



## THE ROLE OF AI IN POLITICAL SCIENCE

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**Introduction:**

In today's world, technology is changing the way we live, work, and even understands politics. One of the most important technological developments is Artificial Intelligence (AI). AI refers to computer systems that can think, learn, and analyze information in ways similar to humans. Because of this ability, AI is slowly becoming an important part of political science.

Earlier, political science mainly depended on books, historical records, surveys, and manual data analysis. These methods were useful but often time-consuming and limited. With the introduction of AI, political scientists can now study large amounts of information such as election data, social media opinions, government policies, and public responses much faster and more accurately. This helps researchers understand political behaviour and decision-making in a better way.

AI is also helping governments improve their services through digital platforms, online grievance systems, and data-based policy planning. However, while AI brings many benefits, it also creates new concerns such as privacy issues, misuse of data, and the spread of fake political information. Therefore, it becomes important to study AI carefully and use it responsibly in democratic systems.

In simple terms, AI is giving political science new tools and new directions, helping us understand politics in a more modern and practical way while reminding us to protect human values and democracy.

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**Objectives of The Role of AI in Political Science:**

1. To understand the use of AI in political research and analysis.
2. To study the impact of AI on elections and voting behaviour.
3. To examine the role of AI in public policy and governance.
4. To analyze the influence of AI on political communication and media.
5. To evaluate the ethical and democratic challenges created by AI.



### **Research Methodology:**

This study adopts a descriptive and analytical research methodology to examine the role and impact of Artificial Intelligence in the field of political science. Secondary data is used for the study. Data is collected from books, research articles, academic journals, government reports, policy documents, and reliable online sources related to AI and political science. The study covers the application of AI in areas such as elections, public policy, governance, political communication, and international relations. The research is limited to available secondary sources and focuses on theoretical and practical aspects rather than technical details of AI.

### **To Understand the Use of AI in Political Research and Analysis:**

The main objective of this study is to understand how Artificial Intelligence (AI) is helping researchers and scholars in the field of political science. In recent years, political research has expanded beyond traditional methods such as interviews, surveys, and historical study. AI has introduced advanced tools that help researchers analyze large amounts of political information quickly and accurately.

AI helps political scientists collect and study data from various sources such as election results, social media platforms, government reports, public opinion surveys, and policy documents. By using techniques like machine learning and data analytics, AI can identify patterns, trends, and relationships in political behaviour that may not be easily visible through manual analysis. This makes political research more scientific, reliable, and efficient.

AI is also useful in predicting political outcomes, such as election trends, policy impacts, and public responses to government decisions. It allows researchers to compare political

developments across different regions and time periods. Additionally, AI helps in analyzing political speeches, manifestos, and public communication to understand political ideologies and strategies.

However, while studying the use of AI in political research, it is also important to understand its limitations and challenges. Issues like data bias, privacy concerns, and misuse of information can affect research outcomes. Therefore, this objective also focuses on understanding how AI can be used responsibly and ethically in political studies.

Overall, this objective aims to explore how AI is transforming political research by making it more data-driven, accurate, and modern while ensuring that human judgment and democratic values remain important.

### **To Study the Impact of AI on Elections and Voting Behaviour:**

The objective of this study is to examine how Artificial Intelligence (AI) is influencing elections and shaping voting behaviour in modern democratic systems. With the increasing use of digital technology and social media, AI has become an important tool for political parties, election analysts, and researchers to understand voter preferences and political trends.

AI helps in analyzing large amounts of voter data, including demographic information, public opinion surveys, social media activity, and past election results. By using data analytics and machine learning techniques, AI can identify patterns in voter behaviour, such as how different groups respond to political campaigns, issues, and leadership styles. This helps political parties design more targeted and effective election strategies.

AI is also used in predicting election outcomes by studying voting trends and public sentiment. Political organizations use AI-based tools to monitor public reactions to political speeches,



campaign messages, and government policies. Social media platforms use AI algorithms to distribute political content, which can influence public opinion and voter decision-making.

At the same time, AI has created new challenges in elections. The spread of fake news, misinformation, and manipulated political content through AI-generated media can affect voter perceptions. AI-based micro-targeting of voters can also raise concerns about privacy and ethical campaigning practices. These developments make it necessary to study the democratic impact of AI in electoral processes.

Therefore, this objective focuses on understanding both the positive and negative effects of AI on elections and voting behaviour. It aims to examine how AI can improve election analysis and voter engagement while also highlighting the need for regulations to ensure fair and transparent electoral practices.

### **To Examine the Role of AI in Public Policy and Governance:**

The objective of this study is to examine how Artificial Intelligence (AI) is being used in the areas of public policy and governance to improve decision-making, administration, and public service delivery. In recent years, governments across the world have started using AI to manage complex policy challenges and respond more effectively to citizens' needs.

