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Political Actors in the Age of Generative Artificial Intelligence: The Czech Perspective

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Abstract

Background: The phenomenon of artificial intelligence (AI) has been studied for decades. However, only the ascent of tools such as ChatGPT brought AI into a broader public consciousness, as people started using it for a broad spectrum of tasks and questions.

Objective: The goal of this overview article is to present a new perspective on AI issues in the context of the social sciences and, more specifically, political science. Indeed, AI tools play an important role in the political process—a fact reflected by governments and other political actors, including political parties.

Methods: The qualitatively and interpretively oriented paper seeks to demonstrate existing connotations of the relationship between AI and politics in the Czech context. The text is designed as an overview based on secondary sources. We first focus on AI popularity and use in the general public and public institutions. Then the article focuses on government strategies with implications for international organizations. The final part outlines the relationship between generative AI and Czech political parties.

Results: The results indicate that the popularity of AI grew substantially after OpenAI launched its model. Nowadays, generative AI-based tools are commonly used by various public institutions. To date, the Government of the Czech Republic has issued two national strategies on AI issues. Political parties are among the actors using generative AI on a daily basis.

Conclusion: The analysis seeks to fill in the blanks in this under-researched area and to demonstrate what kind of interdisciplinary implications of the AI–politics relationship can be examined. Moreover, we view the gradual adoption of AI tools as the next step in the process of adaptation to new digital tools that started years ago.

Index Terms

AI; GenAI; GAI; Political actor; Political science; National artificial intelligence strategy; NAIS.

1   INTRODUCTION

The rise of artificial intelligence (AI) has been accompanied by truly revolutionary changes for societies and, in particular, by an undisputed impact on politics. The text builds on the basic assumption that political parties have always been bound to the technological possibilities of the time in which they existed. Like the Internet in its time and social media later, so is today's AI an instrument that can be used by actors in the political process – political parties as well as politicians, candidates, internal and external advisors, marketing teams, etc. With a gradual spread of generative AI (Lyu, 2023; Feuerriegel et al., 2024; Quintais, 2025), the technology's target group has expanded from researchers and analysts to include ordinary Internet users, or ordinary citizens.

While it may not be immediately apparent, we as citizens encounter AI in situations such as online or telephone communication with virtual assistants, translations, proofreading, literature reviews, text composition, but also biometric face recognition systems. After all, we use AI (or AI-based software) by merely taking a picture on a modern smartphone – that is how ordinary it has become.

The ambition of this overview based on secondary sources is to provide an interdisciplinary perspective on generative AI issues in the context of the role of government and the mode of operation of political parties. It is through the lens of social science, and political science in particular, that we are going to investigate overlaps between AI, political actors, and politics in general. Moreover, given the extremely dynamic development of AI topics, we will also map recent developments in the field.

1.1   Theoretical background: Digitalization and AI in politics

In the context of the current state of knowledge, we find it necessary to look back at the important ways political science has been reflecting the era of transformations in political operations, the party system and political life sparked by the gradual rise of digitalization. The development of computers and the Internet has gradually expanded our opportunities for qualitative, quantitative and descriptive research.

In the wake of the new millennium, the academic discourse saw a number of new publications focusing, from various perspectives, on diverse aspects of party digitalization, such as the concept of a cyber party (Margetts, 2001), the socially sensitive issue of a digital gap (Norris, 2001), electronic voting (Mitrou et al., 2003), the content of news websites (Norris, 2003), or the general phenomenon of party adaptation to new technologies (Pedersen & Saglie, 2005). More recent works gradually focused on phenomena such as political organization of digital parties and online democracy (Gerbaudo, 2019), digital communication and populism during the COVID-19 pandemic (Musiał-Karg & Luengo (eds.), 2021), or comparative challenges of online organization and participation in digital or digitalized parties (Barberà et al., 2021). As a story of its own, the emergence and development of parties in the so-called pirate family gave them a specific role in the different dimensions of digitalization (Maškarinec, 2020; Jääsaari & Šárovec, 2021; Maškarinec & Naxera, 2022; Folvarčný & Kopeček, 2024; Mompó et al., 2025). It is apparent from this overview that party digitalization has been a distinct sub-area of party-political studies for more than two decades.

The almost explosive development of AI over the past couple of years has been subject to a number of new studies, especially outside the Czech Republic, focusing on the phenomenon in more detail or drawing links between various aspects of party digitalization and the phenomenon of AI utilization and effects. The text does not aspire to be a systematic review, so the following list of articles and books is not to be considered exhaustive. These are merely illustrative examples drawn from a look at contemporary academic production. Thus, the following research topics have apparently become relevant: the relationship between AI and democracy (Brkan, 2019), AI and political campaigns (Tomić et al., 2023), AI and internal party democracy (Novelli et al., 2024) or AI and democratic processes, decision-making and citizen engagement (Gireesan, 2024). Lipińska's (2024) methodological insight in the relationship between AI and elections highlighted, among other things, a significant lack of empirical studies on the subject. However, it is only a matter of time before new studies, which will empirically map the relationship between generative AI and political actors in more detail, including the Czech environment, enrich the current state of knowledge.

