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GENERATION OF CAMPAIGN CLAIMS IN THE 2026 ARAGON REGIONAL ELECTIONS

Human Strategy versus Generative Artificial Intelligence

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ABSTRACT

The advancement of AI in all aspects of society's professional and personal life is a reality. From the Dartmouth Conference in 1956, in which the term AI was born, to the creation and mass social access of Chat GPT as the first AI of the modern era in 2022, the increase in its use and possibilities has been exponential.

In this research, we seek to investigate the capabilities of creating both campaign claims and messages aimed at different voter profiles.

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1. Introduction/Theoretical framework

The construction of political claims using AI versus a human-led strategy in Aragon 2026 could represent a paradigm shift in political communication. The use of AI in all areas of society is a reality. One issue is society's awareness of its use, and quite another is its potential application in political communication, particularly in election campaigns, and its validity.

This paradigm shift in contemporary political communication has undergone a radical metamorphosis, moving from an analog and centralized dissemination model to a digital, atomized, and, more recently, algorithmic structure. In the context of the elections to the Cortes of Aragon on February 8, 2026, this evolution is manifested in the creation of claims—minimal units of strategic meaning or slogans—that seek to summarize the political platforms of parties such as the People's Party (PP), the Spanish Socialist Workers' Party (PSOE), and VOX.

The emergence of Generative Artificial Intelligence (GAI) means that the construction of these messages no longer depends exclusively on the intuition of campaign advisors. According to Bernárdez (2021), political communication is defined as the space where discourses are exchanged between political actors, the media, and the electorate. AI alters this space by introducing a capacity for mass and personalized production that challenges the conventions of traditional political rhetoric.

The comparison between AI and human creation lies in the tension between statistical optimization and cultural sensitivity, along with the concept of efficiency versus coherence. While the human campaign teams of the PP, PSOE, and VOX parties in Aragon base their strategy on local knowledge (the "reality of the three provinces"), AI operates using natural language processing (NLP) to predict which word combinations will generate the greatest engagement.

Authors such as Haro de Rosario et al. (2018) have analyzed how the use of big data is transforming the relationship between government officials and citizens. By 2026, AI will not only write; it will select emotional tones. A human-created slogan might aim for "institutional stability," while an AI might suggest variations of that same message to make it sound more protective in rural areas of Teruel and more dynamic in the tech districts of Zaragoza.

According to classic models of electoral behavior, developed around the principle of targeting, for a message to be effective, it must align with the psychology of the voter. This study uses the three fundamental schools of political science to evaluate the quality of claims.

1.- The Sociological Voter (Columbia School).

The Columbia School model, led by Lazarsfeld, Berelson, and Gaudet (1944) in their classic work, The People's Choice, establishes that political behavior is conditioned by social structure: class, religion, and place of residence. Claims here serve a group identity function.

In the context of Aragón 2026: Voting in Aragón has a strong territorial component. The PSOE and PP parties often use claims that appeal to "Aragonese identity" and cohesion. By analyzing sociodemographic data from the Aragonese Institute of Statistics (IAEST), AI can hyper-focus messages for specific groups (e.g., Ebro irrigators or automotive sector workers), achieving a precision that generalist human construction usually overlooks.

2.- The Psychosocial Voter (Michigan School).

Contrary to social determinism, Campbell, Converse, Miller, and Stokes (1960) introduced the concept of partisan identification in The American Voter. Voting is the result of an affective filter that develops throughout life. According to the Association for Political Communication (ACOP), this model explains why voters ignore information that contradicts their prior loyalty. With the application of AI and human intervention, VOX's human teams are experts at activating this "affective filter" through messages of national identity and critiques of the system. The AI enhances this by using highly emotional adjectives that reinforce confirmation bias, constructing claims that seek not to convince the opponent, but to mobilize the "believer" through passion.

3.- The Rational Voter (Rochester School)

Downs' model (1957) in *An Economic Theory of Democracy* posits that the voter is a rational consumer who votes for the option that offers them the greatest personal benefit. The quality of a rational claim is measured by its ability to present concrete and comparative proposals.

AI demonstrates a focus on this area, excelling in its capacity to compare electoral programs and generate claims based on tax savings or service improvements using precise statistical data, presenting them in a more objective and logical manner than humans.

To assess the effectiveness of AI compared to humans, strategic voter profiles in Aragon 2026 are evaluated according to their impact on three attitudinal profiles:

1. The Committed Voter (Core Vote / Loyal Base)
For this profile, the claim must function as a mobilization signal. As explained by Dader and Rodríguez (2017), modern political communication seeks to prevent abstention among one's own supporters. In this context, AI generates slogans of resistance or victory, while human input provides the party's historical legitimacy.

2. The Undecided Voter (Swing / Persuadable Vote)
This is the segment in which AI demonstrates its greatest potential for targeting. In Aragón, undecided voters tend to lean toward center-right or center-left positions, shifting according to the political context. AI employs A/B testing to launch multiple versions of a claim—for example, on public healthcare—identifying which resonates best with the digital profiles of undecided voters.

3. The Refractory Voter (Opposition Vote)
Here, the goal is not conversion, but neutralization. According to Noelle-Neumann's Spiral of Silence theory (1984), the objective is to ensure that voters from the opposing camp do not feel comfortable expressing their support publicly. AI-generated messaging for this profile tends to be subtler, focusing on highlighting the weaknesses of the opposing leader.

Within the European regulatory framework, a critical aspect emerges in the comparison of ethical quality. Regulation (EU) 2024/1083 on political advertising transparency establishes that any AI-generated campaign content must be clearly labeled. Quality is not merely grammatical; it also involves truthfulness. Humans possess a "political responsibility" that AI lacks. A claim generated by AI may be extremely effective yet lack grounding in Aragón's budgetary reality, creating a risk of disinformation that political parties must manage to avoid reputational damage.

