

AI News Digest

12/01/2025 - 12/07/2025

WEEKLY DIGEST: ARTS, MEDIA & PERFORMANCE

The era of AI persuasion in elections is about to begin

Recent advancements in AI technology are transforming the landscape of political campaigning. The automation of online influence campaigns allows for the creation of personalized political messaging at a significantly reduced cost. This technology can be seamlessly integrated into everyday applications, particularly social media platforms, enhancing the reach and effectiveness of political communication. As these tools become more prevalent, the implications for electoral processes and voter engagement are profound.

KEY FINDINGS

- ✓ AI can automate and personalize political messaging.
- ✓ Online influence campaigns are becoming more cost-effective.
- ✓ Social media platforms are key channels for AI-driven political communication.
- ✓ Viral marketing plays a crucial role in modern filmmaking.
- ✓ Human creativity and emotional connection are irreplaceable by AI.
- ✓ Fan engagement is essential for successful film promotion.

IMPLICATIONS

- Potential for increased voter manipulation and misinformation.
- Changes in how political campaigns are structured and funded.
- Need for regulatory frameworks to manage AI's role in elections.
- AI may assist but cannot replace human creativity in film.
- The importance of authentic fan interactions in marketing strategies.
- Potential for AI to enhance but not define the creative process.

Key Metrics: Cost reduction in campaign messaging; Engagement rates on social media platforms; Voter turnout influenced by AI-driven campaigns; Engagement levels during viral marketing campaigns; Audience reception of key film moments; Impact of fan interactions on box office performance

1. The era of AI persuasion in elections is about to begin

Category: Policy & Ethics

Departments: Political Science & Public Administration, Computer Science, Communication

Topics: AI Ethics & Safety, Automated Influence Campaigns, Personalized Political Messaging, Persuasion Effectiveness, Social Media Manipulation

Impact Score: 25.0

Rubric Scores

Research Relevance: 4

Educational Value: 3

Innovation / Novelty: 4

Practical Impact: 5

Interdisciplinary Potential: 4

Ethical / Policy Implications: 5

Recent developments in AI technology have enabled the automation of online influence campaigns, allowing for the generation of personalized political messaging at a low cost. This capability can be integrated into everyday applications, such as social media and language learning tools, potentially allowing both malicious actors and political entities to sway public opinion. Current estimates suggest that targeting every registered voter in the U.S. could be achieved for under \$1 million, raising concerns about the implications for future elections, particularly the 2028 presidential race. Research indicates that advanced AI models like GPT-4 may surpass human communications experts in persuasive effectiveness on contentious political issues.

<https://www.technologyreview.com/2025/12/05/1128837/the-era-of-ai-persuasion-in-elections-is-about-to-begin/>

2. Jon M. Chu Says AI Couldn't Have Made One of the Best Moments in 'Wicked'

Category: Business

Departments: Communication, Art, Theatre & Dance

Topics: Generative AI, Viral Marketing Strategies, AI in Filmmaking, Creative Process Enhancement

Impact Score: 13.0

Rubric Scores

Research Relevance: 1

Educational Value: 2

Innovation / Novelty: 2

Practical Impact: 3

Interdisciplinary Potential: 3

Ethical / Policy Implications: 2

During a recent interview at WIRED's Big Interview event, director Jon M. Chu discussed the impact of viral marketing on filmmaking, drawing from his experiences with Justin Bieber. He emphasized the importance of engaging with fans throughout the creative process, noting that the story of a film begins before shooting and continues after its release. Chu also expressed a nuanced perspective on the role of AI in filmmaking, acknowledging its potential for information organization while advocating for the value of practical sets and improvisation in the creative process. His reflections highlight the evolving relationship between technology and storytelling in contemporary cinema.

<https://www.wired.com/story/big-interview-event-jon-chu-wicked/>