

THERE IS BIPARTISAN CONCERN ABOUT THE USE OF AI IN THE 2024 ELECTIONS

Only 14% of adults are even somewhat likely to use artificial intelligence (AI) to get information about the upcoming presidential election, and a majority are concerned about AI increasing the spread of election misinformation, according to a new UChicago Harris/AP-NORC Poll.

AI, which is designed to be capable of performing tasks that humans can do such as recognizing speech or pictures, is a relatively unfamiliar technology for most people. Fifty-four percent of adults have not read or heard much at all about AI and just 30% report they have used an AI chatbot or image generator. Younger adults are more familiar with AI, but they are just as skeptical as older adults about its use in the 2024 election.

There is a bipartisan consensus that the use of AI by either voters or candidates would be more of a bad thing than a good thing, although the public is split on using AI chatbots to find information about how to register to vote. Fewer than 1 in 10 report it would be a good thing for voters to use chatbots to decide who to vote for (8%), for candidates to tailor political advertisements to individual voters (7%), or for candidates to use AI to edit or touch-up photos and videos (6%).



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Three Things You Should Know About the UChicago Harris/AP-NORC Poll Among U.S. Adults:

- 1) Only 14% are at least somewhat likely to use AI chatbots to get information about the 2024 presidential election.
- 2) 58% think the use of AI will increase the spread of misinformation during the 2024 presidential election.
- 3) 62% of Republicans and 70% of Democrats support candidates taking a pledge not to use AI generated content in their campaigns.

Adults are more likely to say it is a good thing for voters to use AI chatbots to find information about how to register to vote (37%) or find information on how to cast a ballot (26%), although studies show these are the types of information for which AI is less likely to provide reliable answers.¹

Overall, 58% of adults are concerned about the use of AI increasing the spread of false information during the 2024 presidential election, and those who more familiar with AI tools are more likely to say its use will increase the spread of misinformation (66% vs 51%).

Although younger adults have heard more about AI and are more likely to have used it than older adults, younger adults are no more likely than older adults to say they will use AI chatbots to get information about the election.

Most adults, regardless of age or partisanship, believe that technology companies (83%), social media companies (82%), the news media (80%), and the federal government (80%) share at least some responsibility when it comes to preventing the spread of misinformation by AI.

There is also bipartisan support when it comes to a variety of actions to address the use of AI. Majorities favor the federal government banning AI generated content that contains false or misleading images in political ads (66%), technology companies labeling all AI generated content made on their platforms (65%), and politicians and the groups that support them making a pledge not to use AI generated content in their campaigns (62%).

The nationwide poll was conducted by the University of Chicago Harris School of Public Policy and The Associated Press-NORC Center for Public Affairs Research from October 19 to October 23, 2023, using AmeriSpeak®, the probability-based panel of NORC at the University of Chicago. Online and telephone interviews using landlines and cell phones were conducted with 1,017 adults. The margin of sampling error is +/-4.1 percentage points.

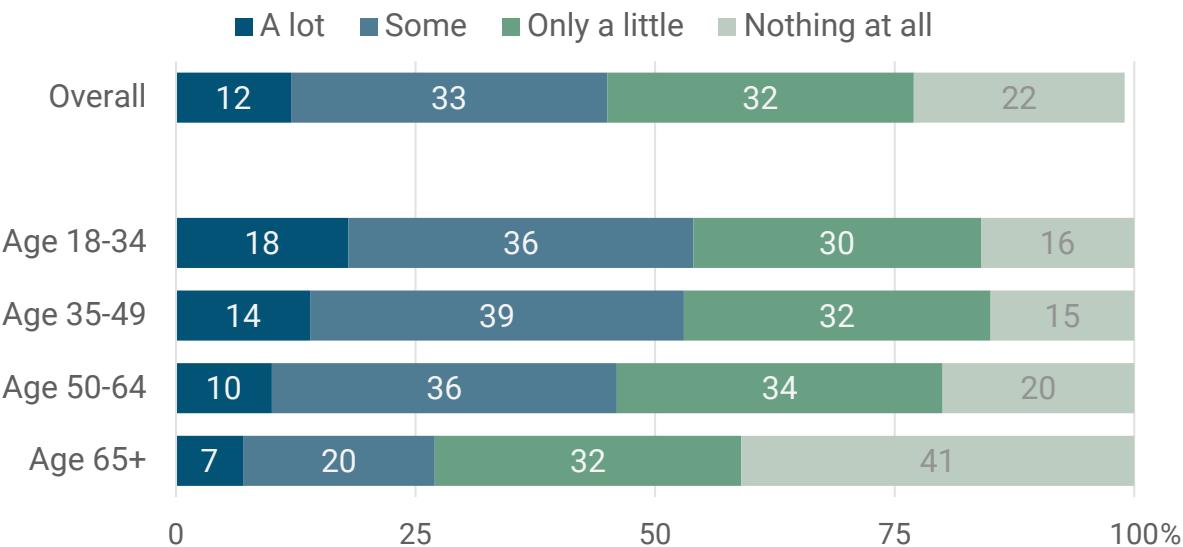
¹"Chatbots sometimes make things up. Is AI's hallucination problem fixable?" *The Associated Press*. 2023. <https://apnews.com/article/artificial-intelligence-hallucination-chatbots-chatgpt-falsehoods-ac4672c5b06e6f91050aa46ee73lbcf4>

MANY ADULTS HAVE HEARD ABOUT AI TOOLS, BUT FEW HAVE USED THE TECHNOLOGY.

