# ARTIFICIAL ELECTIONS

Exposing the Use of Generative AI Imagery in the Political Campaigns of the 2024 French Elections

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AI FORENSICS

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# Executive Summary

AI Forensics conducts a cross-party, cross-platform analysis of the use of AI-generated images in French political campaigns during the 2024 European Parliament and legislative elections. In May and June, we collected data across party websites, as well as their official Facebook, Instagram, X (formerly Twitter), TikTok, YouTube, and LinkedIn accounts. We identified **a total of 51 instances of generative AI imagery** across Facebook, Instagram, and X. We found that the **Rassemblement National, Reconquête, and Les Patriotes use generative AI imagery as an integral campaigning strategy**, and found single-case usage for L'Alliance Rurale and the Union des Démocrates et Indépendants.

The strategically incorporated generative AI imagery was **used to dramatize party-specific narratives and sensationalistic topics.** Our findings show a distinct leveraging of AI-generated visuals, in which they amplify anti-EU and anti-immigrant messages, utilizing visually compelling and emotionally charged content to influence public perception.

Crucially, **none of the AI-generated images were flagged as such** by the political parties or the platforms that host their content. Our findings reveal critical negligence on both sides of political parties and platforms to adhere to the commitments of labeling AI-generated imagery in their political campaigns, highlighting the urgent need for transparency, **stricter content moderation enforcements, and reinforcing EU-wide policies on generative AI** to sustain electoral integrity. Without robust measures, future elections risk greater misuse of GenAI, threatening electoral integrity.

# Introduction

Generative artificial intelligence (AI) tools have significantly reduced the cost and time required to create synthetic content and pose significant risks to electoral processes. These tools have been found to exhibit cultural biases and discrimination, and compromise users' privacy and security. In today's environment, characterized by the prevalence of fake news, deep fakes, and heightened polarization due to recommendation algorithms, it is crucial to pay extra attention to these issues in the realm of political campaigning and communication.

Based on a previous so-called *Verificathon* collaboration with several organizations and the Digital Methods Initiative at the University of Amsterdam, we found that generative AI had been used by the Rassemblement National, a French far-right party, in their official political campaigning for the 2024 European Parliament elections shared on their social media channels. This is part of a larger pattern. The German right-wing party AFD has shown to have used synthetic imagery in their campaigns too. In the Italian electoral context, for example, Alliance4Europe recently uncovered that Salvini's EU electoral campaign uses non-watermarked AI-generated images. And more generally, the DRFlab has found generative AI imagery to be a common deployment in the context of the 2024 European Parliament elections across right-wing parties in Europe.

Considering the substantial evidence of generative AI imagery used during the European elections, AI Forensics conducts a follow-up investigation in the context of the French elections, covering both the parliamentary (07.-09. June 2024) and legislative elections (first round 30. June 2024). This research aims to conduct a comprehensive review of all French political parties to evaluate their use of generative AI and its various fields of application.

## Regulatory Framework

In preparation for the 2024 elections, there have been voluntary commitments and regulatory requirements specifically on the use of AI-generated content. On the EU level, this includes aiming to uphold values such as transparency, integrity, and privacy for free and fair elections with the Code of Conduct for the 2024 European Parliament Elections. The signatories of the Code commit in clause 3.3.b to not produce, use, or disseminate deceptive content generated with or without artificial intelligence that alters electoral stakeholders including candidates and officials. The

same clause allows the use of AI-generated content only when it is clearly labeled and encourages provenance measures such as watermarking.

Leading AI companies and platforms including Google, Meta, and TikTok among others have signed a voluntary AI Elections Accord with seven principle goals in February 2024. The goals include researching and developing tools to prevent the generation of deceptive content, attach provenance signals, detect AI-generated content on platforms and address it swiftly and effectively.

The Digital Services Act (DSA) that entered into force in 2024 in the European Union mandates that Providers of Very Large Online Platforms (VLOPs) and Very Large Online Search Engines (VLOSEs) implement risk mitigation measures to counter systemic risks. Specifically, the Guidelines for Providers of Very Large Online Platforms (VLOPs) and Very Large Online Search Engines (VLOSEs) on the Mitigation of Systemic Risks for Electoral Processes address the risks of actual or foreseeable negative effects on electoral processes stemming from the design, functioning, and use of services offered by VLOPs and VLOSEs within the meaning of Article 34.1(c) of the DSA. Additionally, the guidelines insist on clear labeling of AI-generated content on platforms (3.3.40(b)).

Beyond European-level commitment and laws, the French data protection authority CNIL recently published its observations following the European elections and in preparation for the upcoming legislative elections. The CNIL's AI department observed the increased reliance on AI-generated content in political campaigning as well as the dissemination of deep fakes and sent a letter to the heads of French political parties urging them to conduct a political campaign respectful of the personal data of voters.

