

# The Near Future of Voter Engagement: AI

Brian Colker

June 11, 2023



# Agenda

1. What is AI?
2. Why should we care about it, as Democratic grassroots people?
3. What can AI currently do to impact electoral politics?
4. What is AI projected to do within 2 to 3 years?
  - a. An application of ChatGPT: a chatbot demo
  - b. A Chatbot-use example: Will Rollins' campaign website
5. The potentially negative future of AI use in politics.
6. The glass-is-half-full perspective.

Artificial Intelligence & Campaigning

# What is AI?

# AI: Background

- AI has been around and used for years
  - Ex: Netflix uses AI to recommend you shows/movies
  - These AI models can only identify & classify the data you provide - it doesn't "talk back"
- **Generative AI** models are much smarter and more useful
  - Can generate original responses in response to **natural language** (otherwise known as "prompts")

# Large Language Models (LLM)

- An LLM is a type of Generative AI that is pre-trained with data
  - The data is a large set of human-originated texts
- LLMs can learn from new information (info it hasn't trained on), without requiring re-training
  - Thus, LLMs can follow conversation and reason...like a human!
- Chat-4 and ChatGPT by OpenAI are examples of LLMs

# The LLM's Logic in Theory

## Training: Volleyball



You're going to the gym because tryouts are Monday.

- In training, you become familiar with the size, texture, & weight of the volleyball
- You learn all the rules & positions
- You develop a feel for the size of the court & height of the net

You train at the gym for 3 hours.

## Basketball



Basketball tryouts are occurring one court over.

- You've never played but decide to try out
- The court is the same, but the dimensions are different
- The basketball is heavier, and it's used to touch the ground

From your volleyball exposure, you can adapt to differences. You can pick up basketball faster because of your training with volleyball.

# So What???

- AI is the future.
- There's going to be a race between Democrats and Republicans, pro-Democracy people and fascists, to use it the most effective way.
- **We CANNOT let the right / fascists / neo-confederates win the AI race.**

Artificial Intelligence & Campaigning

What can it currently do to  
impact electoral politics?



# Voter Information, Data, & Concepts

- Analysis of information and data
  - Written responses in natural language
- Organization of information and voter data
  - Reorganizes complex information to make complex concepts easier to understand

**Let's see it in action!**

# Using Chatbots to explain complicated things, like the Inflation Reduction Act

1. In this example, we took the text of the IRA
2. Uploaded it into chatgpt's "bot-maker"
3. Waited around 2 minutes...
4. And we had a chatbot that could tell us anything about the bill!
5. For example...

BC

How is corporate tax reform addressed?



Corporate tax reform is addressed in the context through the amendment of section 55(b) and the imposition of the Corporate Alternative Minimum Tax. The tentative minimum tax for applicable corporations is determined, and the reduction for Base Erosion and Anti-Abuse Tax is considered. Conforming amendments are also made to sections 55(a) and 55(b)(1).

Where did this answer come from?



BC

How is the Corporate Alternative Minimum Tax calculated?



The Corporate Alternative Minimum Tax is calculated differently for applicable corporations and other corporations. For applicable corporations, the tentative minimum tax for the taxable year is the excess of:

- (i) 15 percent of the adjusted financial statement income for the taxable year (as determined under section 56A), over
- (ii) the corporate AMT foreign tax credit for the taxable year.

For other corporations that are not applicable corporations, the tentative minimum tax for the taxable year shall be zero.

Artificial Intelligence & Campaigning

What abilities is it projected to have within 2 to 3 years?

