



RESEARCH ARTICLE

ARTIFICIAL INTELLIGENCE IN THE CONTEMPORARY POLITICAL SCENARIO

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Abstract

In this cutting-edge, Artificial Intelligence (AI) has set off one of the most important mechanism formulating systems of Government. It now has affects almost every sphere of Governance from policy creation and public service delivery to electioneering, foreign services and global power contention. We are observing the progression of AI how persona llyconnect with public authority and how lawmaker communicates with electorate. In spite of that, risks are inherent in these transformations:- inaccurate information, prosthetic, algorithmic bias, and digital monitoring have created serious ethical and democratic provocation. This work analyses the role of AI in the current political scenario through numerous dimensions such as major evolution, governance, electoral politics, ethics, and international relations. It estimates both the chances and threats posed by AI, drawing on the latest global examples, and hints a foundation for accountable use of AI in self-governing and administrative processes.

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Introduction:-

Our current era is fundamentally defined by the pervasive influence of algorithmic decision-making in governance and public life. Decisions once taken through human debate, group-discussion, and consideration are now rising guided by machine-generated data and reasoning system. Artificial Intelligence widely defined as the potentiality of machines to accomplish tasks that generally require brainpower — has entered the core of political life[5]. Public sentiment can be read from social media by artificial system .It conducts a corruption inquiry through data analysis, or even write political addresses that sound believably human. AI is being used across the world for predictive policing, welfare targeting, and digital surveillance by Government. Political groups depend on it for campaign management and electoral participation. However, the evolution of this field presents a new set of questions. How much control should machines have over elective system? Can automated decisions makers must ensure they can trust it to be fair? Who is answerable when an artificial intelligence based system commits an error? These questions push the boundaries of political thought and policy. We aim to understand the new dynamics of power and control being formulated by AI in the current political era in this study. It examines how AI technologies are redefining political institutions, administration and public engagement while evaluate the troubles too, they pose to independency, impartiality, and lucidity.

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Artificial Intelligence Meets the Political Arena:-

Artificial intelligence developed slowly through decades of technological progress and accumulating political dependence on data. Its appearance into the political realm was a progressive development.

The Essential Elements (1950s–1990s):-

The perception of artificial intelligence started in 1950s, when computer specialist as Alan Turing, John McCarthy and Herbert Simon laid the conceptual basis. In the policy making realm, technology was regulated to simple data collection and quantitative analysis. Governments used prehistoric computers for enumeration and force protection communication. In 1970s and 1980s, the advancement of small screen and early computing systems granted political parties to analyze behavior of voter more orderly. In spite of that, these devices were rudimentary by modern era. They simply managed extensive data collection [1].

The Tech Takeover (2000–2010):-

The Internet boom and the massive data growth in the primitive 2000s transfigured political discourse. Webpage, e-mails, and social media became prime platforms for political movements. Electioneering assumed data analytics to better understand the psychological drivers behind voting choices. An important point was BARACK OBAMA's 2008 candidacy of which used data-oriented task digital strategies for voter participation. Although AI was still in its early stages, algorithms played a key role in segmenting voters and tailoring messages — a precursor to today's AI-driven campaign [4].

Reshaping our World with Machine Learning (2010–2019):-

The 2010s marked an era of rapid development. Instead of following fixed rules, Systems could now learn from data patterns with the development of machine learning. The field of political analytics shifted its focus from illustrating historical data to forecasting future. The US presidential election of 2016 and the BREXIT referendum revealed the potential — and the endangerment — of algorithmic politics. Psychological profiling of millions of voters, pointing out an issue about manipulation and privacy was used by some firm like Cambridge ANALYTICA [3]. Efforts were launched by the government to utilize artificial intelligence in better serving the public, from automated taxation to automated law enforcement. The world's most wide-ranging surveillance system based on facial recognition was pioneered by China. Indian government embarked on digital governance initiatives including AADHAAR and DIGITAL INDIA, laying the foundation for AI integration in administration.

Where Creativity Meets Code: The Generative Artificial Intelligence Age (2020–Present):-

Since 2020, the political use of artificial intelligence has increased with the rise of Procreative AI — models that can create notes, depiction, sound and visual. Platforms like ChatGPT, DALL·E, and Gemini can now generate campaign material, drafts proposal, and even automated content. The year 2024 was dubbed the “AI Election Era” because over sixty countries held elections influenced by AI tools. AI-generated deceptive of politicians spread extensively, while several campaigns used synthetic voices to deliver individualized messages in local languages. The line between original and artificial diplomatic relation blurred. Simultaneously, international organizations started drafting lawful frameworks. The EU Artificial intelligence Act (2024) became the world's first wide-reaching law to modulate AI by risk category. The UNESCO AI Ethics Framework (2021) highlighted rights of citizenship and accountability [11]. Artificial intelligence is no longer just a scientific curiosity; It has become a crucial political instrument in contemporary world.