## Research Questions

This study conducts a cross-party, cross-platform analysis to verify the extent to which generative AI imagery has been used across all parties throughout the European Parliament and local parliament elections in France. More specifically, we examine the authenticity of image content posted on the official social media channels of all French parties and coalitions that ran for the 2024 European Parliament elections and that are now running for the upcoming legislative elections. We ask the following research questions:

1. Which French political parties use AI-generated images in their official political campaigns on their social media channels?

2. What topics are covered through AI-generated images in the various French political campaigns, and what narratives do they convey?
3. What are user reactions to AI-generated images in French election campaigns?
4. How do the platforms that co-host AI-generated campaigns moderate such content? Do they flag it as such?

Considering 2024 is a globally relevant election year, scrutinizing AI-generated content is essential to ensure an authentic and transparent information landscape in democratic settings. With this research, we uncover the online dissemination of compromised political messaging through AI-generated images, which we believe can highly distort the political perception of voters. As we claim in our [first report](#), "It is not only the voter's right to be served reliable and authentic political information but also the voter's right as a user of various social media platforms to be made aware of the type of political content they are consuming online. Thus, investigations into AI-generated content attempt to ensure that the dissemination of political information during electoral periods upholds ethical communication standards for the sake of electoral integrity."

# Data Collection

To systematically analyze the use of generative AI content for political campaigning in France, AI Forensics collected and examined official content shared between 1. May and 28. June 2024 by all parties and coalitions in France (see Table 2 in the appendix). The time frame studied encompassed both the 2024 European Parliamentary Elections period and the early 2024 Legislative Election in France.

To comprehensively account for the whole political spectrum, we compiled a list of 38 parties and coalitions in France. Next, we identified the parties' media channels by collecting their official websites and social media accounts. Starting from the official websites, we then collected all social media accounts that were hyperlinked. We focused on one account per party/coalition per each of the six platforms for further data collection and analysis: Facebook, Instagram, X (formerly Twitter), TikTok, YouTube, and LinkedIn. In total, we analyzed 38 websites, 32 Facebook accounts, 27 Instagram accounts, 33 X accounts, 11 TikTok accounts, 28 YouTube channels, and 7 LinkedIn accounts. We then manually detected, collected, and analyzed the generative AI content.

# Methodology

In this investigation, we account for a spectrum of visual synthetic content. *Generative AI imagery*, as we refer to it across this report, serves as an umbrella term for visual content (such as images or stills) that has been manipulated or created using machine learning techniques to look hyperrealistic. In this understanding, little to no human intervention preceded the generation of the image or footage. Instead, the desired output is synthetically constructed via algorithmic processes based on the prompt (e.g. instructions given to a model) and input (e.g., a video where one face is to be 'swapped' for another). Generative AI imagery thus refers to the outputs of text-to-image generative AI models (such as Stable Diffusion or DALLE), but also to the fabrications known as 'deepfakes' and 'face swapping,' as applied to still and moving images.

To detect generative AI imagery, we turned to a twofold methodological approach: first manual detection followed by non-manual detection. To detect such content manually, we developed a [set of guidelines](#). These guidelines serve as a comprehensive detection manual that accounts for the recent developments in both deepfakes and generative AI image production and its scrutiny. Once a piece of content was suspected to be produced using generative AI, it was collected alongside its metadata. To ensure the quality of detection, three AI Forensics investigators evaluated the content independently and discussed the borderline cases. For the non-manual generative AI imagery detection, we used three different tools: the [InVID verification toolkit](#) (by AFP Medialab and vera.ai), [TrueMedia.org](#) (beta access), and Google Lens reverse image analysis. If each of these tools, in addition to our manual detection, confirmed the image to be manipulated, we flagged a post as generative AI imagery.

We acknowledge limitations intrinsic to the nature of the object of our study. While it has become practically impossible to automatically detect AI-generated text with full certainty, image-based detection tools offer some level of scrutiny, yet are not always accurate. For this reason, we used two different tools that offer generative AI detection and manipulation analysis - InVID verification toolkit and TrueMedia.org - and Google Lens, a feature of the Google search engine that allows for the detection of whether an image was shared in the past (and if so, where and when) based on the features of visual similarity. By combining manual and non-manual detection approaches, we were able to find generative AI image content with high confidence. Nonetheless, despite using both manual and non-manual methods of detecting

generative AI imagery, we acknowledge an unavoidable margin of error. We also excluded some instances that we suspected could have been fully or partially produced using generative AI, but we could not prove with our chosen methodology. The following analysis is focused primarily on still images that we detected across the dataset (rather than deepfake videos), which we considered to be fully (rather than partially) AI-generated.

To account for the resonance of the content we detected, we included engagement metrics to measure the reach of the post, including the number of shares and likes to the date of collection (28. June 2024). Using close reading, we also analyzed the comments under each post to detect whether users identified the post as being made using generative AI.

