



AEC

Australian Electoral Commission



AI in election communication

Learning skills to identify misleading information

What is Artificial Intelligence?

Technology that enables machines to mimic human intelligence

- virtual assistants (e.g. Siri, Google Assistant)
- self-driving vehicles
- recommendation systems (e.g. Netflix or Spotify)

Generative AI - the 'next generation' of AI.

It can create something new and it continues to learn and evolve.
For example:

- writing an article
- producing new music
- painting a picture
- producing a photograph



AI for good or bad?



New technologies offer great opportunities - increased accessibility to information or services.

Often used for education or satire.



AI-generated content could be used to deceive people about where to vote, how to vote formally or to suggest the process isn't trustworthy.



Check it out! What are the signs?

Check:



Surprising?

If the information being presented seems unlikely, ask yourself if it's true.

Others might be questioning it too. Try searching for information that either supports or contradicts what's being shown or said.



Shocking?

Always question information that is being presented in a shocking way.

Strong emotions can cloud judgement, so think about how it's making you feel



Strange?

Zoom in on images to check for errors in the details.

Look for errors on the hands and mouths of people... whilst AI is improving, these areas are often telltale signs that the image is created by AI.

Explore – deep fakes

Deep fakes appear to be genuine recordings of people but are actually created by complex computer programs.

Images



Audio clips



Video clips



They can simulate real people, or create entirely new people.

Deep fakes

Deepfakes can create serious problems for a democracy...



Believable fakes

Voters might mistake deep fakes of politicians or public officials for actual recordings

Can we make good choices if we don't have correct information?



Undermining trust

Voters might not believe real photos or videos

How can we make choices at all, if we can't trust any information?

What might people get away with if they can claim even video evidence is fake?



Reliance on AI

We might become dependent on AI tools to identify deep fakes

Is it a good thing for democracy if we must rely on computers to tell us if something can be trusted or not?



Security breaches

Deep fakes might be used to impersonate trusted people

What kinds of information could someone gain access to with a convincing deep fake?

What kinds of problems could they cause?

Deep fakes

Deepfake quality

Look for 'glitches' in AI photos and videos.

- Check hands and mouths.
- Is it fuzzy or transparent?
- Does the speech match the audio?
- Is the movement natural?

Multiple sources

If we're seeing an image of a high-profile person (celebrity, politician, broadcaster), can you find other photos and videos showing the same content?

If you can't, ask yourself why that might be. Is it a deepfake?



Stop and Consider – What Next?



Check what you've found to make sure it's reliable and credible.

Then you have two choices:

Ignore false or misleading information about the process.

Don't respond or share it, even as a joke. Take away its ability to spread and potentially harm our electoral system.

OR

Report it.

Tell the platform where you saw it.



Get tips at [aec.gov.au](https://www.aec.gov.au) and follow our social media accounts to hear directly from the AEC.

Authorised by the Electoral Commissioner, Canberra