

**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

# 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

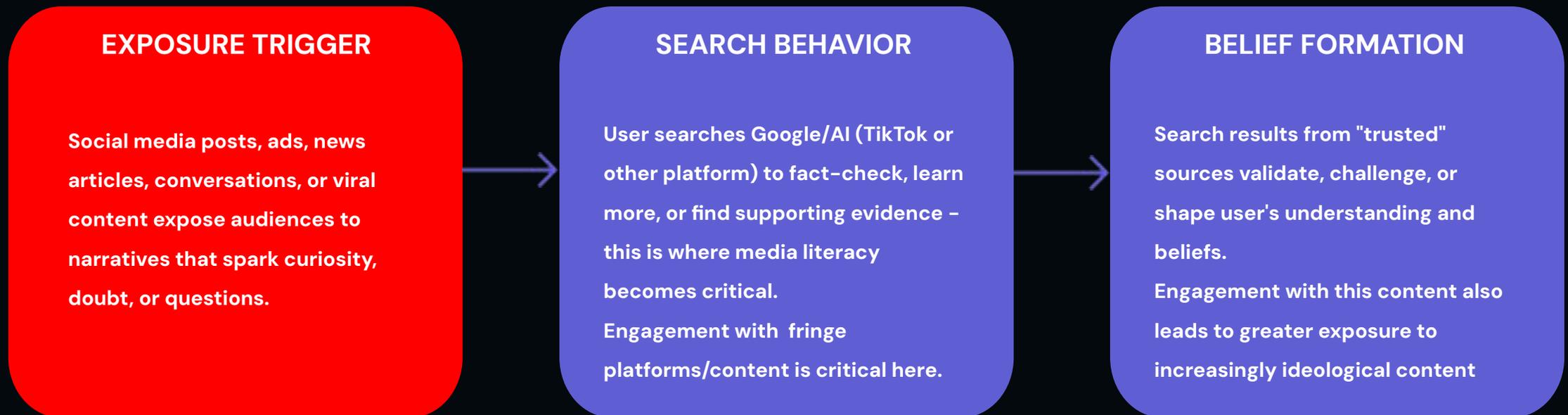
Upload raw disinfo → risk normalizing harmful content

Let AI generate website copy meant for search indexing

Assume citations or summaries are always accurate

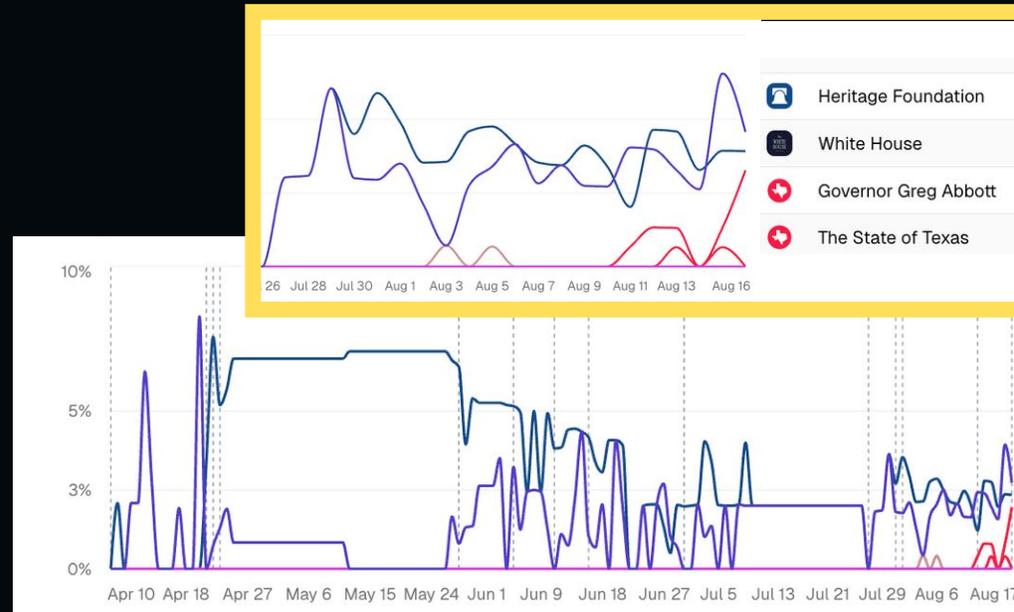
# From Exposure to Belief: How Disinfo Travels Through Search & AI