# Findings

## Detecting Generative AI Imagery

While the global implementation and accessibility to generative AI tools are increasing, we found that their usage is still limited within the context of electoral campaigning based on the 2024 French elections. Most parties or coalition channels showed little to no evidence of AI-generated imagery. However, beyond the evidence of the systematic use of generative AI images, we found in the Rassemblement National electoral campaign, this report also confirms to have found generative AI imagery used by Reconquête, Les Patriotes, L'Alliance Rurale, and Union des Démocrates et Indépendants, as Table 1 depicts. Across all platforms and party channels, our careful methodology has led us to a finding of 51 posts containing generative AI imagery in total, 25 of which are unique non-duplicated images (see the full list of findings of AI-generated Imagery in Table 3 in the appendix). The deceptive use of generative AI imagery in political campaigns is at odds with the commitments established in the Code of Conduct for the 2024 European Parliamentary Elections, and the observed practices in these campaigns indicate a disregard for these regulatory expectations.

This study also finds that none of these AI-generated images were flagged as such by the user account (the political parties) or the platform. It is crucial for platforms to flag AI-generated content as such in political campaigning to uphold transparency and integrity. This lack of transparency directly contravenes the requirements set forth by the Mitigation Measures linked to Generative AI of the DSA Election Integrity Guidelines. It mandates that platforms whose services can be used

to create deceptive generative AI content make the latter detectable by using robust techniques and methods. They must also clearly label synthetic or manipulated images resembling real people, places, or entities, and depict them as real or misrepresent them. The failure to label and detect AI-generated content undermines the effort to prevent the spread of misinformation, protect democratic processes from manipulation, and foster a more informed electorate by encouraging critical engagement and media literacy.

| Legend: | | Generative AI | | Non Generative AI | | Not Available | |
|---|---|---|---|---|---|---|---|

| Party Name | Party or Coalition | Website | Facebook | Instagram | Twitter | TikTok | YouTube | LinkedIn |
|---|---|---|---|---|---|---|---|---|
| Ensemble | coalition | | | | | | | |
| Nouveau Front Populaire | coalition | | | | | | | |
| 3RD LEVEL | party | | | | | | | |
| Alliance Centriste | party | | | | | | | |
| Debout la République | party | | | | | | | |
| Ecologie au Centre | party | | | | | | | |
| Ecologie Positive & Territoires | party | | | | | | | |
| Ensemble! | party | | | | | | | |
| Equinoxe | party | | | | | | | |
| Europe Ecologie - Les Verts | party | | | | | | | |
| Europe Equitable | party | | | | | | | |
| Génération Écologie | party | | | | | | | |
| Génération·s | party | | | | | | | |
| Générations NC | party | | | | | | | |
| Horizons | party | | | | | | | |
| L'Alliance Rurale | party | | | 1 | | | | |
| L'Europe Ensemble | party | | | | | | | |
| La France Insoumise | party | | | | | | | |
| Les Centristes | party | | | | | | | |
| Les Écologistes | party | | | | | | | |
| Les Patriotes | party | | | | 9 | | | |
| Les Républicains | party | | | | | | | |
| Lutte Ouvrière | party | | | | | | | |
| Mouvement Démocrate | party | | | | | | | |
| Nouveau Parti Anticapitaliste | party | | | | | | | |
| Parti Animaliste | party | | | | | | | |
| Parti Communiste Français | party | | | | | | | |
| Parti Ouvrier Indépendant | party | | | | | | | |
| Parti Pirate | party | | | | | | | |
| Parti Radical | party | | | | | | | |
| Parti Socialiste | party | | | | | | | |
| Rassemblement National | party | | 1 | 1 | 5 | | | |
| Reconquête | party | | 11 | 11 | 11 | | | |
| Renaissance | party | | | | | | | |
| Ruralités | party | | | | | | | |
| Territoires en Mouvement | party | | | | | | | |
| Union des Démocrates et Indépendants | party | | | | 1 | | | |
| Union Populaire Républicaine | party | | | | | | | |

*Table 1: AI-generated imagery detection per platform per party/coalition*

# Strategic Use of Generative AI Imagery

In the context of the Verificathon collaboration, we had focused on the Rassemblement National's "L'Europe Sans Eux!" campaign and found that it contained generative AI imagery as an integral part of their campaign across Facebook, Instagram, and X. Here we found that most imagery represent Emmanuel Macron and Ursula von der Leyen, depicting them as responsible for the energy crisis, alleged 'islamization', and immigration crisis (see Figures 1a, 1b, and 1c). This goes against the commitment to not deceptively alter candidates and officials with generative AI established in Code of Conduct for 2024 European Parliamentary Elections.

While the Rassemblement National's official social media channel has shared less of the AI-generated images of L'Europe Sans Eux's campaign, we underline that there are certain cross-channel overlaps. Our extended research for this report has shown that the Rassemblement National shared the image from Figure 1c ("La submersion migratoire, c'est eux!") on their official X and Instagram channels too. Furthermore, Figure 2 shows a different selection of more AI-generated L'Europe Sans Eux campaign images which Rassemblement National's official X channel retweeted. While this research exclusively focuses on synthetic imagery (as opposed to text or video for example), we did discover a video shared on the party's official Facebook account featuring an AI-generated thumbnail. While it does not necessarily appear as such at first glance, it is a cropped version of L'Europe Sans Eux's main homepage image which we have found to be altered through AI as seen in Figures 3a and 3b. The Rassemblement National's incorporation of such synthetic imagery however limits itself to the European Parliament elections and does not extend to the French legislative elections.