While 46% of adults have heard or read at least some about AI, less than a third have used an AI chatbot or another tool. Younger adults are more likely to have heard about AI and are more than twice as likely to have used an AI tool than older adults.

Nearly half of adults have heard or read at least some about AI tools.

Percent of adults



Question: How much, if anything, have you heard or read about AI chatbots or tools?

Source: UChicago Harris/AP-NORC Poll conducted October 19-23, 2023 with 1,017 adults nationwide.



*NORC

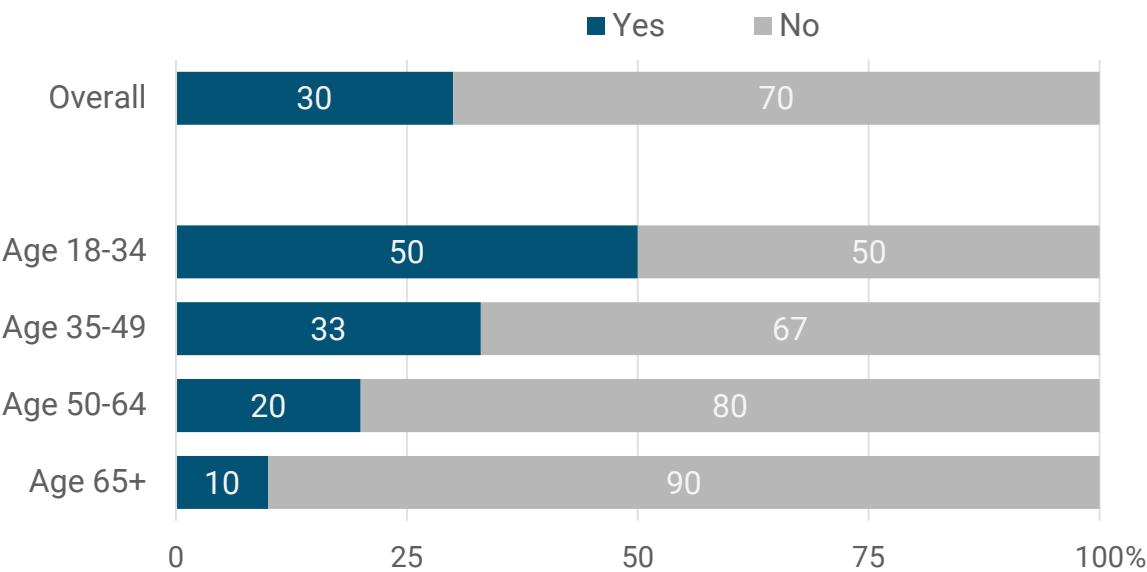
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Thirty percent of adults have used any form of AI asked about on the survey, including 26% who have used AI chatbots and 13% who have used image generating tools.

Younger adults are more likely to report using an AI tool. Half of those age 18 to 34 have used an AI tool compared to a third of adults age 35 to 49, and less than a quarter of adults age 50 and older.

Younger adults are the most likely to have used an AI tool.

Percent of adults who have used AI chatbot or other tool



Question: [An AI chatbotm such as ChatGPT, Google Bard, or Bing Chat] / [An AI tool that generates an image based on a prompt, such as Midjourney or DALL-E] Have you ever used each of the following types of AI tools, or not?

Source: UChicago Harris/AP-NORC Poll conducted October 19-23, 2023 with 1,017 adults nationwide.