AI helps policymakers analyze large volumes of data related to economic conditions, social welfare, healthcare, education, and public administration. By studying this data, AI systems can predict policy outcomes, identify social problems, and suggest better policy options. This allows governments to design policies that are more efficient, evidence-based, and responsive to public needs.

In governance, AI is widely used in e-governance initiatives such as digital service platforms, online grievance redressal systems, and automated administrative processes. These applications help reduce delays, minimize corruption, and improve transparency and accountability in government functioning. AI-powered tools also support officials in monitoring the implementation of policies and evaluating their impact on society.

AI plays an important role in improving citizen–government interaction. Chatbots, virtual assistants, and smart governance systems help citizens access information and public services easily. At the same time, the use of AI in governance raises important concerns related to data privacy, surveillance, algorithmic bias, and exclusion of marginalized groups.

Therefore, this objective aims to study both the benefits and challenges of using AI in public policy and governance. It emphasizes the need to balance technological efficiency with democratic values, ethical principles, and human oversight to ensure inclusive and responsible governance.

### **To Analyze the Influence of AI on Political Communication and Media:**

The objective of this study is to analyze how Artificial Intelligence (AI) is transforming political communication and media in the modern digital age. Political communication refers to the way political leaders, parties, governments, and media organizations share information, ideas, and messages with the public. With the rapid growth of digital media and social networking platforms, AI has become a powerful tool in shaping political messaging and public opinion.

AI helps political parties and leaders design and deliver targeted political messages by analyzing voter preferences, online behaviour, and public



sentiment. Through data analytics and machine learning, AI can identify what type of political content attracts different groups of voters. This allows political campaigns to communicate more effectively and influence public perception.

AI is also widely used in social media platforms where algorithms decide which political content users see. These algorithms analyze user interests and behavior to recommend news, speeches, campaign messages, and political advertisements. As a result, AI plays a major role in shaping political awareness, discussions, and public debates.

Another important aspect of AI in political communication is the creation and spread of digital political content. AI tools are used for speech analysis, automated content creation, and political advertisement design. However, AI has also increased the risk of misinformation, fake news, and deepfake technology, which can manipulate political information and mislead voters. This creates serious challenges for democracy and public trust in media.

Therefore, this objective focuses on understanding both the positive and negative influence of AI on political communication and media. It aims to examine how AI improves communication efficiency and public engagement while also highlighting the need for media regulation, digital literacy, and ethical use of AI to protect democratic values.

### **To Evaluate the Ethical and Democratic Challenges Created by AI:**

The objective of this study is to evaluate the ethical and democratic challenges that arise due to the growing use of Artificial Intelligence (AI) in political processes and governance. While AI offers several advantages such as faster decision-making, efficient governance, and improved political

analysis, it also creates serious concerns that can affect democratic values and human rights.

One major ethical challenge is data privacy and surveillance. AI systems often depend on large amounts of personal data collected from citizens through digital platforms, social media, and government databases. If this data is misused or accessed without proper consent, it can threaten individual privacy and civil liberties. Excessive use of AI for surveillance by governments may also lead to misuse of power and restriction of democratic freedoms.

Another important challenge is algorithmic bias and discrimination. AI systems are designed and trained using existing data, which may contain social or political biases. If these biases are not properly addressed, AI-based decisions in governance, policy-making, or political campaigns may unfairly favour certain groups while marginalizing others. This can weaken the principle of equality in democratic societies.

AI has also increased the spread of misinformation, fake news, and deepfake content in politics. AI-generated content can manipulate public opinion, mislead voters, and influence election outcomes. Such developments can reduce public trust in political institutions and democratic processes.

Additionally, the growing use of AI in governance may reduce human accountability and transparency. Automated decision-making systems may make important policy or administrative decisions without clear explanation or responsibility. This can create difficulties in ensuring fairness, justice, and democratic control over governance.

Therefore, this objective aims to critically examine the ethical risks and democratic challenges created by AI. It highlights the need for strong legal regulations, ethical guidelines, transparency, and



public awareness to ensure that AI supports democracy rather than harming it.

### Conclusion:

Artificial Intelligence is bringing significant changes to the field of political science by introducing new methods of research, improving governance, and transforming political communication. AI helps political scientists analyze large volumes of data, understand voting behaviour, evaluate public policies, and study international relations more efficiently. It also supports governments in delivering better public services, increasing transparency, and improving administrative decision-making.

However, along with these benefits, AI also creates serious challenges for democratic systems. Issues such as data privacy, surveillance, misinformation, algorithmic bias, and lack of accountability can affect public trust and democratic values. Therefore, the use of AI in politics must be carefully regulated and ethically guided.

Overall, AI is not replacing human decision-making in political science but strengthening it by providing advanced tools and deeper insights. The future of political science depends on balancing

technological progress with human values, democratic principles, and responsible governance.

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