# AI model Nostrada offers digital avatars of UK MPs but raises trust concerns



In an era where technology increasingly permeates political discourse, a new AI model, Nostrada, has been developed to enable users to engage in conversation with digital avatars of UK parliament members, including the newly elected Prime Minister, Keir Starmer. Created by Leon Emirali, a former chief of staff to Conservative minister Steve Barclay, Nostrada aims to replicate the political stances and communication styles of each of the 650 MPs, a move that comes at a time when the public’s trust in politicians has hit an all-time low.

Emirali's innovation arose from a longstanding interest in bridging the gap between politicians and the public. He recalls a particular moment in 2017 when he unsuccessfully proposed creating a chatbot for then-Prime Minister Theresa May, dubbed the "MayBot." Emirali noted, “I saw the potential for a bite-size, conversational overview on key issues that could resonate with citizens.” The ambition behind Nostrada has now come to fruition, but amid a recent election where voters turned to alternative parties out of frustration with traditional politics, one must wonder whether this AI model can truly engage a disillusioned electorate.

While Nostrada presents a breakthrough opportunity for various stakeholders—ranging from diplomats and lobbyists to curious members of the public—there’s a stark warning against such naive optimism. Emirali acknowledges that the model lacks the ability to understand the intricacies of political dialogue. “The concern is particularly relevant for those not well-versed in politics; relying on this model might skew their perspective,” he cautions. This admission underlines the dangers of a system that could reinforce the status quo, steering the public back into the arms of politicians who have consistently failed to address their concerns.

Despite the model's promise, the reactions of actual politicians have been telling. When The Guardian asked various digital twins of cabinet members about their preference for a future prime minister after Starmer, many avatars declined to respond. This reticence illustrates a growing unease about engaging with a populace that is increasingly skeptical of political rhetoric.

The deployment of Nostrada is expanding, with political figures and foreign entities using it for research purposes, but the implications extend beyond mere dialogue; they question the very trust and engagement within our democratic processes. As Emirali aptly notes, while the AI could enhance understanding of detailed political landscapes, the pressing need is for voters to maintain critical discernment when interpreting its outputs.

Simultaneously, Starmer's broader ambitions for AI development in the UK reflect a troubling nexus of technology and governance. His recent commitment to positioning Britain as a global leader in AI only highlights a detachment from the pressing issues facing everyday citizens, as the thrust for AI growth zones seems more tailored to appease tech giants than to genuinely improve public welfare. This vision unnervingly intertwines Emirali's AI aspirations with a government intent on maintaining its grip on power, even as alternative parties gain traction.

As the landscape evolves, the juxtaposition of technology and traditional political engagement becomes clearer. While Nostrada offers a novel pathway for communicating with politicians, it’s crucial that voters approach these digital avatars with skepticism and caution, ensuring that technological sophistication does not obscure the real human costs of policies propagated by a government clearly out of touch with its constituents.

The dialogue around AI and politics is only beginning, and as we witness the consequences of these technologies, there’s little doubt that they could shape the future of political interaction and public trust in ways that leave many feeling even more disillusioned than before.

Source: [Noah Wire Services](https://www.noahwire.com)

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2. <https://www.theguardian.com/politics/2025/may/18/if-keir-starmer-is-not-robotic-enough-for-you-his-ai-twin-is-ready-for-your-questions> - An article from The Guardian discussing Nostrada, an AI model developed by Leon Emirali that allows users to interact with digital versions of UK MPs, including Keir Starmer. The AI is trained to replicate politicians' stances and mannerisms, providing insights into their positions on various issues. The article also highlights the potential applications and limitations of such AI models in political discourse.
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