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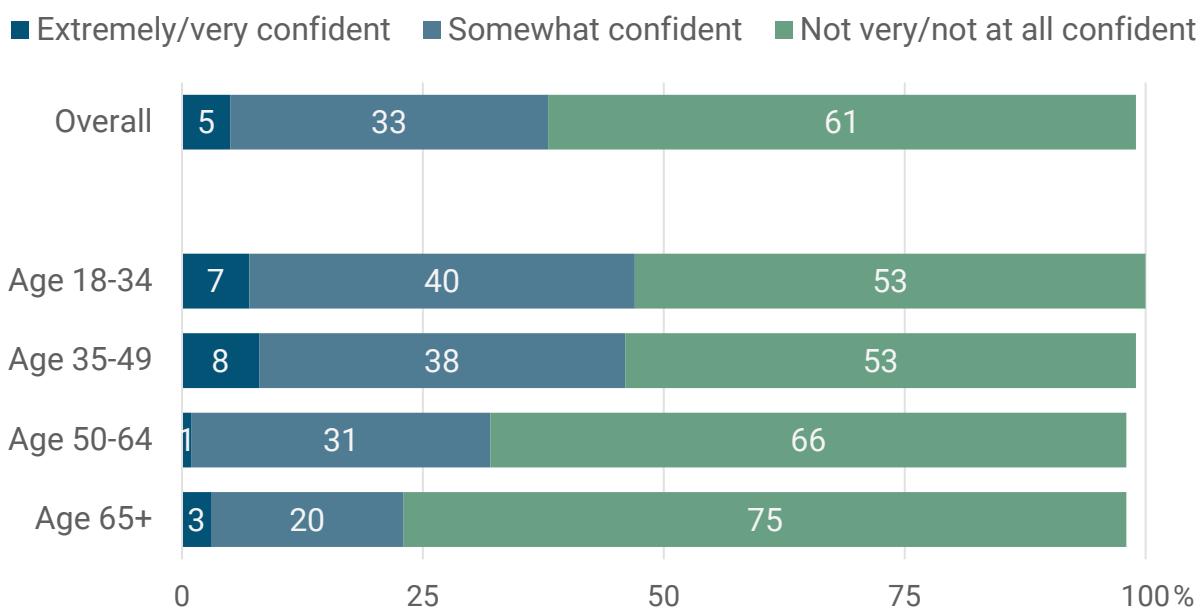
THE PUBLIC LACKS CONFIDENCE THAT INFORMATION FROM AI CHATBOTS IS RELIABLE AND FACTUAL.

Sixty-one percent of adults are not very or not at all confident that the information from AI chatbots is reliable, while 33% are somewhat confident. Just 5% are extremely or very confident.

Younger adults are more confident than older adults in the reliability of information from AI, although about half are still not too confident.

Most lack confidence in the reliability of information from AI chatbots.

Percent of adults



Question: How confident are you that information from AI chatbots like ChatGPT or Bing Chat is reliable and factual?

Source: UChicago Harris/AP-NORC Poll conducted October 19-23, 2023 with 1,017 adults nationwide.



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While few adults are very confident in information from AI chatbots, 50% of those who have used some kind of AI chatbot or tool are somewhat confident in the reliability of its information compared to 26% of those who have not done so.

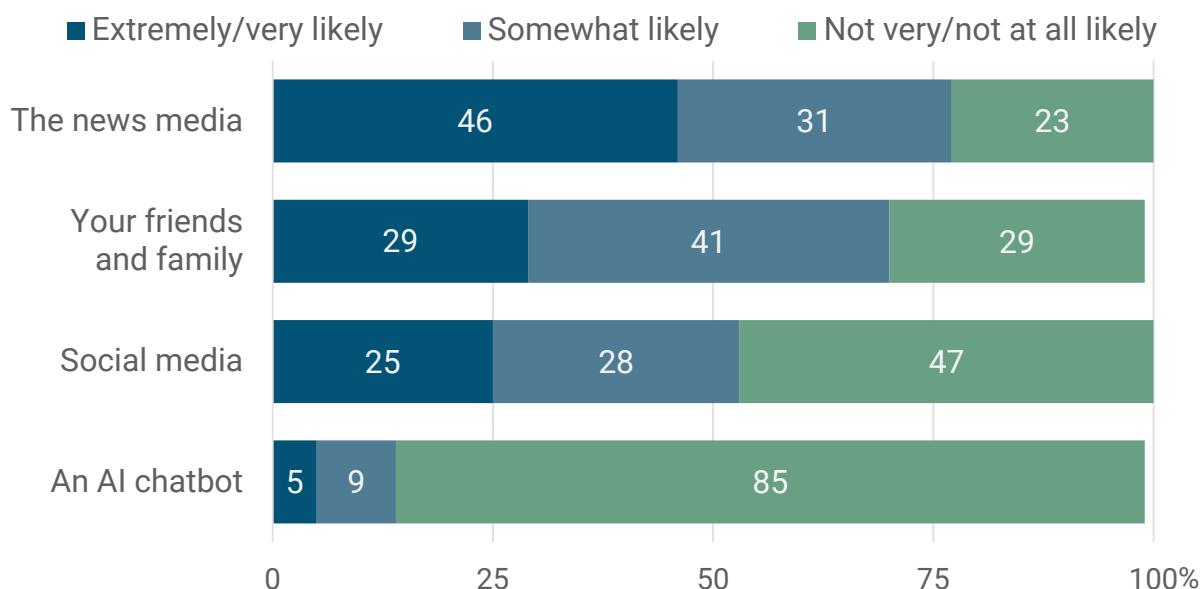
Similarly, adults who have heard or read at least some about AI tools are more likely to be somewhat confident in their reliability than those who have heard less about it (39% vs 27%).