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



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

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



# 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.

All Images News Shopping Videos Forums Web : More

About 232,000 results (0.25 seconds)

**Live Action**  
https://www.liveaction.org › news › fact-check-did-geor...  
**FACT CHECK: Did Georgia's pro-life law kill a young mom?**  
MOZ DA: 73/100 (-5%) Ref Dom: 15.23K Ref Links: 835.1K Spam Score: 1% Show backlinks  
Search traffic (us): -/mo (website: 10.60K/mo) - Keywords (us): - (website: 1597)  
6 days ago — A person commits the offense of criminal abortion when, in violation of Code Section 16-12-141, he or she administers any medicine, drug, or

**United States Conference of Catholic Bishops**  
https://www.usccb.org › resources › 2-no-taxpaye... PDF  
**Key Points: Stop Taxpayer-Funded Abortion**  
The Hyde Amendment saves lives. • When billions of taxpayer dollars go to subsidize abortion, more babies will lose their lives.2. • The Hyde Amendment has ...  
1 page

**Senator Marsha Blackburn (.gov)**  
https://www.blackburn.senate.gov › 2023/12 › new-repo...  
**New Report Reveals Nearly \$2 Billion Funneled To Big ...**  
Dec 12, 2023 — "It is appalling that big abortion providers are continuing to receive billions of dollars in federal taxpayer funding," said Senator Blackburn.

**Congress.gov**  
https://www.congress.gov › house-report  
**H. Rept. 112-38 - NO TAXPAYER FUNDING FOR ...**  
The Committee on the Judiciary, to whom was referred the bill (HR 3) to prohibit taxpayer funded abortions and to provide for conscience protections, and for ...

**Forbes**  
https://www.forbes.com › Business › Policy  
**Are American Taxpayers Paying For Abortion?**  
Oct 2, 2015 — As best I can determine, taxpayers subsidize roughly the U.S. with 6.6% borne by federal taxpayers and the ...

**The Heritage Foundation**  
https://www.heritage.org › life › commentary › planned...  
**Planned Parenthood Taxpayer Funding Up; Abortion and " ...**  
Jun 13, 2023 — Planned Parenthood's 2021-2022 annual report is out: Taxpayer funding is at an all-time high and abortion remains a key priority.

**Sponsored**  
quality.healthfinder.fl.gov  
quality.healthfinder.fl.gov/florida-cares  
**Know the Facts - Amendment 4 Endangers Mothers**  
Current law sets reasonable and common-sense guardrails for medical professionals. Current Florida law protects women: Amendment 4 threatens women's safety.

