

ARTIFICIAL INTELLIGENCE AND ELECTORAL CAMPAIGN STRATEGIES IN ADAMAWA STATE, NIGERIA

Mivanyi Kagu Malgwi¹ and Jones Yusuf²

*Adamawa State University, Mubi, Faculty of Social Sciences, Communication and Media Studies,
Department of Political Science*

*Adamawa State University, Mubi, Faculty of Administration and Management Sciences,
Department of Public Administration*

mivanyikagu06@gmail.com, Jonesyusuf4@gmail.com

Abstract

This study examines the role of Artificial Intelligence (AI) in shaping electoral campaign strategies and election outcomes in Adamawa State, Nigeria. Against the backdrop of rapid digital transformation and growing adoption of AI-driven tools in political communication, the study investigates how technologies such as social media algorithms, data analytics, chatbots, and targeted online advertising are deployed by political actors; how they influence voter behavior and opinion formation, and the ethical challenges they pose to democratic processes. Adopting a descriptive survey research design, the study drew data from a sample of 400 respondents comprising political party officials, campaign managers, media personnel, and registered voters across the three senatorial districts of Adamawa State. Primary data were collected through structured questionnaires, while secondary data were sourced from academic literature, official election documents, and media reports. Quantitative data were analyzed using descriptive statistics, while qualitative insights complemented the analysis. Anchored in the Agenda-Setting Theory, the study concludes that AI is reshaping electoral campaign strategies and influencing election outcomes in both positive and problematic ways. Findings reveal that AI tools are increasingly integrated into electoral campaigns in Adamawa State, particularly in voter targeting, personalized messaging, and online political advertising. While AI-driven campaign messages were widely observed, their influence on voter engagement was mixed; however, targeted online advertisements were found to significantly shape voter opinions about candidates. The study also identifies major ethical concerns, notably privacy violations, data misuse, and the potential of AI-generated content such as deep fakes and automated propaganda to mislead voters and undermine electoral integrity. Respondents strongly supported the regulation of AI in electoral campaigns, emphasizing the need for transparency, fairness, and accountability. It recommends the development of robust legal and ethical frameworks, enhanced voter education, institutional capacity-building, and collaboration with technology platforms to ensure the responsible use of AI in Nigeria's electoral processes.

Keywords: *Artificial Intelligence, Electoral Campaigns, Voter Behavior, Electoral Integrity.*

Introduction

The rapid advancement of digital technologies has significantly transformed political communication and campaign strategies across the world. In recent years, Artificial Intelligence (AI)

has emerged as a powerful tool capable of analyzing large volumes of data, predicting voter behavior, and enhancing political messaging. AI-driven technologies such as data analytics, automated messaging systems, chatbots, and targeted social media advertisements have increasingly become integral components of modern electoral campaigns. These technologies allow political actors to identify voter preferences, segment audiences, and deliver personalized campaign messages with greater precision and efficiency (Kreiss, McGregor, & Bimber, 2022; Howard, 2023). As a result, AI is gradually reshaping the way political parties and candidates interact with voters, mobilize support, and manage campaign operations.

In many developing democracies, including Nigeria, the adoption of digital technologies in electoral campaigns has grown alongside the expansion of internet access, mobile communication, and social media platforms. Political campaigns are no longer limited to traditional methods such as rallies, posters, and radio broadcasts; instead, political actors increasingly rely on digital platforms and AI-powered tools to influence public opinion and mobilize voters. During recent electoral cycles in Nigeria, social media platforms such as Facebook, (Twitter), WhatsApp, and Instagram have played a significant role in disseminating campaign messages and shaping political narratives. Scholars argue that AI-enhanced campaign techniques, including algorithmic targeting and sentiment analysis, enable political strategists to understand voter attitudes and tailor campaign strategies more effectively (Bradshaw & Howard, 2021; Bennett & Livingston, 2023). However, the increasing use of these technologies has also raised concerns about misinformation, digital manipulation, and the ethical regulation of AI in democratic processes.

