



AI in the 2024 Election & Beyond

Potential Misuse Scenarios, Challenges with Mitigation, and a Path Forward

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Samir Saluja | Managing Partner sk@deriveone.com

Darin Klein | Strategy and Insights Advisor dwk@deriveone.com

Let's Align on what AI Is? Imagine AI as a Library Assistant



1. Read and understand every book almost instantly
2. Help you find exactly what you are looking for in seconds
3. Curates from the best quality of books (Data)
4. Provides recommendations on what you need based on all the information (Data) in the library

How can AI strengths be utilized

1. Speed & Scale
2. Accuracy and Consistency
3. Insights and Action



Well documented Positive Use Cases

1. Enhancing Healthcare
2. Improving Transportation
3. Boosting Productivity
4. Advancing Scientific Research



Potential misuses of AI in 2024 campaigns and elections and beyond

1. Hyper-testing massive disinformation
2. Micro-alterations of visual and audio content
3. Deepfakes and misinformation
4. Data privacy violations
5. Automated propaganda



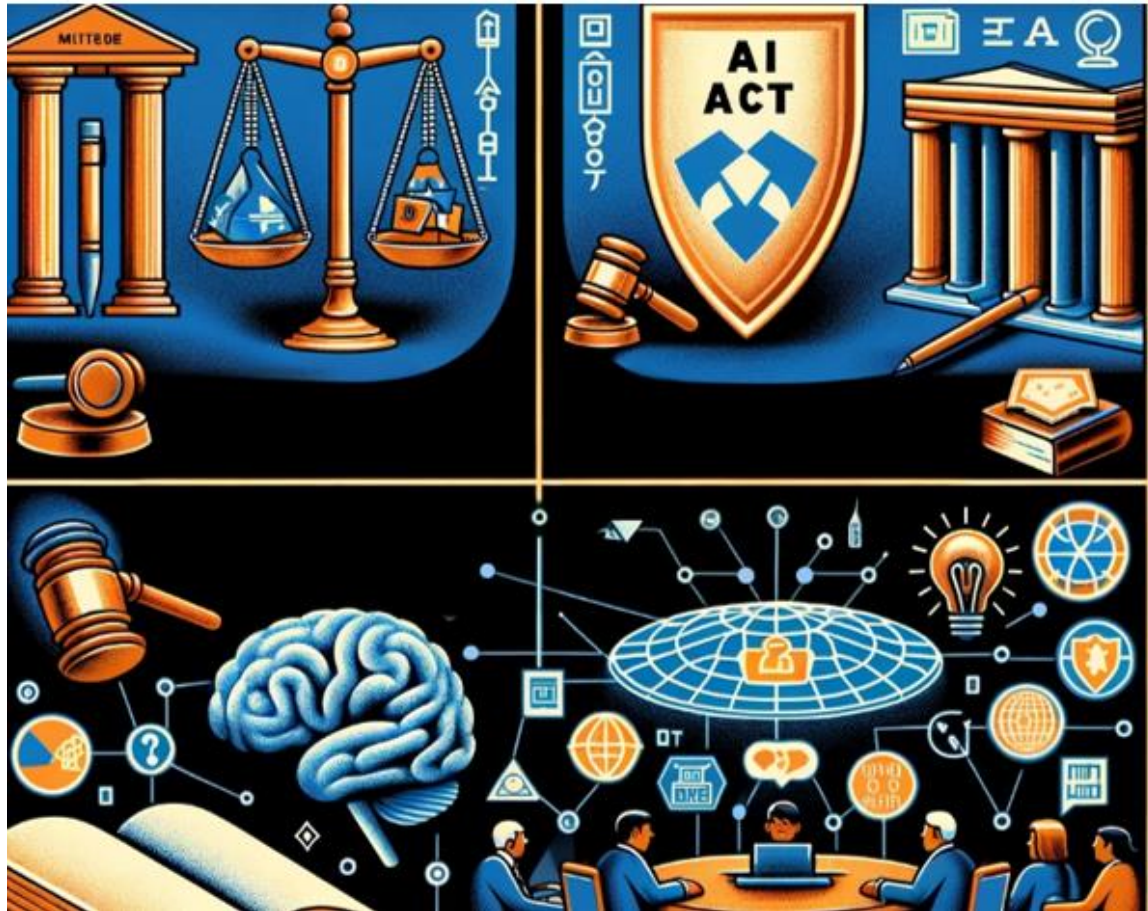
Liar's Dividend

A close-up photograph of a caricature of Donald Trump. He has a large head, blue eyes, and is wearing a dark suit, white shirt, and red tie. His mouth is open as if speaking or shouting, and his hands are raised in a gesture. A speech bubble with an orange border points to him from the left, containing the text "Deepfake News!!!".

