Artificial Intelligence and Elections
Initial Steps To Protect Democracy

AI is already playing a role in the 2024 election. In the New Hampshire primary, a [robocall using AI technology to impersonate President Biden](#) sought to mislead voters, discouraging them from voting. States and localities are on the front lines when it comes to elections, and their elected leaders must address concerns about this growing technology. In order to assist state and local elected officials prepare for the 2024 election, the NewDEAL Forum has compiled best practices for mitigating the negative impacts of AI in the near term, as well as principles for crafting AI-focused legislation to protect our democracy. Learn more at https://www.newdealforum.org/.

Best Practices to Address Generative AI in the 2024 Election

- **Legislation**
- **Regulate AI-Powered Bots**
- **Be Prepared**
- **Rapid Response Capability**
- **Public Information Campaigns**

Principles for Political Deepfake Laws

Definition: A clear definition of AI-generated content and synthetic media.

Coverage: Cover all synthetic content, not just AI-generated content, across different types of media.

Mandatory Disclaimers: Mandate disclaimers or institute a prohibition on political deepfakes with an exemption for communications that contain appropriately worded disclaimers.

Meaningful Targets: Limit the reach of any new rules to content that a reasonable person would perceive to accurately depict a candidate saying something that they did not say or events that did not occur.

Exceptions: Exceptions should be made for satire, and for bona fide news coverage of deepfake incidents.

Remedy: Laws must provide a clear, expeditious way for candidates to obtain an injunction against illegal material.

Longer Term Considerations

Verification: Policymakers should support ways to verify content as quickly as possible.

Funding: More funding is needed for state and local election officials to administer safe, secure, and fair elections.

Adaptation: Policymakers will need a mechanism to regularly re-evaluate laws and policies in light of advancements.