

# A REVIEW OF THE CHANGE IN PUBLIC PERSPECTIVES DUE TO E-DIPLOMACY AS A RESULT OF AI BASED ALGORITHMS THAT SHAPE MAINSTREAM IR IN GLOBAL POLITICS

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DOI: <https://doi.org/10.5281/zenodo.20230607>

Received	Accepted	Published
19 March 2026	28 April 2026	16 May 2026

## ABSTRACT

When we stepped into the 2000s, the world as we knew it began to change with the technological advancements and the advent of the Internet. The world became a global village and we thought distances reduced thereby also bridging gaps between perspectives, hopefully steering towards a more harmonious future. Two decades, a pandemic, and introduction to AI later, we realize, we sure were steered but towards dangerous and unprecedented grounds of cut throat global politics, where nothing is apolitical anymore, as real life IS the virtual life, thanks to the advancement of Artificial Intelligence so now deep rooted into our lives, it understands the algorithm and our entire personalities before we even breath into because it is so in synchrony with us, perhaps even more than our very own family and this is why we need to acknowledge the fact that the world or global politics would also be equally and deeply affected by it. Stepping into 2026, this will and has already begun to show up in the numerous political downturns that have happened from the summer of 2025 and the IndoPak arising conflict of Pahalgam. With US President Trump swinging his attempts at global hegemony left, right and centre, we understand, this takeover for oil and mineral elements unfolding right before our very eyes is not being played out in a conventional battlefield. But in fact, the field is set virtually, where AI and machines define the strategic algorithms that facilitate such invasions and takeovers when coupled with skillful physical training armoured with state of the art weaponry. This article then explores, how the same AI, used by leaders to nurture mindsets of their population, might have been an unexpectedly supportive actor to also help the youth in different parts of the world rise to the occasion to overthrow autocratic regimes in their homelands or put up a stand against the technocrats when and as where needed. This is just the tip of the iceberg in the new era of E-diplomacy which is yet to be entirely explored but promises the opportunities of never seen before insights. As the global political stage is now set out on a path of destruction and then construction of new political dynamics, this is the right time to study about this trend in depth.

**Keywords:** AI based algorithms, E-Diplomacy, global politics, perspectives

## INTRODUCTION

The understanding about how AI based algorithms actually work is a significant step in comprehending what was supposedly considered

almost magical or mythical only about half a decade ago. AI-based algorithms are sets of complex instructions enabling machines to learn

from data, recognize patterns, and make decisions or predictions, mimicking human intelligence for tasks like language understanding or problem-solving, unlike traditional algorithms that follow fixed rules. They are the core of AI, allowing systems to adapt, improve with more data, and automate complex processes in fields from healthcare to finance.

When the world was hit with the lockdown phenomenon consequential to Covid, people began to look inward in isolation. Hence, social media became the next place to be. Smart phones in millions of hands began feeding human behaviour, likes and dislikes, into a program that was collecting data on humans almost synonymous to leech sucking on blood to ensure its survival. Bit by bit, what humans poured out as preferences, hobbies and/or <sup>[1]</sup>feelings (like anger/ contempt/ loneliness) became content which was consumed by thousands and shared or reproduced with modifications on numerous applications, or apps, in common terminology. Hence, smart computers learned to decipher human behaviour and preferences like a study rather observantly and began to throw back such things that would further enhance the process of humans assuming what they're thinking to be the right thing. Over time it seemed, as a common internet user would say, that the internet could almost read one's mind and show you content/ videos based on what one was thinking. This is what engineered AI interfered content looked like, <sup>[2]</sup>the work on it actually as old as the 1950s when the first concept of AI algorithmic studies was even formally accepted in the paper published by Muculloch and Pitts wherein the first 'artificial neuron' bore the Turing test (devised by Alan Turing) where possibility of machines thinking was tested in controlled circumstances. How AI driven algorithms are more commonly understood today is a result of what Elon Musk experimented with his team of eleven researchers in X Corp. in 2023, where flagship products like AI generative bot by the name of Grok was developed.

