AI, Social Media and Digital Platforms: Impact on Democracy

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Purpose of AI in democracy

- analyzing public opinion
- detecting misinformation
- translating information
- helping citizens access public services
- make democratic participation faster and more accessible

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Promises / Pros

- Greater participation
- Inclusion
- Better public services
- More informed citizens
- Fighting misinformation



Problems / Cons

- Digital divide
- Algorithmic discrimination
- Political manipulation
- Loss of privacy
- Lack of transparency
- Lack of control
- Job displacement

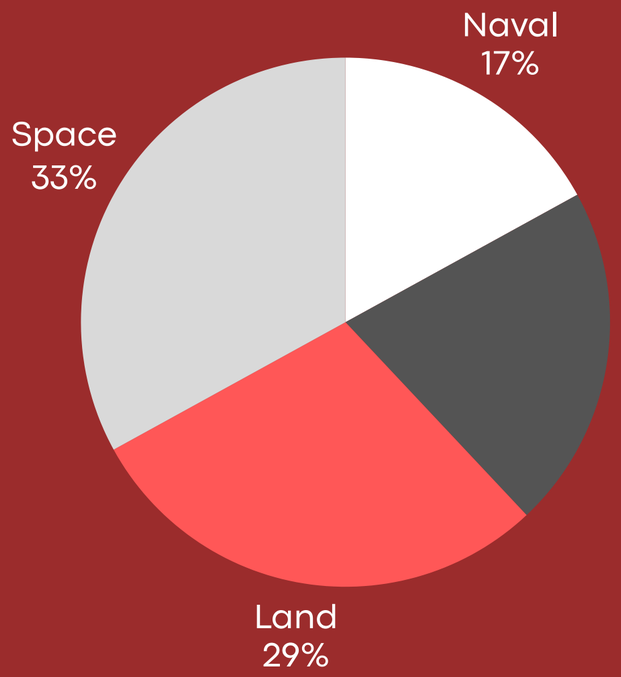
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TOP 5 CONCERNS OF AVERAGE EUROPEAN PERSON:

1	ACTIVE CONFLICT AND GEOPOLITICAL INSTABILITY
2	COST OF LIVING AND INFLATION
3	POVERTY AND SOCIAL INCLUSION
4	SECURITY, DEFENSE AND TERRORISM
5	MASSIVE IMIGRATION AND BORDER CONTROL

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ACTIVE CONFLICT AND GEOPOLITICAL INSTABILITY



Global Artificial Intelligence in Military Market Share
Source: Market.us Scoop

Positive effect:

- Better military equipment
- Conflict prediction
- Diplomatic modeling

Negative effect:

- Difficulties with defining truth
- The usage of AI-controlled weapons

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COST OF LIVING AND INFLATION



Positive effect:

- low cost for mass production - lower price for living standard
- higher productivity rate - automatised
- new job opportunities for unemployed

Negative effect:

- possible job losses
- high - cost transition to new technology systems
- growing unequal social status
- hidden costs - extra cost from electricity cost

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POVERTY AND SOCIAL INCLUSION



Positive effect:

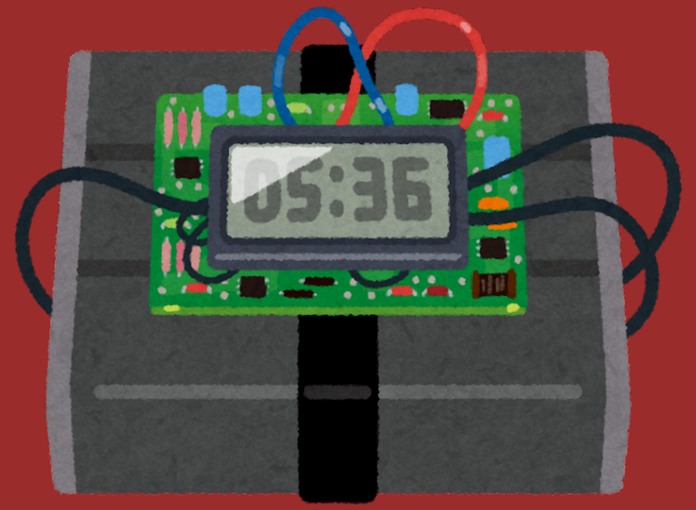
- **More participation** – easier access & inclusion
- **Better services** – faster & simpler information
- **Less misinformation** – detects fake content