Deepfake News!!!

What does true mitigation look like?

Longer Term Counter Measures & Mitigation Strategies



1. Legislation and Regulation
2. Public Awareness and Education
3. International Cooperation
4. Technology Cooperation

2024

What do we do right now?



Considerations for A Practical Rapid Response AI

Given that there is likely to be massive amounts of misinformation and disinformation in the 2024 US presidential election, how can AI help us with Rapid Response? Let's start with some of AI's current strengths:



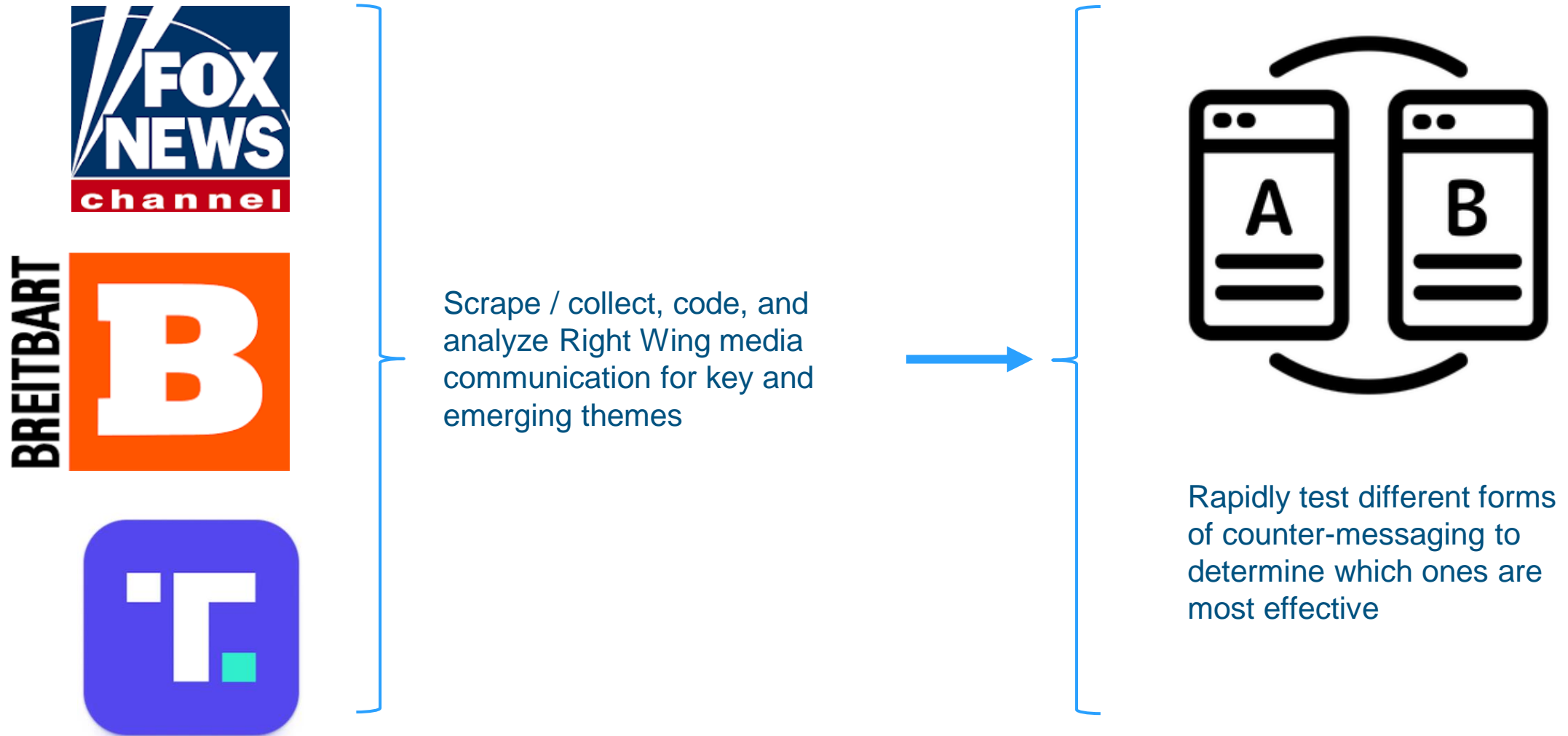
Collecting, coding,
and cataloguing
different forms of
online communication
as inputs for
messaging responses



