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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON POLITICAL PROCESSES

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Abstract

This article analyzes the impact of artificial intelligence technologies on contemporary political processes. The opportunities, such as the use of AI in election campaigns, individual outreach to voters, and monitoring public sentiment are examined. The dangers of deepfake technologies are explored through the examples of South Korea, the United States and the case of Grok AI. Additionally, the role of AI in the legal sphere, the European Union's AI Act, and ethical-legal issues are discussed. The article's findings demonstrate that artificial intelligence, along with innovation in political processes, may also pose a threat to democratic institutions.

Keywords: Artificial intelligence, political processes, elections, monitoring, manipulation, deepfakes, neural networks.

The rapid development of artificial intelligence (AI) technologies in the modern world is causing profound changes in all spheres of social life, including political processes. The application of AI in areas such as managing election campaigns, analyzing public sentiment, and systematizing legal documents creates new opportunities. However, the widespread dissemination of fake content



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(deepfakes), issues of personal data security, and ethical concerns are also giving rise to serious apprehensions.

The significant impact of artificial intelligence (AI) on socio-political processes is becoming increasingly evident. Elections, which are the most important political institution in democratic societies, are undergoing major transformations under the influence of AI. Through AI, opportunities to optimize election campaigns, collect data about voters, and address them in a personalized manner are expanding. In particular, during the 2024 U.S. presidential election, the extensive use of AI tools was observed. Presidential candidates, especially Donald Trump, were reported to have used AI to write speeches, create advertisements, and influence voters. For example, Trump's campaign reportedly used an AI program called "Campaign Nucleus" to rapidly develop advertising materials and messages and to tailor and distribute them to specific target groups [1].

Overall, the figure of Donald Trump is strongly associated with AI. Reports also circulated that AI assistance was used during his previous 2016 U.S. presidential campaign. In those elections, specialists from "Cambridge Analytica" reportedly used AI to segment voters and attempted to influence them through targeted advertising [8].

Today, artificial intelligence tools are actively penetrating political processes, with elections remaining the primary platform where AI is most intensively applied. At the same time, various political forces have begun creating and actively disseminating fake images and videos ("deepfakes") of famous individuals on social networks and internet platforms using AI. For instance, during the 2024 elections, representatives of Donald Trump's campaign attempted to spread fake images suggesting that the popular U.S. singer Taylor Swift supported Trump, which sparked widespread debate [3]. Considering that



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Taylor Swift has millions of devoted fans in the United States, the logic behind such actions by Trump’s team is understandable. The singer herself later publicly denied the fake content. It should also be noted that Swift supported Trump’s rivals—the Democrats. Using AI to “take” Taylor Swift away from the Democrats and “employ” her image in favor of the Republican Party could itself be studied as a separate research topic. What is clear is that today politicians are increasingly turning to AI tools in pursuit of their own interests.

Recently, the use of artificial intelligence tools to analyze posts, comments, articles, and other online content on social media has become widespread. This undoubtedly helps identify public sentiment and assess political, economic, and social processes in a timely manner. AI algorithms enable the rapid and effective analysis of large volumes of data. At the same time, it is essential not to overlook the protection of personal data and ethical considerations when using such technologies. The main focus here should be on preventing AI tools from being used to manipulate public opinion. In this context, ensuring that the use of artificial intelligence does not lead to restrictions on citizens’ freedoms and rights should be regarded as a key task. The capabilities offered by AI allow for a detailed study of any individual’s behavior and actions, and even enable highly accurate predictions of their future behavior. The concern is that, although these capabilities may in some cases serve the interests of both governments and citizens, there are serious fears that governments could abuse them to establish total control over citizens.

Today, the possibilities for creating and disseminating fake news, immoral content, and disinformation (in short, “deepfakes”) using AI have significantly increased. Through “deepfake” technologies (from the English term “deep fake,” meaning “deep deception”), even politicians’ speeches can be altered and used for various purposes, and such cases are becoming increasingly common.



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AI-based “deepfake” technologies are gaining popularity worldwide. Cases of their use to discredit or humiliate individuals are also increasing. AI programs are capable of creating various representations of a person using just a single photograph. Alongside positive uses, the growing number of “deepfakes” that portray people in obscene or degrading ways can today be considered a global problem. This is because, first, creating such “content” is very easy—anyone with basic knowledge of generative AI can do it without difficulty. Second, combating deepfakes has become an extremely difficult task. As technology continues to advance, distinguishing AI-generated images and videos that do not actually exist from real ones is becoming almost impossible. Along with celebrities, ordinary people are also increasingly falling victim to malicious deepfakes.