Pre-eminent Applications of AI in the Political Field:-

Artificial Intelligence has become consolidated into nearly every realm of political electioneering. Its applications can be mainly bifurcated into five categories: Electoral Campaigns, Governance, Security, Diplomacy, and Public participation.

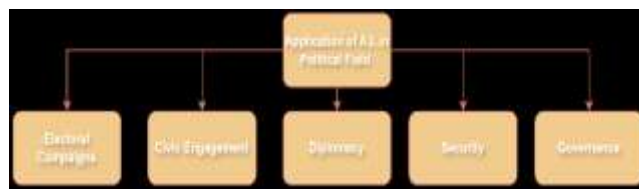


Fig 01 : Application of Artificial Intelligence in Political Field

Election Crusade and Elector Targeting:-

Party political campaigns are now data-centric enterprises. Artificial intelligence evaluates boundless amounts of voter data- age, location, income, creed, social-media patterns—to predict political preferences. Political parties use these perceptions to design individualized messages known as narrowly focused advertisement. During 2019 and 2024 Indian Elections, AI expert system helped contender send self-operated voice messages and personalized WHATSAPP texts in regional languages. Likewise, in 2020's US elections, prognostic models deduced which voters were most likely to swing and needed targeted outreach [8] [11]. The core tension lies in balancing the benefits of increased efficiency with overpowering ethical concerns about privacy breaches and subtle manipulation. Commentators argue that electors are now bygone influenced through debate but rather nudged through invisible algorithms [3].

Strategic Communication and Content Authoring:-

Entire oration, design posters, and generate promotional videos can be written within minutes by artificial intelligence tools. CHATBOT reply to public concerns, while AI translators convert leaders' messages into various languages rapidly. While it regularizes communication and saves resources, it also enables misleading information. "DEEPFAKE" videos generated by AI can make leaders appear to say or do things they never did. In 2024, lots of Indian and European political leaders were victims of such manipulated content that forced election commissions to issue guidelines [7].

The Policy Process: From decision to Action:-

In administration, artificial intelligence assists administrators identify incompetency, detect falsification, and foretell economic trends. Expert-system models help urban planning, traffic control, and crisis management. For example, "BHUVAN PORTAL" of India assists in geographic monitoring based on AI, while Smart Nation initiative of Singapore uses AI to enhance public transit and waste management. AI automated tools in Estonia process digital tax returns and official documents, making it one of the world's most technologically high-tech democracies.

Electronic Monitoring and Ensuring Safety:-

Expert system (AI) plays a crucial role in homeland and external security. Government's appointee Facial-recognition system, crime forecasting, and cyber-security technique to prevent criminality and intimidations. However, these systems can diminish upon privacy and civil liberties too. Social Scoring System of China is an example of artificial intelligence utilize for public monitoring, scoring individuals on the basis of behavior and online activity. Critics call it "Digital Authoritarianism," warn that similar models could spread globally if unchecked.

The Art of International Negotiation:-

Now, Diplomacy is being influenced by artificial intelligence as well. Countries use AI for visionary thinking, strategic analysis, and even for negotiating climate and trade pact. Tools capable of live translation and data modeling enhance international conveying. Furthermore, AI has become a matter of geopolitical competition. Control over AI development is growingly considered as the new currency of geopolitical influence. The US, China, and EU are contending to establish authority in expert machine (AI) research and set global standards. The after-effect will shape the next stage of international order -- sometimes referred to the "Digital Cold War".

Constructive Role of AI in Enhancing Governance:-

Artificial Intelligence has offered various positive benefactions to political framework. When used thoughtfully, it can make governments more well-organized, populist, and transparent.

A Framework for Improved Decision-making:-

AI can process boundless amounts of data far faster than human being. This assists governments make precise and evidence-based decisions. For instance, AI system can analyze climate, population, and economic trends to anticipate future challenges. Policymakers can then design safety measures rather than reactive ones [6]. In India, AI is being used in agriculture to foretell monsoon behavior and crop yields, which helps in formulating better farming subsidy policy.