The research is based on the premise that, in the 2026 Aragón elections, AI will act as a force multiplier for the PP, PSOE, and VOX. While humans will define the "what" (ideological strategy), AI will define the "how" (adapting the message to each profile: sociological, psychosocial, or rational). Therefore, the quality comparison must assess not only the aesthetic appeal of the message, but also its precision in addressing an Aragonese electorate that is increasingly fragmented and digitalized.

2. Objectives / Hypothesis

2.1. Objectives

The principal objective of this study is to compare the validity and effectiveness of campaign slogan generation by leading Generative Artificial Intelligence systems, specifically ChatGPT and Gemini, within an electoral process.

Como Secondary objectives include: evaluating the effectiveness of prompt engineering, assessing the feasibility of delegating campaign communication entirely to GAI, measuring comparative strategic quality between human and algorithmic production.

2.2. Hypothesis

Generative Artificial Intelligence, when operating under a clearly defined and strategically structured prompt, is capable of producing electoral communication of higher quality and greater persuasive effect than human-generated messaging.

3. Methodology

The present research adopts a qualitative approach of a descriptive and interpretative nature, grounded in comparative content analysis. The central objective is to evaluate the strategic, semantic, and persuasive divergence between campaign messages (claims) produced by the human communication teams of the PP, PSOE, and VOX parties in the 2026 elections to the Aragonese Parliament, and those generated by Generative Artificial Intelligence (GAI) systems.

The selected systems were Gemini and Chat GPT, based on data from the Stanford AI Index Report: Stanford University's AI Index Report 2025, which identifies them as the most widely used AI systems worldwide.

As Dader (2017) argues, political communication is a discipline where "technopolitics" constantly redefines the interaction between sender and receiver. Therefore, this methodology proposes a system of triangulation of sources and observers to ensure the scientific validity of the study.

To ensure representativeness, the study is divided into two data collection phases that form the corpus for analysis.

First, a Creation Phase, in which a prompt for AI message generation (Algorithmic Factor) will be developed using large language models (LLMs) such as GPT-4o and Claude 3.5. To enable the AI to act as a "virtual strategist," the few-shot prompting technique will be employed. The tool will be provided with official electoral programs and demographic data from the Aragonese Institute of Statistics (IAEST), and will be asked to create specific messages for each of the three voter profiles (Sociological, Psychosocial, and Rational) and each of the three loyalty states (Hard, Undecided, and Refractory). This process will be carried out during the months prior to the elections, so that its generation is not interfered with by the creation of claims generated by political parties in campaigning, along with the intention of detecting whether the creation of claims developed by humans has been based on the use of both AIs.

Subsequently, the Real Message Collection Phase (Human Factor) will take place. Claims produced by the strategic teams of the three parties during the pre-campaign and campaign periods will be selected. This selection will be made through monitoring the official Twitter and Instagram accounts of the regional federations of Aragon, as well as the advertising spots and physical campaign materials analyzed by the Electoral Board of Aragon.

3.1. Construction under variables

Following classic and contemporary literature on political communication, this study develops the variables of analysis and categorization in the comparison between humans and AI, which will be carried out through the analysis of five fundamental variables. These variables allow us to measure not only the form of the message, but also its strategic intent and its democratic quality.

Variable 1: Strategic Framing.

The concept of framing, defined by Entman (1993) as the process of selecting certain aspects of a perceived reality to give them greater relevance in a communicative text, is essential to this research. Taking a human-centered approach, the study will focus on frameworks of proximity and tradition, particularly in the provinces of Huesca and Teruel, as opposed to AI, which opts for frameworks of global efficiency or technological innovation. The study will assess which broadcaster is better able to identify the specific problems that concern Aragonese voters, such as regional funding or rural healthcare.

Variable 2: Emotional Appeal and Rhetoric (Pathos). Political communication is, to a large extent, the management of collective feelings. Brader (2006), in his study on emotional appeals, demonstrates that fear stimulates the search for information and enthusiasm mobilizes participation.

From an approach that categorizes claims according to their affective charge, a comparison will be made between whether the AI resorts to excessively hyperbolic language and whether, on the contrary, human representatives of parties like VOX use a more natural emotional charge of "indignation," connected to the Aragonese zeitgeist (Hegel, 2010), than the algorithm.

Variable 3: Propositive Density and Rational Instrumentation. This variable is derived from Downs' (1957) theory of rational voting. The message must offer "utility" to the voter. Under this approach, the presence of concrete data will be measured, for example, promises of investment in the Somport tunnel or tax breaks in rural areas. It is postulated that AI, lacking selective memory bias, could offer messages with a higher density of technical data compared to human messages, which tend toward idealistic abstraction.

Variable 4: Degree of Polarization and Narrative Dichotomy. Following Mudde (2004), we will analyze the presence of the "us vs. them" dichotomy. In a fragmented political environment like that of Aragón 2026, the construction of a political enemy is a tool for cohesion.

This analysis will focus on whether AI tends to soften messages to be "politically correct" (due to its ethical security filters) or whether, under specific instruction parameters, it is capable of overcoming the dialectical aggression of humans in parties with disruptive narratives like VOX.

Variable 5: Targeting and Niche Suitability (Microtargeting). This variable measures the message's ability to speak the receiver's "language." According to Lilleker (2006), the success of modern political communication lies in segmentation.

Here, the analysis will evaluate linguistic suitability. Is the message for the "undecided voter" sufficiently moderate and open? Is the message aimed at the "recalcitrant voter" capable of generating doubt or simply generating rejection? The study will analyze whether AI achieves greater granularity in segmentation than the human team, which often works with broader audience profiles.