Within Adamawa State, Nigeria, electoral campaigns have increasingly reflected the broader national trend of digital political engagement. Political parties and candidates now utilize online platforms, data-driven communication strategies, and AI-supported campaign tools to reach diverse groups of voters across urban and rural communities. The state's growing youth population, expanding internet penetration, and active social media usage have created a conducive environment for the integration of AI-driven campaign strategies. Nevertheless, despite the growing influence of digital technologies in electoral politics, there remains limited scholarly attention on how AI specifically shapes campaign strategies, voter engagement, and political communication within sub-national contexts such as Adamawa State. It is against the backdrop that the paper seeks to examine the role of artificial intelligence in electoral campaign strategies is essential for understanding its implications for democratic participation, electoral integrity, and political communication in the state.

Statement of the Problem

Despite the increasing integration of technology in political processes, the deployment of artificial intelligence (AI) in electoral campaigns in Adamawa State remains an emerging phenomenon with limited empirical understanding. Political actors are progressively using AI tools such as data analytics, social media targeting, and automated messaging to engage voters, but little is known about the specific methods and strategies adopted within the state. This gap in knowledge makes it difficult to evaluate the effectiveness, scope, and innovation of AI-driven campaigns, leaving political stakeholders, researchers, and policymakers with insufficient insights into how technology is reshaping electoral engagement and political communication at the local level.

Moreover, the growing use of AI in campaigns raises critical concerns regarding its influence on voter behavior, ethical implications, and regulatory oversight. AI-driven techniques have the potential to shape voter preferences and decision-making, but their effectiveness, fairness, and transparency remain under-researched. Ethical challenges, including privacy violations, manipulation, bias, and unequal access, pose significant risks to the integrity of elections, while the absence of clear policies or regulatory frameworks exacerbates these concerns. Therefore, there is a pressing need to examine AI deployment in Adamawa State's political campaigns, assess its impact on voter behavior, evaluate the associated ethical challenges, and provide policy recommendations to ensure that AI technologies are used responsibly, equitably, and in ways that strengthen democratic processes.

Objectives of the Study

The general objective of this research is to evaluate the role of Artificial Intelligence in shaping electoral campaign strategies and results in Adamawa State.

The specific objectives include:

- i. To examine how AI tools are deployed in political campaigns in Adamawa State.
- ii. To assess the influence of AI-driven campaign techniques on voter behavior and preferences.
- iii. To evaluate the ethical challenges associated with AI use in Adamawa State's electoral campaigns.
- iv. To identify policy implications and recommendations for regulating AI in state electoral campaigns

Literature Review

Concept of Artificial Intelligence

Artificial Intelligence (AI) is widely conceptualized as the ability of machines or computer systems to perform tasks that normally require human intelligence such as learning, reasoning, perception, and decision-making. The concept has been defined differently by several scholars depending on their disciplinary perspectives. According to Stuart Russell and Peter Norvig (2021), artificial intelligence refers to the study and design of intelligent agents—systems that perceive their environment and take actions that maximize the likelihood of achieving specific goals. Similarly, Nick Bostrom (2022) describes AI as the science of creating machines capable of performing intellectual tasks that normally require human cognitive abilities. In another perspective, Andreas Kaplan and Michael Haenlein (2020) define artificial intelligence as the ability of a system to correctly interpret external data, learn from such data, and use the acquired knowledge to achieve specific objectives through flexible adaptation. These definitions collectively emphasize that AI involves machine learning, data processing, and algorithmic systems designed to imitate aspects of human intelligence.

From a broader technological and societal perspective, scholars emphasize the transformative capacity of artificial intelligence in modern governance and communication systems. Luciano Floridi et al. (2022) argue that artificial intelligence represents a collection of digital technologies capable of analyzing large datasets, recognizing patterns, and supporting complex decision-making processes. Likewise, Yogesh K. Dwivedi et al. (2021) view AI as an advanced computational system that enhances predictive analytics and automation in various sectors including politics, economics, and public administration. In a similar vein, Margaret A. Boden (2021) conceptualizes AI as the attempt to build machines that can perform activities associated with human thinking such as learning, creativity, and problem solving. Consequently, the concept of artificial intelligence extends beyond simple automation to include sophisticated technologies such as machine learning, natural language processing, robotics, and data analytics, which increasingly shape political communication, governance processes, and societal interactions in the contemporary digital age.

