What do you need to know about AI and its role in politics in 2026?

The Current AI Moment

AI Trends Shaping 2026

Smarter, Integrated AI

Multimodal, interconnected systems, deeper analysis

Hyper-Personalization

Multimodal, interconnected systems, deeper analysis

Practitioner Driven

Adoption + innovation led by the strategists closest to problems

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Best Practices for Using AI in Campaigns

Do

Coordinate across teams (avoid silos)

Set clear goals before engaging

Match the tool to the task
(different models, different strengths)

Keep humans in the loop

Use secure systems for opposition/disinfo

Add originality & perspective to content

Verify research & sources

Don't

Work in isolation or duplicate efforts

Jump in without direction → rabbit holes

Expect one AI tool to do everything well

Let AI output stand without review

Upload raw disinfo → risk normalizing harmful content

Let AI generate website copy meant for search indexing

Assume citations or summaries are always accurate

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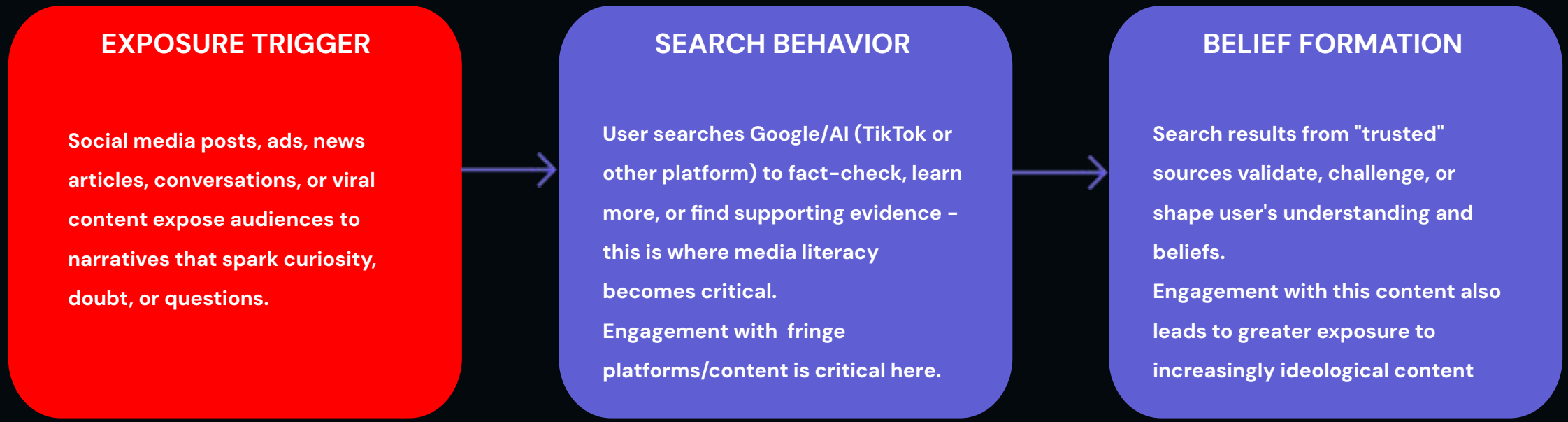
From Exposure to Belief:
How Disinfo Travels Through Search & AI

High and growing trust in search + AI answers means exposure quickly becomes belief, and targeted manipulation poisons the well.



