

## **Electoral Misinformation on AI Powered social media: A study in the context of Rajasthan**

**Dimple Oza<sup>1</sup>**

### **Abstract:**

The fast adoption of artificial intelligence (AI) into online communication systems has already dramatically changed the electoral political arena. During the 2024 General Elections in India, AI- assisted social media sites were used to spread synthetic media, such as deep fakes, AI-generated political propaganda and automated misinformation campaigns in an extremely fast manner. Although the macro-level effects of AI-driven disinformation have been studied on the national level, scanty literature has concentrated on small electoral settings and individual voters, especially first-time voters in semi-urban and rural districts where the degree of political and online awareness remains in its infancy.

The paper applies an interdisciplinary approach of deep fakes, digital propaganda, and electoral justice to place local electoral experiences in more theoretical frames on democratic resilience and algorithmic distortion. The study is based on a qualitative case-study design with the assistance of secondary literature, policy articles, and regional digital media discussion and analysis to investigate how AI-based misinformation impacts political awareness, political perception, institutional trust, and voting behaviour among new voters.

The results indicate that first-time voters are especially vulnerable to AI-mediated distortions of the narrative because of the lack of digital literacy, excessive use of social media, and the amplification of peer's networks on the WhatsApp and Facebook platforms (Anadi, 2024). The paper finds that regulatory change, electoral supervision systems, and systematic interventions of digital literacy are urgently needed to protect democratic participation within the changing digital Indian public domain. The study focuses on examining the impact of AI generated electoral misinformation on first-time Rajasthan voters.

The results indicate that first-time voters, especially young people, are still distinctly susceptible to manipulation of narratives by AI. This vulnerability is fuelled by a so-called perfect storm of conditions: low digital literacy, the innate reliance on social media as a news source, and the exponential growth of as

---

<sup>1</sup> Student IIS (Deemed to be) University, Jaipur

–called viral content in closed peer groups on applications such as WhatsApp and Facebook. Finally, the paper highlights that there is a pressing need to have strong regulatory lines, better electoral checks and balances, and community-based digital literacy training to ensure democratic integrity in an Indian fast-stabilizing digital citizenry

**Keywords:** Misinformation, AI, Social Media, Rajasthan

## **Introduction**

The rapid implementation of artificial intelligence (AI) into the communication systems on the internet has already significantly transformed the political landscape of elections. As part of the 2024 General Elections in India, synthetic media, including deep fakes, was spread via AI-assisted social media platforms in an extremely fast way. Even though the macro-level impacts of AI-driven disinformation have been researched in national contexts, limited literature has focused on smaller electoral contexts and individual voters, particularly first-time voters, in semi-urban and rural areas where the level of political and online awareness has been only a fledgling concept.

The article uses interdisciplinary theory of deep fakes, digital propaganda and electoral justice to put local electoral experience into more theoretical frames about democratic and algorithmic malady. It is conducted on the basis of the qualitative case-study design with the help of secondary literature, policy articles, and regional digital media discussion and analysis to explore the effects of AI-based misinformation on political awareness, political perception, institutional trust, and voting behaviour among new voters.

The findings show that first-time voters are particularly susceptible to AI-driven misrepresentations of the story due to the absence of digital literacy as well as overuse of social media and social media amplification of the peers' networks on WhatsApp and Facebook platforms (Anadi, 2024). The paper concludes that the regulatory change, electoral supervision systems, and systematic interventions of digital literacy are much needed to safeguard the democratic participation in the changing digital Indian public domain. The research aims at analysing the effects of AI produced electoral misinformation on first time voters in Rajasthan.

The findings show that first-time voters, in particular, youth are still quite vulnerable to AI-mediated manipulation of narratives. This weakness is supported by what can be described as a perfect storm of factors: low digital literacy levels, the inherent use of social media as the source of new information, and the uncontrolled proliferation of a so-called viral content in closed peer groups through the application of WhatsApp and Facebook. However, in the conclusion, the paper notes that there is an immediate need to



possess effective regulatory lines, enhance electoral checks and balances, and community-based training in digital literacy to have democratic integrity in an Indian fast-stabilizing digital citizenry. This study distinctness on Rajasthan with one distinct goal to realise exactly how AI information misleads or shapes electoral life, who it affects and what it quietly takes away from people's ability to participate.