In addition, some comprehensive monographs that trace the relationship between politics and AI are already available. Valerie M. Hudson edited the book *Artificial Intelligence and International Politics* in 2019. The volume focused on international interaction, decision making groups and cognitive processes in international politics (Hudson (ed.), 2019). Another book, *The Global Politics of Artificial Intelligence* edited by Maurizio Tinnirello (2022), covered, for example, the question of national AI strategies, the international dimension of the issue, as well as the question of AI and global risks. Last but not least, Jérôme Duberry's book *Artificial Intelligence and Democracy* (2022) set out to explore the use of AI in liberal democracies.

It comes as little surprise that a number of new studies on the different aspects of AI build on research evidence on various dimensions of party digitalization. Nowadays, there is a number of topics in the area of AI and politics that have received insufficient or no attention from specialized research. Czech academia, then, is still waiting for a

comprehensive publication analysing selected aspects of AI and political parties. That does not mean, however, that AI issues have been completely ignored by Czech researchers.

1.2   Czech AI research: Generic and generative AI

AI studies in the Czech Republic and former Czechoslovakia date back to the 1960s. For example, the GUHA (General Unary Hypotheses Automaton) method was developed during this period as one of the oldest methods of data mining (Cs.cas.cz, 2025; cf. Hájek et al., 1966; Havránek, 1971). This method is primarily suitable for exploratory analysis of large data. Consistent research interest in neural networks, government support for generic AI research or the substantial growth after the revolution of 1989 (yet building on a pre-1989 foundation) represented some important milestones and pillars for further development in the Czech Republic (Mařík & Pelikán, 2024, pp. 61–67). Building on these pillars, the intensive research in the area has recently spilled over to new scientific areas. While we are witnessing gradual establishment and further development of AI research into the social, legal or ethical impacts of AI, the links between AI effects and political parties and campaigns remain under-explored.

In spite of that, inspiring edited volumes tackling AI issues from various perspectives have been added to the body of Czech academic literature. These include the book *Proč se nebát umělé inteligence? AI pohledem nejen českých odborníků* [Why not fear artificial intelligence? Perspectives on AI by Czech experts and beyond] (Mařík, Trčka, Černý et al., 2024), which focuses on the current state of AI, speech and language technologies, AI applications, societal impacts of AI and the question of concerns about AI, or the collection *Eseje o vědomí. Směrem k umělé inteligenci* [Essays on consciousness: towards an artificial intelligence] (Mařík, Maříková, Svítek (eds.), 2024), which maps AI questions from the perspectives of philosophy of consciousness, religion, spiritualism, alternative approaches, physics and systems, biology and medicine, and last but not least, through the lens of robotics and artificial intelligence. In addition, there is a distinctive trace in research related to AI, namely the highly cited work of Tomáš Mikolov as the author of the vector representation of the Word2Vec language. This method forms an important basis for large-scale models themselves (see Mikolov et al., 2013; cf. Herel & Mikolov, 2024).

As for the above-mentioned role of the government, as a critical source of funding, a National Artificial Intelligence Strategy was adopted in 2019 to promote further development of AI as an instrument with strong effects on competitiveness, economic development and the ability to boost job performance. In 2024, it was followed by another strategy of the same orientation (Vlada.gov.cz, 2019; Vlada.gov.cz, 2024). We will pay more attention to both documents below. One of the Czech actors active in the field is AICZECHIA, an open nationwide initiative for cooperation among Czech organizations and teams working in the field of AI (AICZECHIA.cz, 2025). In Prague, then, the Czech Technical University, Charles University, the Czech Academy of Sciences and the city's local administration founded the NGO Prg.ai in 2019, which has been successfully developing the topic of AI (Prg.ai, 2025). Since 2021, the open platform Brno.AI has been working on identifying possible AI applications, promoting cooperation and developing the AI community. This grouping is backed by Masaryk University, the Brno University of Technology, the administration of the South Moravian Region, the local administration of Brno, the innovation agency JIC and representatives of many Brno-based companies (Brno.ai, 2025). In 2023, the Czech Artificial Intelligence Association was established to bring together more than 250 member companies and promote values such as innovation, ethics, cooperation, education and benefit to society (Asociace.ai, 2025). As noted by Mařík & Pelikán (2024, pp. 66–67), AI is becoming one of the moving forces of modern society, especially in tackling issues such as expensive energy or labour shortage, and as such, it should be viewed as a key factor behind the development of societies in the next decades. For these and other reasons, social research can be expected to tackle various concepts of the AI phenomenon.