As we found at the Verificathon, L'Europe Sans Eux, as one of the Rassemblement National's main campaigns, uses AI-generated imagery as an integral component of their political campaigning across their social media channels. This points to a "[distinct politically-strategic] initiative carried out by the party itself", which in this case specifically conveys anti-EU, anti-immigrant, and islamophobic messages and depicts France in an alleged state of crisis due to Macron and von der Leyen.

Beyond the Rassemblement National, Reconquête shows similar behavioral patterns in its campaigning strategies on social media for both the parliamentary and

legislative elections. For both elections, Reconquête systematically shared posts across Facebook, Instagram, and X. As seen in the selection of posts in Figure 4, the



*Figures 1a, 1b, and 1c (left to right): A selection of AI-generated images posted by L'Europe Sans Eux's official channels*
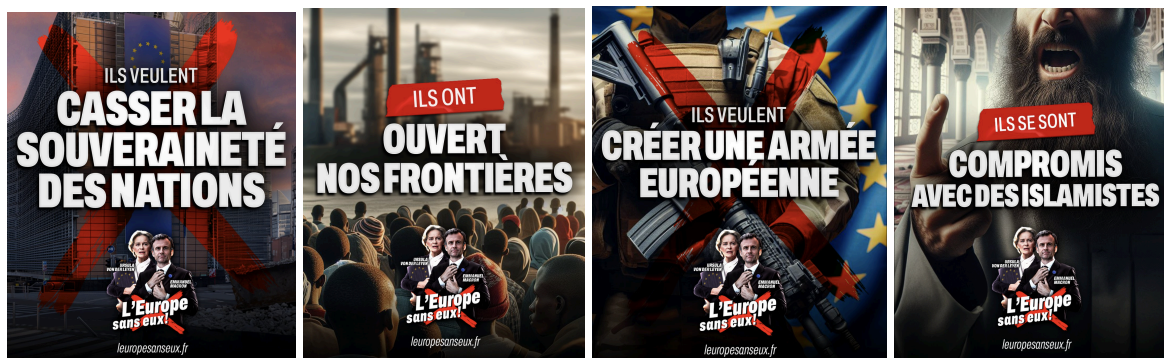


*Figure 2: A selection of AI-generated images retweeted by Rassemblement National's official X channel*



*Figures 3a and 3b: AI-generated video thumbnail shared by Rassemblement National's*

*Facebook account (3a), as an excerpt of the L'Europe Sans Eux's website homepage main image (3b).*



*Figure 4: Selection of AI-generated images posted on Reconquête's official channels for the parliamentary elections*

*Figures 5a, 5b, and 5c (left to right): Selection of AI-generated images posted on Reconquête's official channels for the legislative elections*
AI-generated campaign images for the 2024 European Parliament elections convey messages of anti-immigration, lack of safety in France, lack of freedom of expression, a flawed justice system, and poor agricultural protections. Their separate campaign for the legislative elections, as seen in Figure 5, messages revolve around outvoting Macron and stricter enforcement of laws and policies, especially regarding immigration. We note that Figures 5a and 5b use the same linguistic strategy as Figures 1a and 1b from the L'Europe Sans Eux campaign, calling voters to put an end to specific issues in France. More specifically, 1a and 5a use the same phrasing of "Stop à l'immigration massive" which translates directly to "stop mass-immigration".

Les Patriotes have shown a similar AI-generated campaign strategy across their X channel. However, there is a core difference in their approach. The Rassemblement National and Reconquête use generative AI imagery as a main tool to visually create their own branded poster campaign for their social media channels. This becomes evident through their consistent aesthetic style and the branding systematically included in all AI-generated campaign images. The visual cohesion in their party identity reinforces their issue-specific messaging and makes their campaigns recognizable and memorable. Les Patriotes, however, systematically retweets AI-generated imagery created by other users which support their political trajectories, fostering community and enhancing engagement among like-minded individuals. They retweeted synthetic imagery by X user FrexiToni as seen in Figure 6 or by unknown owners as seen in Figures 7, all underlining their anti-EU/Frexit stance and calling to join the so-called "bloc souverainiste", advocating for French independence from the European Union.

On the other hand, our research has also shown that there are instances in which parties share generative AI Images to their social media accounts as single cases. For L'Alliance Rurale in Figure 8a shared on Facebook we observe that the image refers to agricultural concerns in France, depicting farmers as angry. Figure 8b was posted on the Union des Démocrates et Indépendants' X channel in a shared video, in which they explain their theories on how they think the next prime minister from the Front Populaire will be an administrator from the International Monetary Fund.