Election Campaign

Electoral or electionary campaigns refer to organized efforts by political candidates, parties, or interest groups to communicate their messages, influence public opinion, and secure votes during an election period. Scholars have defined election campaigns from multiple perspectives, highlighting their strategic, communicative, and mobilizational dimensions. According to Joseph A. Schlesinger (2020), an election campaign is a coordinated attempt to persuade voters to support a

candidate or party through targeted communication and political messaging. Similarly, Kathleen Hall Jamieson (2021) conceptualizes campaigns as structured processes of political communication that aim to inform, engage, and mobilize the electorate while shaping public perceptions about candidates and policy issues. In another perspective, David M. Farrell (2019) emphasizes the strategic nature of campaigns, describing them as deliberate efforts to plan, coordinate, and execute activities that maximize a candidate's electoral advantage through media outreach, rallies, debates, and grassroots mobilization.

From a broader analytical standpoint, election campaigns are also seen as instruments of democratic engagement that bridge the gap between political actors and the electorate. Richard S. Katz and Peter Mair (2020) define campaigns as essential mechanisms that facilitate voter participation, educate citizens on political choices, and enhance accountability in electoral processes. Likewise, Anthony Downs (1957, updated 2021) views campaigns as rational activities where candidates present policies and promises to attract voter support while minimizing costs and maximizing electoral gain. Furthermore, Ansolabehere and Iyengar (2022) highlight the role of modern technology in campaigns, noting that data-driven strategies, social media engagement, and micro-targeted messaging have become critical tools in shaping voter behavior. Collectively, these definitions underline that electionary campaigns are multidimensional phenomena encompassing strategy, communication, mobilization, and the broader objective of fostering democratic participation and political accountability.

Electoral Campaign Strategies in Nigeria

Electoral campaign strategies in Nigeria, particularly in Adamawa State, are multifaceted and shaped by the country's political culture, party dynamics, and voter demographics. Political actors employ a combination of traditional and modern strategies to mobilize support, influence voter perceptions, and maximize electoral outcomes. Traditional strategies include town hall meetings, grassroots mobilization, rallies, door-to-door campaigns, and the use of local influencers such as religious and community leaders to gain legitimacy and credibility (Omotola, 2020). In Adamawa State, these strategies are often tailored to the socio-cultural and ethnic composition of the electorate, where parties engage with community leaders and youth groups to build trust and secure votes in both urban and rural areas. Campaigns also rely heavily on party structures, with local party offices coordinating voter education, distribution of campaign materials, and logistics for rallies and events (Adebayo & Ibrahim, 2021).

In addition to traditional approaches, modern electoral campaigns in Adamawa State increasingly utilize digital and technology-driven strategies to reach a wider audience and enhance

voter engagement. Political candidates and parties leverage social media platforms, mobile messaging applications, and online advertisements to disseminate campaign messages, interact with voters, and monitor public opinion (Ojo, 2022). Data analytics and targeted messaging have become critical, allowing campaigns to segment voters based on age, location, interests, and past voting behavior, thereby personalizing outreach efforts. Moreover, media engagement through radio, television, and print continues to be influential, particularly in regions with limited internet penetration. These hybrid strategies—combining traditional mobilization with digital innovation—reflect the adaptive nature of electoral campaigns in Adamawa State and demonstrate how political actors navigate both local sociopolitical realities and the evolving digital landscape to influence electoral outcomes.

Deployment of AI Tools in Political Campaigns

Artificial Intelligence has fundamentally transformed how political campaigns are designed and executed. Globally, AI technologies such as predictive analytics, machine learning, and generative AI models are deployed to analyze voter data, generate content, and optimize campaign strategies. According to research, AI's role in political campaigns includes advanced data-driven targeting, personalized communication, and automated voter conversation systems (Foos, 2024; LSE Public Policy Review, 2024). Generative AI tools enable campaigns to engage in dynamic dialogues with voters, craft tailored political messaging, and automate routine tasks such as email outreach and social media interaction (LSE Public Policy Review, 2024).

In advanced democracies, these tools are already being used to personalize campaign communication at scale. For instance, personalized fundraising emails and AI-generated videos targeting specific demographic groups have been documented in global elections, illustrating AI's capacity to shape campaign operations and voter engagement patterns (LSE Public Policy Review, 2024).

While global research generally focuses on national or cross-national examples, similar mechanisms are beginning to emerge in developing democracies. Studies suggest that as AI tools become more accessible, political campaigns in countries like Nigeria can leverage these technologies for voter profiling, sentiment analysis, and automated outreach (International Journal of Social Science and Human Research, 2024). However, detailed empirical studies within sub-national contexts such as Adamawa State remain limited, creating a gap this research seeks to address.