Some highly relevant questions, then, are how AI affects society and whether people are concerned about AI-based applications. As usual with any new technology, AI is associated with a number of advantages but also potential risks (concerns about the security of the data processed or personal data protection have been voiced repeatedly). Although some expect the public to grow less sensitive to the risks, such as in the case of the COVID-19 pandemic or the Russian aggression in Ukraine, it is safe to say that the public opinion is going to change in the years to come (Trčka, 2024, p. 227). Faced with this phenomenon, we have to learn how to live with it, utilize it, maximize its benefits, minimize its risks and, in particular, define its boundaries. That also applies to the use of generative AI-based tools in the political process.

2   RESEARCH METHODS

This paper is designed as an overview article, with a view to contribute to the discussion. Therefore, our qualitative descriptive analysis of the AI phenomenon in real-life Czechia is based on comparative and interpretive methods. The background of our analysis builds on social scientific evidence, especially in the field of political science. For these and other reasons, we focus on the links between AI and the state and political parties, which translates into the following fundamental research questions:

- RQ1: What is the Czech population's experience with AI?
- RQ2: How has the AI phenomenon been reflected by the Government of the Czech Republic?
- RQ3: How has the AI phenomenon been tackled by Czech political parties?

These questions also shape the structure of this paper, which starts with some background information on the status and popularity of AI in Czechia. Subsequently, we focus on how Czech central governments relate to AI, especially through their strategic documents. The last chapter is particularly interested in how political parties relate to AI. On a comparative basis, it tracks similarities and differences in perceptions of different political actors towards AI as well as some particular nuances that can be discerned among political parties.

As a whole, our research works with explanatory, interpretive and critical methods (Drulák & Beneš, 2020, p. 338). The scientific method of explanation seeks to elucidate the causes of the phenomenon under investigation (Ochrana, 2013a, p. 73). At the same time, the subject of our analysis can be defined as a dynamic phenomenon (Ochrana, 2019, p. 77). It should be added that the social and economic sciences explain actors' behaviour not only by the situation under investigation but also by their previous experience (Ochrana, 2013b, p. 72). The article presents a case study (Hendl, 2016, p. 102) of the AI phenomenon in the context of political actors in the Czech Republic.

3   POPULARITY AND USE OF AI IN THE CZECH REPUBLIC

The general popularity of the term AI can be demonstrated on a Google Trends statistic, see Figure 1. When looking at the queries "AI" and "umělá inteligence" [artificial intelligence] made within the territory of the Czech Republic over the past five years (from 26 January 2020 to 26 January 2025), a clear trend can be seen.
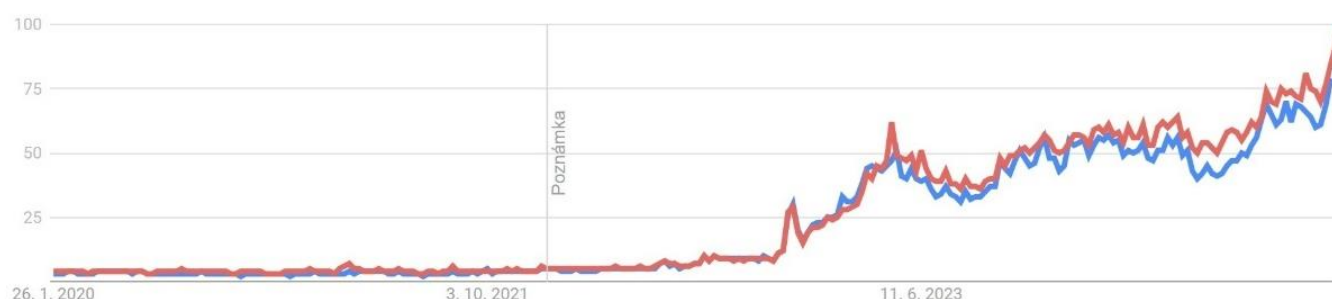

Figure 1. *The terms "AI" (in red) and "umělá inteligence" [artificial intelligence] (in blue) in the Czech Republic 2020–2025 according to Google Trends.*

The values represent relative levels of popularity (search volume) as a share of the highest point on the graph for the given area and time period. The value of 100 represents the point of highest popularity; 50 means that the query had half of that popularity. A zero score denotes a lack of data gathered for the query (Trends.google.com, 2025). Although Google has been using an improved data collection system since 1 January 2022, no substantial difference in the data is apparent. A watershed moment occurred between November and December 2022, when OpenAI announced the launching of its generative AI tool ChatGPT on 30 November 2022. From then, the popularity of the queries "AI" and "umělá inteligence" [artificial intelligence] clearly grew because in addition to OpenAI, other companies introduced their models: Microsoft (Copilot), Google (Bard), Apple, Meta Platforms (AI Llama 2), Alibaba, Baidu, etc. Elon Musk (and a number of experts) called for a temporary pause in AI development, not a complete ban (Metz & Schmidt, 2023). In spite of Musk's statement, his social platform X launched an AI-based chatbot named Grok as early as in November 2023. Other tools at the centre of public attention included the search

chatbot Perplexity, the image-generating tool Midjourney or the transcription tools Whisper and Trint (Ct24.ceskatelevize.cz, 2023). In short, AI-based tools seem to have "broken loose", as evidenced by the popularity of these Google search queries among Czech internet users.

