

The Department of Communication Science invites you
to a research seminar

Generative AI in electoral campaigns and the future of democracy

Presented by Phumzile van Damme

(2023/24 Human Rights and Technology Fellow at Harvard
University's Carr Centre)

Date: 20 February 2025

Time: 10:00 – 11:30

Microsoft Teams

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Meeting ID: 338 051 275 366

Passcode: pp2Qw67J



Phumzile van Damme

This talk explores the significant impact of generative AI on elections, highlighting its role in reshaping political campaigns and voter engagement. Generative AI, with its ability to create convincing deepfakes, automated social media content, and personalised messaging, poses both opportunities and challenges for the democratic process. She further discuss how these technologies can influence voter behaviour, amplify misinformation, and potentially undermine electoral integrity. Additionally, the talk will present methods for assessing the impact of generative AI on elections, focusing on both quantitative data analysis and qualitative insights into voter perception. By understanding these effects, we can better prepare for the challenges generative AI presents to the future of democracy