MOST ADULTS ARE UNLIKELY TO USE AI TO GET INFORMATION ABOUT THE 2024 PRESIDENTIAL ELECTION, AND FEW THINK THE USE OF AI IS A GOOD THING FOR VOTERS AND CANDIDATES.

Only 14% of adults are even somewhat likely to use AI chatbots to get information about the 2024 presidential election. People are at least somewhat more likely to get information about the election from social media (52%), friends and family (70%), or the news media (77%).

Few adults plan to get information about the 2024 presidential election from AI chatbots.

Percent of adults



Question: When it comes to the 2024 presidential election, how likely are you to get information from each of the following sources?

Source: UChicago Harris/AP-NORC Poll conducted October 19-23, 2023 with 1,017 adults nationwide.

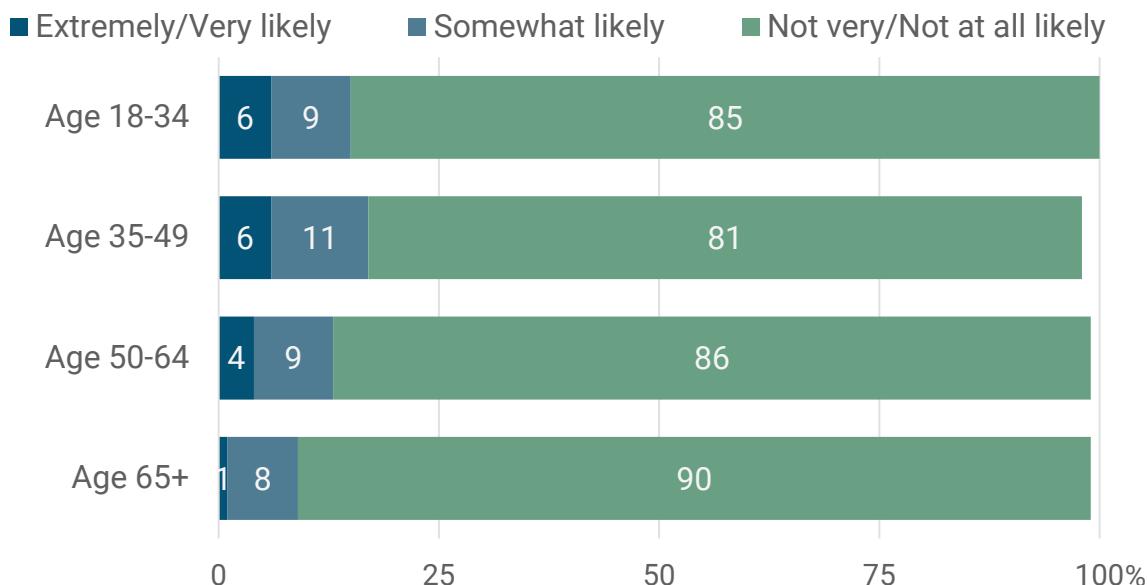


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While younger adults use chatbots more than their older counterparts, they are no more likely to say they will use AI chatbots to get information about the 2024 presidential election.

Younger adults are no more likely than older adults to say they will use AI chatbots to get information about the 2024 presidential election.

Percent of adults



Question: [An artificial intelligence, or AI, chatbot] When it comes to the 2024 presidential election, how likely are you to get information from each of the following sources?

Source: UChicago Harris/AP-NORC Poll conducted October 19-23, 2023 with 1,017 adults nationwide.



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The public is skeptical of both voters and candidates using AI during the 2024 elections, but it is generally more optimistic about its value for voters.

AI experts are concerned about voters using AI for factual data like where to vote or how to register.² However, people feel more confident in the tool for those purposes rather than learning about candidates, issues, or helping to decide who to support. And a majority think the use of AI by candidates for a variety of campaign purposes is a bad thing.

² "Chatbots sometimes make things up. Is AI's hallucination problem fixable?" The Associated Press. 2023. <https://apnews.com/article/artificial-intelligence-hallucination-chatbots-chatgpt-falsehoods-ac4672c5b06e6f91050aa46ee73lbcf4v>

Adults are most positive about voters using AI tools to get information about how register to vote or cast a ballot.

