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Deceptive uses of Artificial Intelligence in elections strengthen support for AI ban

Political parties worldwide are exploring how Artificial Intelligence (AI) can help win elections, but the effects are unclear. We propose a framework to assess AI's impact, categorizing its use into three areas: campaign operations, voter outreach, and deception. Through a preregistered survey and two experiments (n=7,635), we find that: 1) the public views AI in elections negatively, especially deceptive practices; 2) deceptive AI harms public attitudes and boosts support for halting AI development; 3) deceptive AI doesn't significantly penalize parties involved. Regulatory oversight is needed to address this misalignment without discouraging all AI use in elections.