We confirm our [Verificathon discussion points](): every case of generative AI imagery we have detected has been curated to show "dramatized narratives through aesthetic choices as a means of exaggerated storytelling tactics," and focuses on issues through a politically biased lens. "This spectacularization of narratives depict factually misleading imagery, intended to enforce radicalized ideologies," and can

therefore be classified as deceitful. By integrating AI-generated imagery, these parties create visually compelling content that reinforces their political narratives



*Figure 6: AI-generated images by X user FrexiToni, retweeted by Les Patriotes's official X account*



*Figure 7: A selection of AI-generated images by unknown owners, retweeted by Les Patriotes's official X account*

*Figure 8a and 8b (left to right): The AI-generated image posted by L'Alliance Rurale's official Instagram account (8a), and an AI-generated images briefly depicted in a video shared on the Union des Démocrates et Indépendants' X channel (8b)*

and extends their reach across various social media platforms. Moreover, the comment sections across posts show minimal critical questioning of the AI-generated content, highlighting a distinct vulnerability to accepting extremist messaging. The anti-EU and anti-immigrant themes illustrated by both Reconquête and the Rassemblement National's L'Europe Sans Eux campaign show how AI can be used to craft persuasive visual narratives that depict their political opponents as responsible for national crises, as well as implement it as a fear-mongering technique in regards to immigrants themselves, immigration control and alleged national security. In contrast, Les Patriotes focuses on retweeting AI-generated content created by supporters, underscoring their anti-EU stance. This consistency these parties have shown in their incorporation of generative AI imagery into their campaigns underlines its use as a distinct strategy for political communication, highlighting a significant shift in political campaigning itself.

# Conclusion & Outlook

The use of generative AI imagery, as primarily seen by the Rassemblement National, Reconquête, and Les Patriotes, but also by L'Alliance Rurale and Union des Démocrates et Indépendants, highlights a significant shift in political campaigning strategies. Their approaches underscore a strategic use of generative AI in online political campaigning, aiming to influence public opinion and voter behavior through systematic and emotionally charged visual storytelling. Our study on the French electoral context thus demonstrates how these parties leverage advanced technology such as generative AI to amplify their political messages.

The 2024 French elections marked a significant milestone as the first election prominently featuring generative AI content. While textual content is already widely spread and almost impossible to recognize, images have made their first appearance recently in the electoral context. Many generative AI images are still reasonably easy to detect, and they still present some clues (see our set of guidelines for more details) that expert reviewers can spot consistently. Videos are not yet produced at the same scale as text and images, but this is likely to increase in the near future. Therefore, it is crucial to put effective measures now in place, with the perspective that this phenomenon will intensify in the next elections.

Our research highlights clear negligence by political parties and technology companies in adhering to the commitments and regulations regarding the creation

and labeling of synthetic imagery in the context of political campaigning in European and French legislative elections.  Despite the voluntary commitments and regulatory frameworks in place, such as the Digital Services Act (DSA) and AI Elections Accord, our research underscores a troubling trend: none of the platforms or the parties flagged the generative AI content, contradicting their guidelines and commitments. This lapse highlights a critical vulnerability in the electoral process.

The implications of using generative AI in political campaigns are profound. generative AI tools enable the creation of synthetic content quickly and cheaply, amplifying the spread of misinformation and extremist ideologies. Their usage not only distorts political narratives but also undermines the integrity of democratic processes. The lack of critical engagement from the public and the failure to label AI-generated content further exacerbate this issue, making it increasingly difficult for voters to discern fact from fiction.

For the sake of transparency and ethical communication, stricter definitions and enforcement regarding generative AI are necessary. Platforms and political parties must adhere to their agreements and regulatory requirements to disclose and label AI-generated content. The current situation, where regulatory discussions have not translated into effective action, points to a significant gap that needs to be addressed urgently.

This research calls for a more stringent application of safeguards. Without robust measures, the next elections could see even greater misuse of generative AI, posing an even more significant threat to electoral integrity. It is imperative that politicians, platforms and regulators enforce the existing guidelines rigorously to prevent further erosion of public trust in the electoral process.

# Appendix

*Table 2: A list of all the parties and their online media channels. Links last accessed 01 July 2024.*