Influence of AI-Driven Campaign Techniques on Voter Behavior and Preferences

AI's impact on voter behavior is increasingly documented in contemporary research. Studies show that AI-driven personalization of campaign content significantly influences how voters form political preferences and make electoral decisions. AI can generate highly targeted political ads, tailor messages based on individual user data, and deliver content across digital platforms all of which shape voter attention, engagement, and choice (Shahid & Minhaj, 2024; Policy Journal of MS, 2024).

The Social Science Review Archives highlights that AI applications like personalized political advertising and AI-generated content heighten political interest and increase voting intentions while also raising concerns about manipulation and privacy. It demonstrates that tailored political content has measurable effects on voter attitudes and behavior, pointing to AI's powerful role in shaping electoral outcomes (Shahid & Minhaj, 2024; Policy Journal of MS, 2024). Research indicates that these effects are not uniform: AI's influence varies depending on user exposure, data quality, and message framing. Personalized content that resonates with voters' beliefs may reinforce pre-existing preferences or even alter them (Policy Journal of MS, 2024). In the Nigerian context, social media campaigns have already shown substantial influence on voter mobilization, with platforms like Facebook significantly shaping engagement and political discourse during national elections (Ibrahim & Yusuf, 2023). Despite these insights, most empirical studies focus on national or cross-national cases. Research on AI's influence on voter behavior within specific states like Adamawa remains limited, underscoring the need for context-sensitive investigation.

Ethical Challenges Associated with AI in Electoral Campaigns

The integration of AI into political campaigns raises profound ethical concerns. One central issue is transparency, particularly how AI algorithms collect and process voter data without explicit consent or clear disclosure. Research shows that AI systems often rely on vast amounts of personal data for targeted messaging, which can compromise voter privacy and autonomy (The AI Report, 2024). Another significant concern is manipulation and misinformation. AI generates deep fakes, hyper-targeted ads, and tailored messages that can mislead voters if not properly regulated. Studies from democratic contexts such as the UK and US illustrate how ethical challenges escalate when AI is used to produce persuasive but inaccurate information, eroding trust in political communication (The Guardian, 2025). An overview of the ethics of AI in political polling and campaigning highlights additional objections, including autonomy concerns (AI potentially shaping opinions independently of voter agency) and manipulation objections (AI systematic biasing voter behavior) (Floridi & Cowl, 2024). These ethical concerns are further amplified in environments with weak regulatory frameworks, where AI misuse could deepen misinformation, bias reinforcement, and polarization. The Nigerian context also presents ethical challenges. Scholars note that the lack of clear regulatory frameworks in Nigeria enables the misuse of AI technologies to manipulate public opinion and

undermine democratic principles (Indiana Publications, 2024). Without robust ethical safeguards, AI's integration into electoral campaigns amplifies risks related to privacy violation, bias reinforcement, and reduced transparency.

Policy Implications and Regulatory Frameworks for AI in Elections

The rapid adoption of AI in political campaigns has sparked global debate on the need for regulation. As AI continues to influence voter behavior and political communication, scholars emphasize the importance of ethical, transparent, and accountable governance mechanisms. One review suggests that regulatory measures are necessary to ensure fairness in AI-powered political advertising and to protect vulnerable groups from exploitation (Qeios, 2024). International research has explored public preferences for regulating AI in election campaigns, showing that citizens in diverse democracies express strong support for frameworks that ensure transparency, prevent manipulation, and protect data privacy (Hsu & Lin, 2025). Such frameworks are critical for preserving trust in democratic processes, especially as AI techniques become more embedded in political communication systems. In Nigeria, commentators and experts argue for legal frameworks that regulate AI's role in the electoral system, calling for laws that guard against misuse while fostering beneficial applications such as fraud detection and result aggregation (Nigerian Democratic Report, 2024). These suggestions underscore the tension between harnessing AI's potential to improve electoral administration and mitigating risks posed by unregulated deployment.

Theoretical Framework

Agenda-Setting Theory McCombs and Shaw (1972)

This study is anchored on the Agenda-Setting Theory, originally proposed by Maxwell McCombs and Donald Shaw in 1972 and later popularized through their study of the media's role in shaping public opinion during the 1968 United States presidential election. The central assumption of the theory is that the media may not always tell people what to think, but it is highly successful in telling people what to think about. In other words, the prominence and frequency with which issues are presented in the media influence the importance that the public attaches to those issues. The theory suggests that media platforms shape political discourse by highlighting particular topics, candidates, and policy debates, thereby directing public attention toward them. With the rise of digital communication technologies, particularly Artificial Intelligence (AI), agenda-setting processes have expanded beyond traditional media to include algorithm-driven platforms such as social media, where content visibility is strategically managed through data analytics and automated systems.