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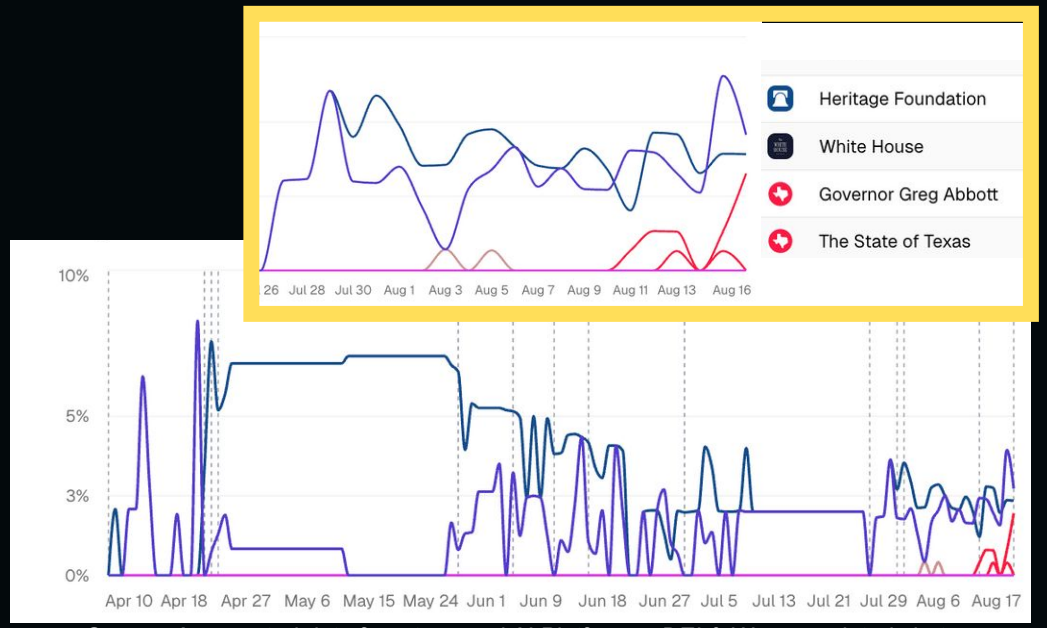
Accelerated Targeting of AI Training Data

Adversarial campaigns are deliberately training AI models and gaming algorithms to distort visibility, sway outcomes, and weaponize engagement.



Source: Aggregated data from top used AI Platforms , DEI & Women related chats

	Source	Used
W	wikipedia.org	47%
	pewresearch.org	19%
	youtube.com	15%
	linkedin.com	13%
	whitehouse.gov	10%
	heritage.org	9%
	aauw.org	7%
CNN	cnn.com	7%
	reddit.com	6%
	virginia.edu	6%