#### Literature Review:

The idea that AI-based algorithms could even have a place in E-diplomacy sounds as absurd as to say that soon robots may have rights in election

and stand for office to govern agencies used to administer the human population which would seem so similar to the screenplay of a sci-fi movie dramatically infusing the real world with the virtual, blurring lines of reality. However, as said, truth is stranger than fiction and this fits aptly here because the reality is, human political and/or any perception is being actively and rather heavily being shaped by such algorithms today. Infact, a lot of scientists and philosophers, charmers and ancient cult practitioners even go on to claim that as of now, no human thought is purely human or original as a result of the constant prompts that it receives due to being logged on to constant stimulating applications. This is so because these healers and holistic practitioners largely view these as feeding off human intelligence in a 'double edged phenomenon' where not only they suck the soul out of humans, as in their metacognition ability, but also simultaneously create ground for them to become host to then ideas that may not be aligned with virtue nor morals while posing risks of intellectual laziness, loss of intuition, and a hollowing out of human consciousness. <sup>[3]</sup>

Practitioners' views on this topic are nuanced, highlighting both the danger of cognitive atrophy and the potential to use AI as a tool for amplifying human potential as humans then become trapped in what is said to be stagnation pool as it is generated or rather regurgitated form a diluted pool of same ideas collected by the AI. simply put if Human A feels that Politician A is criminal in his policies, the content Human A consumes on the internet will all be laser focused on showing him all and every possible article, video or virtual creation to keep enhancing that same mindset, and this is where E-diplomacy and the virtual presence of global leaders becomes a groundbreakingly significant feature in shaping their potential voters preference for them or their opposition to their competitors.

<sup>[4]</sup> Narratives developed through international events are heavily shaped due to the E-diplomacy acting as a supporting cast in generating mass/ public perception about defining historical moments, like that currently of the developments seen in the Iran and Israel conflict in 2026 that has the geo economical world in twists due to geopolitical advancements of both nation's

military assaults pawning holistic agendas as motives materialising in real time. A framework for E-diplomacy on social media to describe how international actors pursue it as means of achieving their strategic objectives, Ittefaq (2021). The ways in which digital platforms play out in South Asia within narratives of sovereignty and democracy, underscore the value of attending to electronic narratives to understand how they shape global imaginations during political crises, Bjola, C. (2010). Previously this was also evident in the showdown of Ex- PM Pakistan Imran Khan's arrest in 2022 and detention policy shift and support from United States senators through Twitter X and Facebook remains under studies since 2024 and election of Trump as US President.

### Research Philosophy

The study adopts the interpretivist and constructivist research philosophy,

Interpretivism philosophy suits relativist ontology (the theory of Nature of Reality-what is 'real') and subjectivist epistemology (the theory of Nature of Knowledge-how we justify reality)

(focusing on socially constructed realities and co-created knowledge.)

Constructivism shall allow us to understand and construct our analysis based on real time virtual activity findings from digital platforms that record mass sentiment and/or reactions to political events shaping global or national hegemony.

The study uses social media content, articles, newspapers, and media coverage to ensure a comprehensive analysis. The data collection tools include social media posts, newspapers, articles and media coverage.

### Description of Findings/Observations:

A research conducted by author <sup>[5]</sup> Margaret at the European Institute of Studies in 2023 highlighted an important fact, that Diplomacy is for AI as much as AI is for Diplomacy, which partakes in the idea that diplomacy undergoes a different face when enhanced as a result of Social media platforms. It shapes mindsets and creates compounding affect on diaspora, which for some diplomats may be recognized as an opportunity and for others as a challenge, but it is safe to say

that they are almost like the two sides of the same coin representing the yin and yang both, dependent on which side one is on. In this paper a similar attempt at employing analysis of existing literature and diplomatic practices related to AI and its effects on diplomacy will assist in this process, especially by observation of current examples from the latest US-Iran-Israel conflict. The research underscored the importance of diplomats' readiness for change and their understanding and utilization of new technologies. It highlighted the need for interdisciplinary training programs incorporating innovative thinking, big data management, and machine learning to foster effective collaboration between diplomats and technical specialists. It concluded that embracing AI and digital capabilities can empower diplomats and enhance the effectiveness of diplomatic instruments in achieving national goals in times of peace and hybrid war in the real world and the metaverse.

<sup>[6]</sup> Springer in his 2024 article states that age-old diplomacy and IR is built on orthodox model of cutting edge boundaries and SOPs that were thrashed as high profile diplomats became entities a click away on media, especially owing to public platforms like X and after 2021 more so. Emerging digital technologies have brought comfort, flexibility, and agility to our lives, whereas traditional bureaucracy is on the knife-edge in protecting its status quo. While some states prefer to be governed by slow bureaucracy and law-making processes, others are trying to adapt to this change in which the old and analog is rejected and the digital and fast is accepted. Since there is no time, space, and borders in digital platforms, international relations is also on the knife-edge with three unique challenges. Digital technologies that allow for integrating more data into policy making create a more sophisticated execution of international power struggles within a global context, which also brings new fronts in threats such as cyber-attacks. And thereby it becomes more than ever important to conduct research in matters forming public opinion to verify whether or not the hate speech generated online is the result of actual polls, mass thought or merely AI generated bots who compound on a trending hashtags giving rise to challenges like hate speech

consequencing in forming public bias leading to crimes in real life. It has a spillover effect from the virtual world into the real. Data, as the numeric and core form of information, described as the “oil of the next century,” also became a strategic piece that is used by AI algorithms for making policy analysis and strategies for the states.