### **Research Gap**

Examining what has been conducted on electoral misinformation, we find out that although it is a valuable source of information, it is yet to be exhaustive. The issue of propaganda, deep fake and manipulation of platforms has been analysed by scholars but most often in the situation of a big national election or Western democracy. This leads to the experiences of majority of Voters in the areas bordering Rajasthan being sidelined. Millions of voters in those regions are grappling with an increasing tsunami of AI-generated political content, and in many cases, they do not have robust institutional support, and they lack sufficient digital literacy. The gap outline below is not theoretical in nature, but they represent the real problems that common citizens encounter when engaging in democratic activities.

### **Research Design and Methodology**

The need to know how misinformation goes viral in elections is not as easy as it sounds to highlight the viral video or a single misleading post. It involves putting aside and viewing the bigger picture the system, habits and conditions that enable false narratives to take root and propagate over a period of time. In this research, the broader perspective is adopted because it involves secondary research as a data collection design in the process of identifying the functioning of the electoral misinformation in the state of Rajasthan. The proliferation of AI based misinformation cannot be easily achieved by bare observational means. It plays out on a multitude of interactions of platform algorithm, social networks and daily digital practices. Through the analysis of current datasets and research on voting behaviour, digital communication, and the new technologies, this approach will allow drawing broader trends in the data to the reality that people are living in their everyday life.

In order to achieve this, the work makes use of diverse sources that are credible. These contain reports and data of Election Commission of India, Centre of Study of developing societies with its Lok Niti - CSDS programme, Association of Democratic Reforms, and the Digital Empowerment Foundation. Government-published demographic data on Rajasthan is also utilized to perceive social and economic context of the state since statistics only make sense, when we compare them. The theoretical framework to explain the



findings is based on the academic literature on artificial intelligence, deep fake, algorithmic communication, and election wrong or false misinformation.

## **Secondary Data Sources**

The study draws on arrange of secondary sources, each helping to piece together a clearer picture of how misinformation interact with electoral realities:

1. Reports by Election Commission of India: On the basis of the Reports from the Election Commission of India holds a crucial data on voter registration, turnout of voters, youth participation-in the campaign. These numbers are not just statistics they help us see who is actually takes part in elections in Rajasthan, and under what circumstances.
2. CSDS Lokniti Election Studies: Surveys by the Centre for the Study of Developing societies (Lokniti program) give a closer view point at voter behaviour, political know how, and media engrossment. They reflect how people from various background access and interpret political information, and how digital platforms have gradually become part of that process.
3. Association for Democratic Reform Reports: This report primarily focused on the electoral transparency, campaign practices and, the presence of deception. They provide a a overview where democratic processes are under pressure or threat and how false or grape vine narratives can shape public understanding.
4. Data for Empowerment of Digital Foundation: It provides the data of track internet access, digital infrastructure and level of digital literacy. These figures point to a deeper issue not just who is online but who is able to question and make sense of what they see online.
5. Rajasthan Demographic Statistics: Demographic data from the government of Rajasthan show differences in literacy, education and digital access across regions. These pattern matters because the impact of misinformation is not evenly spread it often follows existing social and economic divides.

## **Data Analysis**

A State Transformed– But at what cost? If you walk in to almost any home in Rajasthan today whether it's a busy neighbourhood in Jaipur or a small village in Barmer you will notice one thing immediately: almost everyone has a Smartphone, over the last few years, cheaper data and affordable devices have brought a large number of people online. For many, social media is no longer just entertainment; it has become the ir

main source of political information. Platform like WhatsApp, YouTube, and Facebook are now where people hear about candidate, watch speeches, and form opinions. The same platforms that connect people to political information now expose them to a constant flow of content that is not always easy to trust.