Massive (A/B) testing
of messages to
determine which
ones are more
effective after they
have been developed

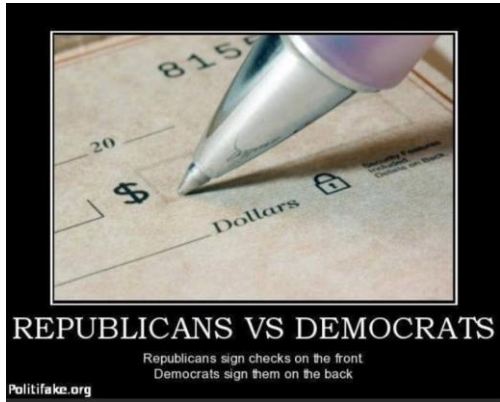
Some potential examples of how AI can be used in the 2024 election

Right Wing Media Outlet Themes Monitoring and Testing for Counter-Messaging

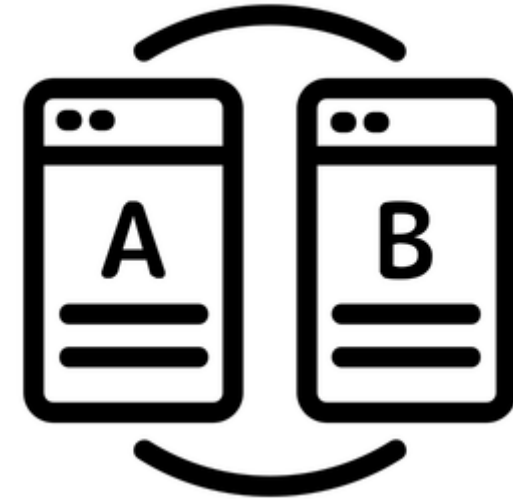


Some potential examples of how AI can be used in the 2024 election

Counter-Meme Crafting



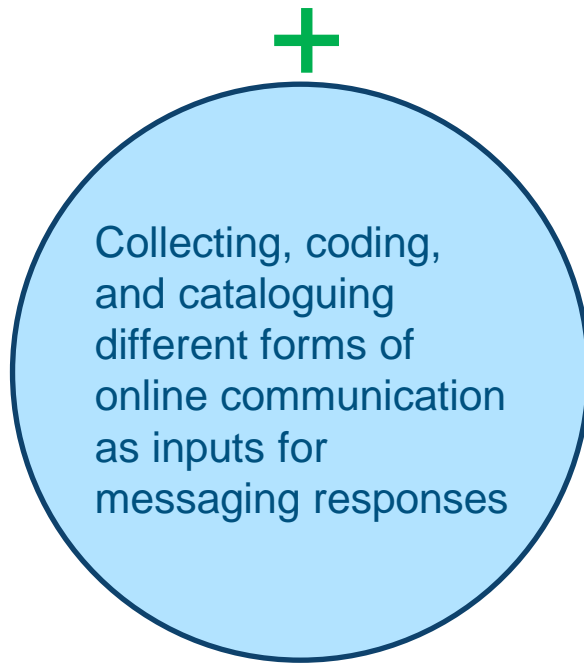
Scrape / collect, code, and analyze Right Wing memes



Rapidly test different forms of counter-memes to determine which ones are most effective

Considerations for A Practical Rapid Response AI

For as good as AI is at Steps 1 and 3, there is also an important missing step in the Rapid Response process...



???