Negative effect:

- **Inequality** – digital divide & discrimination
- **Manipulation** – deepfakes & propaganda
- **Privacy** – data collection & lack of control

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SECURITY, DEFENSE AND TERRORISM



Positive effect:

- Spot threats
- Analyze data
- Recognize patterns
- Stop cyberattacks
- Guard borders

Negative effect:

- Crisis chaos
- Hidden errors
- System leaks
- No accountability
- Poisoned data

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MASSIVE IMMIGRATION AND BORDER CONTROL



Positive effect:

- Track boats and planes
- Stop smuggling
- Predict crises
- Fast translation

Negative effect:

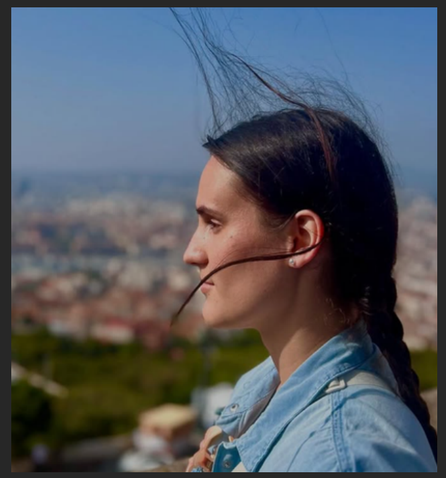
- Fake news
- Fake documents
- Criminal chatbots

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INTERVIEWS

Anastasia, 26, Armenia/Poland





Lara, 31, Croatia

Gabi, 21, Poland



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ACTIVE CONFLICT AND GEOPOLITICAL INSTABILITY

Anastasia:

“.. I don't believe that it will be a good thing because AI is biased so yeah it's not objective. something we should definitely consider.”

Lara:

“The lack of critical thinking in AI is the biggest problem because it usually gives you the answers you actually want to hear sometimes it gives you false information.”

Gabi:

“unfortunately I think it will have a huge impact and of course we need some regulations...”



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COST OF LIVING AND INFLATION

Anastasia: "... I think you can have a positive impact because each country is counting only their economy, so they are not globalising everything..."

Lara: knowledge that's gonna be the biggest and strongest value that will the world will that as a currency

Gabi: "...it will affect us for sure negatively and now we can see that we are less likely to buy something but we're counting one more on subscription so my biggest fear is that in five years it will be very unlikely to have a computer very popular to rent a computer..."

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POVERTY AND SOCIAL INCLUSION

Gabi:

"...AI capitalism goes into direction of not having things..."

Anastasia:

"...by 2026 I can say that it's a very negative impact has because people are losing their jobs for now and well it means that it brings the poverty, because it will learn not having any jobs .... Some people think of people who were working hardly on their clothes or something. Now they are needed so I hope in the future most of the companies will be concentrated into skills and any person can work how to replace AI...."

Lara:

"...most of the billionaires and rich people actually own their own kind of AI and they're gonna promote those more..."

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Gabi:

"...now we are facing a lot of cyber attacks by Russians by the AI Russian bots, so for sure it is a huge danger, and like this is the thing that it needs to do fast..."

Anastasia:

"...we had lots of immigrants from Russia and 200,000 immigrants and they were searching for houses and also then we had immigrants. At some point we had a problem of housing; giving them a housing because the country didn't count the impact of them coming in how much money they will need, so I think AI at least being a big use for general calculation..."

SECURITY, DEFENSE AND TERRORISM

Lara:

"...the real life example the immigration from Morocco that happened not so long ago, a lot of fake news we're going around; they're all made by AI to make it seem like it was a bigger deal..."

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MASSIVE IMMIGRATION AND BORDER CONTROL

Anastasia:

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"...it will affect us for sure negatively and now we can see that we are less likely to buy something but we're counting one more on subscription so my biggest fear is that in five years it will be very unlikely to have a computer very popular to rent a computer..."