When AI becomes a tool of deception: Artificial intelligence has pushed this problem further. Earlier, misinformation was often basic edited images or misleading text. It is far more convincing and manipulative in nature. AI tool can create videos of politicians saying things they never said, generate large volumes of posts within hours, and even tailored messages to specific groups of voters. The 2024 Indian General elections offering a disturbing glimpse of AI 's electoral potential deep fakes of political leaders, synthetic speeches, and manipulated content across digital platforms, reaching millions of voters before any verification (Anadi, Kar Singh, 2024). As research suggest people do not always need to fully believe something for it to have an effect. Sometimes being unsure is enough. Over time, this uncertainty weak entrust not only in information brutal so in institutions. The People Left Most Exposed

In Rajasthan, differences in education, digital familiarity, and access to reliable information shapes how people experience misinformation. A first-time Smartphone user in rural areas, someone with limited formal education oral person whose main source of news is a few WhatsApp groups these individuals are more likely to encounter misleading content and facts can be easily moulded for them. Misinformation finds it easiest path not through strangers, but through people we trust most. When a fabricated political video arrives from family member or a close friend, we don't fact check it and we believe it because we believe them (Biju and Gayathri, 2023).

Regulation that has not kept up: The Election Commission of India has introduced guidelines for digital campaigning, and Ministry of Electronics and Information Technology has issued directions to platform regarding harmful content. But these efforts are still catching up with the speed and complexity of problem. The legal frame work India has today been written for a world that no longer exists. The gap between what the laws can do and what technology already does is where misinformation quietly wins (Mohan and Wadhwa, 2023).

## **Conclusion**

This indicates that the social media driven by AI has quickly received political information or data than the systems that regulate it. The effect of such an imbalance could be seen in the state of Rajasthan too. People

who are already at a boundary in terms of education and access to information are more likely to cognitively understand the effect of misinformation or information.

1. **Make A Digital Literacy A Real Priority:** The state of Rajasthan needs to focus on digital literacy programs in local languages such as Marwari, Mewari, and Hadauti. These programs need to go beyond the scope of just awareness programs and need to be integrated into the educational system and communities. Once the habit of analysing and evaluating information is inculcated in the minds of the people, the effect of misinformation will be negligible.
2. **Move Beyond Advisories to Clear Laws:** Just issuing guidelines is not enough for the country of India. There needs to be proper laws implemented with regard to the use of AI in the elections and the labelling and understanding of the false content and taking strict actions against the use of deep fakes.
3. **Greater Responsibility from Platforms:** It is one of the major responsibilities to access the use of AI under surveillance and with vigilant support system. Platform should keep a track on the users also so that it can be used fairly.
4. **Bringing Fact-Checking Closer to Communities:** The fact-checking process has to move beyond the metropolitan areas. In the case of Rajasthan, localized and language-based fact-checking systems can be very effective. Community-based systems such as a network can help people fact-check the information at the grassroots level.

## Reference

- Anadi. (2024). Deep fakes, deeper impacts: AI's role in the 2024 Indian general election and beyond.
- Biju, P. R., & Gayathri, O. (2023). Self-breeding fake news. *The International Journal of Information, Diversity, & Inclusion*, 7(1/2).
- Citron, D., & Chesney, R. (2020). Examining the implications of deepfakes for election integrity.
- Garimella, K., & Chauchard, S. (2024). Is AI misinformation influencing elections in India?
- Gupta, S. (2026). Disinformation and electoral justice: Democratic challenges for India. *SSRN Electronic Journal*.
- Holoien, A., et al. (2022). Deepfakes and democracy (Theory): How synthetic audio-visual evidencing undermines trust in political institutions.



Kar Singh, A. (2024). Artificial elections and deepfakes in Indian elections.

Kumar, P. (n.d.). Social media and electoral politics in India: The changing dynamics.

Mohan, S., & Wadhwa, S. (2023). Deepfakes and shallow laws: Regulating distorted narratives in the political cyberspace.

Momeni, M. (2025). Artificial intelligence and political deepfakes: Shaping citizen perceptions through misinformation. *Journal of Creative Communications*.

Paris, B., & Donovan, J. (2025). The origin of public concerns over AI supercharging misinformation in the 2024 U.S. presidential election.

Sharma, A. D. (2024). The backstage of democracy.

**Publisher's Note:** *The views and opinions expressed in this article are solely those of the author(s) and do not necessarily reflect those of the publisher, editors, or the editorial board.*