An Ipsos survey of the popularity and prevalence of AI use in the Czech Republic then made it clear that Czechs are fully aware of the fact that AI has been entering their lives on a near-daily basis. Yet in addition to a number of benefits, they also reported concerns about possible misuse or about a decline of traditional forms of communication. Still, there is a generally growing trend in the use of AI platforms. Table 1 shows that Czechs are also becoming increasingly experienced users of ChatGPT. Two-fifths of those who have tried it out use the platform several times a month, one-fifth does several times a week and 10% even several times a day. Three in four users perceive it as useful (Ipsos.com, 2024).

Table 1. *Experience with ChatGPT in the Czech Republic. Source: Ipsos.com (2024)*

Experience with ChatGPT	April 2023	November 2023	April 2024
Yes	15%	21%	32%
No	85%	79%	68%

Generally speaking, men are more active ChatGPT users than women, and higher levels of use are also exhibited by young people and more educated respondents. The use of other platforms such as Microsoft Bing/Copilot or Google Bard/Gemini is also on the rise. More than half of the respondents (56%) reported dealing with AI every day. AI assistants in advertising and banking services, customer care and news media are perceived positively. Importantly, though, involvement of AI assistants in psychological services or politics is perceived negatively (Ipsos.com, 2024). People's negative perception of the AI–politics relationship is the main message that should be reflected by actors in the political process, the government, and public administration in general.

There is an array of professional events as well as popularization efforts striving to elucidate AI from different perspectives and, in particular, provide opportunities for public debate. Interestingly in this context, the third annual Czech AI Festival (Dny AI) took place in October 2024 under the auspices of President Petr Pavel, the Ministry of Industry and Trade, the Ministry of Interior and Prague local administration. Its main goal was to present the latest developments in AI technology in the context of current affairs. It targeted the academia, the business sector, the public sector, but also the general public (Dny.ai, 2024). The initiative represents an important step in popularizing AI-based technologies, with a diversity of topics covered by the different seminars.

We can already see that special attention is being paid to the generation of teenagers, who are future voters or even soon first-time voters. The issue of using generative AI tools can be a significant indicator for political actors and political parties. Parties and candidates will want to meet precisely the needs of this young generation, who repeatedly declares that political parties think little of them (Lipold, 2025). As shown by the Children and AI study (Děti a AI) conducted by Ipsos with Vodafone, a total of 87% of young people use AI tools at home or school, most often Google Lens, ChatGPT or Duolingo. It is evident that AI-based tools are increasingly becoming a part of everyday life and it is essential that young people not only use these tools but also understand them well. Those who have rules set by the school for its use (e.g., when doing their homework) and use its benefits in teaching also see more advantages in using AI (Ipsos.com, 2025).

Attention to the younger generation is essential, precisely because it has managed to attract some political parties and their representatives to the much-discussed TikTok (Šárovec, 2024a). A similar trend can be expected if generative AI becomes more involved in politics. After all, this is what some state administration bodies and local government authorities are already trying to do.

4   CZECH GOVERNMENTS AND THE AI PHENOMENON

Let us go back a few years. In 2019, the Czech Republic became one of the first EU countries to adopt a National Artificial Intelligence Strategy ("National AI Strategy", "Strategy" or "NAIS"). The document was co-authored by representatives of the professional platforms Prague.ai, AICZECHIA and the AI Platform of the Confederation of Industry, but also by representatives of the academia and the Academy of Sciences of the Czech Republic,

representatives of different ministries and other individuals (Vlada.gov.cz, 2019). As such, the structure of the authors' team copied the country's main AI stakeholders.

The NAIS followed up on and implemented the objectives of the Government Innovation Strategy 2019–2030 and was linked to the Digital Czech Republic programme. It was signed by Prime Minister Andrej Babiš (ANO) and by Deputy Prime Minister and Minister of Industry and Trade Karel Havlíček (ANO). Seven main topics were declared by the NAIS:

1. Promotion and concentration of science, research and development;
2. Financing research and development, investment support and development of an AI ecosystem in the Czech Republic;
3. AI in industry, services and public administration, economic growth, wage growth and overall competitiveness of the Czech Republic;
4. Human capital and educational system together with lifelong learning;
5. Measures to address the impacts of AI on the labour market and the social protection system;
6. Legal and societal aspects of AI, ethical rules, consumer protection and security issues;
7. International cooperation (Vlada.gov.cz, 2019).