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

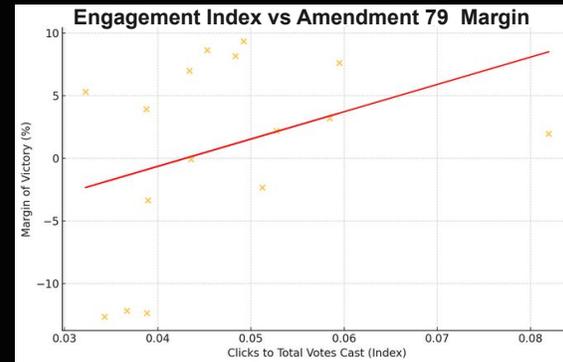


# Knowledge is Power

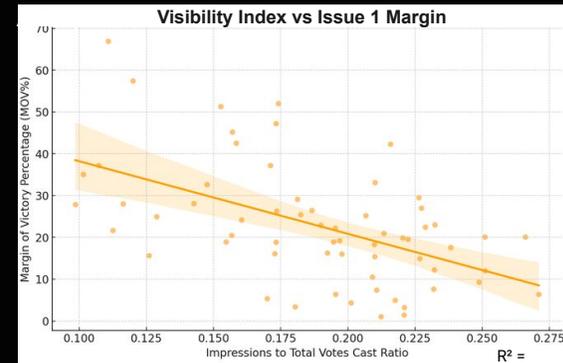
## Hope Through the Data

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

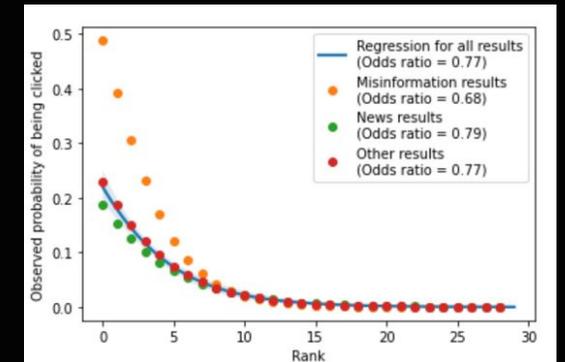
**Community action and intervention can change the outcome.**



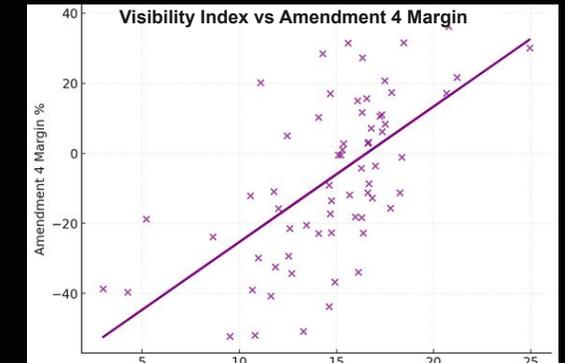
*Where misinformation created data voids, accurate content engagement correlated with improved vote margin (CO Amendment 79,*



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



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



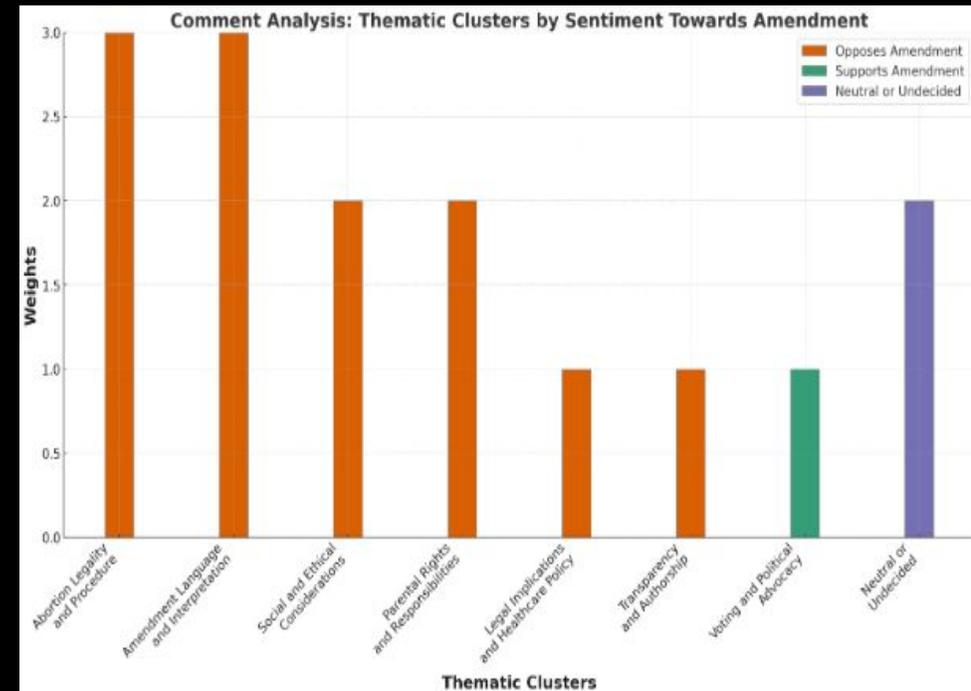
*Where exposure to disinformation occurred, higher visibility index correlated with reduced 'No' margins (FL Amendment 4, 2024)*