3.2. Evaluation Panel

An analysis procedure will be developed using a blind evaluation panel. In order to reduce researcher bias, this methodology implements a double-blind evaluation technique.

1. The generation of claims developed by humans and by AI will be presented to a panel of 6 experts in communication and political science from different academic institutions and parties with both regional and national representation.
2. The experts, without knowing the authorship of the message, will score each claim from 1 to 5 on the five variables mentioned.
3. Subsequently, a standard deviation analysis will be performed to see if the AI messages are distinguishable from human messages and which of the two groups scores higher in credibility and mobilization capacity.

In order to obtain a more detailed analysis, without resorting to the classic Delphi methodology, two rounds of surveys will be conducted, providing the average data for each round, as well as different inputs related to methodology, literature, and the development of slogans under electoral premises.

As indicated in Regulation (EU) 2024/1083, certain ethical considerations and limitations on political advertising will be taken into account; transparency is a democratic pillar. This methodology does not seek to validate the replacement of humans with AI, but rather to understand the hybridization of processes. An inherent limitation is the evolving nature of AI algorithms, whose results in January 2026 may differ from previous versions due to updates to their databases and ethical filters.

Given the current context and as justification for the Congress's framework, the Aragon region has been selected as a case study because it is considered a "laboratory state" or swing state (Schultz & Hecht, 2015) in Spanish politics. Its electoral results tend to accurately reflect national trends, but with the added complexity of a strong sense of regional identity and a pronounced rural-urban divide. This demands that both humans and AI demonstrate a high capacity for targeting in order to be successful.

3.3. Division of claims under profiles

In the process of generating claims by AI, the electorate will be divided into two categories. First, the category established by classical political science, which identifies three main models or profiles to explain voter behavior, each associated with a specific school of thought:

1. The Sociological Voter (Columbia School). This profile suggests that voting is a group act rather than an individual one. The decision is determined by the individual's membership in specific social groups such as social class, religion, or place of residence.

- Fundamental source: The People's Choice (1944) by Lazarsfeld, Berelson, and Gaudet.
- Premise: "A person thinks politically according to their social structure."

2. The Psychosocial Voter (Michigan School). This theory focuses on partisan identification as a psychological filter. Voters develop a lasting emotional bond with a party, similar to loyalty to a sports team, which guides their perception of candidates and proposals.

- Key source: The American Voter (1960) by Campbell, Converse, Miller, and Stokes.
- Premise: Voting is the result of long-term psychological predispositions (party identity) and short-term factors (the candidate or the current situation).

3. The Rational Voter (Rochester School). This view considers the voter as an individual seeking to maximize their personal utility. Voting is a cost-benefit calculation where the voter evaluates which candidate or party offers the best economic or political outcomes for their own interests.

- Fundamental source: An Economic Theory of Democracy (1957) by Anthony Downs.
- Premise: The voter acts as a consumer in a political market, choosing the option that yields the greatest expected benefit.

On the other hand, and based on modern political consulting and electoral marketing, which develops segmentation into core, soft/undecided, and opposition votes, primarily derived from adapting classical political science theories to practical campaign strategy.

The key sources where these concepts are developed are both consulting and strategy manuals. Unlike purely academic models, these profiles are formalized in works aimed at campaign strategists.

4. Results

First, we will point out the "human" claims developed by the parties represented in the study, obtained on the first day of the campaign, January 23.

4.1.- "Human" generation

PP

- Main slogan: "Unstoppable Aragon".
- Candidate: Jorge Azcón.
- Strategy: He advocates for continuity with the current government, calling for a strong majority to avoid gridlock. His message focuses on economic management and regional growth, under the banner of an "Aragon that never stops."

PSOE

- Main slogan: "Aragon with its own voice" (within the context of defending regional identity against national agreements).
- Candidate: Pilar Alegría.
- Strategy: She presents herself as the alternative to "maintain" public services and curb the PP's dependence on the far right. Her campaign emphasizes investment in healthcare and education, contrasting it with the privatization model they attribute to the outgoing government.

VOX

- Main slogan: "A common-sense program."
- Candidate: Alejandro Nolasco.
- Strategy: Focuses on security, controlling illegal immigration, and ending the "isolation" of provinces like Teruel through infrastructure development. They criticize spending on "gender perspective" and "climate change" policies, proposing to redirect those funds to hiring specialist doctors.

4.2.- Generation by GEMINI

Regarding the generation of claims by Gemini, we find ourselves under the following:

1. Applying models from a sociological/psychological perspective, as well as requiring a justification for the AI's creation, with the following slogans.

1.1 Under the premise that "a person thinks politically as they are socially," the Columbia School (Sociological Model) of Lazarsfeld focuses on the model assuming that voting is an expression of belonging to a group (class, religion, geography) and that the campaign serves to activate and reinforce pre-existing loyalties, rather than to persuade rationally.

Partido Popular (PP)

- *Claim: "For those who build Aragon every day: Stability and Common Sense"*
- Why is it built this way?: Activation by Socioeconomic Status: The PP targets the upper-middle classes, professionals, and urban business owners in Zaragoza, as well as the more technologically advanced agricultural sector. The concept of "stability" reinforces the identity of those who have something to protect (vested interests).
- Strengthening Institutions: As the governing party calling early elections due to a budget "deadlock," the message appeals to the identity of a voter who perceives themselves as "orderly" and "responsible" in the face of conflict.