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EXAMPLE FROM EUROPE:









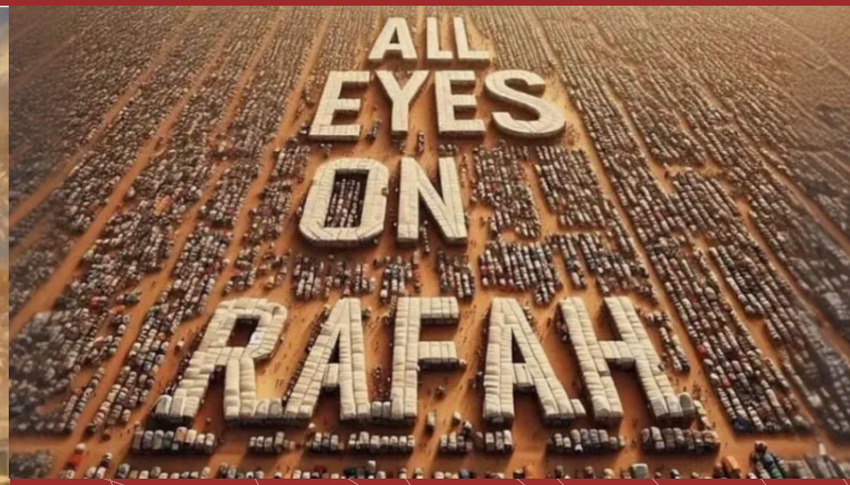


SIR
SAJI SEA YOU
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EXAMPLE FROM NON-EUROPE:







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TARGET AUDIENCE



It is important to observe them separately because their thinking direction is changing through the period of life.

- **Children under 12** - very important age of soaking up all the information, responsibility
- **Teenage (12-19)** - model role change; voting age threshold - very easy to manipulate - forming an opinion
- **Young adults (20-30)** - forming their critical thinking - very important to know pros and cons of AI
- **Mid adults (30 - 60)** - least vulnerable group, but still needs source of information
- **Elders (60 +)** - very easy to manipulate, needs additional information

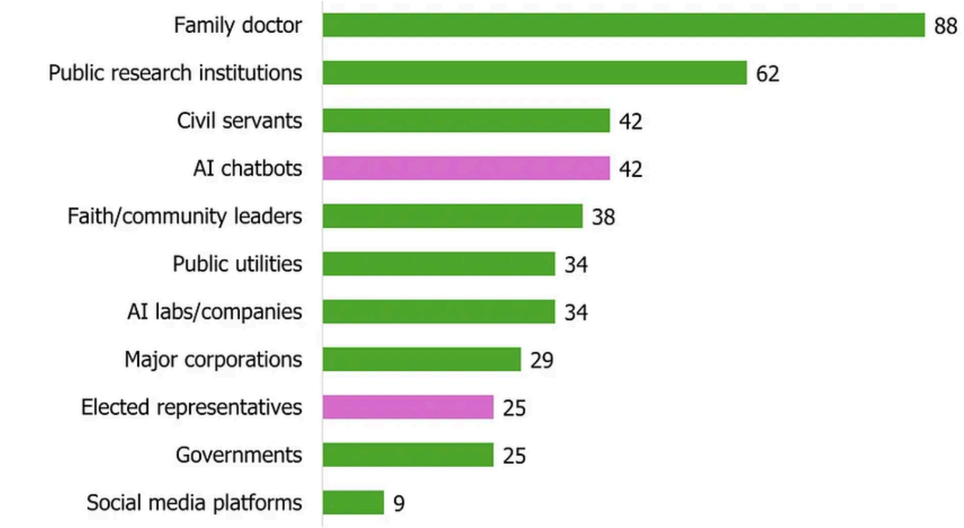
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RESEARCHES