Source: Aggregated data from top used AI Platforms , DEI & Women related chats

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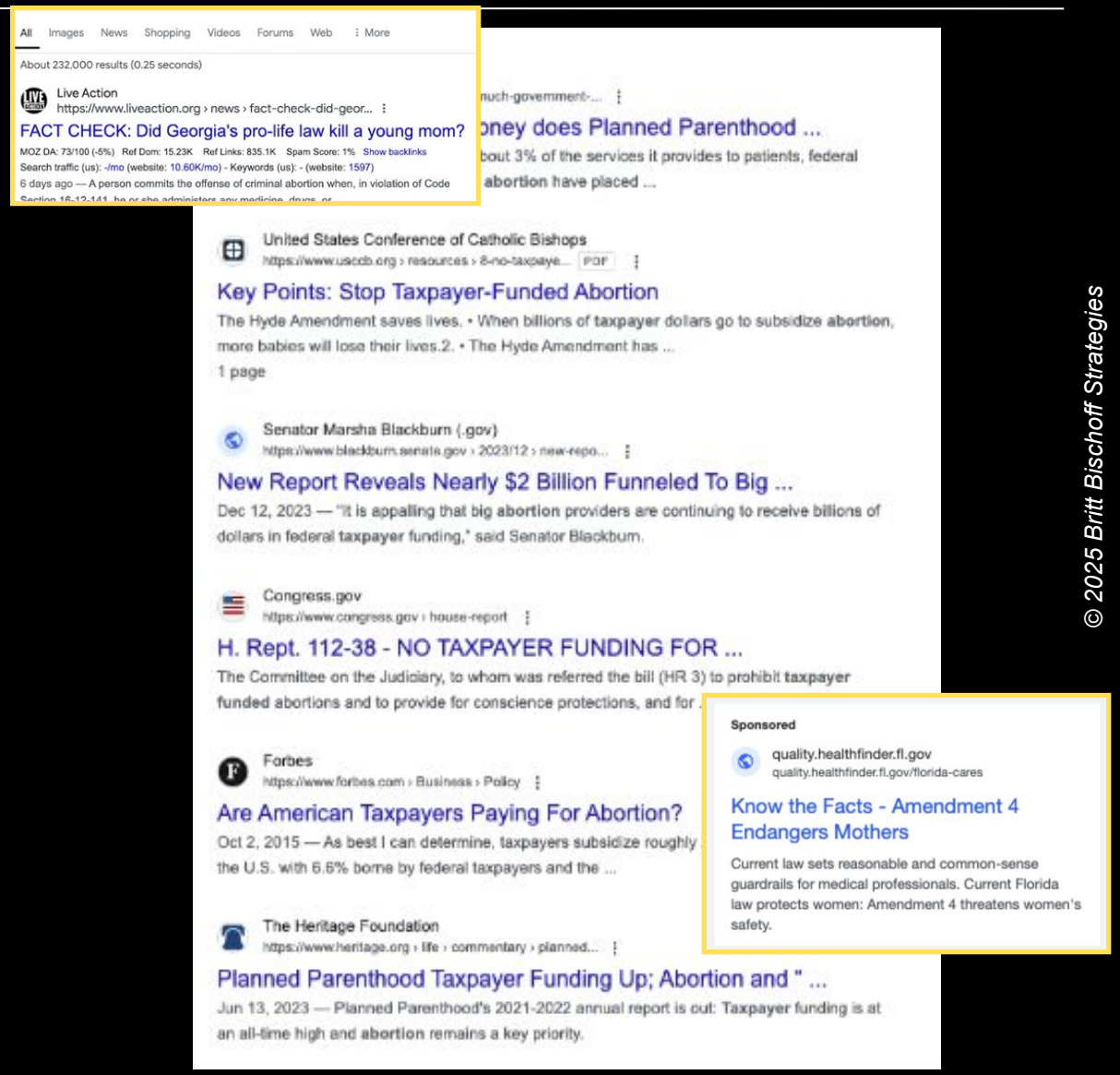
Weaponization of Fact Checks

2024 Florida Amendment 4

The strategic use of fact-checking mechanisms to advance specific agendas, often under the guise of impartiality.

- Anti-abortion groups strategically directed voters to Google, knowing they would look for fact-checks on claims.
- Information flooding via search results with misleading and partisan answers, confusing the public and making it harder to find neutral, fact-based assessments.
- Faux “fact-checks” mimicked pro-Amendment 4 messaging to confuse voters and blur the line between truth and misinformation.



2024 search snapshot: fact-check search results for misinformation seeded ‘taxpayer funded abortions’

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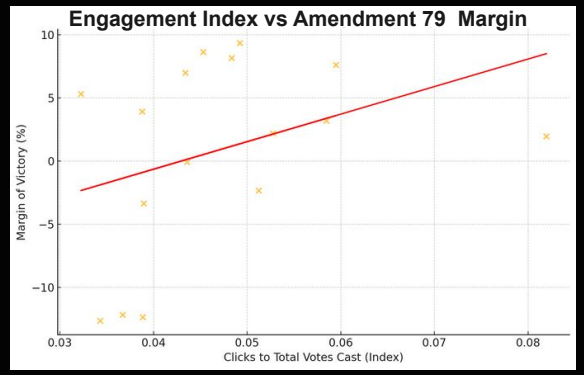
Knowledge is Power

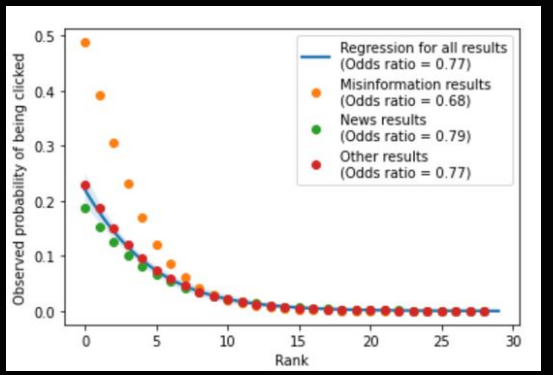
Hope Through the Data

When people have access to accurate, resonant information during their research, the harmful real-world impact of misinformation is tangibly reduced.

