# Study Warns of AI-Generated Disinformation Threat to UK General Election



A recent study by The Alan Turing Institute’s Centre for Emerging Technology and Security (Cetas) has raised concerns over the potential impact of AI-generated disinformation on the upcoming UK general election. The research highlights that deepfakes and other AI-generated content could be misused to create fake political endorsements or sow confusion among voters.

Cetas urged regulators such as Ofcom and the Electoral Commission to implement guidelines and voluntary agreements for political parties on the use of AI in campaigns. Additionally, they emphasized the need to label AI-generated election material to maintain public trust in the democratic process.

Although there is limited evidence that AI will directly alter election outcomes, early signs indicate it could damage the broader democratic system by inciting hate or spreading misinformation. Social media platforms have started addressing these issues by labeling AI-generated content. However, Cetas stresses that clear guidance on preventing AI misuse during elections is still lacking.

The study presents a timeline illustrating how AI could adversely affect elections, from damaging candidate reputations to spreading false information about voting procedures. As campaigning intensifies, Sam Stockwell, the lead author, and Dr. Alexander Babuta, Cetas's director, have called for swift regulatory actions to safeguard the integrity of the electoral process.