UK people trust AI chatbots more than elected representatives

Trust in different actors and institutions in the UK in 2025

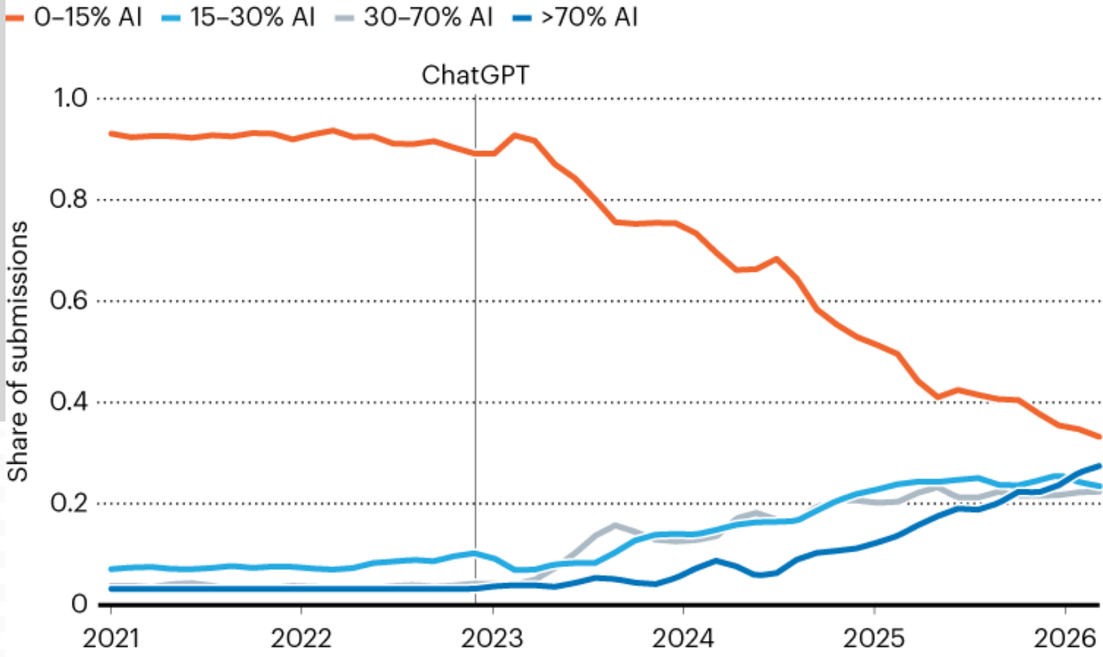
To what extent do you trust [option] to act in your best interest?*



* Percentage shown indicates the proportion of respondents who chose the top 2 options on a scale from 1 (Distrust) to 5 (Trust). Data estimated by visually reading the relevant chart in the source document.
Source: "How the world lives with AI: Trust, usage, and perception across 70 countries", Global Dialogues Index Report, 2025.

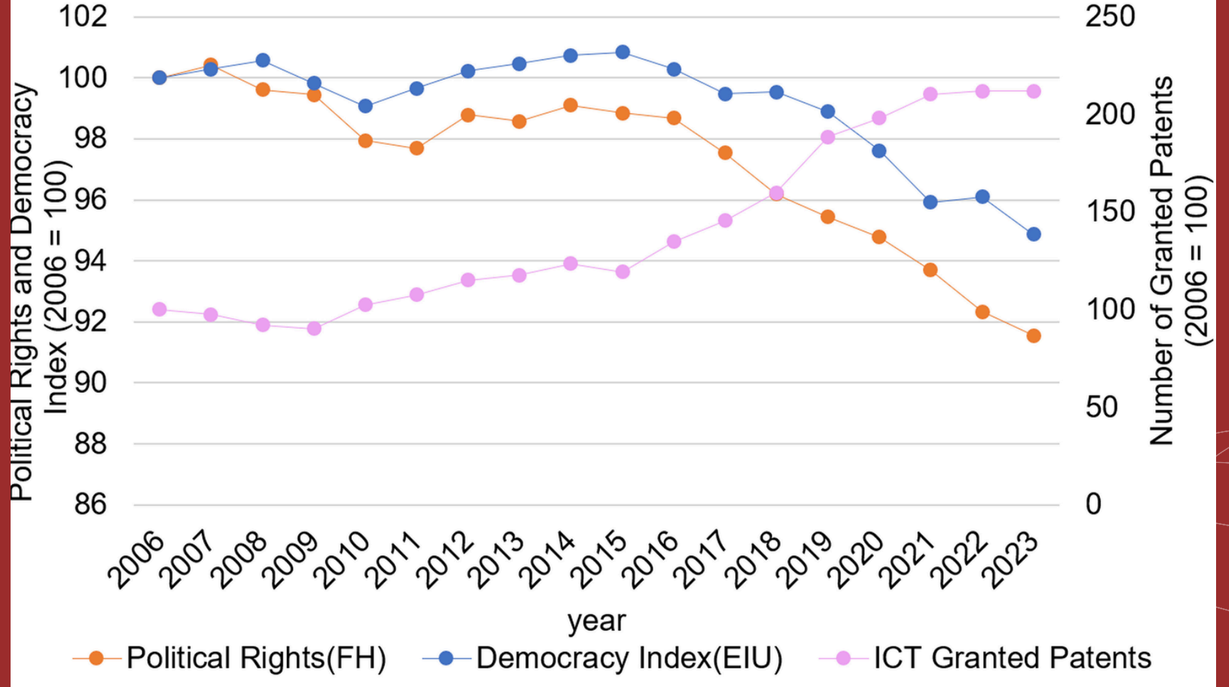
THE RISE OF AI USE IN A SOCIAL-SCIENCES JOURNAL