To update the NAIS, a public consultation was held from 28 June to 20 August 2023. The Ministry of Industry and Trade involved experts and the general public in the consultation. The respondents gradually answered three batteries of questions on: (1) their experience with AI, (2) their opinions on AI and (3) specific areas they thought should be prioritized in the updated strategy. An analysis of the collected data led to several essential findings. While aware of possible AI-related risks, the respondents typically perceived AI in positive ways. The state of AI research and development in the Czech Republic was viewed more positively than its transfer into practice or the actual use of AI. The respondents thought the country should pay particular attention to AI in cybersecurity, health care, education, public administration and the industry. Finally, they agreed that the key areas of an updated NAIS should include research, development and innovation, transfer of AI into practice, ethical use, a legal framework for AI and improving basic AI skills and education. A total of 517 respondents participated in the public consultation (Mpo.gov.cz, 2023). Its results and essential findings were considered in further preparations of the updated NAIS.

It comes as little surprise that the declared goal of the updated National Strategy for Artificial Intelligence of the Czech Republic 2030 was to boost the development and use of the technology in a strategic and coordinated manner. Adopted by Government Resolution No. 520 of 24 July 2024, the document follows up directly on the 2019 Strategy and seeks to support the development of the AI ecosystem. It was signed by Prime Minister Petr Fiala (ODS) and by Minister of Industry and Trade Jozef Síkela (STAN). Its specific goals include improving the competitiveness of the economy, increasing government efficiency and promoting readiness and resilience in society. A total of seven key areas cover various aspects of AI:

1. AI in research, development and innovation;
2. AI education and expertise;
3. AI skills and the impacts of AI on the labour market;
4. Ethical and legal aspects of AI;
5. Security aspects of AI;
6. AI in industry and business;
7. AI in public administration and public services (Vlada.gov.cz, 2024).

Specific policies are then included in the related Action Plan, a part of the Implementation Plans of the Digital Czech Republic. NAIS 2030 falls within Plan 2 – Digital Economy and Society Strategy. The Action Plan is scheduled for annual evaluations and updates to allow flexible response to the technological development and its impacts (Mpo.gov.cz, 2025a).

In addition, links to international AI initiatives are considered important in the context of both versions of the NAIS. A European Union regulation known as the AI Act came into force on 1 August 2024. It seeks to define a legal framework for AI and specific requirements for AI systems depending on level of risk to citizens' safety, health and fundamental rights on the Union's internal market (Eur-lex.europa.eu, 2024, cf. Stuurman & Lachaud, 2022). The Office of the Government of the Czech Republic served as the country's authority in charge of negotiating the regulation (Mpo.gov.cz, 2025b).

On 17 May 2024, the Council of Europe adopted the Framework Convention on Artificial Intelligence and Human Rights, Democracy and the Rule of Law as the first-ever international treaty on AI (Coe.int, 2024). The OECD formulated in 2019 (and updated in 2024) a set of voluntary AI principles to promote such use of AI that is innovative and trustworthy and respects human rights and democratic values (Oecd.ai, 2024). Similar values underlie the Recommendation on the Ethics of Artificial Intelligence published by UNESCO in 2021. Its primary goal is to protect human rights and dignity (Unesco.org, 2021). According to the Czech Ministry of Industry and Trade, additional soft-law instruments have been emerging from the G7, the UN, the AI Safety Summit, etc. (Mpo.gov.cz, 2025b). Clearly, there is now an array of strategies and key documents at the national and supranational levels. These documents have been revised, expanded and updated on a regular basis.

In view of that, the Czech national initiative NAIS 2030 goes hand in hand with international trends. While it has repeatedly provided a highly important impulse for the perceptions of AI in society, Mařík & Pelikán (2024, p. 67) criticized NAIS 2030 as a highly general strategy without a clear or specific pledge of financial support. At the same time, the authors warned against the risk of a rapid decline and loss of the country's research potential. An open question here remains how strongly the agendas related to the strategic position of AI will be accentuated by the government formed after the Chamber of Deputies elections of 2025. For the moment, though, let as pay attention to the elections that took place in the year 2024.

5   CASE STUDIES OF AI USE IN STATE ADMINISTRATION

As an interesting phenomenon and a sort of a breakthrough in concerns about AI use in politics, an AI app has been applied during sessions the Chamber of Deputies of the Czech Parliament for several months now. In 2024, the Chamber of Deputies introduced Beey, a tool that not only transcribes voice but also recognizes individual speakers and makes its data conveniently searchable. The speech recognition tool is based on deep neural networks. As such, it represents a fundamental leap forward and an important help for the legislature's Stenographic Services Division. It is the very first application of AI implemented in the agendas of the Office of the Chamber of Deputies. In addition to the Chamber, the app has been used by the Ministry of Foreign Affairs, the Ministry of Justice, the Czech National Bank, the Police of the Czech Republic and some universities (Psp.cz, 2024).

In August 2024, the Regional Office of the Ústí nad Labem Region launched a virtual assistant on its website called ÚK Bot, which works on the principles of artificial intelligence and is used for initial orientation on the website. The then regional governor, Jan Schiller (ANO), stated that the aim of deploying the new element was to streamline and simplify communication between the office and the public and to make it easier to find your way around the regional website. ÚK Bot works with the information provided on the regional website. It helps with quick orientation, advises whom to contact on a particular issue, facilitates the search for information on events and services offered by the region and the regional office, and recommends competent contacts according to the question asked. The technical side of the chatbot was prepared by HypeDigitaly s.r.o., a technology startup and AI agency specialising in the development of AI communication assistants and the introduction of AI in companies and institutions (Krustecky.cz, 2024).

