

**JAIDE**

ISSN : 3032-1077

<https://doi.org/10.61796/jaide.v1i4.394>**ISSUES OF USING ARTIFICIAL INTELLIGENCE  
TECHNOLOGIES IN POLITICAL PROCESSES**

Suyunov Behzod Bakhodirovich

[bbbsuyunov93@gmail.com](mailto:bbbsuyunov93@gmail.com)*Received: Feb 22, 2024; Accepted: March 29, 2024; Published: May 18, 2024;*

**Abstract:** This article analyzes the importance of using artificial intelligence in political processes, as well as its impact on politics. It was also noted that it is necessary to establish the specifics of artificial intelligence technologies, as well as the possible limits of its application in political processes. In addition, priority areas for the use of artificial intelligence technologies in political processes were identified.

**Keywords:** Artificial Intelligence, Artificial Intelligence Algorithms, Big Data, Political Leader, Counterparty, Political Campaign, Chatbots, Microtargeting, Content Creation, Cloned Human Voices, Disinformation, Manipulation.

This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license**Introduction**

The range of possibilities for using artificial intelligence in political processes is very wide. Data analysis is the basis for training and effectively using policy-oriented artificial intelligence algorithms. So, when applying artificial intelligence in the political sphere, the most important aspect is the ability to analyze a large amount of information about political processes.

For example, analyzing voters' preferences, living standards and needs of the population (which vary by nationality, age and other characteristics) is used to formulate the most effective strategies and election programs. Artificial voter intelligence algorithms will give political leaders an advantage over their opponents by helping to identify specific target groups based on their preferences or behavior.

In 2021, the Russian Foreign Ministry plans to use artificial intelligence technologies to analyze data sets related to foreign policy. It can be seen that the use of artificial intelligence to support internal and external political decisions will be one of the most promising areas. Based on the analysis of large volumes of data, artificial intelligence technologies can make political decisions, develop strategies for alternative actions, and make decisions of counterparties and can analyze his actions.

Based on the analysis of large volumes of data, it can create a demand map, thereby focusing the attention of policymakers on the requests and problems of the target audience, as well as on the social groups themselves.

Former US President Barack Obama was one of the first to use artificial intelligence to analyze social networks in his 2008 election campaign. Additionally, during the 2012 second term campaign, artificial intelligence technologies were used to determine the best state, day, and audience for Obama to speak publicly. According to various estimates, due to this, 10-12% more votes were collected.

According to a study conducted by the Oxford University, in 2020, digital technologies were used to manipulate public opinion in at least 81 countries. Tools such as chatbots, microtargeting,

content creation, cloned human voices and facial recognition were used.

At the same time, one of the promising areas is the ability to predict the possible consequences of political decisions. Artificial intelligence can analyze data and predict possible scenarios for the development of the situation. This helps prevent negative consequences and make the most optimal decisions taking into account possible risks.

### **Main part**

At the same time, artificial intelligence technologies, which appeared in the 1950s, are now rapidly penetrating into all spheres of society and influencing the development of world politics. In the history of human development, it cannot be denied that any new scientific and technological progress has had a great influence on politics. The external characteristics of artificial intelligence technologies in the political sphere are reflected mainly in the following aspects:

**Firstly**, information about the process of political behavior. Human is the sum of all social relations. With the development of artificial intelligence, the social and economic lives of citizens are recorded in the form of data, and everyone is a constant producer of data. Data is an important component of artificial intelligence. Artificial intelligence is based on the extraction and analysis of large volumes of data. By collecting information and rational selection, reasonable proposals, ways of improvement, etc. are formed in the field of political decision making.

**Secondly**, the lack of a human factor. The fact that data analysis, sorting, extraction and other similar processes are carried out without the human factor which makes it possible to objectively and comprehensively substantiate the immediate task at hand. The basis of artificial intelligence technologies on the analysis of existing data, that is, relative objectivity, abstracts subjective factors in the political sphere.

**Thirdly**, the asymmetrical structure of political power. In the era of artificial intelligence, smart technologies will become an important element of “power”. The possession of large amounts of data and other types of smart technologies by governments, public organizations or private companies is a sign of their strong power. Artificial intelligence technologies require a large amount of investment and data, which means that this work must be carried out by the state.

Artificial intelligence technologies can be widely used in the political sphere. Policy recommendations, social network analysis, public opinion monitoring, voter analysis and election forecasting, public opinion management and political crisis management, smart cities and e-government services, and the application of artificial intelligence technologies in other areas are carried out by many developed countries. As AI technology continues to advance, its influence on policy will grow. This is mainly observed:

1. speed up the country's modernization process and increase its international competitiveness. In conditions of intense international competition, the development of artificial intelligence serves to improve the economic and social way of life and accelerate the construction of an innovative country.
2. contribute to a significant increase in the efficiency of public administration. Analyzes large volumes of data in public administration, presents clear directions, removes administrative obstacles, provides decision makers with intelligent and useful information, analyzes political trends, evaluates and serves to optimize management and improve management efficiency.
3. significantly increase the accuracy of the provision of public services and improve the quality of human life. Automation of processes and improved quality of life will be achieved through the widespread use of artificial intelligence technologies in education, healthcare, agriculture,

pharmaceuticals, environmental protection, transport management, judicial service and other areas.

