



Protecting Arizona Voters From AI-Generated Election Misinformation

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ARIZONA ATTORNEY GENERAL KRIS MAYES



A Message from Kris Mayes

Dear fellow Arizonans,

When you cast your vote this election season, whether at a polling place or by returning your early ballot to a drop box or through the mail, it is important to have a plan. Fortunately, it is easier than ever to access information about how to vote and who's on your ballot.

But the increasing use of artificial intelligence (AI) also makes it easy to accidentally find misleading and incorrect information about our elections online. As part of our efforts to address the ongoing challenges posed by misinformation, my office developed this guide to help you recognize AI-generated content and stay alert to possible false information online.

When you need general information about elections, you should look to trusted, official sources like your local [county elections office](#) or the [Arizona Secretary of State's website](#). These are also great resources to use to check election information you come across elsewhere. And if you are unsure of when, where, and how to vote, please visit www.arizona.vote.

I am hopeful that these and the other resources available on my website at azag.gov/Election-2024 will help you find all of the information you'll need to make your voice heard in this election.

Sincerely,

Kris Mayes
Attorney General





AI and Election Misinformation

AI tools are widely available, and although they can be used for beneficial purposes, they can also be used to generate and spread misinformation about elections. With ever-evolving technology, it can often be difficult to determine what is real and what is not.

AI can be used to create deepfakes and generate misleading emails, phone calls, and text messages so realistic that they seem to be conversations with real human beings.

Once an AI-generated image or video is posted on social media, it can spread quickly. You can find accurate information about when, where, and how to cast your ballot at www.arizona.vote.

Identifying Deepfakes

A deepfake is a video or audio that seemingly appears to capture a real person or event, when in reality it was generated using AI technology. Deepfakes can convincingly depict someone making statements that they never made or doing something they never did.

With recent developments in AI technology, deepfakes can be difficult to spot and can be used to intentionally spread false or threatening information. Still, deepfakes may have some “clues” that can help identify their lack of authenticity. These include:

- **Unnatural appearance or body movements;**
- **Unusual lighting; and**
- **Shadows, or irregular audio.**

Remember: you can check the official accounts of government officials or trusted news sources to verify if any video, audio, or image with information about elections is accurate. When in doubt, consider confirming whether multiple sources are sharing the same information.





Social Media: Share With Caution

Before you share election information on social media, we recommend double-checking it with multiple trusted sources and encouraging others to do the same.

Do not share content that you suspect may be fake. In particular, if you see emotionally charged, sensational, or surprising content, you should be especially cautious—it may not be real. You should take steps to verify any information you suspect may be AI-generated before sharing or relying on it.

Remember that being “verified” doesn’t automatically make an account trustworthy. And even verified accounts with large followings could share election misinformation—intentionally or unintentionally. State and local election officials should be your go-to, trusted source for accurate election information.

Be Careful When Using Chatbots and Search Engines

Chatbots are AI programs that can respond to user requests and questions. The official www.arizona.vote site has a chatbot called “AZ BallotBot” where you can find accurate information about elections.

But chatbots on other sites may provide incorrect answers, including to questions about voting and elections. If you rely on the information provided to you by a chatbot other than the Secretary of State’s official “AZ BallotBot,” there’s a chance you could end up at the wrong polling site or you may receive inaccurate information about important deadlines.

Additionally, some search engines provide AI-generated summaries for search results. Because of this, we recommend using the website of your local election official or www.arizona.vote.





Verify Important Election Information

You should visit your [local election official](#) or the [Arizona Secretary of State's](#) websites for trustworthy and accurate information about the upcoming election. They have details on things like:

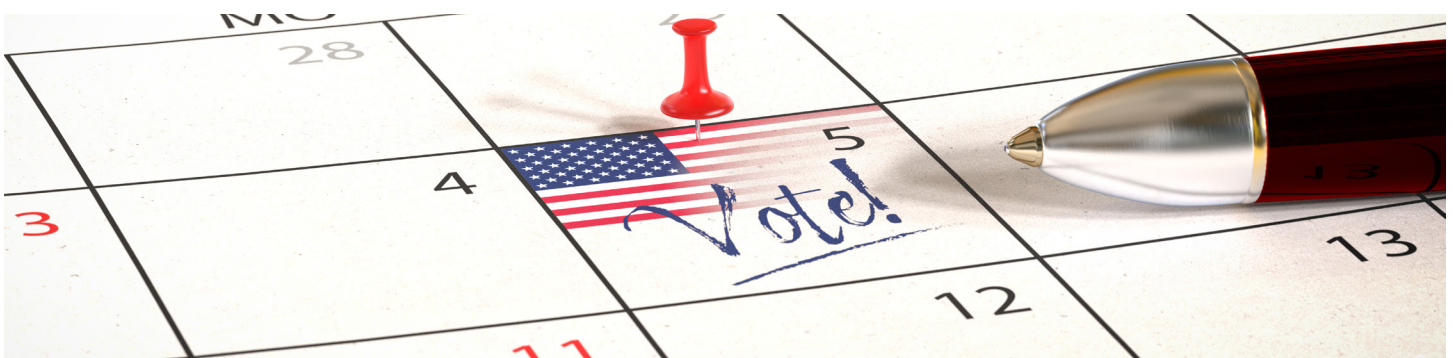
- **Polling location changes or closures;**
- **Polling location opening and closing times;**
- **All voting deadlines, including deadlines for registering to vote, requesting absentee ballots, and returning absentee ballots;**
- **Ballot instructions;**
- **Eligibility to vote; and**
- **Anything else that affects your ability to vote.**

Remember: you can check the official accounts of government officials or trusted news sources to verify if any video, audio, or image with information about elections is accurate. When in doubt, consider confirming whether multiple sources are sharing the same information.

Report Misinformation

Arizona law restricts the use of deepfake images of election candidates, and creators may be subject to civil penalties. If you encounter an election-related deep fake video or image, you can [report it to the Secretary of State's Office](#).

[Click Here to Report Election Misinformation](#)





KRIS MAYES