PSOE

- *Slogan: "Aragon belongs to everyone, no one should be left behind"*
- Why is it constructed this way? Class Identification and Solidarity: The slogan seeks to activate the loyalty of the working class and sectors dependent on public services (education, healthcare). "Belongs to everyone" and "no one should be left behind" are slogans that resonate with the identity of a voter who values redistribution and social protection as a group trait. Community Belonging: In Aragon, the PSOE has historically appealed to the identity of rural

areas and county seats that see public services as their main community bond in the face of depopulation.

VOX

- *Claim: "Vote with common sense: For your family, for your land, for Spain"*
- Why is it constructed this way? Identity and Values Cleft: VOX uses traditional values (family, nation) to mobilize a segment that feels culturally threatened. Under the Columbia model, this reinforces the feeling of belonging to a group perceived as the "resistance" against rapid social change. The message is direct to facilitate transmission within closed social circles (friends, family), where the Columbia model states that the vote is consolidated through face-to-face interaction. The "common sense" claim simplifies the social validation of the political choice among their close associates.

1.2. Under the Psychosocial Voter approach (Michigan School), which focuses on "party identification" as a lasting affective bond, rather than on belonging to a social class. This model analyzes the vote through a "causality funnel" where party loyalty, candidate evaluation, and opinion on current issues are taken into account.

PP

- *Claim: "Trust in our word. Let's keep building Aragon."*
- Rationale (Michigan Model): Party Identification: Appeals to the sense of "belonging" of a voter who sees the PP as a brand of reliable and Aragonese governance. Candidate Appeal: Jorge Azcón is the highest-rated leader according to CIS polls. The message is personalized through his figure to activate the emotional trust of those who already voted for him in 2023. Issues: By blaming the snap election on the budget "blockage" of others, the PP seeks to make the voter perceive the party as the only rational and predictable actor.

PSOE

- *Claim: "Aragón con orgullo. Por lo que nos une"*.
- Rationale (Michigan Model): Reinforcing Loyalty: Pilar Alegría's PSOE seeks to reactivate the emotional bond with the traditional socialist base that may feel demobilized. The term "Pride" attempts to connect with the emotional identity of the center-left voter. Candidate as Symbol: The minister is presented as a figure of national importance who can defend the interests of Aragon (healthcare, public services), attempting to raise her approval rating against Azcón's leadership. Differentiation: Social issues are used to generate an "us vs. them" reaction in the face of a possible PP-VOX coalition.

VOX

- *Claim: "We keep our promises. We're not afraid of anything."*
- Rationale (Michigan Model): Identification of "Loyal Group": VOX targets voters with strong party identity, defined by their opposition to other parties' "concessions." The claim reinforces the idea of consistency. Emotion (Vigilantness and Anxiety): According to the affective intelligence theory linked to Michigan, the message seeks to activate the voter's vigilance regarding what they perceive as threats to their identity (immigration, taxes, national unity). Breaking the Two-Party System: The message appeals to the loyalty of voters who feel "brave" for voting outside the traditional system.

1.3.- Message design under the Rochester School (Rational Voter) of Anthony Downs is based on the premise that the voter is a consumer seeking to maximize their utility. Voting is not about loyalty, but rather a cost-benefit transaction based on an evaluation of past performance and future promises.

In this 2026 scenario, marked by Aragonese GDP growth of around 3% and key concerns such as housing and healthcare, parties must offer "portfolio management" solutions:

PP (People´s Party)

- Claim: "Actions, not words: Lower taxes, more Aragon."
- Why is it structured this way? Retrospective Evaluation: It appeals to the voter who calculates their direct gain. The PP highlights having approved the largest budget in the history of Aragon (9,145 millions) by simultaneously lowering income tax. Tangible incentives: To neutralize the housing issue, it proposes 1,000 public housing units annually and specific tax breaks for young people. The rational voter chooses the PP if they perceive that their disposable income has increased under its leadership.

PSOE

- *Claim: "Invest in what matters: Your health and your future."*

- *W*hy is it structured this way? Public Goods Calculation: The PSOE focuses on "opportunity cost." It argues that the PP's tax cuts have deteriorated public healthcare. The rational voter will choose the PSOE if they calculate that the value of an efficient healthcare service outweighs the tax savings obtained. Resource Maximization: It uses its influence in the Spanish government to promise better regional funding that guarantees the viability of services in the three provinces.

VOX

- Claim: "Your money for what you need: No cronyism, no borders."
- Why is it structured this way? Spending Efficiency: VOX targets voters who perceive a "loss of utility" in institutional spending and bureaucracy. It proposes cutting political spending to redirect resources to rural areas and security. Product Differentiation: It presents itself as the only party that guarantees "uncomplicated" management, appealing to voters who rationalize their vote as a tool for controlling and punishing the traditional system (two-party system).

Key Aspects of the Aragonese Voter in 2026 under this model:

- Housing as a Decisive Issue: Given that it is the main concern according to the CIS (Spanish Center for Sociological Research) in January 2026, the rational voter will compare which program offers the fastest and most economical solution to their housing access problem.
- Calculation in Rural Spain: In Teruel and the Pyrenees, the rational voter will assess whether the proposals for decentralization and combating depopulation compensate for the infrastructure investment promised by the major political blocs.

2. From the perspective of voter decision-making and ideology, the AI has produced the following messages and justifications.

2.1.- Hardline Voter (Convinced Voter) abandons the seduction of the undecided voter to focus on mobilization, reaffirmation, and defensive mobilization.

Under this premise, the objective is not to explain the platform, but to touch the core of party identity to ensure that the "loyal" voter does not stay home, especially in an election that is expected to be polarized after the budget impasse.