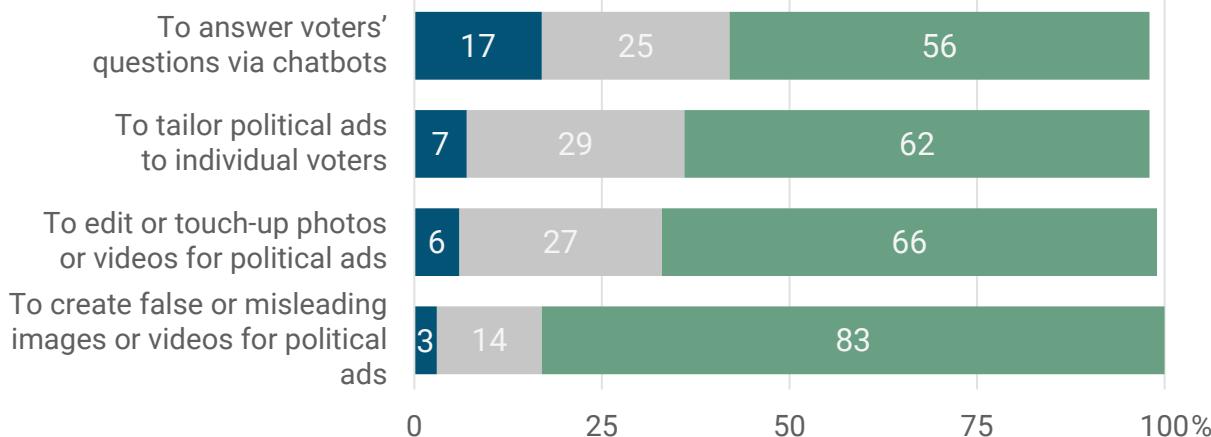
Percent of adults

■ Good thing ■ Neither good nor bad thing ■ Bad thing

Voters using AI chatbots ...



Candidates using AI ...



Question: When it comes to the 2024 presidential election, do you think each of the following would generally be a good thing, a bad thing, or neither a good nor bad thing?

Source: UChicago Harris/AP-NORC Poll conducted October 19-23, 2023 with 1,017 adults



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Older adults are generally more negative than younger adults about candidates and voters using AI. For example, 85% of adults age 65 and older say candidates using AI to edit or touch-up their political advertisements would be a bad thing, compared to 71% of those age 50 to 64, 59% of those age 35 to 49, and 52% of those age 18 to 34. Adults of all ages agree, however, that candidates using AI to create false or misleading images for their political advertisements is a bad thing. And even though they are more positive than other age groups, about half or more of adults age 18 to 34 say candidates using AI for any reason asked about or voters using AI to decide who to vote for are bad things.

Majorities of both Democrats and Republicans are against candidates using AI tools in each situation asked about and believe voters using an AI chatbot to decide who to vote for or to find information about a candidate or issue would overall be a bad thing. Both parties are more neutral when it comes to voters using AI chatbots to find out how to register to vote or how to cast a ballot.

THE PUBLIC IS CONCERNED ABOUT AI INCREASING THE SPREAD OF MISINFORMATION DURING THE 2024 PRESIDENTIAL ELECTION, AND MAJORITIES BELIEVE TECHNOLOGY COMPANIES, THE NEWS MEDIA, SOCIAL MEDIA COMPANIES, AND THE FEDERAL GOVERNMENT ALL HAVE RESPONSIBILITY TO PREVENT IT.

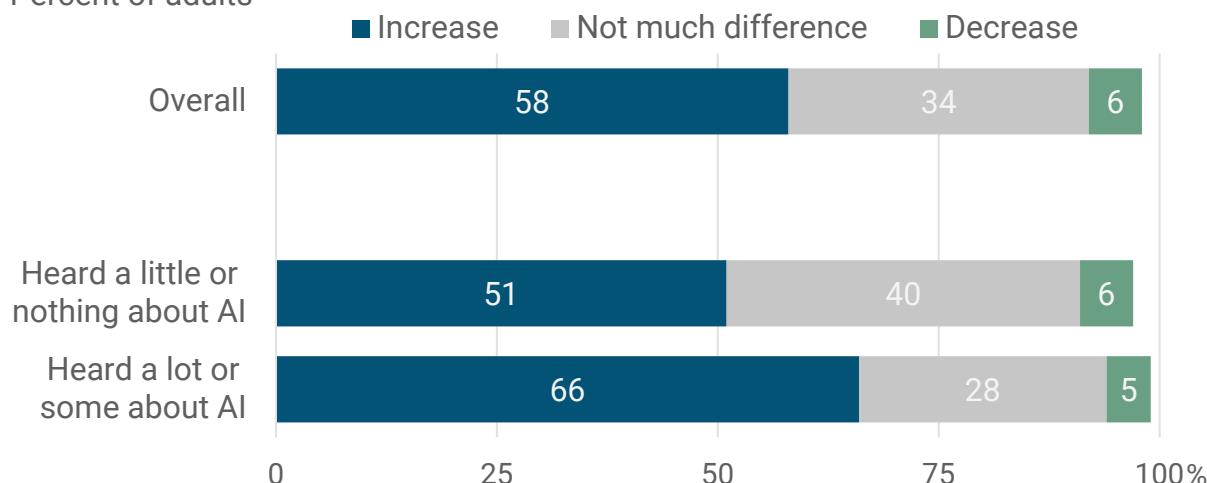
Fifty-eight percent of adults think the use of AI will increase the spread of false information during the 2024 presidential election, while 34% say it won't have much of a difference. Only 6% believe it will decrease misinformation.