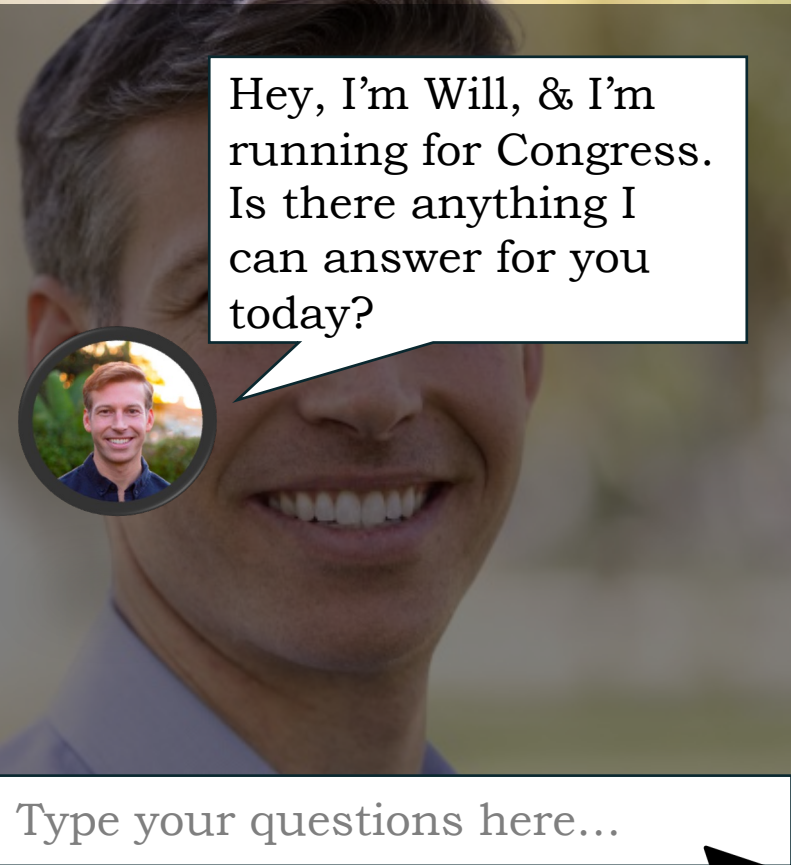
# AI in the Future

- Automated text and call capability to voters
  - Individualized mass-emails to voters
- Improvement of turf lists for canvassing
- Real-time sentiment analysis to campaigners
  - Analysis of [regional, global, etc.] social media
- Be able to create custom “slates” of candidates based on voter’s location, preferences and values:
  - ID all candidates who aren’t taking pharma / fossil fuel donations
- Create a representation of a candidate and their campaign via a chatbot...

The logo features a stylized American flag on the left, with the text "WILL ROLLINS" in large, bold, blue letters and "FOR CONGRESS" in bold, red letters below it.

# WILL ROLLINS FOR CONGRESS

Join »

A large, semi-transparent portrait of Will Rollins, a man with short brown hair, smiling. A circular inset shows a smaller version of his portrait. A speech bubble points to the main portrait.

Hey, I'm Will, & I'm running for Congress. Is there anything I can answer for you today?

Type your questions here...

A black mouse cursor arrow pointing towards the bottom right corner of the text input area.

# Voter Use Case Examples

- Where can I volunteer this weekend?
  - “I see there’s a post-carding group meeting at 1pm this Sunday about 5 miles from you. Would you like more information?”
  - Yes.
  - “Ok, let me email the host for you.”
- I’m not sure I can vote in your district.
  - “If you enter your address, I’ll tell you if you can.”
  - 123 Street St., Temecula, CA
  - “You’re in the right area, but not registered to vote.”
  - Can you help me with that?
  - Yes, I’ll walk you through the process now...”

# Voter Use Case Examples

- What's your position on single-payer health?
  - "I believe healthcare must be affordable & accessible for all."
  - That's not a single-payer system, though.
  - "Correct – I think passing a single-payer system through Congress would be too difficult. What are your healthcare priorities?"
  - I think we shouldn't have a for-profit healthcare system.
  - "I respect this, but I think accessibility and affordability is most important."
- When is the election?
  - "The primary is March 5<sup>th</sup>. You'll have a ballot mailed to you on February 1<sup>st</sup>. Do you want me to remind you a week before?"
  - I like voting in person.
  - "I can text you a week before the election and tell you where to go."



# Organizer Use Case Examples

- “Could you create me a fundraiser invitation formatted as an email template?”
- “Please go to Actblue’s donation database and pull the names of all donors. Place these names into a google sheet.”
- “Please text the people who haven’t RSVP’d”
- A chatbot could be used to
  - Track responses and RSVPs
  - Send reminders and suggestions for events
  - Create and send mass-emails with event details
  - Send thank you notes
  - Send periodic articles that are customized to the donor’s interest
  - Following up on questions asked to the candidate...

Artificial Intelligence & Campaigning

# The potentially negative future of AI use in politics

# AI & Voter Behavior

- AI could automate behavior targeting and manipulation on the mass scale to influence how a voter votes
  - AI could individually monitor millions of voters
- Via **Reinforcement Learning**, AI could generate a personalized ordering of voter-contacts that increases the campaigner's ability to change a person's vote
  - Could evolve and update in real-time as voters interact and respond to contacts

# AI & Voter Behavior

- AI could potentially turn to other, non-political methods to manipulate voters
  - Could send opponent's supporters targeted ads about sports, for example, to drown out political ads
  - Could send inconvenient/offensive ads while other messages [from opponents] are being sent
- AI, unlike a human, has no moral regard for the truth vs. deception (or good vs. bad)
  - Particularly when its objective is to change votes

On the other hand... it could also help!

- **Imagine a “Good citizen AI”**
  - Flags ads and content on the browser
  - Warns users about misinformation and bias with pop-ups
  - Helps users track their exposure to extremist or violent rhetoric
  - Flags politicians, candidates as purveyors of disinformation
  - Provides regular email/text warnings about exposure to misinformation
  - Provides regular updates on which candidates are taking contributions from bad sources
  - Monitors and reports on ‘dark money’ groups



(It's a big, beautiful world)