

Attributable to Senator Fatima Payman:

1. ***Is Sen Payman concerned at her likeness being used in AI deepfake material and its possible effect on democracy?***

I'm not too concerned about my likeness being used, because most of my supporters are politically engaged and would be able to tell AI-generated material from the real thing. For the average Australian who has little to no interest in politics, however, an AI deepfake they see of the Prime Minister or the Queensland Senator might be the only piece of political information they consume that day. If the sensationalised material that AI produces has an impact on them, their view of a politician or politics in general might be based on false or manipulated information. That's what concerns me.

2. ***Has Sen Payman noticed an increase in the number of AI fakes using her likeness since the last election?***

Yes there has been a huge uptick in the last 12 months. Some of them are just low-effort engagement bait, but some of them are bizarre, like the ones where I'm in some furious debate with a C-list American celebrity. I live rent free in the heads of some terminally online people, who should probably go touch grass. The acceleration of AI is a worry, though, because today it's me and the Queensland Senator in a boxing ring, tomorrow it could be a manipulated speech presented as fact. I am already seeing this in social media posts, for instance I am apparently worth \$75 million from insider trading investments (I wish).

[Vietnam disinformation pages masquerade as Australian...](#)

3. ***It's our understanding the government's 'Truth in political advertising' electoral reforms currently do not include AI regulation. Should they?***

Legislating to give the government power to determine what is or isn't true is a difficult problem. I opposed the government's misinformation and disinformation bill in the last Parliament because it risked endangering genuine discourse. There's a similar problem with the digital duty of care proposal: I support people support taking on the social media companies and making the online world a safer place, but giving a minister the power to determine what is and isn't harmful

is a red flag. Our reasonably benign Government won't be in power forever. I'm not sure how 'AI regulation' would work in the political advertising sphere. Would you be prohibited from generating a satirical image or video of any politician? That seems extreme. On the other hand, lighter-touch requirements for disclosure of AI use might be missed by viewers in the few seconds that they spend watching an AI-generated video, and the task of enforcing such a framework would be immense, given the speed with which AI-generated material can be made, at scale.

4. ***The AEC notes during the previous federal election in 2025 concern about generative AI didn't come to fruition, in that there didn't appear to be any single incident or large-scale use of AI that had a material impact. However, they note the world has changed a lot since then and warns it is yet to be realised exactly what this environment (or the information environment in the near future) could mean during an Australian election. Is the government at risk of being too slow in its response to this rapidly evolving technology?***

The Australian Government, regardless of the party in charge, is always years behind when it comes to internet regulation. When it does get around to regulating, it does so with a lack of understanding of how the internet works. The social media ban, which was rushed through the Parliament for political reasons, has let four in five kids slip through its net. The eSafety commissioner has no ability to enforce Australian law when it comes to noncompliant services that do not have a presence in Australia. Regulation is important, as is developing Australians' digital literacy so that they can empower themselves to determine what is real and what is not. Of course, it is becoming increasingly hard to tell what AI-generated material is real and what is not, which is a problem that our post-truth society will struggle to legislate its way out of.