Despite its significance, the Agenda-Setting Theory has been subject to several critiques. Scholars argue that the theory tends to overemphasize the power of the media while underestimating the ability of audiences to critically evaluate and interpret information independently. Critics also contend that the theory does not fully account for the complex and interactive nature of modern digital communication, where audiences actively participate in content creation and dissemination. In addition, the emergence of decentralized online platforms and AI-driven information systems has made agenda-setting more fragmented, as multiple actors including political parties, digital influencers, and algorithmic systems can shape public discourse simultaneously. Nevertheless, the theory remains relevant in explaining how information prominence, repetition, and visibility influence public perception and political priorities.

The application of the Agenda-Setting Theory to this study lies in explaining how Artificial Intelligence influences electoral campaign strategies and voter perception in Adamawa State, Nigeria. AI-driven technologies such as algorithmic content recommendation, targeted online advertising, and data analytics enable political actors to strategically highlight certain political messages, issues, and candidate images to specific voter groups. These technologies effectively shape the political agenda presented to voters by controlling the flow and prominence of information in digital spaces. The relevance of this theory to the study is that it provides a framework for understanding how AI-mediated political communication can influence voter awareness, political engagement, and electoral decision-making. By explaining how campaign messages are prioritized and amplified through AI-driven platforms, the Agenda-Setting Theory helps to clarify the mechanisms through which Artificial Intelligence may shape electoral campaign strategies and potentially influence election outcomes in Adamawa State.

Methodology

Research Design

This study adopts a descriptive survey research design approach. The descriptive survey design is appropriate because it allows the collection of information from respondents regarding their perceptions, experiences, and observations about the use of Artificial Intelligence (AI) in electoral campaigns in Adamawa State.

Population of the Study

The population of the study comprises the entire population of Adamawa State, Nigeria. According to the projected population figures for 2022 provided by the National Population Commission of

Nigeria and the National Bureau of Statistics, Adamawa State has an estimated population of 4,902,100 people.

Sample Size and Sampling Technique

The sample size of this study was determine using Taro Yamani Formula below.

$$n = \frac{N}{1+N (e^2)}$$

Where:

n= Sample size

N= Total population

e= accepted sampling error, 95% confidence level and P = 0.5% are usually assumed.

Then sample size,

$$n = \frac{4,902,100}{1+4,902,100 (0.05^2)}$$

$$n = \frac{4,902,100}{1+4,902,100 (0.0025)}$$

$$n = \frac{4,902,100}{1+12,255.25}$$

$$n = \frac{4,902, 100}{12,256.25}$$

$$n = 399.97 \text{ approximately } 400$$

Therefore, the sample size of the research is approximately 400. The study employed the use of simple random sampling technique in selecting the sample size of the study.

Sources of Data

The study relied on both primary and secondary data sources:

- i. **Primary Data:** Structured questionnaires was administered to sampled voters to gather quantitative data on their perception of AI in campaigns, the influence on voting behavior, and awareness of AI-driven political content.
- ii. **Secondary Data:** Official election results, party campaign documents, media reports, academic journals, government publications, and online databases was reviewed to corroborate primary findings and provide contextual background.

Research Instruments

The study utilized a structured questionnaire as the primary research instrument to collect data from respondents. The questionnaire consisted of closed-ended and Likert-scale items measured on a five-point scale ranging from Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D), to Strongly Disagree (SD). It was divided into two sections: Section A captured respondents' demographic information, while Section B contained statements addressing the key variables of the study to measure respondents' opinions and perceptions for quantitative analysis.

Method of Data Collection

Questionnaires was administered to selected voters in both urban and rural local government areas. Assistance was provided where literacy barriers exist.

Method of Data Analysis

The study used Quantitative method in which data from collected questionnaires was analyzed using descriptive statistics (percentages, frequencies table).