Citizen-Centric Service:-

Artificial intelligence improves efficiency in public administration. Govt. can recognize who needs welfare benefits, detect duplicate receiver, and prevent dishonesty. The AADHAAR-enabled digital governance system in India uses expert machine to monitor welfare schemes. Identically, E-governance model of Estonia employs AI to assign legal and health services online, making public services faster and low-priced [8].

Initiatives for Ethical Governance and Corruption Control:-

AI method can track financial transactions and highlight a red flag. Authority can use these systems to expose illegally gotten money, election funding crookedness, and procurement frauds. As an illustration, Audit systems based on AI are assisting the European Union detect misuse of funds in large-scale initiatives [7].

Enhancing Usability and Participation:-

AI has made politics more comprehensive. Text to speech and voice-recognition technologies allow people with disabilities to engage in political communication. During, show of hands, automated translation system ensures that campaign messages reach people in multi-tongued, promoting linguistic and regional inclusivity.

Responding to Crisis and Disaster:-

Expert machine plays a crucial role in disaster-management and humanitarian relief. Foretelling models warn governments about engulf, droughts, or pandemics. During the period of COVID-19 pandemic, AI assisted track infections, predict hotspots, and guide resource allocation. These systems improved coordination between central and local authorities.

Misinformation, Political Polarization, Manipulation and the Integrity of Election in an AI-Driven World:-

While AI brings benefits, it also brings in serious endangerment that threatens democracy, secrecy, and trust in Governance.

The Threat of Spread of Misinformation and Digital Deception:-

Artificial intelligence system can generate fake news articles, images, and videos that seem real. These kinds of DEEPFAKES can mislead electorates, defame opponents, or provoke violence. DEEPFAKES were used to spread false statements attributed to political leaders during the elections 2024 of India and Indonesia. The challenge is that commoner often cannot distinguish between real and AI-generated content [11].

Monitoring Citizens: A Threat to Secrecy:-

AI depends on collecting various amount of personal data. Governments and corporations often use this data without the full consent of people. When surveillance systems are misused, common people lose their privacy and may even face partiality. Examples include facial-detection cameras and social-credit systems that track individual behavior [9].

When Code Biases:-

These systems are only as fair as the data they learn from. If data display social imbalance or prejudice, the system of artificial intelligence reproduces them. For example, predictive supervising software in some countries has unfairly earmarked minority groups. Identically, biased algorithms can deny welfare benefits or job applications based on defective data [3].

Shaping Public Perception:-

Candidature use smart machine (AI) to influence common people through precisely aimed advertisements. This may undermine independence and open speaking. When nationals see only the information that matches their faith, society becomes disunited --creating 'Echo Chambers.' Trickery like these diminish parliamentary discussion and informed decision-making.

Workforce Disruption and the Wealth Gap:-

As officials automate regular administrative duty, lots of low-level public sector jobs may pass from sight. All together artificial intelligence creates new opportunities for specialist. It also increases the difference between those who value technology and those who do not. This inequality can lead to discord and political discontent.

Ethical and Legal Dilemmas:-

Moral dilemma about responsibility, civility, and human dignity are increased in statecraft by artificial intelligence.

Who's Answerable for AI's Decisions?:-

When an AI system declines welfare benefits or fabricates a report, it is often not clear who is responsible — the technophile, the official, or the device itself [6]. Inevitably, specialists argue that all AI system operated in governance must have supervision. Final accountability must all the time, rest with a human leadership [9].

Visibility and Clear Rationale:-

Representative systems require directness yet AI procedure are generally intricate that even originator cannot totally explain their functioning — the trouble of BLACKBOX. This lack of translucency can make it hard for common people to question decisions. Responsible leadership demands that all AI device used in public services should be verifiable and explainable.

Defending Dignity and Rights:-

Artificial intelligence should never be used in ways that breach essential rights. International human rights law guarantees freedom of lecture, transparency, and equality before the law. If AI is used for monitoring, censorship, or discrimination, this compromises these principles. The UNESCO makes a proposal on the Ethics of Artificial Intelligence (2021) stresses that human integrity must always remain central.

Frameworks for AI Use in the Political Era:-**Several Nations are working on legal substructure to control misuse:-**

- The EU AI Legislation (2024) divides AI tools into risk categories --- disallowing those that pose 'UnsatisfactoryRisk' to democracy and privacy [7].
- India's Draft National Strategy for AI (NITI AAYOG, 2023) emphasizes accountable developmentsof AI aligned with constitutional values [8].
- The United States AI Bill of Rights (2022) calls for confidentiality, fairness, and protection opposed to discrimination.

