# AI-generated videos with fake content targeting young UK voters on TikTok, BBC investigation reveals



Young voters in key UK election battlegrounds are being recommended AI-generated videos featuring fake content, including misleading and divisive information, the BBC has found. Through the BBC's Undercover Voters project, which created profiles for fictional voters, researchers investigated content on social media platforms, including TikTok.

TikTok has emerged as a significant platform for reaching young voters, showing both humorous and misleading clips. Videos with misinformation about party leaders Sir Keir Starmer and Rishi Sunak gained substantial views, featuring baseless claims and abusive comments. Satirical AI-generated clips portrayed false scenarios, such as Sunak declaring he would be “gutted” if not re-elected and Starmer failing to prosecute a criminal.

TikTok told the BBC it had increased efforts to counteract misinformation, employing new fact-checking and AI-labelling technologies for the UK general election. However, many users remain confused about the veracity of the content, illustrated by their comments.

The Undercover Voters project, developed in collaboration with the National Centre for Social Research, examined diverse social media feeds. Profiles represented voters in battleground areas like Bishop Auckland, showing TikTok as a particularly active platform for political discussion.

Students and young activists, many creating content without party affiliations, are responsible for some misleading videos. Despite TikTok's efforts to manage misinformation, the spread of false narratives and abusive content continues to shape perceptions in the election landscape.