



CODE & CONVICTION

AI, TRUST & DEMOCRACY IN 2025

GLOBSEC Forum Prague

June 12-14, 2025



Scope & Methodology

RESEARCH OVERVIEW

HarrisX conducted an experiment across 5 countries to assess people's ability to distinguish between real and AI-generated content of political leaders, expanding on a similar study conducted in the United States prior to the 2024 Presidential election.

METHODOLOGY

RESEARCH DESIGN
Quantitative online survey



FIELDWORK PERIOD
June 3 – June 7, 2025



TOTAL SAMPLE SIZE
n=3,067 General Population



MOE: +/- 1.8pts

COUNTRIES INCLUDED

US



n=1,301

MOE: +/- 2.7pts

UK



n=484

MOE: +/- 4.5pts

Germany



n=425

MOE: +/- 4.8pts

France



n=437

MOE: +/- 4.7pts

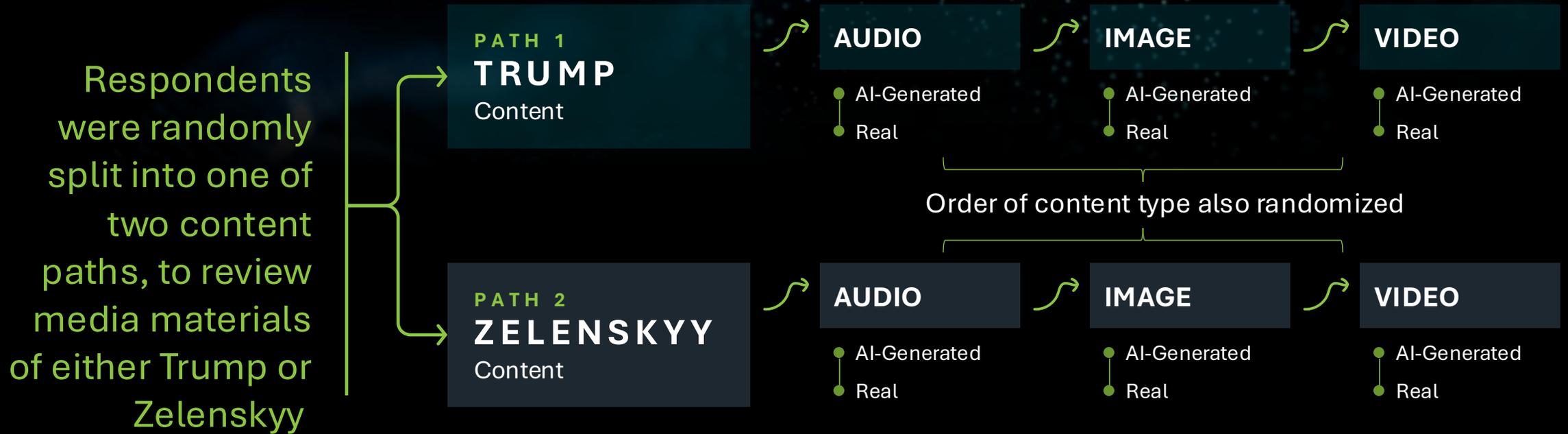
Italy



n=420

MOE: +/- 4.8pts

Research Design



Respondents were asked to determine if the content was real or AI-generated.



After completing the task, respondents were informed about the nature of the content.

When it comes to politics and elections in Age of AI...

- At best, you lose one-third to disinformation
- At worst, it's over half of the population

On average, just 63% of images, videos, and audio clips of Trump and Zelenskyy were correctly identified as AI or real