Ethics Regulation for Political Organization:-

Political parties should adopt moral codes on the use of expert machine(AI). They must avoid using DEEPFAKES, ensure data authorization, and disclose when voters interact with automation. Electoral council in several countries has started issuing instructions requiring parties to label AI-generated content clearly.

Case Studies:-**Democratic Process of the U.S. in the Age of Digital Governance:-**

The US evolved data-driven campaigns. OBAMA (2008) and TRUMP (2016) campaigns the two used AI analytics for voter targeting. However, the Cambridge ANALYTICA scandal disclosed how personal data from FACEBOOK was misapplied to manipulate electoral behavior [3]. Since then, there have been escalating calls in the US Congress for AI proclamation and limpidity in political advertising.

China's influence through Techno-Authoritarian Governance Model:-

China utilizes artificial intelligence for wide-reaching surveillance through facial detection, online monitoring, and social scoring. These tools are justified as upholding social order but have been criticized globally for breaching privacy and restricting dissent. This shows one extreme of AI politics — using technology to unify state power rather than empower citizens.

India's Smart Government: An AI-driven Approach:-

India is making use of artificial intelligence essentially for improving service delivery and administration. Projects as AI for Agriculture, Digital City Initiative, and Digital India indicate a democratic use of expert machine(AI) for inclusive growth [8]. Anyway, concerns excess about data security, mainly under the AADHAAR ecosystem. The obstacle for India is to stable technological innovation with moral administration.

The EU's Approach: Leading with Integrity:-

The EU has taken control of world lead in assembling righteous artificial intelligence governance through its 'AI Act' and 'General Data Protection Regulation' (GDPR). These regulations concentrate on commoner's rights, accord, and responsibility. This model constitutes a golden mean-- encouraging innovation while upholding representative safeguards [7].

Latin American and African: Next-Generation Uses:-

Countries as Kenya and Brazil are prospecting artificial intelligence for electoral operations and anti-corruption supervision. Yet, deficient technological literacy and weak cyber-security laws pose challenges. Worldwide cooperation and technology movement are needed to prevent 'Techno-Molecular Colonization' where foreign companies dominate local data ecosystems.

Worldwide Oversight of AI:-

Expert Machine (AI) has grown beyond the control of individual country. Its influence crosses borders, affecting international harmony, commerce, and democracy. As a consequence global cooperation is crucial to manage AI responsibly.

Why Transnational Regulation is Important:-

Artificial intelligence automation can be used both for Development and Destruction. Without collective regulations, there is a risk of misuse such as—cyber intrusions, disinformation campaigns, or military purpose. Likewise atomic power required international accord, artificial intelligence too needs a Global Governance Framework to ensure privacy, moral, and fairne[ss].

United Nations Operations and Missions:-

The United Nations has taken initial steps to elevate responsible artificial intelligence:-

- UNESCO's Recommendation on the Ethics of AI (2021) was picked by nearly 200 countries. It points out civil liberties, neutrality, and transparency [6].
- The United Nations Secretary-General's AI Advisory Body (2023) recommended initiating a Global AI Governance Council, similar to climate emergency panel, to harmonize global rules [10]. These efforts shows a increasing realization that AI's political influence must be directed by global standard.

The European Union's Perspective:-

The European Union (EU) has arisen as the leader in AI rules. The EU AI Act (2024) bifurcate artificial intelligence tools into four risk categories[7]:

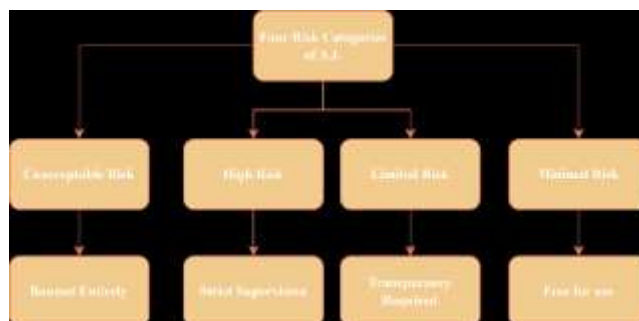


Fig 02 : Four Risk Category of Artificial Intelligence

1. **Inadmissible treacherous—prohibited completely**:-Social scoring, deceptive algorithms.
2. **High perils**—Subject to strict rules: - enlistment, law imposition.
3. **Low- risk profile**: – must meet clarity essentials.
4. **Negligible risk**:-unrestricted for frequent usage.

The European Union's approach constitutional rights and honor, serving as a model for democratic AI governance planetary.