Younger adults are generally as pessimistic as older adults.

Adults who have heard or read at least some about AI tools are more likely to believe its use will increase the spread of false or misleading information, while those who have not heard as much about it are more likely to say it won't make much of a difference.

Most adults think the use of AI will increase the spread of misinformation during the 2024 presidential election.

Percent of adults



Question: Overall, do you think the use of AI will do more to increase or decrease the spread of false or misleading information in the 2024 presidential election, or won't it make much of a difference?

Source: UChicago Harris/AP-NORC Poll conducted October 19-23, 2023 with 1,017 adults nationwide.



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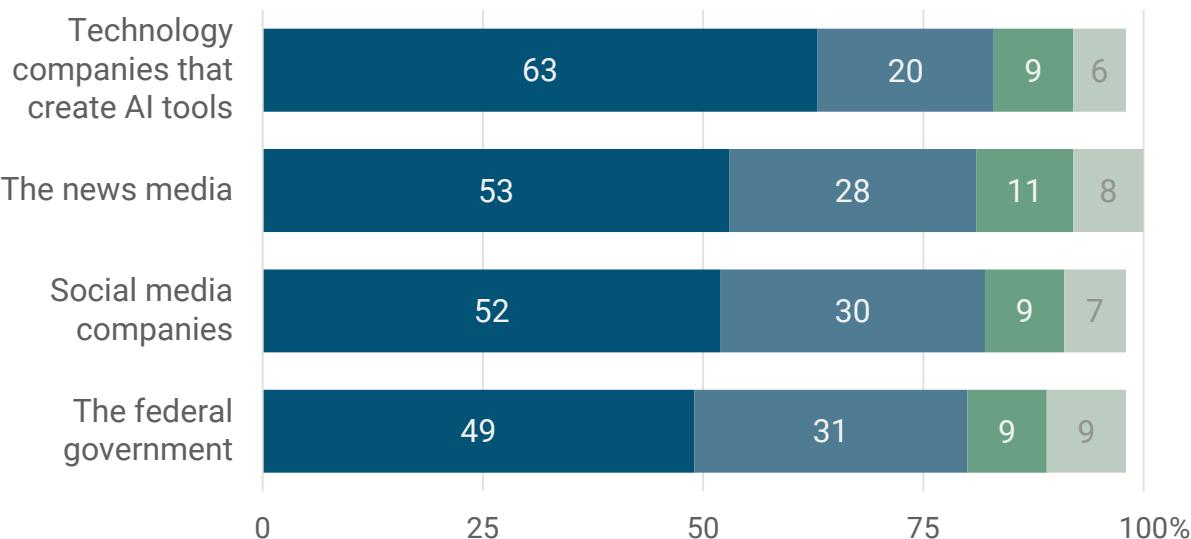
Adults who are not confident in the reliability of information from AI chatbots or tools are especially concerned that AI will increase the spread of misinformation compared to those who are at least somewhat confident (69% vs 41%).

Large majorities of adults across age groups and partisan identities say that technology companies that create AI tools, social media companies, news media, and the federal government share at least some responsibility in preventing AI-generated false or misleading information. Sixty-three percent say technology companies have a lot of responsibility, while about half say the same about other factors.

Most cite technology companies as most responsible to prevent AI-generated misinformation in the 2024 presidential elections

Percent of adults

■ A lot ■ Some ■ Only a little ■ None at all



Question: How much responsibility do you think each of the following have to prevent AI-generated false or misleading information in the 2024 presidential elections?

Source: UChicago Harris/AP-NORC Poll conducted October 19-23, 2023 with 1,017 adults nationwide.