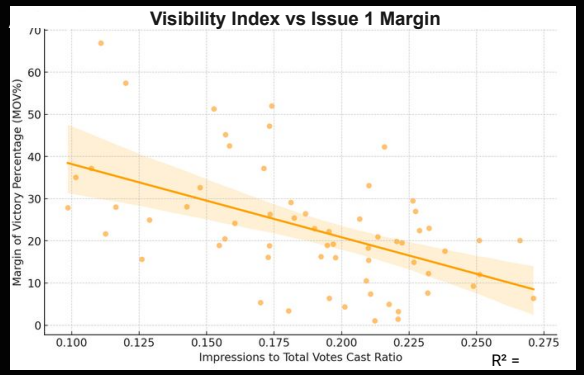
Community action and intervention can change the outcome.



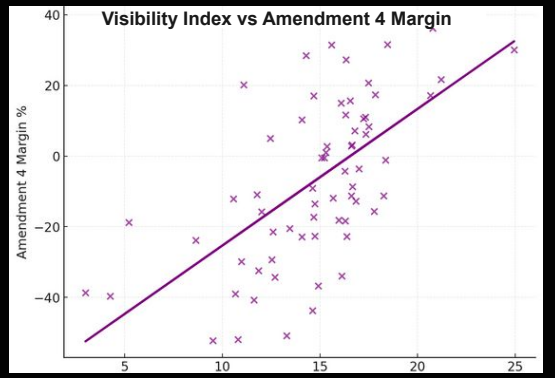
Where misinformation created data voids, accurate content engagement correlated with improved vote margin (CO Amendment 79,



2023 Harvard Kennedy School; Collective study suppressing misinfo effectively reduces its harm



In misinformation environments, greater visibility of fact-based content correlated with stronger Yes margins (OH Issue 1, 2023)



Where exposure to disinformation occurred, higher visibility index correlated with reduced 'No' margins (FL Amendment 4, 2024)

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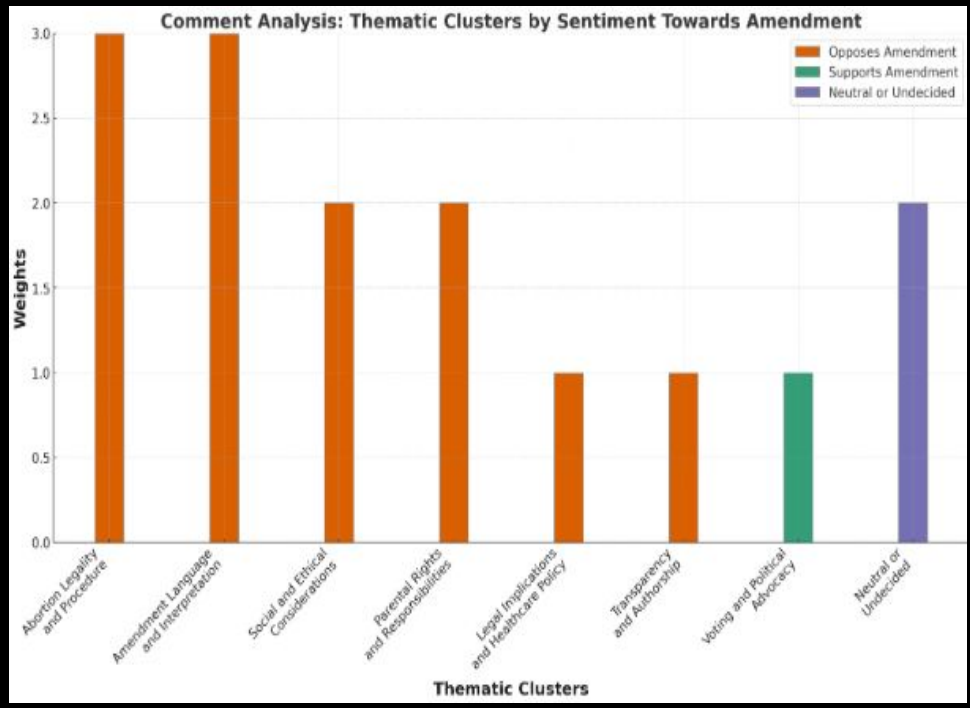
2023 Ohio Issue 1

AI as Deep Listening & Narrative Analysis

AI acted as a deep listener — uncovering voter confusion and tracing it back to opposition narratives for real time strategic intervention.