The public service broadcaster Czech Television approached the AI phenomenon in a similar way in a high-profile live debate on the relations between national and regional politics on 19 September 2024. It was the last of a series of debates among the leaders of ten political entities before the elections to regional assemblies and the Senate in 2024. Its director, AI popularizer Petr Salaba, had AI generate a series of X (former Twitter) slogans and election posters. ChatGPT-4o was used for the experiment. The language model proved capable of creating original texts that appeared highly natural. Although the model has no traditional "understanding" of what is being written, it is capable of solving an array of analytical tasks in ways often superior to professionals in the given field. Despite its incomprehension of context, the model is known for outstanding performance in, for instance, general content analysis of textual user inputs (Ct24.ceskatelevize.cz, 2024). Researchers striving to understand the challenge of AI should pay attention to experiments of this kind, popularization events and the overall public perception of AI among Czechs.

6   CZECH POLITICAL PARTIES AND GENERATIVE AI USE

In a way, 2024 was a year of experimenting for Czech political parties. That is because the European Parliament elections took place in June, only to be followed by regional and Senate elections—three instances of second-order elections, to use a political scientific concept (Reif & Schmitt, 1980). While we do not mean to argue that less attention should be paid to these elections, they certainly presented opportunities for testing a number of new approaches and tools before the key first-order elections, namely the Chamber of Deputies elections scheduled for the second half of 2025 (Ct24.ceskatelevize.cz, 2024).

Czech political parties have gradually adapted themselves to AI-based tools, similarly to how they had tackled the gradual rise of digitalization (Šárovec, 2024b). Of course, it is difficult for an outsider to obtain hard evidence of the parties' different uses of AI tools, as there is no method of verifying or falsifying such information. Nevertheless, experts inform us that parties use AI to analyse data on public sentiment and voter segments, which then shapes the strategy behind their actions and attitudes. Moreover, since social media platforms openly use AI in algorithms responsible for targeting ads, it is already playing a role in campaigning (Karasová, 2024).

As early as in 2023, the then European Commission Vice-President for Values and Transparency Věra Jourová called for labelling AI-generated content to prevent AI misuse in disinformation operations. Likewise, she worked with political parties to prevent using deepfakes against political opponents (Root.cz, 2023; Karasová, 2024). Table 2 gives an overview of the positions taken by individual political parties in the Czech Republic to using AI in the campaign before the 2024 European Parliament elections.

Table 2. Attitudes of Czech political parties to using AI before the 2024 European Parliament elections.
Source: Own summary of Karasová (2024)

Political party/movement	Attitude
ANO 2011 (ANO)	Not planning to use AI products. Can be used for internal purposes such as text editing. Against using AI to create fake news.
Spolu[1]	Using AI in limited ways so far, e.g., for video captioning or data analysis. Would like to expand their use of AI as a modern instrument. When using AI, it is for fair campaigning only.
Czech Pirate Party (Pirates)	Using AI to generate pictures, edit photos and videos. Use of deepfakes deemed unacceptable.
Freedom and Direct Democracy (SPD)	Not planning to use AI, happy with their "own intelligence". Using common sense. Not afraid of anything AI-generated. Not planning to use deepfakes.
Mayors and Independents (STAN)	Using AI-generated illustrative images, not ruling out future use of AI in campaign-related communication. PR department consistently labelling all AI-generated content. Deepfakes deemed contrary to STAN's communication values.
Social Democracy (SOCDEM)	Using AI for translations, transcriptions or captioning, but also for everyday queries. AI viewed as a tool for simplifying tasks; general responsibility remains with the human factor. Labelling AI-generated content as such. Unwilling to use deepfakes in campaigning.
Stačilo![2]	Using, e.g., AI-generated images, while viewing AI as not essential to their strategy. Manipulative communication techniques using AI-generated content blacklisted in 2024 under their strict rules of communication. Will not use deepfakes against any political entity.
Přísaha	Using AI for video captioning. Internal rules bar using AI to put in people's mouths words they never said. Pledged not to use deepfakes.

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[1] Spolu is an electoral alliance of three parties – *Civic Democratic Party* (ODS), *Christian and Democratic Union – Czechoslovak People's Party* (KDU-ČSL) and *Tradition Responsibility Prosperity 09* (TOP 09).

[2] This alliance is comprised of the *Communist Party of Bohemia and Moravia* (KSČM), the *United Democrats – Association of Independents* (SD-SN) and unaffiliated candidates.

The above comparison of excerpts from political parties' answers on AI topics clearly shows that all Czech political parties made some use of AI in the European Parliament election campaign of 2024. This is hardly a surprising fact. Similar responses have been voiced on AI-based fake news or deepfakes. To work with AI, most parties have defined internal strategies or rules setting the boundaries of AI use for their members, candidates and expert staff.