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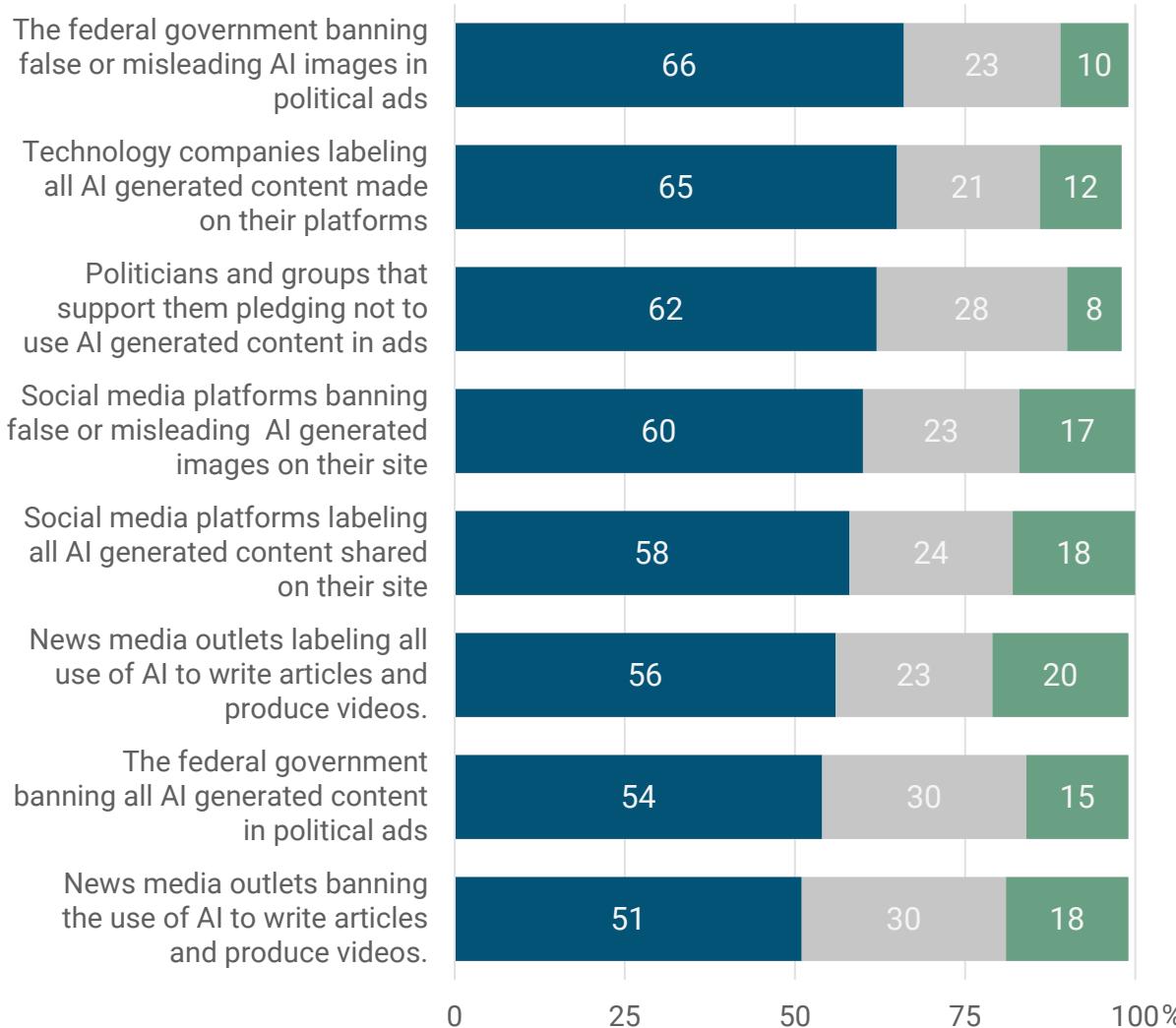
DEMOCRATS AND REPUBLICANS ARE OPEN TO A VARIETY OF ACTIONS TO REGULATE THE USE OF AI.

Adults are more supportive than opposed to eight different proposed actions to control the use of AI. About two-thirds are in favor of technology companies labeling all AI generated content made on their platforms and a federal government ban on AI generated content that contains false or misleading images in political ads.

Most adults favor actions to address the use of AI.

Percent of adults

■ Favor ■ Neither favor nor oppose ■ Oppose



Question: When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?

Source: UChicago Harris/AP-NORC Poll conducted October 19-23, 2023 with 1,017 adults nationwide.

