

# HARNESSING AI FOR POLITICAL ENGAGEMENT: ENHANCING PARTICIPATION, CAMPAIGNING, AND ADVERTISING

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## ABSTRACT

Democracy depends on political engagement because it guarantees citizens' active participation in decision-making and fosters responsive governance. AI carries some risks, such as the spread of false information, but it can also increase engagement by personalizing information and facilitating online participation. This essay investigates AI's impact on democracy and its application to political advertising, campaigning, and participation. The finding found that AI has become a revolutionary force in politics, greatly improving advertising, campaigning, and voter mobilization. Although artificial intelligence (AI) has enormous potential to increase democratic participation, it also presents serious ethical issues, such as worries about accountability, transparency, and manipulation risk. Stakeholders must collaborate to create strong policies and ethical frameworks that guarantee AI is used to strengthen democratic processes rather than undermine them to ensure a more inclusive and equitable political landscape in the future as AI develops and becomes more integrated into politics.

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