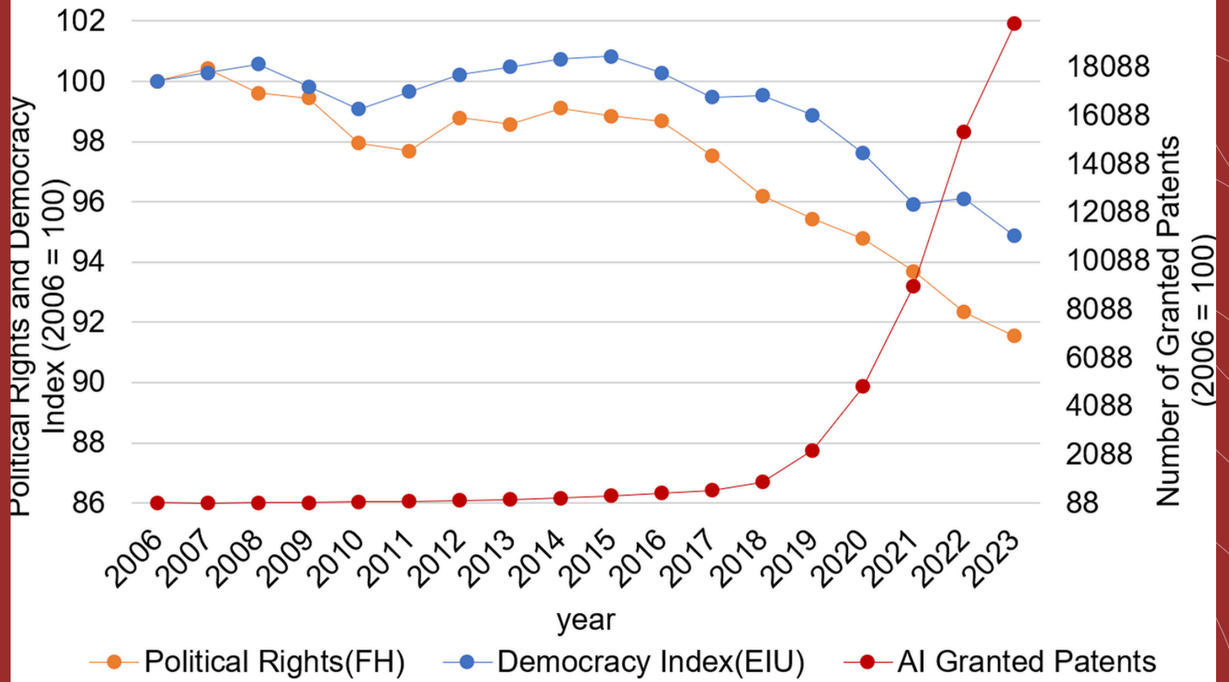
The percentage of abstract submissions to *Organization Science* containing high amounts of text written by artificial intelligence has risen since ChatGPT was launched in November 2022. The proportion of abstracts containing 0–15% AI-written text fell during the same period.