- Analyzed YouTube videos, comments, and social conversations
- Identified real voter dialogue including areas of voter confusion and recurring pain points
- Mapped those signals back to opposition content and disinformation pipelines
- Guided **preemptive search ads** that achieved a 26% CTR (6x industry average)
- **Intercepted 1 million searches** targeted by disinfo
- Prevented **460K+ disinfo exposures** by removing state-backed misinformation from Google.



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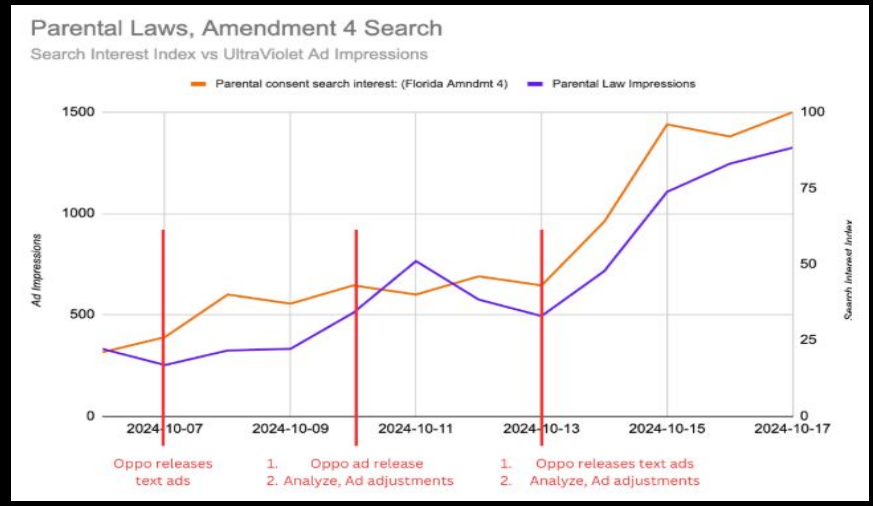
2024 Florida Amendment 4

AI as Preemptive Warning System

AI provided rapid, targeted insight as aligned opposition “flooded the zone”, spotlighting where voters were most at risk and how to reach them before, during, and after exposure with adaptive strategies.

- Analyzed 70+ coordinated actors pushing 30+ narratives to overwhelm the information ecosystem
- Revealed coordinated messaging tactics shaping public discourse
- Exposed state-backed manipulation across ads, search official web directives, and AI answers
- Revealed Spanish-language gaps and filled voids
- Counter-ads achieved CTRs up to 57%, intercepting ~2M searches
- Outcompeted disinfo during peak disinfo surges
- Impact: Minimized “No” margins in heavy disinfo geos



Early detection of “Parental Rights” narrative seeding enabled real-time strategic response ensuring factual content was visible before peak disinfo exposure surges.