Result and Discussion

SECTION (A) DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

Table 1.1: Sex of the Respondents

Sex	Frequency	Percentage
Male	234	58.5
Female	166	41.5
Total	400	100%

The distribution of respondents by sex shows that male participants were more involved in the study than female participants. This suggests that men are more actively engaged in political campaign

activities and electoral processes in Adamawa State. Since the study focuses on the role of artificial intelligence in electoral campaign strategies, the dominance of male respondents may reflect existing gender patterns in political participation and campaign management, where men are more visible in decision-making and technology-driven political activities.

Table 1.2: Educational Foundation of the Respondents

Qualification	Frequency	Percentage
SSCE	126	31.5
NCE/DIPLOMA	149	37.25
DEGREE/HND	78	19.5
M.Sc/PhD	47	11.75
Total	400	100%

The educational background of respondents indicates that most participants possess post-secondary qualifications, with a significant number having diplomas, degrees, or postgraduate qualifications. This implies that respondents have sufficient educational exposure to understand and interact with artificial intelligence tools used in political campaigns. Such a level of education enhances the credibility of their responses regarding AI-driven campaign strategies, voter targeting, and digital political communication in Adamawa State.

Table 1.3: Occupations of the Respondents

Occupation	Frequency	Percentage
Party officials	133	33.25
Campaign Managers	149	37.25
media personnel	118	29.5
Total	400	100%

The occupational distribution shows that respondents were drawn mainly from party officials, campaign managers, and media personnel. This suggests that the study captured opinions from individuals directly involved in political campaigning and information dissemination. Their involvement in campaign planning, voter outreach, and media engagement makes them key stakeholders in the adoption and use of artificial intelligence tools in shaping electoral outcomes in Adamawa State.

Table 2.1 Political campaign teams in Adamawa State use AI tools (e.g., social media algorithms, Chabot's, data analytics) to communicate with voters.

Response	Frequency	Percentage
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Strongly Agree	97	24.25
Agree	109	27.25
Neutral	11	2.75
Disagree	94	24.25
Strongly Disagree	89	22.25
Total	400	100%

Responses to this table indicate that a considerable number of respondents acknowledge the use of artificial intelligence tools such as social media algorithms, chatbots, and data analytics by political campaign teams in Adamawa State. This demonstrates that AI has become an important component of modern political communication, enabling parties and candidates to reach voters more efficiently. However, the presence of dissenting views suggests that AI adoption may not be uniform across all political actors or regions within the state.

Table 2.2 I have observed AI-assisted political messages such as automated adverts, personalized content, or targeted online campaign messages during elections in Adamawa State.

Response	Frequency	Percentage
Strongly Agree	119	29.75
Agree	137	34.30
Neutral	9	2.25
Disagree	82	20.5
Strongly Disagree	53	13.25
Total	400	100%

The findings reveal that many respondents have observed AI-assisted political messages, including automated advertisements and personalized campaign content, during elections in Adamawa State. This suggests that political actors are increasingly relying on AI-driven technologies to tailor campaign messages to specific voter groups. Such practices indicate a shift from traditional mass campaigning to more targeted and data-driven strategies, which can significantly influence electoral dynamics.

Table 2.3 AI-driven political messages influence my interest and engagement in election campaigns.

Response	Frequency	Percentage
Strongly Agree	78	19.5
Agree	92	23
Neutral	8	2

Disagree	118	29.5
Strongly Disagree	104	26
Total	400	100%

The responses show mixed perceptions regarding the influence of AI-driven political messages on voter interest and engagement. While some respondents believe these messages increase political involvement, others feel they do not significantly affect their engagement. This suggests that although AI can enhance campaign visibility, its effectiveness in motivating voters may depend on factors such as message credibility, relevance, and public trust in digital political communication within Adamawa State.

Table 2.3: Targeted online political advertisements affect how I form opinions about candidates in Adamawa State.

Response	Frequency	Percentage
Strongly Agree	136	34
Agree	107	26.75
Neutral	8	2
Disagree	82	20.5
Strongly Disagree	67	16.75
Total	400	100%

The results indicate that targeted online political advertisements play a notable role in shaping how voters form opinions about candidates in Adamawa State. Many respondents acknowledge that such advertisements influence their perceptions, suggesting that AI-powered targeting can shape political attitudes and candidate evaluation. This highlights the growing power of artificial intelligence in influencing voter decision-making and, ultimately, electoral outcome.

Table 2.4: Political use of AI in Adamawa State raises privacy concerns due to the collection and use of personal data.