| Party Name | Party or Coalition | Website | Facebook | Instagram | X (Twitter) | TikTok | YouTube | LinkedIn |
|---|---|---|---|---|---|---|---|---|
| Ensemble | coalition | https://ensemble-2024.fr | https://www.facebook.com/RENAISSANCE | https://www.instagram.com/renaissance | https://x.com/renaissance | | | |
| Nouveau Front populaire | coalition | https://www.nouveaufrontpopulaire.fr | | | | | | |
| 3RD LEVEL | party | https://e-d-e.fr | | | | | https://www.youtube.com/watch?v=lR43AX1qfXA | |
| Alliance Centriste | party | https://alliancecentriste.fr | https://www.facebook.com/alliancecentriste/ | https://www.instagram.com/alliancecentriste/ | https://x.com/alliancec | | | |
| Debout la République \| Debout la France | party | https://www.debout-la-france.fr/ | https://www.facebook.com/nicolasdupontaignan/ | https://www.instagram.com/dupontaignan/ | https://twitter.com/DLF_Officiel | https://www.tiktok.com/@dlf54officiel | https://www.youtube.com/user/ndatv | |
| Ecologie au Centre | party | https://ecologieaucentre.com/ | https://www.facebook.com/CentreEcologie/ | | https://x.com/JM_Governatori | | | |
| Ecologie Positive & Territoires | party | https://www.ecologiepositiveetterritoires.eu | | | | | https://www.youtube.com/@ecoloterr2024 | |
| Ensemble! | party | https://ensemble-mouvement.com | | | | | | |
| Equinoxe | party | https://parti-equinoxe.fr | https://www.facebook.com/PartiEquinoxe | https://www.instagram.com/parti_equinoxe/ | https://x.com/PartiEquinoxe | | https://www.youtube.com/channel/UC5kUxcR5oqS3UArodB0aqsA | https://www.linkedin.com/company/parti-equinoxe/ |
| Europe Ecologie - Les Verts | party | https://lesecologistes.fr | https://www.facebook.com/eelv.fr | https://www.instagram.com/eelvfr | https://x.com/EELV | | https://www.youtube.com/user/europeecologie | |
| Europe Equitable | party | https://www.europeequitable.fr/en | https://www.facebook.com/europeequitable | https://www.instagram.com/europeequitable/ | https://x.com/e_equitable | https://www.tiktok.com/@europeequitable | https://www.youtube.com/channel/UCPCeTqn40gqvnydZENoemuQ | https://www.linkedin.com/in/europe-équitable-953a97294/ |
| Génération Écologie | party | https://generationecologie.fr | https://www.facebook.com/GenerationEcologieOfficiel | | https://x.com/GEcologie | | | |
| Génération·s | party | https://www.generation-s.fr | https://www.facebook.com/GenerationsLeMvt | https://www.instagram.com/generationslemvt/?hl=fr | https://x.com/GenerationsMvt | | https://www.youtube.com/channel/UC9CNQgPaUY1GInX_nLPtM-g | |
| Générations NC | party | https://generations.nc | https://www.facebook.com/Generations.NouvelleCaledonie | | https://x.com/NcGenerations | | https://www.youtube.com/channel/UCT8K5-kVS3TxJcRxbiihXJw | |
| Horizons | party | https://horizonsleparti.fr | https://www.facebook.com/HorizonsLeParti/ | https://www.instagram.com/horizonsleparti/ | https://x.com/horizonsleparti | | | https://www.linkedin.com/company/horizonsleparti/ |
| L'Alliance Rurale | party | https://alliancerurale.fr | https://www.facebook.com/people/Alliance-Rurale/61552409414850/ | https://www.instagram.com/alliance.rurale/ | https://x.com/alliancerurale | https://www.tiktok.com/@alliancerurale | https://www.youtube.com/@AllianceRurale | |
| L'Europe Ensemble | party | https://www.reneweuropegroup.eu | https://www.facebook.com/RenewEurope | https://www.instagram.com/reneweurope | https://x.com/RenewEurope | | https://www.youtube.com/user/ALDEGroup | https://www.linkedin.com/company/reneweuropegroup/ |
| La France Insoumise | party | https://lafranceinsoumise.fr/ | https://www.facebook.com/lafranceinsoumise | https://www.instagram.com/franceinsoumise/ | https://twitter.com/FranceInsoumise | https://www.tiktok.com/@lesfrancaisinsoumis | https://www.youtube.com/channel/UCKHKSD-yanY2ZwwU_4Tgf0w | |
| Les Centristes | party | https://www.les-centristes.fr | https://www.facebook.com/LeNouve | | https://x.com/Nouveau_Centre | | https://www.youtube.com/@LesCent | |

