dilemmas in Election Campaigns*

Ujjwal Choudhary

Student at: Chaudhary Charan Singh University, Meerut

Email: [ujjwalchoudhary421\[at\]gmail.com](mailto:ujjwalchoudhary421[at]gmail.com)

Abstract: *If we look at the dynamics of Indian Politics, it went into a Profound transformation with the integration of AI. In Indian Elections AI holds its power to revolutionise election campaigns through predictive analytics, voter behaviour analysis, targeted communication strategies and social media management. AI-driven tools such as chatbots and virtual assistants are improving citizen engagement and public service delivery which also helps the political parties in many ways by voter profiling & targeted advertisement, on the other hand AI also effects & give rise to the fake narrative & Deep Fake techniques. AI has the power to manipulate voter sentiment. In this paper I will focus on AI in Elections, how it impacted the general election, what are the key challenges related to it.*

Keywords: Artificial Intelligence in Elections, Indian Politics, Voter Behaviour Analysis, Predictive Analytics, Deepfake and Misinformation

1. Introduction

If we look at the rapid changes that are happening in the world there is a paradigm shift in the world order, Artificial intelligence is a technological force that that is redefining the way of political campaign & how elections are contested in the world largest democracy, if we particularly look at the role of AI in Indian Elections it is pivotal because it cuts the old age grassroot phenomenon & illuminates with the new technological force. India is the largest hub for AI to intervene in politics because it has the largest numbers of internet users in the world & political parties are using AI to reach a large section of the audience through different bots. AI is capable of spreading a large number of Misinformation, raising concerns about the spreading of misinformation through various Deep Fake Narratives.

How is AI making its roadmap in Indian Politics?

If we look at the vast areas of our lives including social, political and economic they are governed by the digital codes, the general algorithms are shaping our lives including how we are reacting with others, if we look at the statements by Eric Robsenbach & Katherine Mansted they titled internet working as a decentralised network that will help in sharing ideas but today the things are not as easy because AI has deeply rooted in the working process Madhav Khosla clearly stated that many processes and institution of Indian Democracy are weak & they are less resilient to the transformative effects of AI. It is playing a crucial role in governance in India. AI powered chatbots and virtual assistance are being used to handle citizen queries. The Political Parties are utilising AI for voter sentiment analysis, social media monitoring, these tools help political parties in understanding voter preference. Generative AI and Artificial General Intelligence are transforming political campaigns. They can generate new content such as text, images and videos for leaders sending their messages to the voters in this series. Deep fakes are a product of these technologies that manipulate the media & raise ethical and security concerns.

How AI Impacted Voter Behaviour and Campaign strategies.

AI enables the detailed analysis of voter behaviour by processing large dates into blocks from various sources including social media, news articles and public forums. AI has various applications including the one known as Sentimental Analysis, it helps in understanding the public feelings about sentimental issues. This behaviour pattern was used in 2019 elections when it was used to know positive, negative and neutral stances. Sentimental analysis uses machine learning & monitors public opinion on social media platforms including X.

Apart from sentimental analysis the another AI tool which is predictive analysis, it uses historical data and statistical algorithms to predict the future outcomes & results.

If we look at the opportunities for AI in this election, it includes Audience Monitoring Targeting, voter engagement and predictive analysis. These things impact political campaigning. Through Micro targeting it understands the voter segments and divides them into groups based on preferences & delivers the highly targeted message that includes the particular group.

AI also enables real time adjustments for them so quickly political parties adapt their messages in response to emerging trends and voter feedback.

2. Above all raises the Data Privacy concerns because AI requires large Data to function. It also includes sensitive personal information about voters, the first concern being unauthorised data collection which could lead to other malicious activities. AI systems also produce biased **outcomes** due to different biases in the data; it could lead to disadvantage for a certain section of voters. The biggest issue will be in the political campaigns where deepfake narrative & misinformation impact the elections.

3. Case Study

1) Fake News and Deep Fake Influenced the minds of Voters, if we look at the 2019 Indian General Elections so their were incidents of misinformation across the internet where we saw a fabricated deep fake video showing a leader making controversial statement & the video gain media attention which impacted the voter perception and choice & if we look at the 2024 India General Election where Anandi wrote a report on Global Network on Extremism and Technology where PM shown dancing on bollywood song & a leader died in 2018 endorsing a friend campaign. Deep fake gave rise to inherent change in the public agenda. There were many fake videos which were circulated during the seven-phase election that included Bollywood celebrities. Meta had approved 14 AI generated electoral ads with Hindu supremacist language, calling for violence against Muslims and an opposition leader. Even BJP showed a video of a leader who is in Jail playing Guitar & INC also made a video of PM changing song lyrics, even many studies showed that making AI calls were eight times cheaper than a call centre call. The Global Risks Report 2024 called misinformation and disinformation a significant problem that could destabilise society by making people doubt election results.

2) How AI tools impacted Political campaigns
In the 2019 Indian General Elections we have witnessed BJP using AI-driven strategies to connect with voters on a deeply personalised level, BJP crafted tailored messages that resonate with different segments. In the Western Rajasthan, Divyendra Singh Jadoun operates an A.I. startup focusing on The Indian Deepfaker. Shakti Singh Rathore a BJP member tell Divyendra to create a replica of Himself through which he can tell more and more people about Modi Regime Programs, so a replica of his video was created a data of his face, lips was taken and a avatar of Mr. Rathore was created, with the use of Generative A.I. we can also removes the language barriers so the replica of Mr. Rathore can be shared in multiple languages. Mr. Waghre of the Internet Freedom Foundation questions about the long term effects because once we normalise the people with this information diet so they will be habitual of these different videos.

3) In the Bihar Panchayat Election, the Election commission used an A.I. video to ensure transparency and enhance voter trust so we can clearly see if at the bottom level elections they use of A.I is becoming a common factor so what we can see in future for the state assembly elections & Indian general elections will be of a major concern.

4. Regulatory and Ethical Considerations

The Election commission of India issued guidelines to regulate the use of A.I in elections to prevent misinformation even Niti Ayog had an integral approach to the adoption of AI in India.

There are still issues which we need to focus more even Niti Ayog also mentions about them

- 1) Lack of enabling data ecosystems.
- 2) Low intensity of AI research.
 - Core research in fundamental technologies.
 - Transforming core research into market applications
- 3) Inadequate availability of AI expertise, manpower and skilling opportunities.
- 4) High resource cost and low awareness for adopting AI in business processes.
- 5) Unclear privacy, security and ethical regulations.
- 6) Unattractive Intellectual Property regime to incentivise research and adoption of AI.

References

- [1] Global Network on extremism and technology (2024). "Deep Fakes, Deeper Impacts".
- [2] Urvashi Aneja, Angelina Chahmua, Abhishek Reddy K, May 2020 Artificial intelligence and technology. Artificial Intelligence in India Vol 12.
- [3] Shivani Singh, Nov 2023, The role of AI tools in shaping the democratic process, Industrial engineering journal.
- [4] Divij Joshi (2024) AI governance in India – law, policy and political economy, Communication Research and Practice, 10:3, 328-339, DOI: 10.1080/22041451.2024.2346428