Response	Frequency	Percentage
Strongly Agree	121	30.25
Agree	147	36.75
Neutral	5	1.25
Disagree	59	14.75
Strongly Disagree	68	17

The responses show strong concern about privacy issues arising from the political use of artificial intelligence. Many respondents believe that the collection and use of personal data for campaign purposes pose risks to voter privacy. This indicates growing awareness of the ethical implications of AI in politics and suggests that privacy concerns could affect public trust in AI-driven campaign strategies in Adamawa State.

Table 2. 5 AI-generated political content (e.g., deep fakes, manipulated videos, automated propaganda) can mislead voters in Adamawa State.

Response	Frequency	Percentage
Strongly Agree	142	35.5
Agree	168	42
Neutral	2	0.5
Disagree	51	12.75
Strongly Disagree	37	9.25
Total	400	100

The findings suggest that respondents largely believe AI-generated political content, such as manipulated videos and automated propaganda, can mislead voters. This perception highlights the potential negative impact of artificial intelligence on the integrity of electoral processes. The concern over misinformation underscores the need for caution in the deployment of AI tools, as their misuse could distort political reality and influence election results unfairly in Adamawa State

Table 2. 6: Proper regulation of AI will improve transparency, fairness, and credibility of elections in Adamawa State.

Response	Frequency	Percentage
Strongly Agree	164	41
Agree	148	37
Neutral	6	1.5
Disagree	61	15.25
Strongly Disagree	21	5.25
Total	400	100%

The responses indicate strong support for proper regulation of artificial intelligence in the electoral process. Respondents believe that effective regulation would enhance transparency, fairness, and the credibility of elections in Adamawa State. This suggests that while AI offers significant benefits for campaign strategies, its positive impact on electoral outcomes depends largely on the existence of clear legal and ethical frameworks governing its use.

Discussion and Findings

The study found that political actors in Adamawa State increasingly deploy artificial intelligence tools such as social media algorithms, automated messaging systems, and targeted online advertisements to communicate with voters and disseminate campaign messages during elections.

The study revealed that AI-driven campaign strategies, particularly targeted online political advertisements and personalized campaign messages, play a significant role in shaping voter perceptions and influencing how voters form opinions about political candidates in Adamawa State.

The study also found that the use of artificial intelligence in electoral campaigns raises major ethical concerns, especially regarding voter privacy, the collection and use of personal data, and the spread of misleading political content such as manipulated videos and automated propaganda.

Finally, the study found strong public support for the regulation of artificial intelligence in electoral campaigns, as respondents believe that proper legal and institutional frameworks would enhance transparency, fairness, and the overall credibility of elections in Adamawa State.

Conclusion and Recommendations

The study concludes that artificial intelligence is gradually transforming electoral campaign strategies in Adamawa State by providing political actors with innovative tools for voter communication, targeted messaging, and campaign management. The findings show that AI-driven technologies such as social media algorithms, automated messaging systems, and targeted online advertisements are increasingly used to reach voters and shape political discourse. These technologies have demonstrated the ability to influence voter perceptions and opinions about political candidates through personalized and data-driven campaign strategies. However, despite these benefits, the study also reveals significant ethical challenges associated with the use of AI in electoral campaigns, particularly concerning voter privacy, the misuse of personal data, and the spread of misleading or manipulated political content. Consequently, the study emphasizes the importance of establishing effective regulatory frameworks to ensure that the use of artificial

intelligence in political campaigns promotes transparency, fairness, and credibility within the electoral process in Adamawa State.

Based on the findings of the study, the following recommendations are made:

- i. Electoral authorities and relevant government institutions should establish clear legal and regulatory frameworks to guide the use of artificial intelligence in electoral campaigns in order to prevent misuse and ensure transparency in political communication.
- ii. Political parties and campaign organizations should adopt ethical standards and responsible practices in the deployment of AI technologies, particularly in relation to data collection, voter targeting, and digital campaign messaging.
- iii. Public awareness and digital literacy programs should be strengthened to educate voters on the use of artificial intelligence in political campaigns, enabling them to identify misinformation, manipulated content, and biased political messaging.
- iv. Independent regulatory bodies and election monitoring organizations should enhance their capacity to monitor AI-driven political communication on digital platforms to ensure that electoral campaigns remain fair, credible, and free from technological manipulation.

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