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2024 Florida Amendment 4

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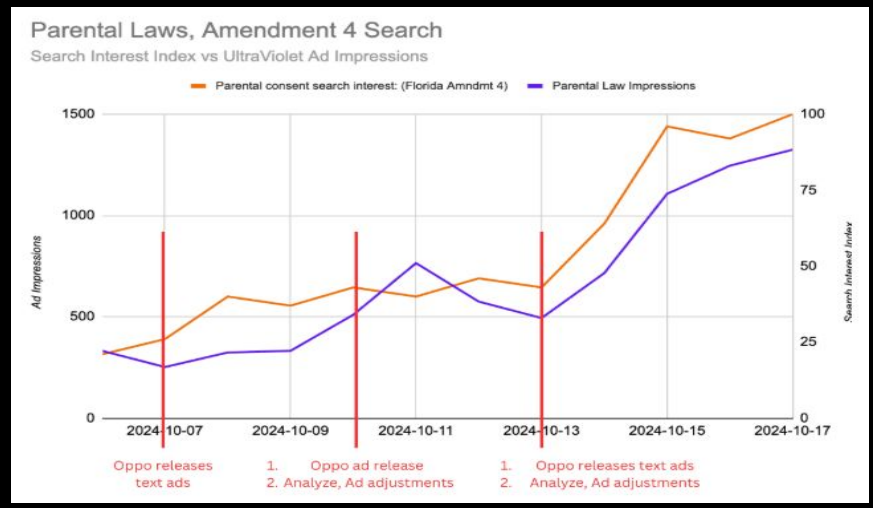

Early detection of “Parental Rights” narrative seeding enabled real-time strategic response ensuring factual content was visible during peak disinfo exposure surges.

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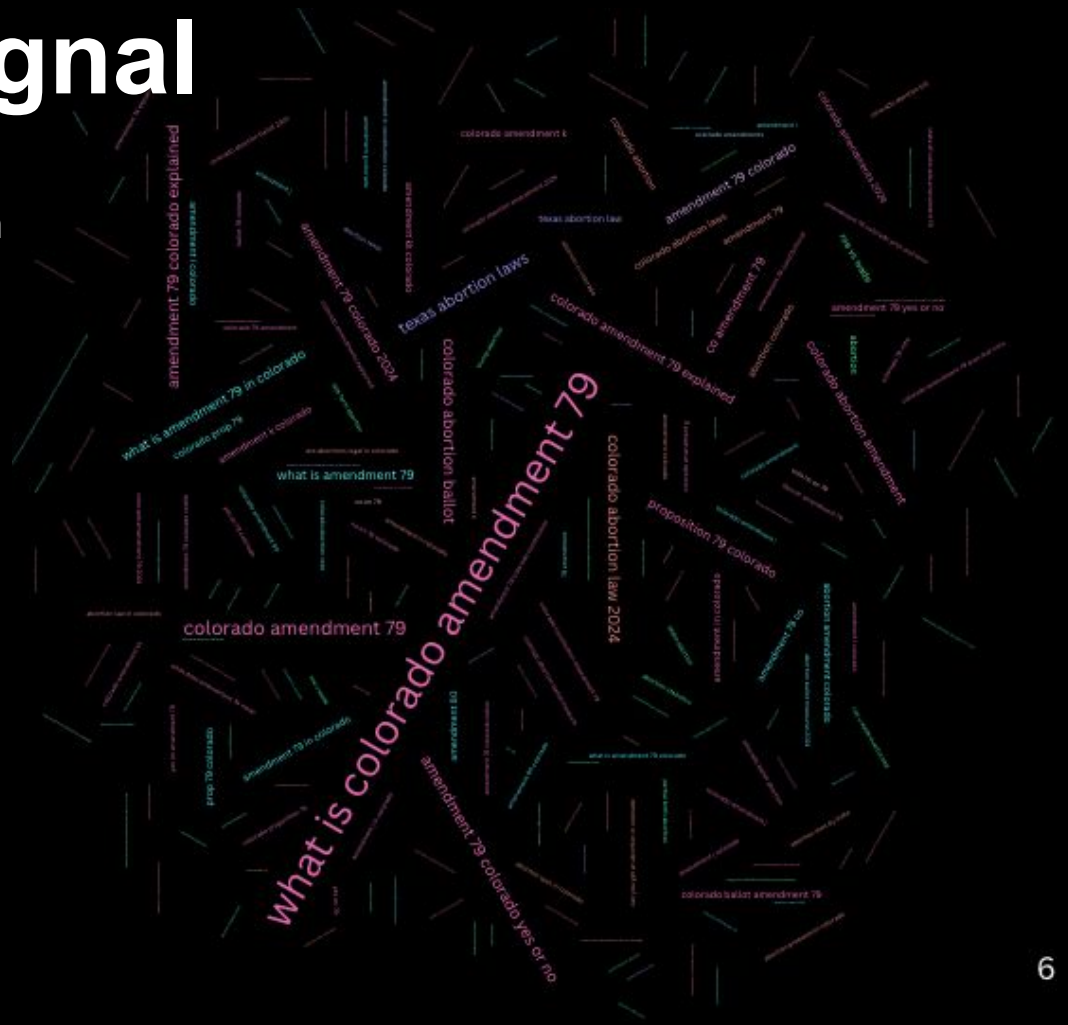
2024 Colorado Amendment 79