| | | | auCentre | | | ristes | |
|---|---|---|---|---|---|---|---|
| Les Écologistes | party | https://lesecologistes.fr | https://www.facebook.com/eelv.fr | https://www.instagram.com/eelvfr/ | https://x.com/eelv/ | | https://www.youtube.com/user/EuropeEcologie | |
| Les Patriotes | party | https://les-patriotes.fr/informations/ | https://www.facebook.com/MvtLesPatriotes | https://www.instagram.com/_patriotes/ | https://x.com/_LesPatriotes | | https://www.youtube.com/channel/UCjb9thdXXl4wmeb8ArPna9g | |
| Les Républicains | party | https://republicains.fr/ | https://www.facebook.com/les.Republicains.FR | | https://x.com/lesrepublicains/ | https://www.tiktok.com/@lesrepublicains | https://www.youtube.com/channel/UC3Ma4tRFxx85oZl_XKVTPwg | https://www.linkedin.com/company/lesrepublicains/?originalSubdomain=fr |
| Lutte Ouvrière | party | https://www.lutte-ouvriere.org/ | https://www.facebook.com/LutteOuvriere1 | https://www.instagram.com/lutteouvriere/ | https://twitter.com/lutteouvriere | | https://www.youtube.com/c/lutteouvriere | |
| Mouvement Démocrate | party | https://www.mouvementdemocrate.fr | https://www.facebook.com/mouvementdemocrate | https://www.instagram.com/mouvementdemocrate/ | https://x.com/modem | | https://www.youtube.com/channel/UCfHWZNJQ7wZpG_cL9ukYX1Q | |
| Nouveau Parti Anticapitaliste | party | https://npa-lanticapitaliste.org | https://www.facebook.com/npa2009 | https://www.instagram.com/npa.officiel/ | https://x.com/NPA_officiel | | https://www.youtube.com/channel/UCAKzgWr5laB3Yf44hvqqZZQ | |
| Parti Animaliste | party | https://parti-animaliste.fr | https://www.facebook.com/parti.animaliste/ | https://www.instagram.com/partianimaliste/ | https://x.com/PartiAnimaliste | | https://www.youtube.com/c/PartiAnimaliste | |
| Parti Communiste Français | party | https://www.pcf.fr/ | https://www.facebook.com/Particommuniste | https://www.instagram.com/pcfparticommunistefrancais | https://x.com/pcf | https://www.tiktok.com/@particommuniste | https://www.youtube.com/channel/UCSwPcnzaMTuDcTgjRiJvZnw | |
| Parti Ouvrier Indépendant | party | http://partiouvrierindependant-poi.fr | https://www.facebook.com/InfosOuvrieres | https://www.instagram.com/infos_ouvrieres/ | https://x.com/InfosOuvrieres | | | |
| Parti Pirate | party | https://partipirate.org | https://www.facebook.com/partipiratefr/ | https://www.instagram.com/partipiratefr/?hl=en | https://x.com/partipirate?lang=en | https://www.tiktok.com/@partipiratefr | https://www.youtube.com/@PartiPirateFR | |
| Parti Radical | party | https://parti-radical.fr | https://www.facebook.com/PartiRadical | https://www.instagram.com/mouvementradical/ | https://x.com/PartiRadical | | https://www.youtube.com/channel/UC2wRhAuTNpVxDBgcY2Kdjuw | https://www.linkedin.com/company/mouvementradical/ |
| Parti Socialiste | party | https://www.parti-socialiste.fr/ | https://www.facebook.com/partisocialiste/ | https://www.instagram.com/partisocialiste/?hl=fr | https://x.com/partisocialiste?lang=fr | https://www.tiktok.com/@partisocialiste | https://www.youtube.com/user/partisocialiste | |
| Rassemblement National | party | https://rassemblementnational.fr/ | https://www.facebook.com/RassemblementNational/ | https://www.instagram.com/rassemblementnational_fr/ | https://twitter.com/RNational_off | https://www.tiktok.com/@rnational_off | https://www.youtube.com/user/fnofficiel | |
| Reconquête | party | https://www.parti-reconquete.fr/ | https://www.facebook.com/reconquete2022/ | https://www.instagram.com/reconquete_officiel/ | https://twitter.com/Reconquete_off | https://www.tiktok.com/@reconquete2022 | https://www.youtube.com/c/RECONQU%C3%8ATE | |
| Renaissance | party | https://parti-renaissance.fr/ | https://www.facebook.com/RENAISSANCE | https://www.instagram.com/renaissance | https://x.com/renaissance | https://www.tiktok.com/@parti_renaissance | https://www.youtube.com/@parti-renaissance | https://www.linkedin.com/company/parti-renaissance/?originalSubdomain=fr |
| Ruralités | party | https://www.ruralites2024.fr | | | | | | |
| Territoires en Mouvement | party | https://www.territoiresenmouvement.com | | | https://x.com/TerritoiresT | | | |
| Union des Démocrates et Indépendants | party | https://www.parti-udi.fr | https://www.facebook.com/udi/ | https://www.instagram.com/udi_off/ | https://x.com/UDI_off | | https://www.youtube.com/channel/UCr_Oz6MFGScoquaZDKdjD-A | |
| Union Populaire Républicaine | party | https://www.upr.fr | https://www.facebook.com/uprfa | https://www.instagram.com/uprtv_off/ | https://x.com/uprtvfa | | https://www.youtube.com/user/UPRdiffusion | |