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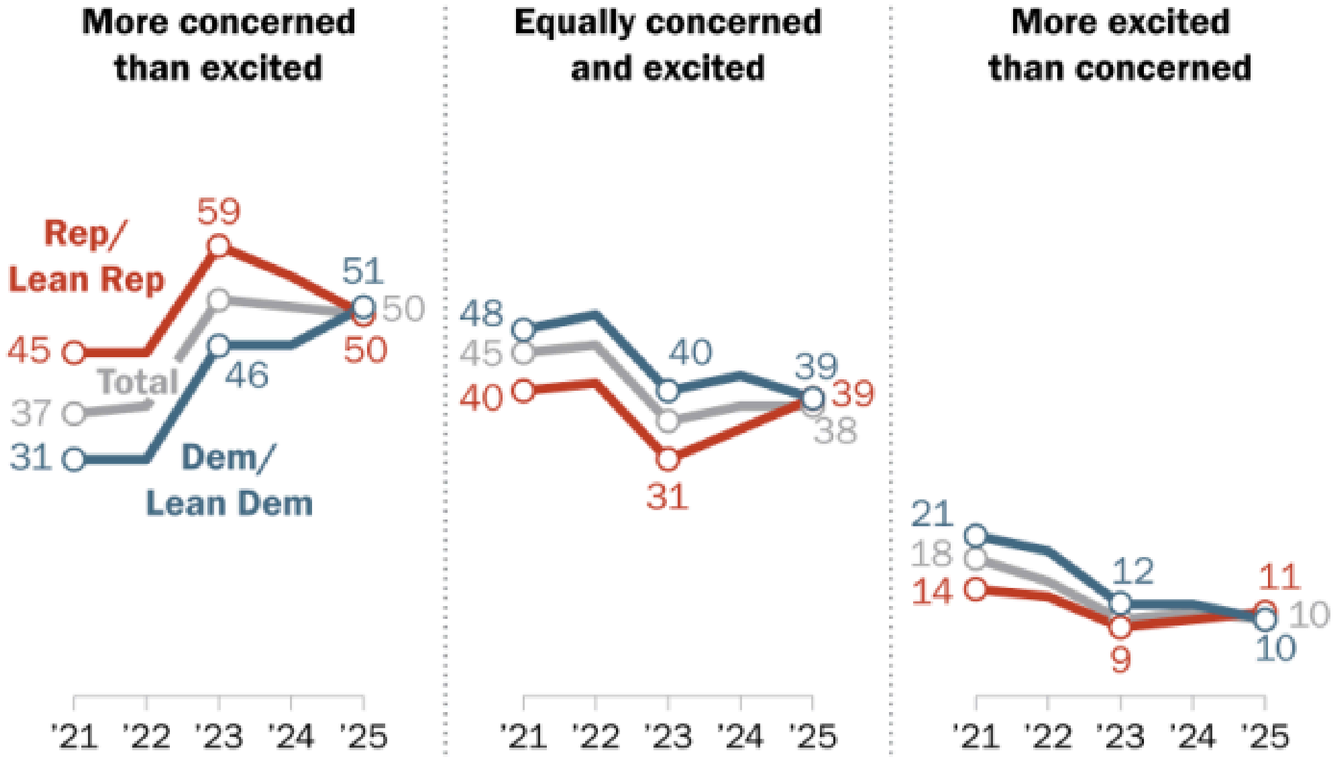




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Similar shares of Republicans and Democrats now say AI's increased use in daily life makes them feel more concerned than excited

% of U.S. adults who say that, overall, the increased use of artificial intelligence (AI) in daily life makes them feel ...



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.

PEW RESEARCH CENTER

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COMMON MYTH AND COMMON FACT RELATED TO TOPIC

- **Myth**: AI is inherently bias free, since computers are not biased.