AI as Knowledge Gap Signal

AI revealed opposition strategy and voter knowledge gaps, showing where data voids could be exploited and enabling campaigns to fill them before disinfo took hold.

- Identified opposition strategy by analyzing content pipelines (blogs, op-eds, CPCs)
- Surfaced voter knowledge gaps most vulnerable to manipulation
- Revealed blind spots where fact-based content was absent
- Detected where opposition was actively engineering data voids to mislead during breaking news cycles
- Detected narrative spikes before mainstream coverage
- Redirected voters with 2–3x engagement benchmarks and reduced “No” margins



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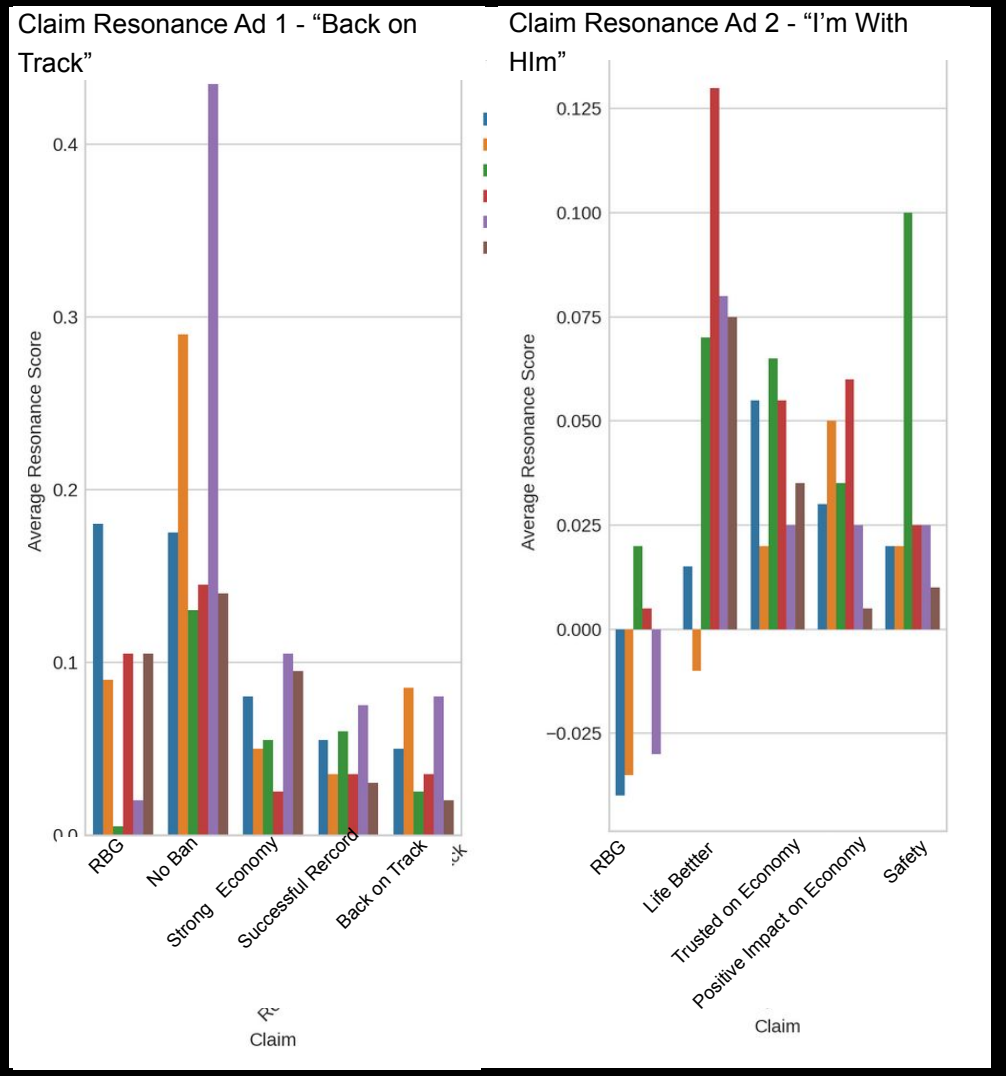
AI as Simulation Lab