65%

US



64%

UK



61%

DE



61%

FR



63%

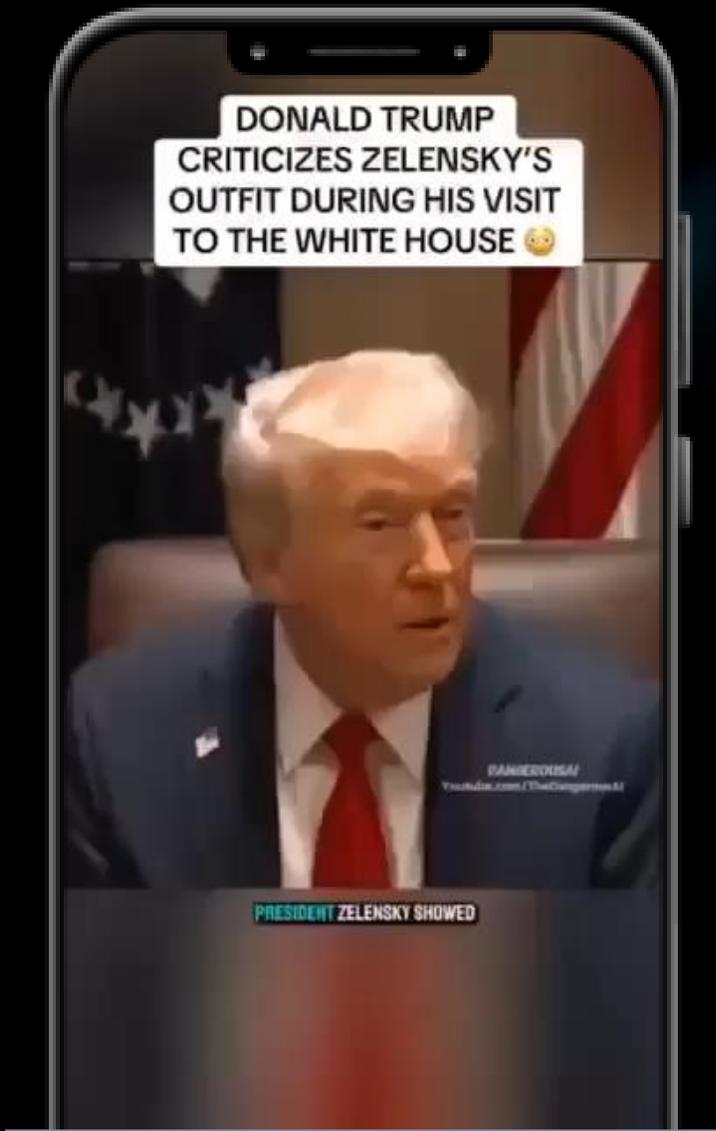
IT



% Average correctly identified



69% surveyed correctly identified this as a real video – including **4 in 5 in the US**. 21% did not.



When shown this fake AI video, 2 in 5 Americans incorrectly thought it was real (and **35% globally**)...



“...If they want to join us, great. But if they don’t, maybe we don’t wait. A lot of Canadians by the way would welcome us. They wouldn’t fight back. They know it’s better.”



...and **47% incorrectly** believed this fake AI-generated Trump audio about Canada is *real*



When we showed people this deepfake of Zelenskyy (a real-world example), 75% correctly said this was AI-generated. 25% thought it was real.

Warning: Deepfake Content. Tested for Research Purposes.



...but when the manipulated content is more subtle, 48% **incorrectly** said this was real

Warning: Deepfake Content. Tested for Research Purposes.

Learnings from the experiment

01

In an environment where **a third of voters** can be swayed by false but convincing content, **disinformation at scale could tip almost any election.**

02

As **generative AI improves**, it's not just fooling people but it's making them second guess the real content too.

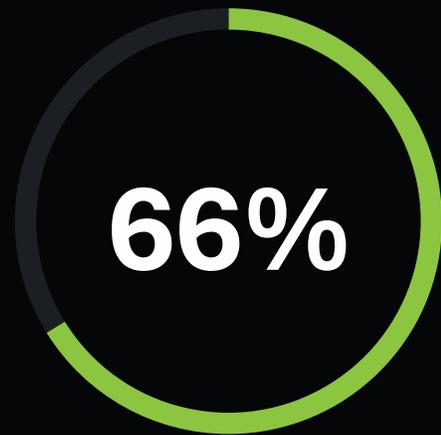
03

As video and audio clips get **longer**, they become **easier to detect** as real or fake. Short clips make AI harder to spot.