The most common example that should catch an observer’s attention is how Pakistan’s standpoint in IR has gotten a massive makeover, almost surgical, as a result of this AI driven E-diplomacy. Starting from 2025 and the IndoPak Pahalgam incident dispute, the clash was the highlight of social media platforms causing anticipatory frenzy between two arch-rivaling neighbour states, at the verge of going at a nuclear war to the absolute horror of the world. Speculations began as early as March 2025 and possibilities of negotiations seemed dim, until US president Donald Trump entered the game and kept the bystanders informed through his tweets on X. It garnered over the trending tweets for even weeks later with some tweets resurfacing even up til the start of 2026, wherein Trump, as per Al Jazeera, said that the two nations have been fighting for “1000 years” (when only 78 years have actually passed to even the independence of the two nations). The whole narrative that was built up by President Trump generated further traffic towards similar stories and retweets, penetrating hate speech of the likes. Of the most recent example in 2026 have been the coming to light of the infamous Epstein files that were released in accordance with the Epstein Release Act in 2025 which progressed by mid Dec. 2025, began a surge of posts and public outcry on all social media platforms worldwide with millions coming forward in support of the survivors in the upcoming months and pressing for the arrest of the prominent names involved in the ongoings of the cult. The news spread like wildfire and AI bots began to reproduce similar algorithmic posts from real and fake accounts suggestive of provocative content sometimes with or without disclaimers as well.

<sup>[7]</sup> It would be naive to assume that this evolution does not permeate and alter international affairs. Building on, and solidifying, a thriving yet still fragmented emerging literature on “AI IR,” this forum gathers several critical diagnoses of the way

AI technologies impact on various areas of international relations. Introducing new concepts and charting emerging empirical realities, contributors explore how AI advances, such as autonomous lethal systems, synthetic imagery and text, or intelligent systems, are already creating new landscapes of violent and nonviolent international interactions. Yet, behind their distinct takes, contributions together stress the need to correctly locate and evaluate specific sites of AI impact, thus offering a nuanced appraisal scrutinizing grand declarations of an “AI revolution” in global politics.

This has, however, also shown negative trends of hate speech emerging more evidently alongside a misinformation surge leading to a sharp decline in E-diplomatic efforts, if any, attempted by the involved states’ internet rhetoric and diaspora leading to divided reviews. The most recent demonstration of this was viewed in the current ongoing US-Iran conflict from February 2026. Thirty Four false or AI generated images claiming to show the war live got approximately 37+ million views on X within 7 hours of Iranian drones launching. 77% of it were from verified accounts. There were numerous viral fake claims to suggest that Netanyahu, President Israel, had bombarded the North Korean embassy, thereby luring them into this war. The US study found over 23000 Islamophobic posts on X as the war had begun, also coupled with the AI generated song ‘Boom Boom Tel Aviv’. This phenomenon was earlier discussed in the 2025 research as <sup>[8]</sup> new possibilities that deepfakes will have in defining the course of diplomacy and international relations. It studies the impact of deepfakes on diplomatic trust, leadership legitimacy, conflict escalation, and normalization of disinformation through a qualitative research design conducted through Critical Discourse Analysis (CDA). It was concluded that deepfakes are drivers of diplomatic suspicion, are used to undermine the credibility of leaders, and are a channel of increasing misinformation through media logics. The study highlights the importance of creating global verification systems, the need to increase digital diplomatic literacy, and multilateral regulation against AI-fueled disinformation. The final message is that deepfakes are a serious

communicative and political challenge that disrupts trust in international relations.

### Conclusion:

Conclusively, the need is to not just recognize but actually to regulate states and users to certain parameters so that AI driven bots are not as equipped as seen currently to put masses in skepticism. This may vary from policy making to controlled media access, especially before/after or around the time of electoral process as it in reality affects the potential of electoral campaign in magnanimous ways unprecedented and unanticipated before.

This is not just a need, but majorly because <sup>[9]</sup> an over-reliance on AI and automated systems in diplomacy may diminish the human aspect, which is often essential in navigating sensitive diplomatic negotiations. For instance, China has integrated AI and digital technologies into its foreign policy approach, utilizing big data and machine learning to forecast global trends and improve diplomatic interactions in small state diplomacy in the digital age. <sup>[10]</sup> Small nations are increasingly using digital platforms to elevate their presence in global diplomacy because the trick is not to obliterate or avoid it, but in the need to learn and master the art wherein diplomats will need to find a balance between leveraging AI-driven tools and upholding human judgment and ethical considerations in international affairs.

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