7   UNETHICAL USES OF GENERATIVE AI

The essential assumption is that Czech political parties are experimenting with generative AI. However, a more significant problem may arise where political actors use generative AI to stage situations that never happened, or that promote stereotypes (racial, gender, sexist, etc.) (Chum, 2025). The problem concerning the ethical dimension, but also the question of a transparent election campaign, is whether visuals generated in this way can be easily identified. The second level is what information these visuals represent.

This was exactly the situation before the regional elections in September 2024, when visual materials created by AI were used in the SPD election campaign. Some of them looked like photographs and depicted fictitious individuals or situations. One of the AI-generated visuals depicts a bleeding black man with a knife in his hand, another one a happy blond family with three children, which does not find it "extremist to be normal". By mistake, the AI endowed one of the children with a hand of six fingers instead of five. Nevertheless, SPD Chairman Tomio Okamura rejected the fact that someone might mistake the AI-generated images for real photographs (Brodníčková, 2024). This, of course, raised questions of regulation or clear labelling to distinguish AI-generated content from traditional visual communication. The same problem affects foreign countries and candidates as well.[3,4]

In January 2025, the situation culminated in that crime investigators of the Extremism and Terrorism Department of Prague police petitioned the Chamber of Deputies for an immunity waiver to allow the criminal prosecution of Deputy Tomio Okamura (SPD). It is because of the 2024 regional elections billboard campaign that they suspect him of committing the crime of instigation of hatred towards a group of people or of suppression of their rights and freedoms. The entire "exhibition" was dominated by a 10-to-6-metre AI-generated billboard depicting a surgeon of colour with a knife in his hand (Novák & Nejedlý, 2025). Of course, the immunity waiver was not requested for using AI-generated visuals but for what they depicted.

As for deepfake videos, political parties or their leading members are often targeted by such videos posted without a clear indication, or a way of finding out, who had them generated. Over the past couple of months or years, the politicians targeted by such forgeries have included President Petr Pavel, Interior Minister and STAN leader Vít Rakušan, or former PM and ANO leader Andrej Babiš. Deepfake videos represent a powerful weapon because they are much more sophisticated and any criminal implications of their use may be difficult to identify (Vaníčková & Nejedlý, 2024). For that reason, it appears necessary to clarify rules for using AI-generated content in election campaigns and to set an explicit boundary of punishable misuse.

The Ministry of Interior itself declared before the 2024 European Parliament elections that it was monitoring online activities with a view to preserve the undisputed credibility of elections in the Czech Republic and disproving any disinformation. False alarm ("spreading of alarming news"), glorification ("approval of criminal offence") or menacing ("dangerous threatening") can be addressed by the police or other criminal justice authorities (Karasová, 2024). It is evident in this regard that the public administration will have to take a transparent and predictable position on developments in the AI domain.

Previously, for instance, the legislature ordered more detailed use for labelling visuals in election campaigns, prescribing the disclosure, on any new visual, of who ordered it and who produced it (Pruvodce.udhpsh.cz, 2025).

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[3] It was already in 2023 that the German Alternative for Germany (AfD) faced criticism for using AI-generated images. In 2024, AfD's lead candidate for the European elections, Maximilian Krah, posted a number of AI images on his TikTok account. Likewise, AI-generated visuals appeared before a 2024 election in France, and Donald Trump used one against his opponent, Kamala Harris, in the US presidential election (Aiforensics.org, 2024; Breuer, 2024; Brodníčková, 2024).

[4] In April 2025, a video began circulating on Slovak social media showing some Slovak politicians, including the country's top constitutional officials, President Peter Pellegrini and Prime Minister Robert Fico (SMER-SD), as prisoners (cf. Hynčica & Šárovec, 2024). The video's point is that the whole plot is a dream from which Prime Minister Fico will wake up. The Slovak police, who started investigating the video following suggestions, declared that AI is one of the significant challenges in the security context (Biró, 2025; Vilček, 2025).

This measure was meant to minimize an information chaos similar to that which had arisen in the so-called negative campaign era (see Ansolabehere, 1994; Martin, 2004), i.e., before the Chamber of Deputies elections of 2006 and 2010, when harsh battles were fought between what were the country's two strongest political parties, the Social Democracy and the Civic Democratic Party (Lebedová, 2013). Negative campaigns were somewhat present in the following election years as well, but they were more personalized, e.g., in the direct presidential election. Besides, issues of the not-so-comprehensively regulated area of election campaigns are discussed after almost every election. Therefore, a similar situation can be expected to occur in the context of generative AI use in election campaigns and the political process as a whole.