Thirdly, identifying the creators of such “content” is extremely difficult. In most cases, it is nearly impossible to find the individuals who create and widely disseminate immoral deepfakes. Many of those who anonymously distribute deepfakes through various messengers and social networks evade legal prosecution and responsibility. For example, in South Korea, crimes related to deepfake pornography have recently surged, devastating the lives of ordinary people. Criminals use advanced AI programs to take ordinary photographs of people—especially women—and turn them into obscene images and video materials, which they then distribute in various closed groups and on social networks. According to official data, more than 900 such crimes were committed in 2024 alone. The government has been forced to take strict measures: possession of obscene deepfakes is now punishable by up to three years in prison, while creating them carries a sentence of up to seven years of imprisonment [4]. Despite these harsh measures, the level of such crimes has not decreased—out of thousands of criminal cases, only dozens of perpetrators have been arrested [4].



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A simple example of the danger of deepfakes in the virtual space can be seen in the case of the Grok AI program integrated into the X social network (formerly Twitter). Due to the “capabilities” of Grok’s image-generation function, in early 2026 the platform was flooded with fake content depicting people in obscene ways without their consent. The issue was that the Grok AI assistant on X began reimagining modestly dressed women in swimwear or revealing outfits in response to user prompts. This caused justified outrage among millions of users worldwide. Tragically, images of young children also became victims of this type of obscene content generation [5]. In response, the governments of Indonesia and Malaysia decided to ban this program within their territories [7]. Despite protests and demands from victims and human rights activists, the leadership of the X platform chose not to disable this function entirely; instead, they merely restricted it to paying subscribers. The case of Grok AI, owned by Elon Musk, provides important lessons on what concrete limitations must be established in generative AI, the dangers of crossing ethical boundaries, and the necessity of preventing such outcomes.

In the current era, as artificial intelligence tools develop at a rapid pace, new forms of deepfake technologies are also continuously emerging. The examples of South Korea, as well as the X and Grok AI case, demonstrate that anyone can become a victim of deepfakes. If serious attention is not paid to the creation of such fake content and timely measures are not taken, deepfakes may, in certain situations, evolve into political events that generate major public resonance and lead to significant changes in socio-political processes.

Defining legal restrictions

Determining the legal boundaries of artificial intelligence is one of the most important political tasks today. AI is now being actively used in the legal sphere.



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In modern political processes, AI technologies are becoming an important tool for increasing the efficiency of legislative activity, systematizing legal documents, and identifying regulatory gaps. Initially, AI emerged as a tool capable of automatically analyzing legislative texts, identifying links between legal documents, and assessing the social impact of draft laws. Today, the European Union, the United States, China, and other leading states are introducing digital legislation by using AI algorithms in lawmaking, monitoring, and political decision-making processes.

However, the active penetration of AI-based legal technologies into the political and legal arena also raises a number of pressing challenges. In particular, algorithmic transparency, human oversight of decisions, protection of personal data, and the risk of digital discrimination have become integral elements of the current global political agenda [2]. Notably, the EU AI Act adopted by the European Union in 2024 is aimed at strictly regulating aspects of AI technologies that pose threats to human rights, democratic governance, and the rule of law [6]. Therefore, in modern political processes, the role of AI should be viewed not merely as a technological convenience, but as a factor that directly affects legal, ethical, and political processes.

Values and ethics

Today, the widespread application of artificial intelligence across various fields presents humanity with a major dilemma: alongside economic and technological benefits, ethical norms and values must also be taken into account. As technology advances, emotionless robots whose “minds” consist only of numbers are becoming increasingly “intelligent” through AI. In the near future, technological devices such as autonomous vehicles or military drones, which will begin performing tasks on a mass scale instead of humans, will directly affect human



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life. What ethical standards should they follow when making decisions in such situations? What are the consequences of deepfake technologies that are used to produce and disseminate obscene and trivial media content, and how should they be combated? Who bears responsibility for decisions made by AI, and how important is the role of humans in overseeing these decisions? The comprehensive and wide-ranging impact of artificial intelligence on traditional moral values and concepts today raises precisely such complex and controversial questions.

Conclusion

Artificial intelligence (AI) today is driving significant changes not only in economic and technological fields, but also in political processes, social governance, and the legal sphere. The use of AI-based communication tools in election campaigns, modeling voter behavior, and monitoring public sentiment is leading to the optimization of political strategies. However, at the same time, the risks of algorithmic manipulation, pressure on public opinion through fake information (deepfakes), and the weakening of democratic institutions remain pressing concerns. In particular, the growing difficulty of distinguishing between real and fake information in the media poses a serious challenge to ensuring the transparency of political processes.

Moreover, the introduction of AI technologies in the legal field creates opportunities to systematize regulatory documents, identify legal gaps, and digitize lawmaking. Yet if these achievements are not aligned with fundamental democratic principles such as human rights, personal privacy, and digital equality, AI may turn into a dangerous tool that limits human participation in political decision-making. Therefore, the role of AI in political and legal spheres



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should be assessed not as a one-sided innovation, but as a phenomenon that must be harmonized with a complex system of social, ethical, and legal norms.

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