- **Fact**: If a system is trained on data reflecting historical inequities—such as biased hiring or credit approval decisions—it is likely to replicate those patterns in its output.; impact: Left unaddressed, AI bias can perpetuate or exacerbate existing inequities, disproportionately harming vulnerable individuals and populations.



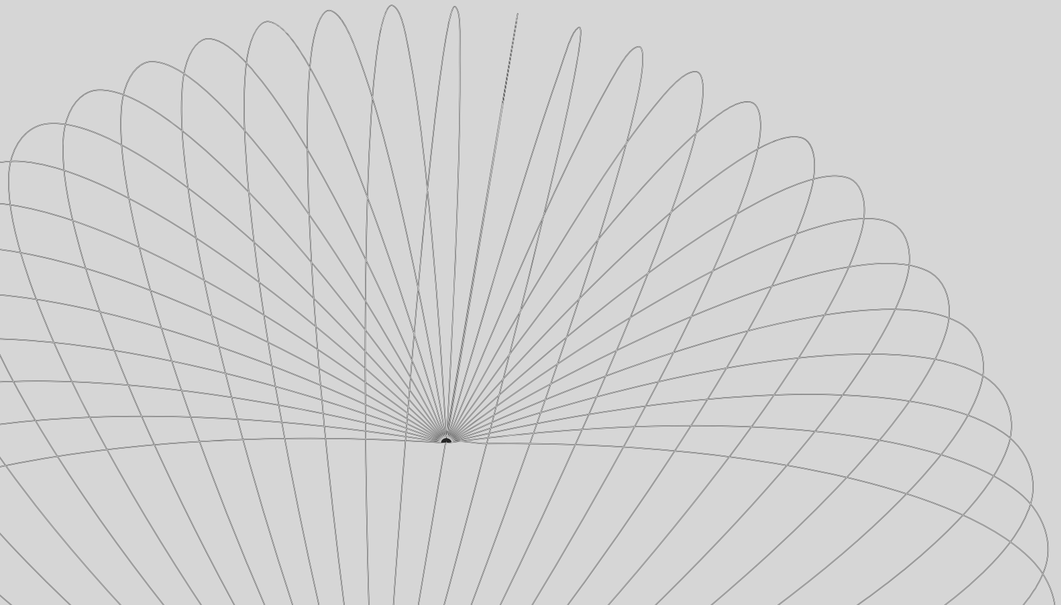
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DISCUSSION

AI IS A THREAT TO DEMOCRACY.

DISCUSSION

AI SHOULD BE BANNED FOR POLITICAL CAMPAIGNS.



DISCUSSION

PROGRAM DEVELOPER SHOULD BE JUDGED IF A MILITARY DRONE WITH AI ACCIDENTALLY HIT CIVILIANS.

DISCUSSION

WE SHOULD ALLOW AI TO FINE AUTOMATICALLY OR FIRE POLITICIANS IF THE ALGORITHM HAS NOTICED SIGNS OF CORRUPTION IN THEIR WORK

DISCUSSION

IT IS NECESSARY TO INTRODUCE AN ADDITIONAL TAX ON THE USE OF AI FOR BUSINESSES TO CONTAIN THE CLOSURE OF SMALL BUSINESSES.

CONCLUSION

AI HAS THE POTENTIAL TO MAKE DEMOCRACY MORE ACCESSIBLE, EFFICIENT, AND INCLUSIVE. BUT WITHOUT DIGITAL EQUALITY, TRANSPARENCY, PRIVACY PROTECTION, AND HUMAN OVERSIGHT, IT COULD DEEPEN POVERTY, DISCRIMINATION, AND SOCIAL EXCLUSION. THE GOAL SHOULD NOT BE SIMPLY TO USE MORE AI BUT IT SHOULD BE TO USED IN A WAY THAT STRENGTHENS DEMOCRACY FOR EVERYONE.

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Mèsi
Grazie
Chokrane
Dziakuju
Kiitos
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Matondo
Mercé
Taiku
Dakujem
Tanemirt
Tenki
Grandmercé
Gràcies
Faleminderit
Efharisto
NajisTuke
Nirringrazzjak
Bayarlalaa
Obrigado
Salamat
Saha
Multumesc
CámOn
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TapadhLeat
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