For these and other reasons, an amendment (by Act no. 302/2016 Coll.) to the Act on Association in Political Parties and Political Movements (Act no. 424/1991 Coll.) gave rise to a new administrative authority, the Office for the Supervision of the Financial Management of Political Parties and Political Movements (ÚDHPSH) (UDHPSH.cz, 2025). With regard to AI, then, the Ministry of Interior or some other specialized authority such as the ÚDHPSH can be expected to implement some form of supervision of AI use in practice in order to create an equitable and transparent environment for a free competition between political parties, which is, after all, a principle enshrined in the Czech constitution (Psp.cz, 2025).

8   DISCUSSION AND FUTURE CHALLENGES

Without the existing level of progress in AI-based tools, a great many disciplines would be deprived of some of their evidence and an adequate pace of development. In the case of the Czech Republic, too, it is clear that AI influences can hardly be prevented. If the country chose to defend itself by rejecting AI, it would be making a mistake. Of course, the same applies to the political realm.

Over the last couple of years, generative AI has become a normal part of how we operate, make decisions, plan or search for information in our professional, educational or private lives. Research evidence supports a growing popularity of generative AI-based instruments. This development provides a natural impetus for technological corporations to channel massive investments into further research. In practice, the role of AI seems to be growing in diverse areas of human activity, including agriculture, manufacturing industries and services. The same applies to areas such as education (see Guettala et al., 2024), public administration and, obviously, politics as well.

The array of benefits includes higher decision-making performance and accuracy, access to information, an improved educational process, a higher level of automation, predictive functioning, involvement of the human factor in critically understaffed professions, etc. In contrast, to give up on using AI tools or to fail to promote adequate development would mean losing the lead, missed opportunities, poorer economic performance and overall underdevelopment. It is true that AI use comes with a number of risks, too, such as spreading disinformation and fake news, whereas fake videos are a story of its own (Mv.gov.cz, 2025).

Furthermore, technologies known as generative adversarial networks (GANs) can modify the contents of existing records by changing people's faces or speech, thus generating brand new and completely realistic materials that are not grounded in reality. In addition to cybersecurity, the risks include possible misuse of AI to influence voters or democratic procedures in such fundamental ways that might disrupt ongoing election campaigns, elections themselves or any other act of the democratic process (Consilium.europa.eu, 2025; Mv.gov.cz, 2025). It is therefore imperative at the ethical level but especially at the legislative level to provide a clearer definition of the boundaries of transparent use of generative AI-based tools.

In addition to political parties' uses of AI tools, one should also focus on the race between the world's technological powers. For example, the start-up DeepSeek sent shockwaves through markets in January 2025 by revealing that AI development in China was not as far behind the United States as many had expected. The launch of the DeepSeek R1 model shattered the belief that effective AI development requires extreme financial amounts. According to expert views, the model completes the same work as OpenAI o1 at a 27 times lower cost and using older Nvidia chips (Kahánek, 2025). In short, it can be stated without exaggeration that AI is poised to come ever closer to the forefront of conflicts between global actors, including in the political realm.

9   CONCLUSION

The present overview article studied the case of the Czech Republic to shed light on the role of AI in the context of the state and political parties. Although this case is far less consequential than those of the United States or China, the phenomenon of debates on the links between AI and politics is relatively understudied, which applies even more to Central Europe and Czechia. We built our discussion on three main pillars, namely the popularity and use of AI tools in the public, the governments' relationship with AI, and finally political parties' relationship with the phenomenon.

In answering RQ1, we used Ipsos data to prove a constant growth of the Czech population's experience with various AI-based tools. In addition to this apparent experience in the general population, AI has been debated more often thanks to various popularization events, some of which have been held under political auspices. Last but not least, public institutions are starting to use AI-based tools in their normal operations. In our answer to RQ2, we can underline that a number of international organizations (OECD, UNESCO, Council of Europe, but also the EU) have published documents formulating their positions and recommendations on AI issues. The Czech cabinets led by Andrej Babiš and Petr Fiala each came up with a National AI Strategy, a key document defining how central government relates to AI and designed for use by various sectors. Finally, RQ3 focused on AI use by Czech political parties. The election year of 2024 showed that political parties are open to generative AI tools, apply them, and often have introduced internal guidelines for handling content generated in this way. At the same time, political parties or their representatives are often targeted by the products of unfair use of AI, namely deepfake videos.

One can realistically expect social research into various dimensions of the AI–politics relationship to follow up precisely on the National AI Strategy, debates hosted by international organizations and various increasingly refined informed positions on generative AI tools. Each election, including ones taking place in the Czech Republic, will provide an intriguing empirical basis for another more detailed analysis of AI use in election campaigning, in creating party manifestos and positions, and generally in the political process during each electoral cycle. Therefore, there are many ways in which political scientists or interdisciplinary teams might continue to examine the field of artificial intelligence in future.

ADDITIONAL INFORMATION AND DECLARATIONS

Conflict of Interests: The author declares no conflict of interest.

Author Contributions: The author confirms being the sole contributor of this work.

Statement on the Use of Artificial Intelligence Tools: The author declares that he didn't use artificial intelligence tools for text or other media generation in this article.

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