

ARTIFICIAL INTELLIGENCE IN PUBLIC AFFAIRS: APPLICATION FIELDS, POTENTIALS AND RISKS

Dear readers,

the use of Artificial Intelligence (AI) in the field of Public Affairs has gained relevance in recent years. The potentials of AI are enormous, whether it is for data and trend analysis, monitoring of legislation and regulation, or personalization of communication. Companies and interest groups can act more effectively and achieve their goals faster through the use of AI.

However, there are also risks that should be taken into account when using AI in Public Affairs. If AI systems, for example, are trained on insufficient data or reinforce biases, this can have serious consequences.

In the following, we would like to provide you with an overview of the application fields of AI in Public Affairs, highlight potentials and risks, and give insights into which AI methods PANALIS Solutions GmbH uses. We hope that this brochure will help you to make use of the possibilities of AI in Public Affairs and minimize risks.

1.

AI for better Policy Monitoring

Monitoring legislation is a crucial aspect of public affairs. It involves keeping track of changes in laws, regulations, and political developments and reacting to them early on if they could affect one's own company, interest group, or industry. In the past, this was a time-consuming and often tedious task carried out manually. But with the introduction of artificial intelligence (AI), this has fundamentally changed.



The use of NLP



AI technologies such as NLP enable the understanding and interpretation of texts. Algorithms and statistical models are used to recognize the structure and meaning of texts. This processing can occur during the extraction of information, allowing only relevant content to be indexed.

Text classifications can also be made, and sentiment analyses can detect emotions or moods in a text. This technology is already often used by companies to understand the feedback of a customer group. In the context of Public Affairs, it enables readers to quickly react to problems by identifying campaigns accurately.

2.

AI for Data and Trend Analysis

Another advantage of using AI in monitoring legislation is the ability to analyze large amounts of data and detect weak signals and patterns. By analyzing historical data, AI systems can make predictions about future legislative changes and political trends. This can help companies and interest groups to align their strategies in the long term and better prepare for future developments.

<https://www.panalıs.de/en/agnoscis-analytics-en/>

Since 2020, these technologies have been used by Agnoscis Analytics to identify market and environmental risks, as well as company-specific changes, with pinpoint accuracy.

3.

Personalization of information

In general, personalization is about addressing the information recipient individually and presenting relevant content.

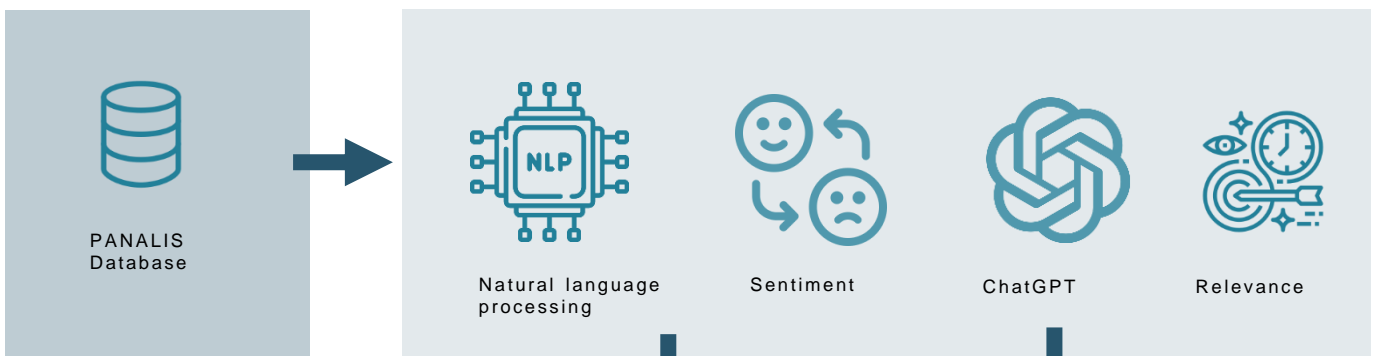
Personalization of information can be applied in various areas.

In external communication, personalization can also be significant. This allows companies and interest groups to tailor their messages better to the needs and interests of the recipients, thereby increasing their influence. However, companies and interest groups must also ensure that they consider the potential risks associated with the use of personalization and take appropriate measures to protect privacy.

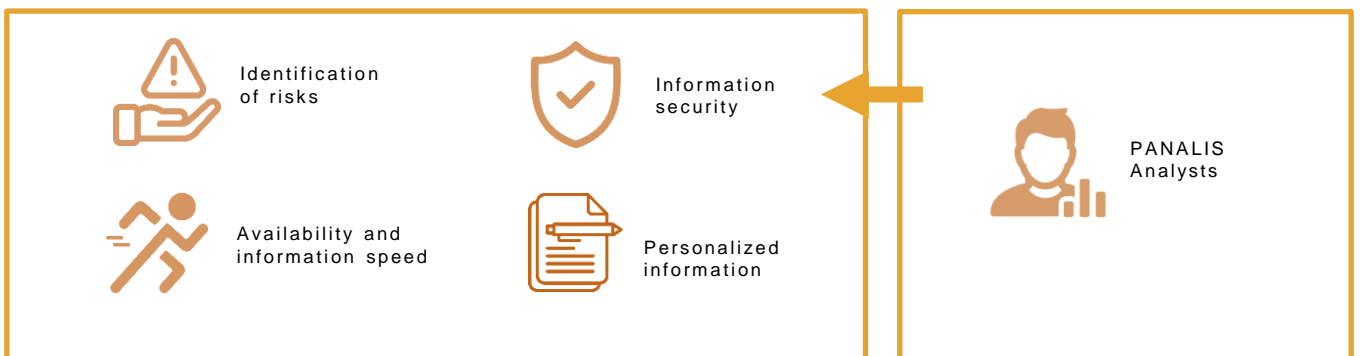
The use of AI at PANALIS Solutions GmbH

Big Data

KI Methoden & Tools



Output



Opportunities and risks of AI in Public Affairs

Potential

To increase the effectiveness of Public Affairs strategies while saving time and resources, for example, by identifying trends and patterns or predicting developments.

Potential

Improved analysis of public opinions and sentiments – for example, through NLP and the evaluation of large data sets, by taking into account social media, press, and publications.

Potential

Improved monitoring of legislation and regulation: AI can assist in monitoring legislation and regulation by automatically identifying and analyzing relevant information.

Risk

Potentially biased and discriminatory biases can arise when they are trained on inadequate data. AI systems are only as good as the data on which they are trained.

Risk

Data protection regulations must be followed, ensuring the security and confidentiality of data. Sensitive information such as personal data or company secrets may be processed, increasing the risk of cyber attacks.

Risk

Missuse and manipulation: AI systems can also be abused to manipulate political decisions or spread incorrect information.