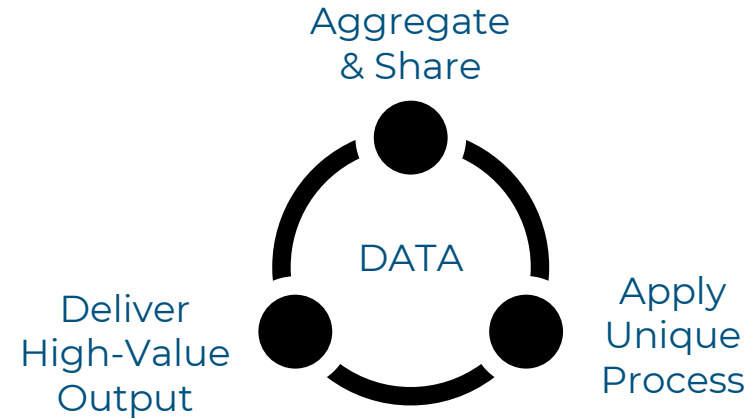


Considerations for A Practical Rapid Response AI

For as good as AI is at Steps 1 and 3, there is also an important missing step in the Rapid Response process...counter messaging development



Call to Action – AI Practitioners Need to Cooperate and Aggregate to Innovate



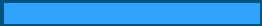
These ideas and others can only come to fruition if we start investing and iterating on them now.

So, let's get started!

Appendix

Thank You

Bios



Derive One Profile

Samir Saluja

Managing Partner at DeriveOne



Samir is Founder and Managing Partner of Derive One (D1), a strategy consulting, insights, and technology company helping enterprises align their data and insights strategies around core decisions. Over the past six years, Derive One has helped Fortune 500 clients with formulating strategic initiatives and research approaches in response to emerging technology trends. Through D1's joint venture with Olson Zaltman, Samir has led the product development of Simile, a metaphor recognition and measurement tool on Qualtrics which provides insights into how consumers think unconsciously.

Prior to founding D1, Samir was a product leader at Microsoft , where he started the Microsoft Professional Program aimed at seeding the market with curriculum in data science and artificial intelligence. Samir's D1 teams have supported clients in R&D, development, and integration of AI capabilities into existing applications.

He has also spent time in Bolivia with the Peace Corps and is fluent in four languages. He graduated from the University of Michigan with degrees in economics and political science.

Derive One Profile

Darin Klein, Ph.D.

Senior Advisor at Derive One



Darin has nearly 25 years' experience working in marketing strategy and insights. He has extensive experience in brand communication, advertising, messaging and positioning, having worked at Fortune 100 technology firms Microsoft, Intel, and Verizon. He has also worked in senior roles at several different market research and insights consulting firms, including The Modellers, Ipsos, and now Derive One. Darin brings a wealth of experience and expertise in quantitative and qualitative market research methods and techniques to his role.

Darin started his career working in Democratic politics while completing his undergraduate degree in anthropology at the University of Pennsylvania and after. While living in Washington, DC he worked at the Democratic Policy Commission, which was part of the DNC, the Paul Douglas Foundation, which was Paul Simon's 501(c)3, and for a US Senate campaign.

Darin returned to the University of Pennsylvania to pursue and complete his M.A. and Ph.D. at the Annenberg School for Communication, where much of his research was focused on political communication. He worked closely with Kathleen Hall Jamieson, a MacArthur Foundation award winner, who served on his dissertation committee and is the founder of the Annenberg Public Policy Center and factcheck.org.

Prior to working on the industry side, Darin served as an assistant professor at Georgia State University where he taught political communication, communication ethics, and research methods.



Dual-System™: At DeriveOne, we innovate in methods and technology that bridge the gap in research between rational decision making, unconscious thoughts, and emotion.

Where: Bellevue, WA

Roots:

- Technology
- Audience Insights
- Product Management & Development
- Data Science & Machine Learning
- Learning & Education

Clients Include:

- | | | |
|------------------|------------------|-----------------------|
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| Acumatica | Coca-Cola | Development Bank |
| PayPal | Hain Celestial | Target |
| Procter & Gamble | Amperity | Sanofi |
| Kimberly Clark | Northwest Center | |

Key Partnerships:

- Olson Zaltman** – Project Simile JV Partner
- Qualtrics** - Technology Partner | Marketplace Partner