4. artificial intelligence is a convenient tool for public participation in the political life of society. In modern times, the main focus is on the use of modern information technologies, rather than traditional methods of participation in the political life (election processes, referendum, etc.) of society.

Artificial intelligence technologies can be implemented in almost all aspects of political processes. Among the main areas of their application:

1. Creating an election campaign (texts, images, videos, etc.) - artificial intelligence can analyze the information field and generate various slogans and campaign materials that correspond to the current situation. They can be in the form of a speech, press release, photo, video and other forms.
2. Targeted messaging. In the future, personalized texts will be more detailed and understandable based on the user's query history. For example, US political campaigns use targeted messages to influence changing groups of voters. This allows you not to spend money on those who did not support candidates, but to focus on voters on whom the election results will depend.
3. To answer voters questions – to use chatbots - AI-based chatbots can save operators time and answer the most common questions from voters. Depending on the complexity of the issues, they can range from emotional appeals and slogans to statistics, law enforcement and global experience. In addition, political leaders or party representatives will have the opportunity to “gather” and communicate with their voters on special digital platforms.
4. Analytical forecasting models are the use of artificial intelligence algorithms to analyze large volumes of data. This includes studying and forecasting election results and public opinion. By analyzing past and present data (trends), possible future scenarios are developed based on correlations and existing patterns. In addition, analytical forecasting can also be used to make strategic decisions. Modeling different scenarios helps policymakers determine the most effective policies and strategies.
5. Analysis of social networks - political parties to determine public opinion, public sentiment and identify problems and analysis of candidates' virtual conversations, posts, comments, and social media posts. This helps formulate campaign strategy, target specific demographic groups, and effectively address voter concerns.
6. Detection of disinformation and countermeasures – Used to detect and counter disinformation, fake news and propaganda aimed at manipulating public opinion. At the same time, artificial intelligence technologies analyze online content, identify false information and suspicious behavior.
7. Monitoring and analysis of legislation - platforms based on artificial intelligence are used for analysis and examination of regulatory documents and bills. These tools help save time and improve efficiency, as well as ensure consistency and objectivity in legal analysis and interpretation, and reduce the likelihood of subjectivity.

The above mentioned directions can be continued again. In the future, artificial intelligence can be entrusted with any task related to the analysis of large volumes of data and regular processes - analysis of voting results, work with a number of legal documents (verification of signatures, verification of documents submitted by candidates), etc.

Speaking about the prospects for introducing artificial intelligence technologies into political processes and into modern political institutions, one can observe an interesting trend in the area of trust (in political systems).

According to a 2021 survey conducted by the Center for the Study of Governance Reforms at the University of Madrid, 51 percent of Europeans said they would not be against replacing at least some of their deputies in local parliaments with artificial intelligence technology or robots.

This approach is explained by the fact that the desire to introduce artificial intelligence technologies into political processes is growing in proportion to the decline in trust in corrupt politicians.

In addition, it is important to clearly define the limits of the possible use of artificial intelligence algorithms by the state in certain forms of political processes, as well as to identify those that cannot be used accordingly.

At the same time, it is desirable to increase citizens' awareness of the use of artificial intelligence technologies as a political technology and the specific forms of their application (for what specific purposes are algorithms used). This will help maintain a certain level of public trust in various aspects of political processes in the context of the introduction of artificial intelligence, as well as correctly assess the impact on society, the risks and consequences of the use of algorithms.

### Summary

Currently, artificial intelligence technologies are rapidly penetrating into all aspects of society and influencing policy development in countries around the world. As AI technology continues to advance, its influence on policy will grow. This serves to accelerate the country's modernization process, significantly improves its international competitiveness, the efficiency of public administration and the accuracy of public services, and also becomes a convenient tool for active public participation in the political life of society.

### References

- [1] The Ministry of Foreign Affairs will use artificial intelligence to analyze foreign policy // RBC: website. 12/14/2021. URL: [https://www.rbc.ru/technology\\_and\\_media/14/12/2021/61b770359a79475adb8e588f](https://www.rbc.ru/technology_and_media/14/12/2021/61b770359a79475adb8e588f) (accessed 10/15/2023)
- [2] A.Almamatov "How AI is already used and can be used in political technologies" // 2023 // <https://alex-almamatov.medium.com/c132a52e0619>
- [3] Samantha Bradshaw, Hannah Bailey & Philip N. Howard. "Industrialized Disinformation: 2020 Global Inventory of Organized Social Media Manipulation." (2021) Oxford, UK: Programme on Democracy & Technology. demtech.oii.ox.ac.uk. 26 pp.
- [4] Liu Bo "The impact of artificial intelligence on modern politics" // People's Forum // 2018 // <http://www.rmlt.com.cn/2018/0125/509840.shtml>
- [5] Sun Huiyan "Political security of political parties in the era of artificial intelligence : risks , governance and implications" // Pacific Journal // 2019 // [https://mp.weixin.qq.com/s?\\_\\_biz=MzU0NTA4Mzg5Nw==&mid=2247484](https://mp.weixin.qq.com/s?__biz=MzU0NTA4Mzg5Nw==&mid=2247484)
- [6] Khvostik E. A good politician is a lifeless politician // Kommersant: website. 05/29/2021. URL: <https://www.kommersant.ru/doc/4828888> (access date: 10/15/2023).