## 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.

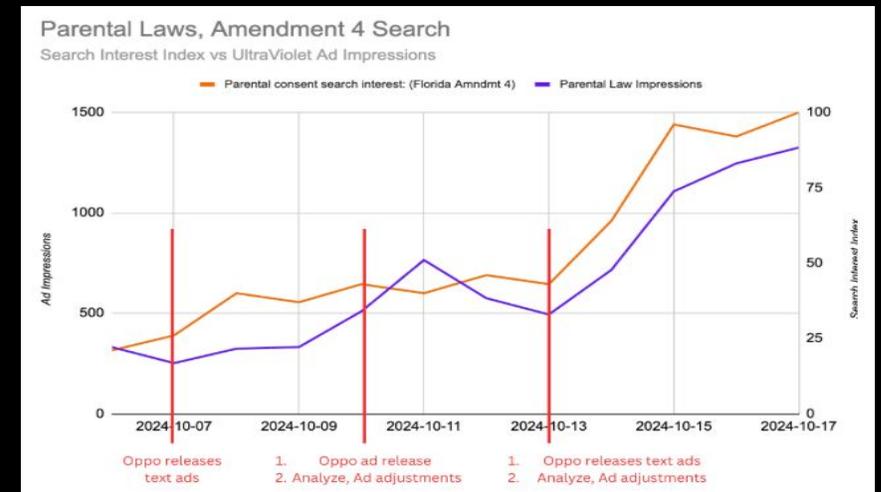


## 2024 Florida Amendment 4

# 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.

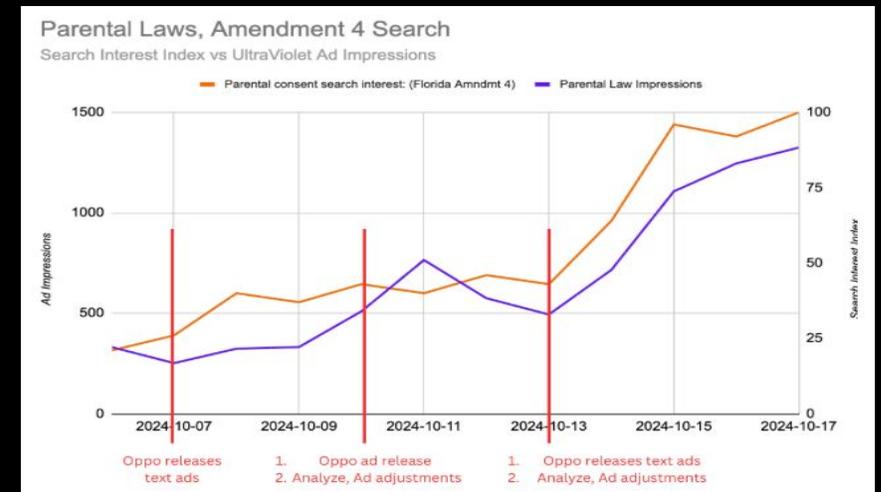


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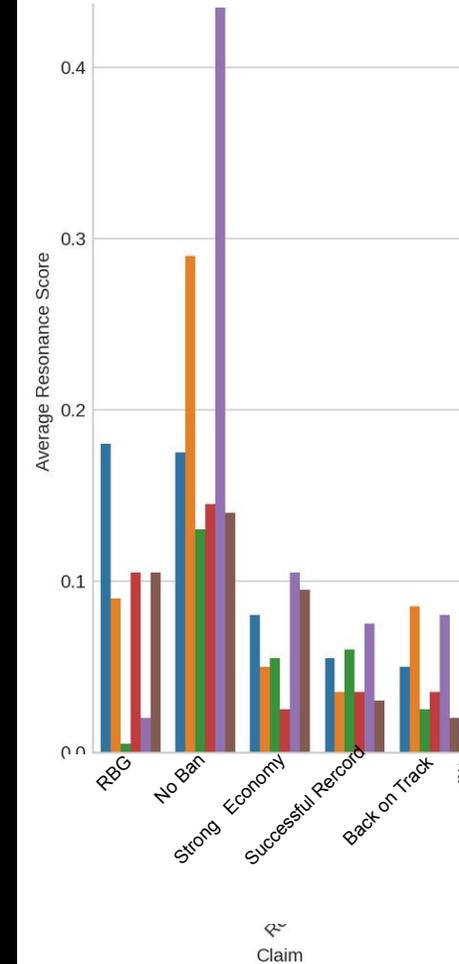


# AI as Simulation Lab

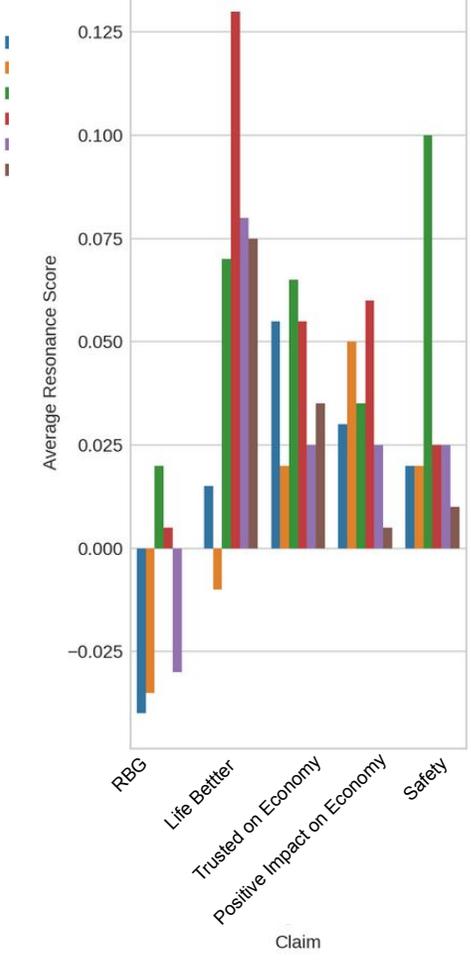
AI created a safe testing environment, measuring the effects of exposure, likelihood of belief, and resulting shifts in behavior and vote intention.

- 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

Claim Resonance Ad 1 - "Back on Track"



Claim Resonance Ad 2 - "I'm With Him"



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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

## Sources:

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



“Joe Rogan Experience #2219 - Donald Trump”

News / World News / Us / Us News

**Google, YouTube Censoring Donald Trump's Joe Rogan Podcast? Elon Musk's New Accusation**

Search Highlights

- Government is using private companies like Facebook to censor speech.
- This happens through the back doo... See more

Others searched for

- censorship in america
- what is censorship
- censorship in china
- censorship meme
- government censorship

**WIKIPEDIA**  
The Free Encyclopedia

**Censorship of YouTube**

**HOUSE OF REPRESENTATIVES POLITICS**

**Jim Jordan says YouTube 'censored' Joe Rogan interview with Trump**

Rogan's Trump interview has over 41 million YouTube views  
By Elizabeth Elkind · Fox News  
Published October 31, 2024 5:30am EDT

Q&A

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