Technology Trends for Global Public Affairs

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Preliminaries

- No attorney-client relationship

- Not legal advice

- Views expressed are my own, and not necessarily those of the Firm or our clients

Key Technology Trends in Public Affairs

- Situational Awareness

- Content Creation

- Engagement Enhancement

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Situational Awareness

Situational Awareness

- We can now watch nearly every public governmental meeting in the country
  - Live
  - Recorded

- AI is transcribing every public meeting that is streamed on the Internet
  - Searchable
  - Linked to timestamped video clip

- No more surprises?
  - Off-agenda discussions
  - Stray comments
  - Drive-by disparagement

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Situational Awareness

Situational Awareness

- Every public official's every word in a public meeting is –
  - Immortal
  - Searchable
  - Trackable
  - Checkable
- Gaffes
- Flip-Flops
- Tantrums
- Lies

- Applies to citizens too...

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Content Creation

Content Creation

- Overcome writer's block
  - Start with something – anything! – instead of a blank page

- Generate a steady stream of new and interesting content
  - Maintain engagement
  - Inform while entertaining

- Test and tailor messages for maximum impact
  - Find what resonates with each member of your audience

- Enable grassroots to send personalized messages easily

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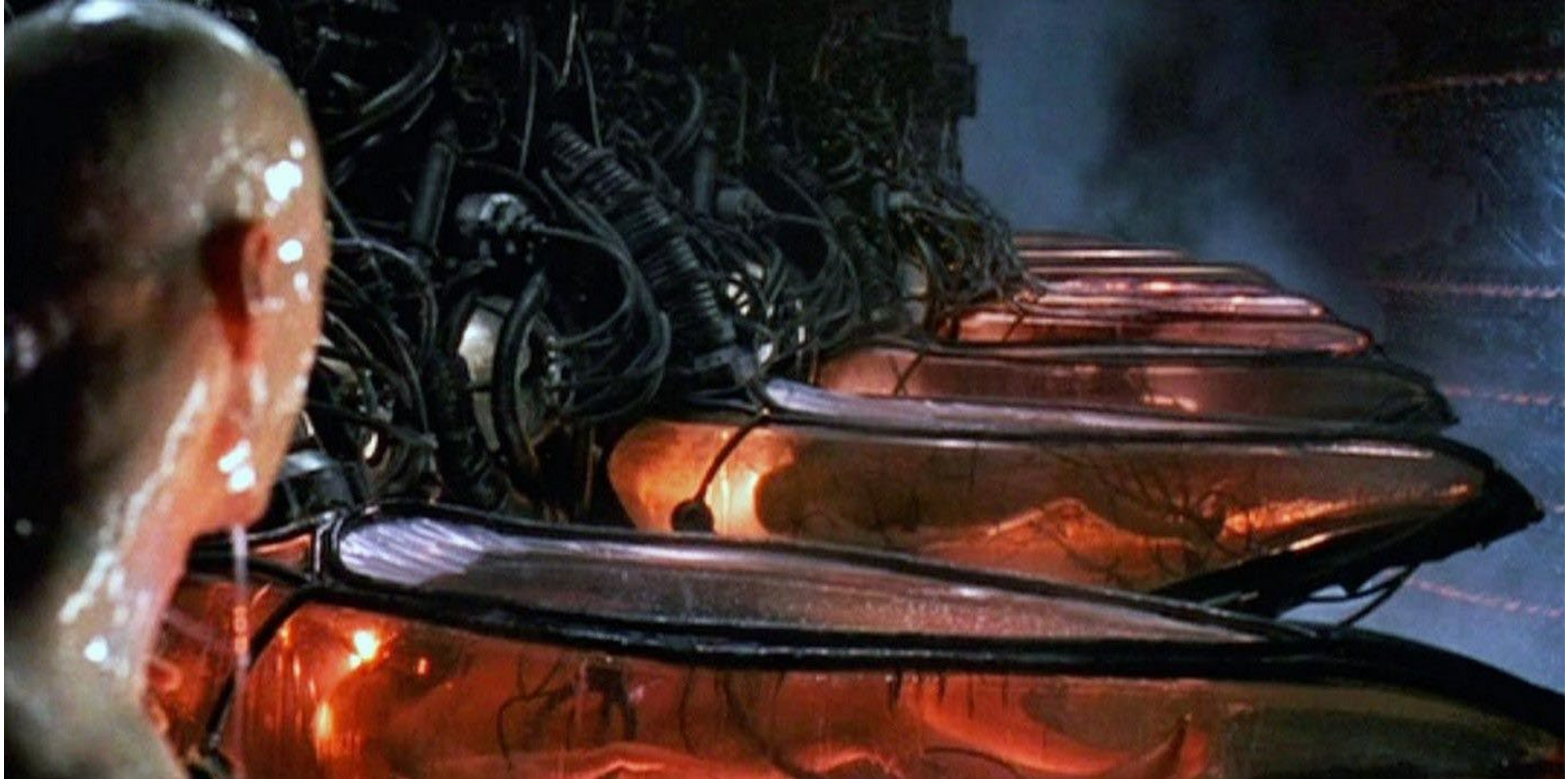
Content Creation

Content Creation

- Hallucination

- Disinformation

- Astroturfing on a whole new scale

- Splintering of "reality"

- Not just one deepfake but an entire personalized experience

Engagement Enhancement

How would you rate your experience with us?

Engagement Enhancement

- Provide interesting content to users

- Develop relationships with users over time

- Provide customized, personalized interaction and support

Engagement Enhancement

Engagement Enhancement

- Addictive by design

- Optimized for engagement, not...
  - Truth
  - Value
  - Relevance
  - Civility

- Learns a tremendous amount about the user

- Shapes user opinions and preferences in ways that are difficult to detect or avoid

What Can We Expect?

- Increased value in trusted brands

- An AI arms race

  - AI counterprogramming AI

  - AI fact-checking AI

  - AI talking to AI
    - "Night Call, Collect" – Ray Bradbury, 1969

- The public affairs professional who uses AI will increasingly have the advantage.

Ethical Application of Technology

- Trustworthiness will always matter.

- The people you are influencing have intrinsic value.

- This is true of decisionmakers and grassroots.

- Not a public office, but a public trust.

Thank you

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