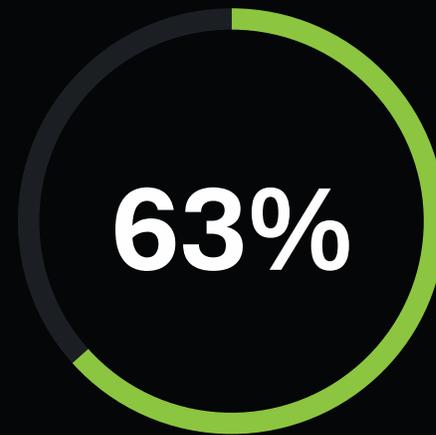
04

Mimicking likeness is only one factor – the **more absurd** the content, the **easier** it is to **spot** the fake, while subtle content is harder to recognize.

So, while AI is here to stay, and people are generally excited about it



Feel **FAVORABLE**
towards AI



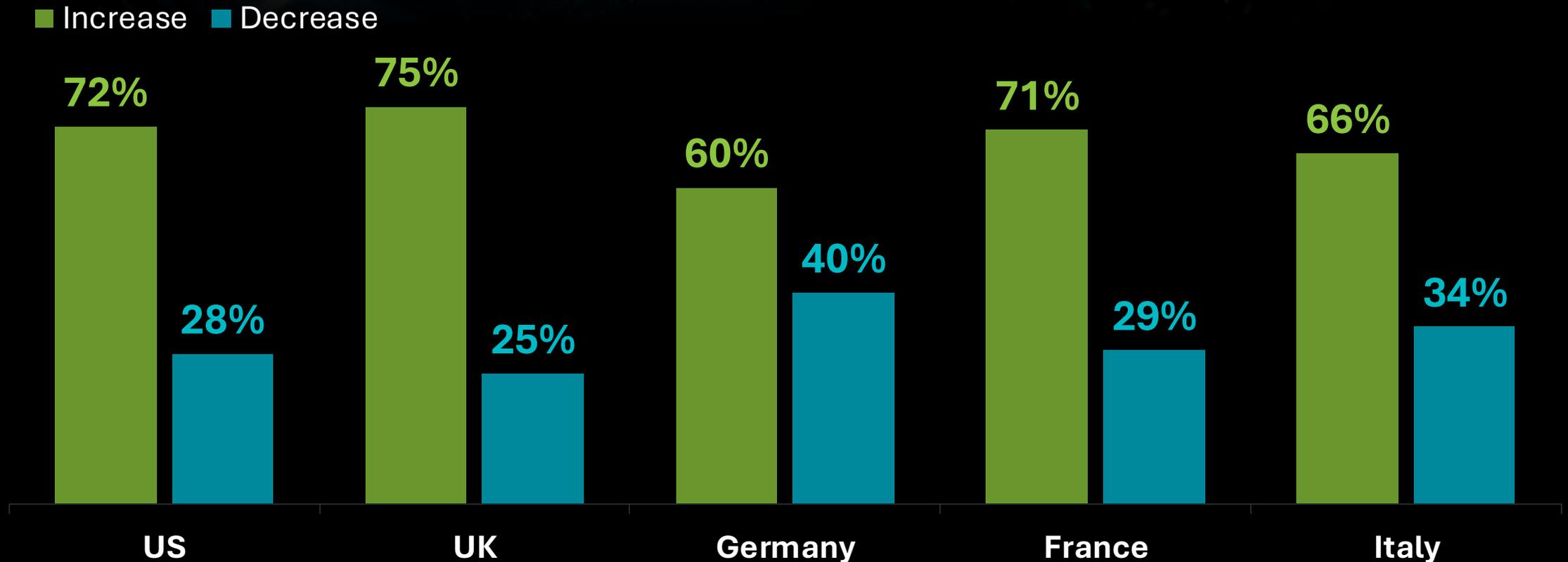
Say AI will **HELP** rather
than harm society

Most people are not confident they can correctly discern whether content is AI-generated or real