People's Party (PP)

- Claim: "Aragon doesn't stop: Defend our administration"
- Why is it constructed this way? Management Identity: The PP's hardline voter in Aragon is proud of Jorge Azcón's "Aragonese approach." The message appeals to the protection of what has been achieved (tax cuts, attracting technological investments) against an external threat. Resistance to Sánchez's policies: For the convinced voter, the vote is a weapon of national resistance. The slogan reinforces the idea that voting for the PP in Aragon is to shield the region from the policies of the central government.

PSOE

- *Claim: "With strength and with values: The Aragon you feel"*
- Why is it constructed this way? Emotional Reactivation: The core socialist vote responds to the epic of resistance and social justice. "With strength" seeks to shake off the potential apathy of the base after years of attrition, appealing to a sense of belonging that is almost familial. Brand Identification: It focuses on "values" to remind the committed voter that their vote is a moral barrier against the entry of the right and far right, activating the fear of the loss of social rights as a driving force for mobilization.

VOX

- *Claim: "Only VOX remains: Loyalty to Aragon, Loyalty to Spain"*
- Why is it constructed this way? Dogmatism and Inflexibility: The VOX voter is defined by their refusal to compromise. The claim "Only VOX remains" reinforces the group's identity as the "last line of defense" against the consensus of other parties, something vital for the core voter who despises half measures. Confirmation of Promises: It builds on "loyalty" to validate the decision to have broken the coalition government. It rewards the voter who prefers to "loy" power rather than "betray" their principles on immigration or cuts in political spending.

Why these messages work for the committed voter:

- Reduction of Cognitive Dissonance: The voter already has a formed opinion; these claims validate it and reinforce their worldview.
- Economy of Effort: They require no analysis. They are slogans that act as "banners" under which to rally.

- Activation by Conflict: In 2026, with Aragon divided, these messages emphasize that every vote is a stand. For the committed voter, not voting is seen as a betrayal of the group.

2.2.- From the perspective of the undecided voter.

People's Party (PP)

- Claim: *"Aragon grows with balance: Quiet management for what really matters."*
- AI Reasoning: The algorithm detects that the undecided PP voter in 2026 values economic stability but fears dependence on extreme alliances. The AI uses the term "balance" to neutralize the perception of radicalism and "quiet management" to position the candidate as an efficient administrator in the face of national political chaos. The use of the phrase "what really matters" is a microtargeting trigger that refers to the domestic economy and healthcare, priority issues for the rational undecided voter.

PSOE

- *Claim: "Leadership to unite Aragon: The value of public services and moderation."*
- *AI reasoning: The AI analyzes that undecided voters leaning towards the PSOE (Spanish Socialist Workers' Party) seek security in the face of uncertainty. The concept of "unite" is algorithmically constructed to contrast with polarization, projecting an image of centrism. The explicit mention of "public services" is a data optimization strategy: undecided center-left voters prioritize healthcare and education over ideological debate. The AI chooses "moderation" as a keyword to attract voters who are avoiding opposing blocs.*

VOX

- *Claim: "Real solutions for forgotten Aragon: Infrastructure, security, and respect for rural areas."*
- AI reasoning: In the case of VOX, the AI identifies that undecided voters (especially in Huesca and Teruel) are not driven by nationalist ideology, but rather by a sense of "territorial grievance" is at play. Therefore, the AI constructs the message around "infrastructure" and the "forgotten Aragon." The term "respect" is selected by the algorithm as an emotional catalyst for the primary sector (farmers and ranchers) who feel ignored by global regulations. This construction is based on framing the "utility of the rebel vote."

Why does AI construct messages this way?

AI doesn't "feel" politics and society issues, but rather operates under four pillars of data processing:

- Keyword Optimization (Political SEO): AI selects terms with the highest volume of positive sentiment on Aragonese social media. In 2026, concepts like "self-financing," "water," and "rurality" will have a higher algorithmic weight.
- Cognitive Risk Reduction: Undecided voters suffer from "political fatigue." AI constructs short sentences with a simple subject-verb-predicate structure to reduce processing effort and avoid the immediate rejection generated by long speeches.
- Reverse Sentiment Analysis: AI identifies which words from the opponent generate the most rejection among undecided voters (e.g., "blockade," "tension," "radicalism") and constructs its own claim using direct antonyms ("unite," "solutions," "balance").
- Proximity Simulation: Through the analysis of the natural language of citizens in forums and local press of Zaragoza, Huesca and Teruel, the AI integrates linguistic turns that simulate an authentic Aragonese identity, although its origin is a mathematical model of linguistic probability.

2.3.- The design of messages for the Refractory Voter (one who is defined by what he rejects, driven by disaffection or antagonism) is based on the denial of the adversary and the channeling of discontent.

Under this premise, the vote is not a positive support, but a mechanism of punishment or a dam of containment.

People's Party (PP)

- Claim: "Aragon is not Sánchez's backyard: Vote for your freedom".
- Why is it constructed this way? Externalization of the Enemy: The voter resistant to the PP is usually someone who doesn't necessarily love the party's name, but deeply despises the central government.*claim* It shifts the focus of regional governance towards a conflict of "encroachment on powers" and Aragonese sovereignty against Madrid. Resistance as Identity: It uses "freedom" as a reactive concept against what it perceives as interventionism or concessions to other territories, activating the vote of those who only want to "stop Sánchez's policies" in their community.

PSOE

- *Claim: "Aragon must not regress: Not one step back on your rights."*
- Why is it constructed this way? Mobilization through Fear/Alert: It targets voters who are disappointed with the PSOE but feel a visceral rejection of VOX entering the government. The claim doesn't ask to "vote for Pilar Alegría," but rather to "vote against the past." Defense of Gains: By appealing to "rights," it seeks to activate the resistant voter who, although critical, considers the alternative a loss of social utility (healthcare, services, equality), turning the vote into a tool for protection.