The U.S. Policy Structure:-

The United States has concerned on variation while inspiring ethical responsibility. In 2022, 'The White House issued the AI Bill of Rights' pointed up five principles[9]:

- Safe and effective systems
- Safeguarding from algorithmic bigotry
- Data privacy
- Attention and explanation of AI conclusion
- Human replacement and drop back choices

The U.S. also motivates self-policing by technology companies but confronts challenges in combating policy-making disinformation on social media platforms.

Asia and Africa's Collaborative Growth:-

Countries as India, Japan and South Korea have resident artificial intelligence strategies highlighting sustainable development, instruction, and innovation. India's NITI AAYOG has developed a substructure titled, 'AIforAll' focusing on sectors as- Farming, Fitness, and Education. In Africa, the African Union (2023) started shaping a terrestrial AI blueprint to ensure ethical use and prevent ill usage by foreign tech powers.

The Next Frontier: How AI Will Transform Political Arena:-

Next ten-year period will decide if artificial intelligence becomes a tool of mandate or a mechanism of control.

AI and Democratic Deepening:-

Artificial intelligence can increase democracy by upgrading participation, accountability, and execution. For instance, smart platforms can analyze public opinion on policies and help governments respond swiftly. **CHATBOTs** can help civilians in accessing rights or legal aid. If used morally, AI can reconcile the difference gap between citizens and the officials, creating a more flexible democracy [5].

The Role of AI and Authoritarian Governance:-

Vice-versa, artificial intelligence may also strengthen authoritarian regimes by sanctioning mass monitoring and censorship.

Facial-localization cameras, notion mining software, and data logging can suppress difference of opinion. As a result, the problem for the society is to ensure that AI strengthens freedom, not fear [2].

The Rise of Digital Literacy:-

The forthcoming years will prove the rise of digital autonomy — where people interchange with authority preceding through online platforms. Artificial intelligence will convey these interlinks, forming what people understand and believe. Accordingly, political awareness must develop into technological knowledge, helping citizens identify misinformation and know algorithmic influence.

Ethical AI Research and Education:-

Universities and research center will play a vital role in guiding the ethic use of AI. Combining morals into engineering and political science course of study will ensure that future decision makers and developers act effectively. International collaboration between governments, academic realm, and industry will be compulsory to maintain equilibrium between innovation and regulation.

The High-Stakes Rivalry for AI Supremacy:-

Expert-machine is transfiguring foreign affairs too. Superpowers are competing for technological prowess. The United States, China and the European Union are surpassing to interpret overall AI standards. Regulation over artificial intelligence means control over specifics — and by implication, dominating itself. This technological war could redefine transnational relations in 21st century, generating what scholars call the AISupremacy War [11].

Recommendations:-

To make certain that AI accords positively to system of government the subsequent steps are recommended:

1. Establish Global AI Governance Framework:

The United Nations should coordinate a covenant comparable to the Paris Climate Agreement to ensure ethical AI use worldwide [10].

2. Ensure Algorithmic Transparency:

All expert system used in administration should be verifiable. Citizens must have the right to comprehend how algorithmic commitments affect them.

3. Promote Digital Literacy:

Learning programs should educate citizens to identify incorrect information, DEEPFAKE, and one-sided information online [8].

4. Regulate AI in Elections:

Election commissions should impose stringent rules on the use of AI in campaigns. AI created content must carry automated watermarks or labels.

5. Strengthen Data Protection Laws:

Governments must approve robust data protection laws that limit supervision and uncertified data collection [9].

6. Encourage Ethical Research:

Universities and idea factory should study AI's political consequences and develop devices to detect bias and deception.

7. Support International Collaboration:

Nations must share optimal methods and work together on AI research, especially for goal oriented purposes such as climate modeling and wholesomeness.

8. Maintain Human Oversight:

AI system must not make conclusion affecting human privilege or political involvement without human review and answerability.

Conclusion:-

Artificial Intelligence has grown as a dominant influence of modern politics. It configures how leaders control, how commoner engage, and how countries participate. AI's prospective to improve governance, increase participation, and deliver services is extensive — but so are its hazard of false information, surveillance, and inconsistency. Mankind's core challenge is to ensuring its responsible development and integrity with AI not its cessation. Politics must continue a human endeavor where machines serve people, vice-versa. Ethical governance, worldwide cooperation, and digital knowledge will determine if AI strengthens democracy or diminishes it [1]. Finally, Unquestionable Artificial Intelligence will shape civics — it already possesses — but if humanity can form AI to serve the noble aspirations of justice, freedom, and equality.

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