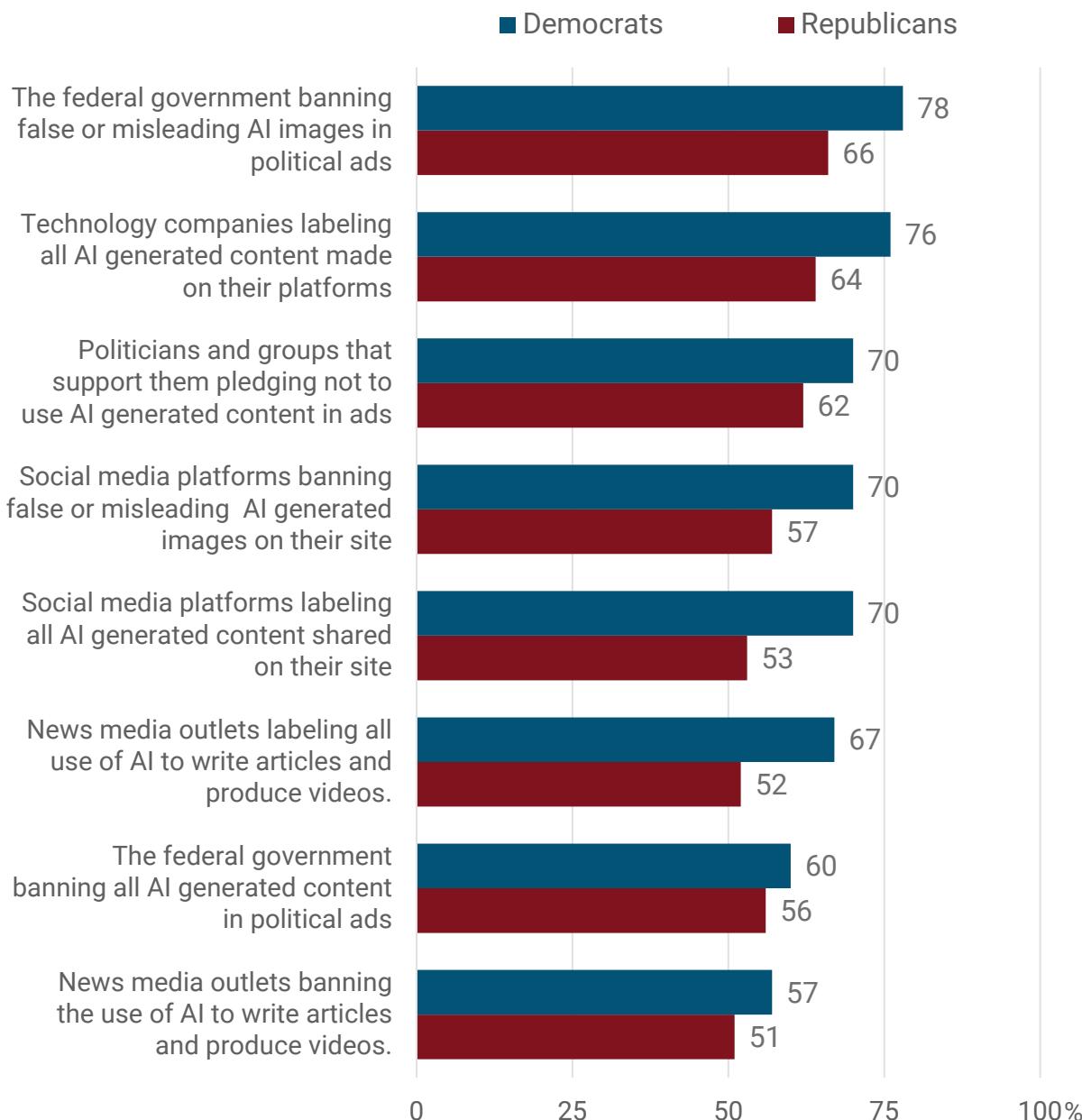


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And while Democrats are more supportive than Republicans of each of the eight potential actions, more Republicans favor than oppose each proposal as well.

More adults favor than oppose each proposed AI action.

Percent of adults who favor



Question: When it comes to AI, would you favor, oppose, or neither favor nor oppose each of the following?

Source: UChicago Harris/AP-NORC Poll conducted October 19-23, 2023 with 1,017 adults nationwide.

Adults who have heard or read at least some about AI tools are more likely to support technology companies labeling all AI generated contents made on their platforms (75% vs 57%), news media outlets labeling all use of AI to write articles or produce videos (68% vs 46%), or social media platforms labeling all AI generated content shared on their site (67% vs 49%).

Similarly, adults who are not confident in the reliability of information from AI chatbots or tools are more likely than those who are at least somewhat confident to favor politicians and the groups that support them pledging not to use AI tools in their ads (68% vs 52%), the federal government banning all AI generated content in political (62% vs 41%), or news media outlets banning the use of AI to write articles or produce videos (59% vs 39%).

STUDY METHODOLOGY

This survey was conducted by the University of Chicago Harris School of Public Policy and The Associated Press-NORC Center for Public Affairs Research with funding from the Harris School of Public Policy. Staff from Harris Public Policy and The AP-NORC Center collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Omnibus®, a monthly, multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame or a secondary national address frame, both with over 97% coverage of all U.S. addresses, and then contacted by U.S. mail, email, telephone, or field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings population.

Interviews for this survey were conducted between October 19 and October 23, 2023, with adults age 18 and older representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,017 completed the survey—945 via the web and 72 via telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in English. Respondents were offered a small monetary incentive (\$3) for completing the survey.

The final stage completion rate is 16.4%, the weighted household panel recruitment rate is 21.5%, and the weighted household panel retention rate is 78.9%, for a cumulative response rate of 2.8%. The overall margin of sampling error is +/- 4.1 percentage points at the 95% confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error, and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 51 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study-specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2023 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

For more information, visit www.apnorc.org or email info@apnorc.org.

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