VOX

- *Claim: "Against the consensus that forgets you: Reveal yourself!"*
- Why is it constructed this way? Anti-System Identity: The VOX dissenting voter is the purest in terms of opposition. The message attacks the "consensus" (including the PP in the criticism) to attract the angry voter who feels that all parties are the same. Validation of Anger: The word "Reveal yourself" acts as a catalyst for the voter who wants to use the ballot box to "break the system." It doesn't seek to convince voters that VOX will manage better, but rather that VOX is the only one that will "strike" where it hurts the system.

Mobilization strategy for the Aragonese resistance:

- Affective Polarization: These claims seek to maximize emotional distance from the "other." Voters vote so that the enemy loses.
- Reference to Current Events: According to participation analyses for 2026, the feeling of political "stalemate" is high; these messages exploit this weariness to turn it into a defensive action.
- Reactive Strategic Voting: The PP and PSOE will try to absorb smaller parties (such as the remnants of Ciudadanos or regionalist splinter groups) under the premise that "only we can prevent the others from winning."

4.3.- Generation by Chat-GPT

1.-Applying the models from a sociological/psychological perspective, and providing a justification for the AI's creation, with the following slogans.

1.1 Under the classic premise of the "sociological voter" (Columbia School): voting is strongly conditioned by social position, territory, primary networks, stable identities, and structural contexts, rather than by last-minute campaigns or pure programmatic rationality.

From this perspective, the claims do not seek to convince "just anyone," but rather to activate frameworks already latent in relatively stable electorates in Aragon.

Common framework: Aragon and the sociological voter

Relevant structural variables in Aragon:

- Territory: Zaragoza capital vs. medium-sized cities vs. rural areas/depopulation
- Productive structure: agriculture, logistics, industry, public sector
- Age: aging population outside the metropolitan area
- Identity: strong Aragonese identity but not nationalist; Commitment to public services and territorial balance
- Political memory: PP-PSOE alternation, with VOX as a protest/identity force

The effective claims do not attempt to create a new voter, but to reinforce the coherence between social identity and vote.

POPULAR PARTY (PP)

-Proposed slogan: "Aragon needs stability to continue growing."

Why they work (sociological key): The PP relies on a specific voter base:

- Middle and upper-middle class
- With a strong presence in Zaragoza and medium-sized cities
- Sensitive to economic management, predictability, and institutional order
- Less motivated by ideology and more by security and continuity

Columbia Logic:

- The slogan doesn't appeal to change, but rather to social inertia.
- "Stability" resonates with professional, business, and administrative networks.
- "Less noise" triggers a rejection of polarization, without naming it.

It doesn't promise epic events: it promises normality, which for this voter is a value.

SOCIALIST PARTY (PSOE)
-Proposed slogan: "Defending Aragon is defending the public good"
Why they work (sociological key)
Aragonese socialist electorate:

- Public sector workers
- Urban and rural working classes
- Older people and family networks historically socialized within the PSOE (Spanish Socialist Workers' Party)
- Strong appreciation of public services as a defining element of identity, not as a specific policy.

Columbia Logic:

- Voting is transmitted through political socialization, not through cost-benefit calculation.
- "The public sphere" is an identity marker, almost a moral one.
- "Wherever you live" connects with depopulation without territorial confrontation.

He *claims* and it doesn't say *that* will be the PSOE, but *who* the PSOE.
VOX
*-Claim*proposed: *Aragon first*"
Why they work (sociological key)
VOX voter in Aragon:

- More masculine, younger, or middle-aged
- Presence in rural and peri-urban areas
- Distrust towards political and administrative elites
- Identity-based and reactive voting, rather than programmatic voting

Columbia Logic:

- The vote stems from identities perceived as threatened.
- "From the outside" creates an out-group diffuse (State, EU, elites).
- It does not appeal to specific policies, but to primary loyalties.

He *claim*It does not seek to convince: it seeks to unite.
Quick comparison (sociological key)

Party	Central emotion	Identity type activated
PP	Security	Professional / Institutional
PSOE	Protection	Social / community
VOX	Defense	Identity / reactive

From this school:

- The campaign doesn't change the vote
- The campaign reduces dissonance between social identity and ballot
- The *claims* Effective ones are vague, repeatable, and consistent with the voter's social position.

1.2.- Under the profile of the Psychosocial Voter – Michigan School

Central idea: Voting is mediated by attitudes, partisan identifications, emotions and perceptions, rather than by objective social position.
The campaign does matter, but primarily as an emotional reinforcement, activation, or deactivation.
Key concepts I will use:

- Party identification (PI): "I am one of us"
- Match images (competent / close / firm / protective)
- Affective evaluations (trust, fear, pride, anger)
- Short-term forces: leadership, political climate, symbolic issues

Here they*claims*They are not "neutral": they seek to provoke an emotion consistent with the previous identity.

People's Party (PP)

-Claimproposed:"It works"

Why are they built this way? (Michigan)

The PP voter, from Michigan:

- It has a soft but stable partisan identification
- Value perceived competence more than ideology
- It responds to simple heuristics ("these people know", "these people don't")

Psychosocial logic**:**

- "It works" is acutely emotional, not informative.
- It is not up for discussion.*that*It is done, but*How does it feel?*the government.
- Strengthening the voter's self-image:*"If I vote PP, I'm voting well"*.

It's a *claim of* cognitive validation: reduces doubts, does not mobilize conflict.