% C o n f i d e n t



7 in 10 believe AI will increase disinformation



And they don't want it applied everywhere

APPROVE OF AI

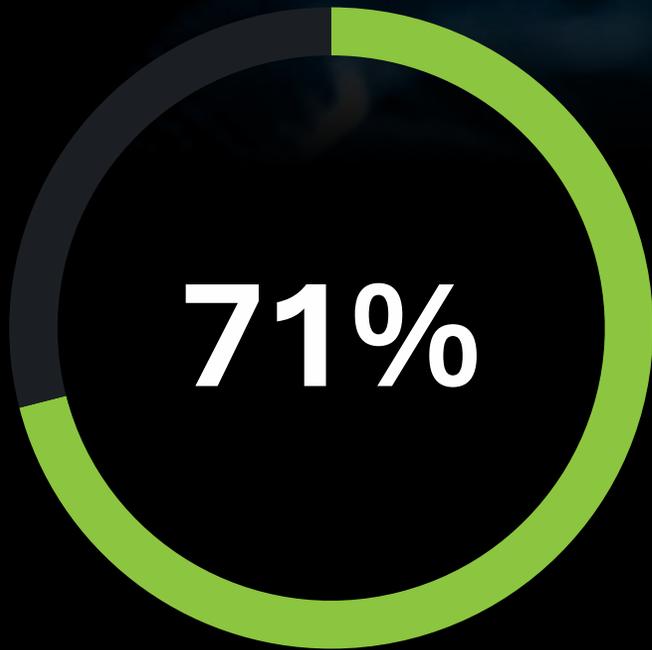
Healthcare | Entertainment | Marketing | Education



DON'T APPROVE

Government Services | Politics





Say advancements in generative AI make elections uncharted territory – and regulations are needed to **protect voters** from fake content

72%

Support more
regulation
around AI

54%

Ban the use of generative AI to **use the likeness** or voice of any political candidate

52%

Criminalize the act of using **deepfakes** to deliberately **harm a political candidate**

50%

Enact **transparency laws** so political campaigns have to publicly release what AI tools they are using and how

50%

Make **social media platforms responsible** for any deepfake or AI generated misinformation on their platforms

49%

Mandate the **labeling or disclaimers** of any **campaign content** created with AI generated elements

Proactive AI-policies are both good policy and good politics. They have the power to positively sway voters.

64%

Say a candidates' **AI policies** will have a **STRONG** impact on whether they vote for them

70%

U S



66%

U K



59%

D E



55%

F R



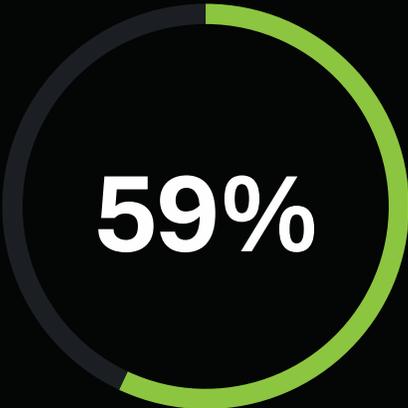
62%

I T

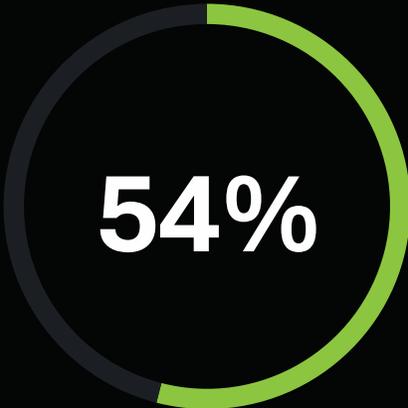


There's an opportunity for business and policymakers to work together to set the rules for AI in politics

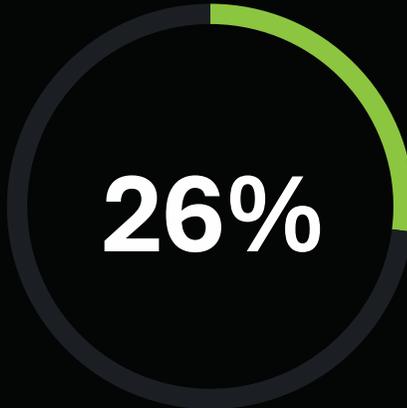
Who should be primarily responsible for regulating AI?



The government



Companies that are creating it



The courts

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