AI created a safe testing environment, measuring the effects of exposure, likelihood of belief, and resulting shifts in behavior and vote intention.

- Predicted impact of ad exposure decreasing abortion salience as voting issue, economic concerns rose
- Identified and modeled battleground voter personas
- Women under 44, middle-income earners, and social media users were most influenced
- 35% of simulated voters intended to seek more info
- Confirmed opponent strategy to reinforce narratives cross-platform



***Source**: RBG PAC Simulated Audience AI Testing Report, 2025*

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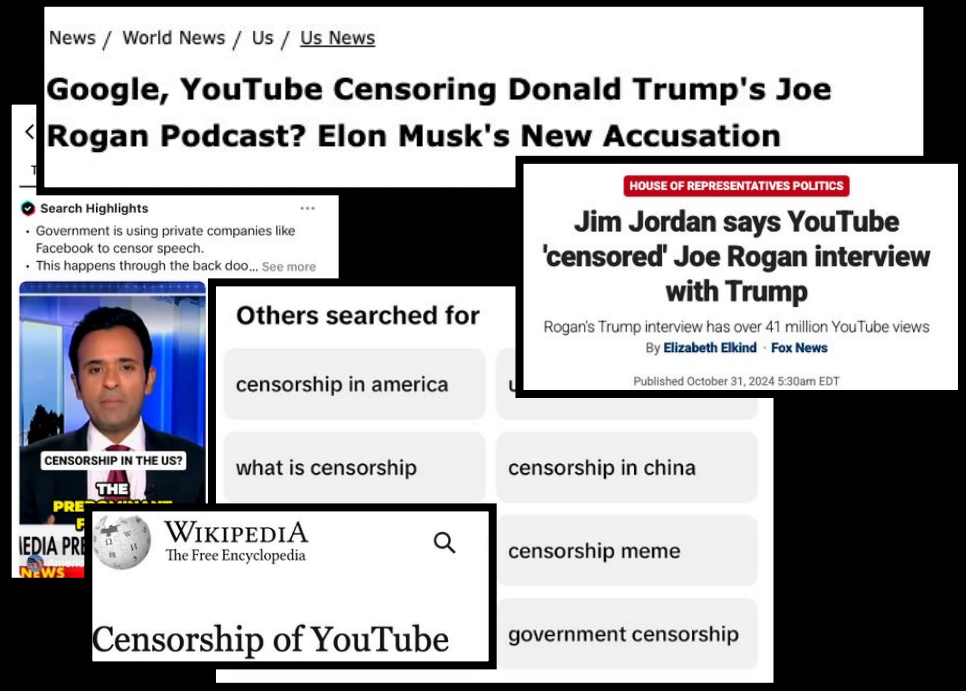
AI as Engineered Narrative Detection

AI detected the engineered “censorship” narrative in the comments *before* it hit the headlines.

- Analyzed 440K+ comments in 48 hrs → 40% about *censorship*
- Detected coordinated language, inauthentic behavior, engineered narrative drift
- Audience, not Trump, reframed the narrative
- Narrative jumped platforms: YouTube → Google Search → Blogs/News → Political amplification

“Joe Rogan Experience #2219 - Donald Trump”



Sources:
Memo: 10/28/2024 Trump-Rogan Interview Analysis
Early Dawn Analysis: Oct 2024 Rogan-Trump Interview

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Q&A

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