*Table 3: A list of all generative AI imagery findings. Links last accessed 01 July 2024.*

| Party | Channel | Link to Post |
|---|---|---|
| L'Alliance Rurale | Instagram | https://www.instagram.com/p/C5WYSISL7JS/ |
| Les Patriotes | X | https://x.com/complotisto/status/1803006780051435894/photo/1 |
| Les Patriotes | X | https://x.com/vetopatriote/status/1806352271409615292 |
| Les Patriotes | X | https://x.com/FrancoisDESCAM7/status/1805986094057423294 |
| Les Patriotes | X | https://x.com/ErmacoraHelene/status/1805608214400049248 |
| Les Patriotes | X | https://x.com/FrancoisDESCAM7/status/1805609706100076681 |
| Les Patriotes | X | https://x.com/DENTDOURS1/status/1805666359453331657 |
| Les Patriotes | X | https://x.com/f_philippot/status/1805607787835076994 |
| Les Patriotes | X | https://x.com/FrancoisDESCAM7/status/1805584113069375985 |
| Les Patriotes | X | https://x.com/FrancoisDESCAM7/status/1803695971412386250 |
| Rassemblement National | Facebook | https://www.facebook.com/watch/?v=7569466066476385 |
| Rassemblement National | Instagram | https://www.instagram.com/p/C6eHPBNMMJv/ |
| Rassemblement National | X | https://x.com/LEuropeSansEux/status/1796259880728137804 |
| Rassemblement National | X | https://x.com/LEuropeSansEux/status/1795196849881514280 |
| Rassemblement National | X | https://x.com/LEuropeSansEux/status/1798064139845410820 |
| Rassemblement National | X | https://x.com/LEuropeSansEux/status/1796279193099231463 |
| Rassemblement National | X | https://x.com/LEuropeSansEux/status/1796274366302581154 |
| Reconquête | Facebook | https://www.facebook.com/photo/?fbid=5029567120805559&set=a.1593984831030552 |
| Reconquête | Facebook | https://www.facebook.com/photo/?fbid=5035817353513390&set=a.1593984831030552 |
| Reconquête | Facebook | https://www.facebook.com/photo/?fbid=5030312887397768&set=a.1593984831030552 |
| Reconquête | Facebook | https://www.facebook.com/photo/?fbid=5030158154079982&set=a.1593984831030552 |
| Reconquête | Facebook | https://www.facebook.com/photo/?fbid=5029772187451758&set=a.1593984831030552 |
| Reconquête | Facebook | https://www.facebook.com/photo/?fbid=5035415020222080&set=a.1593984831030552 |
| Reconquête | Facebook | https://www.facebook.com/photo/?fbid=5034408286988814&set=a.1593984831030552 |
| Reconquête | Facebook | https://www.facebook.com/photo/?fbid=5029567120805559&set=a.1593984831030052 |
| Reconquête | Facebook | https://www.facebook.com/share/p/BLWzUXbYQgEbZiR7/ |
| Reconquête | Facebook | https://www.facebook.com/share/p/fPCPLSbdm4q6WKVN/ |
| Reconquête | Facebook | https://www.facebook.com/share/p/Wv7dcWnG8JDRhgUk/ |
| Reconquête | Instagram | https://www.instagram.com/p/C77MpQ2Myl5/ |
| Reconquête | Instagram | https://www.instagram.com/p/C71pIK5IaBd/ |
| Reconquête | Instagram | https://www.instagram.com/p/C71fzKFo7ZD/ |
| Reconquête | Instagram | https://www.instagram.com/p/C71Frh1s5u_/ |
| Reconquête | Instagram | https://www.instagram.com/p/C7zKzORIRtm/ |
| Reconquête | Instagram | https://www.instagram.com/p/C7zGxtNommV/ |
| Reconquête | Instagram | https://www.instagram.com/p/C7y9Tu_oqXT/ |
| Reconquête | Instagram | https://www.instagram.com/p/C7y430PoKMN/ |
| Reconquête | Instagram | https://www.instagram.com/p/C8j5aqNoA4_/ |
| Reconquête | Instagram | https://www.instagram.com/p/C8j1iyKIZIH/ |
| Reconquête | Instagram | https://www.instagram.com/p/C8jvPHqMJ_s/ |

| | | |
|---|---|---|
| Reconquête | X | https://x.com/Reconquete_off/status/1799150065593749883 |
| Reconquête | X | https://x.com/Reconquete_off/status/1798368956581032358 |
| Reconquête | X | https://x.com/Reconquete_off/status/1798347080915951767 |
| Reconquête | X | https://x.com/Reconquete_off/status/1798289620100362719 |
| Reconquête | X | https://x.com/Reconquete_off/status/1798018474067071310 |
| Reconquête | X | https://x.com/Reconquete_off/status/1798010221887135862 |
| Reconquête | X | https://x.com/Reconquete_off/status/1797989748323365194 |
| Reconquête | X | https://x.com/Reconquete_off/status/1797979669180174756 |
| Reconquête | X | https://x.com/Reconquete_off/status/1804877800379146305 |
| Reconquête | X | https://x.com/Reconquete_off/status/1804868885109170584 |
| Reconquête | X | https://x.com/Reconquete_off/status/1804854247135047836 |
| Union des Démocrates Indépendants | X | https://x.com/jp_luce/status/1805932491531792457 |