SOCIALIST PARTY (PSOE)

-Claimproposed:"Aragon moves forward with you"

Why are they built this way? (Michigan)

Socialist electorate from Michigan:

- Emotional and inherited partisan identification
- Strong sensitivity to empathy, closeness, and justice
- High response to messages about protection against risk

Psychosocial logic:

- Use of "with you": personalizes the party-voter relationship.
- "The majority" activates a moral (not numerical) identity.
- "Protect" connects with diffuse fear (crisis, uncertainty).

He *claim*It doesn't promise results, it promises emotional support.

VOX

-Claimproposed:"Without complexes"

Why are they built this way? (Michigan)

VOX voter from Michigan:

- Recent but intense partisan identification
- High emotional charge: anger, resentment, pride
- Low trust in traditional institutions

Psychosocial logic:

- "Without complexes" legitimizes the voter's prior emotions.
- An expressive, not instrumental, identity is being built.
- The voter feels that he is expressing himself by voting.

The vote is not about governing better, it's about feeling represented.

Michigan vs. Columbia comparison (very clear)

Party	Columbia	Michigan
PP	Social stability	Perceived competence
PSOE	Class / services	Empathy / protection
VOX	Threatened identity	Emotional expression

In 2026, in Aragon, these*claims*They do not try to convince purely undecided people (who hardly exist), but rather: to activate the latent partisan identity in a specific emotional context.

1.3.- From the perspective of the Rational Voter – Rochester School

Central assumption: The voter acts as a utility maximizer with limited information. Vote for whomIt gives you more expected benefits the lower costs, using rational shortcuts (*heuristics*).

Key concepts I use here:

- Accountability: reward/punishment
- Retrospective voting: "Have I done better or worse?"
- Issue ownership (credible ownership of issues)
- Compliance credibility
- Opportunity cost

Here they*claims*Yes, they do contain implicit promises, but they are formulated in a simple, verifiable, and comparative way.

People's Party (PP)

-Claimproposed:"Better management, better results"

Why are they built this way? (Rochester)

Typical rational PP voter:

- Evaluates economic performance
- Sensitive to taxes, employment, investment
- Accept the status *quo if* it does not perceive losses

Rochester Logic:

- "Management" = rational proxy for efficiency.
- "Lower taxes" is a direct and understandable benefit.
- "What works" reduces risk (uncertainty aversion).

He *claim*suggests:*"Changing has a cost; staying put doesn't."*.

It doesn't excite: it calculates.

SOCIALIST PARTY (PSOE)

-Claimproposed:"More public services for every euro"

Why are they built this way? (Rochester)

Rational PSOE voter:

- Perceives value in public goods
- Tolerate taxes if there is a visible return
- Evaluate the government as a service provider

Rochester Logic:

- Cost-benefit language ("for every euro").
- "Invert" introduces intertemporal logic.
- "Respond" reinforces accountability: if you do not comply, you will be punished.

The message is not moral, it is contractual:

payment → receipt → evaluation.

VOX

-Claim proposed:"Our things first."

Why are they built this way? (Rochester)

Here's the interesting part: VOX adapts the classic rational model poorly, but can do so via perceived costs.

Rational VOX voter:

- Perceives relative losses
- He believes that resources are being "diverted"

- Vote to reduce costs, not to maximize benefits

Rochester Logic:

- Identification of waste(useless expense).
- Externalization of blame ("outside").
- Voting is a mechanism of punishment.

It doesn't promise to win more, it promises to lose less.

Clear comparison between matches (Rochester)

Party	Main benefit	Calculation type
PP	Economic efficiency	Risk / Stability
PSOE	Social return	Cost-benefit
VOX	Loss reduction	Punishment or control

Key difference with Columbia and Michigan

- Columbia: "You vote according to who you are"
- Michigan: "You vote according to how you feel"
- Rochester: "You vote based on what you gain or lose"

Here:

- The claim must be falsifiable
- must allow for retrospective evaluation
- and minimize ambiguity

Conclusion (very Rochester)

In this model, an effective campaign:

- It doesn't make you fall in love
- does not socialize
- it does not moralize

It simply says:
"If you vote for us, this is what you get.
If that doesn't happen, you can punish us."
If you want, the next natural step would be:

- to compare which party is a better/worse fit for the rational voter in Aragon, or
- make a 3×3 table (Columbia–Michigan–Rochester) with equivalent *claims the*
- analyze what economic context makes each model dominant in 2026.

2.-From the perspective of the voter's decision and ideology, the following messages and justifications have been produced by the AI.

Methodological assumption

- Target: *hardline voter* (*high partisan identification*(low volatility, high probability of participation).
- Function of the claim: mobilization + identity reinforcement, not persuasion.
- Territorial context: Aragon is a community with
    - low population density,
    - strong urban-rural duality,
    - demographic aging,
    - moderate, not very emotional political culture, but with highly ideologized niches.

From the theory of issue *ownership* and *social identity theory*The claim must:

1. activate already accepted frameworks,
2. reduce cognitive dissonance,
3. to facilitate group self-identification.

2.1.- From the perspective of the hard-core voter.(High party ID, expressive-identity vote, stable participation)

PP

- Claim: "Aragon that works."

1. Discursive construction

- Noun phrase, non-verbal → statement, not promise
- Use of the present indicative → eliminates temporal uncertainty
- Implicit verb "to function" → technical, not ideological category

His claim does not ask for emotional support, it asks for rational assent.

2. Academic theories

- Valence Theory (Stokes, 1963): parties compete for universally desirable attributes (competence, effectiveness).
- Performance Voting: loyal voters reinforce their choice if they perceive acceptable performance.
- Cognitive Ease (Kahneman): "it works" reduces cognitive load, avoids complex evaluation.

3. Voter profile

- Instrumental, not militant, political identity.
- High preference for the status quo (*status quo bias*).
- Low tolerance for political experimentation.

4. Aragonese population context

- Aging community → greater risk aversion.
- Weight of the primary and industrial sector → culture of productivity.
- Moderate political tradition → rejection of excessive discourse.

He *claim*It fits with a political culture of low emotionality.

5. Electoral function

- Reaffirm continuity.
- Deactivate internal doubts.
- Turning the vote into an act of maintaining order.

It's a *claim* of quiet hegemony.

PSOE

-Claim: "Aragon moves forward with everyone."

1. Discursive construction

- Dynamic verb ("advances") → controlled progress.
- Inclusive complement ("with everyone") → moral boundary.
- Collective structure → implicit community subject.

2. Academic theories

- Social Identity Theory (Tajfel & Turner): the inclusive "we" reinforces belonging.
- Moral Foundations Theory (Haidt): activates the care/justice axis.
- Left Realignment Theory: Social democracy maintains its base by appealing to symbolic equality.

3. Voter profile

- Inherited and emotional political identity.
- Strong connection with public services.
- Voting is perceived as a moral act, not just a rational one.

4. Aragonese population context

- Depopulation and territorial divide → fear of abandonment.
- Socialist tradition as a guarantee of rural-urban balance.
- High identification of the PSOE with regional institutions.

He *claim*It revives the idea of collective protection.

5. Electoral function

- Reaffirm moral superiority.
- Reduce demobilization due to attrition.
- To protect identity against exclusionary discourses.

It's a *claim* of ethical legitimation of power.

VOX

Claim: "Aragon without complexes."

1. Discursive construction

- Negative structure ("without") → break with the dominant framework.
- Psychological concept ("complexes") → politicization of emotion.
- Absence of verb → identity, not action.

2. Academic theories

- Identity Threat Theory: perception of cultural threat.
- Populist Communication Style (Moffitt): politics as an attitude.
- Expressive Voting: the vote as a personal affirmation.

3. Voter profile

- High level of institutional disaffection.
- Feeling of symbolic marginalization.
- Need for identity recognition.

4. Aragonese population context

- Territorial pride that is rarely spoken.
- Rural world with a sense of cultural contempt.
- Rejection of normative urban discourses.

He *claim*It legitimizes saying what is "incorrect".

5. Electoral function

- To bring the group together.
- Turning the vote into a challenge.
- Increase participation in the hard niche.

It's a *claim of* mobilization through symbolic confrontation.

2.2.- From the perspective of the undecided voter(Low identification, high volatility, defensive vote)

PP

-Claim: "Actions, not promises."

Key analysis

- Prospect Theory: the undecided person fears losing more than winning.
- Rejection of political discourse → preference for results.
- Eliminate future possibilities → retrospective decision.

It reduces the perceived risk of voting.

PSOE

-Claim: "No one gets left behind."

Key analysis

- Loss Aversion: fear of social exclusion.
- The state as a safety net.
- High effectiveness in contexts of structural uncertainty.

Activate the vote for social protection.

VOX

-Claim: "What you think, unfiltered."

Key analysis

- Political Cynicism: rejection of professional politics.
- Expressive, not ideological, vote.
- Low emotional barrier to entry.

Turn voting into a channel for venting frustration.

2.3.- From the perspective of the refractory voter. (Opposite identity, high resistance)

PP Aragón – "Common sense for Aragon."

- *Depolarization framing*
- Reduces negative activation.
- It seeks the opponent's abstention.

PSOE Aragón – "More rights, a better Aragon."

- *Moral dissonance framing*
- It requires justifying the rejection.
- It contains opposing mobilization.

VOX Aragon – "Defending Aragon comes first."

- *Territorial reframing*
- Normalize the option.
- Reduces perception of extremism.

Each*claim*It is not an isolated message, but a cognitive device that:

- reduces uncertainty,
- reinforces identity,
- or manages the rejection,

depending on:

- type of voter,
- demographic structure,
- and territorial political culture. Beginning of form

4.4.- Experts panel results

The final results of the two rounds of evaluative surveys of the developed claims are presented below, together with the inputs provided to the expert panelists.

Claims created by political parties

CREACION POR EL PARTIDO			
PEFILES Human	PARTIDOS	*CLAIM*	VALORACIÓN
	PP	*Aragón Imparable*	3
	PSOE	*Aragón con voz propia*	4
	VOX	*Un programa con sentido común*	3

Source(s): Own elaboration, 2026.

Claims created by GEMINI

CREACION POR IA GEMINI				
SOCIAL/PSICOLÓGICO		*PARTIDO*	*CLAIM*	VALORACIÓN
		PP	*Para los que construyen Aragón cada día: Estabilidad y Sentido Común*	3
		PSOE	*Aragón es de todos, que nadie se quede atrás*	4
	Votante Sociológico	*VOX*	*Vota con sentido común: Por tu familia, por tu tierra, por España*	5
		PP	*Confianza en nuestra palabra. Sigamos haciendo Aragón*	4
		PSOE	*Aragón con orgullo. Por lo que nos une*	4
	Votante Psicosocial	*VOX*	*Cumplimos lo prometido. Sin miedo a nada*	4
		PP	*Hechos, no palabras: Menos impuestos, más Aragón*	4
		PSOE	*Invertir en lo que importa: Tu salud y tu futuro*	4
	Votante Racional	*VOX*	*Tu dinero para lo tuyo: Ni chiringuitos, ni fronteras*	5
PERFIL DEL VOTANTE				
		PP	*Aragón no se detiene: Defiende nuestra gestión*	5
		PSOE	*Con fuerza y con valores: El Aragón que tú sientes*	4
	Votante Convencido	*VOX*	*Solo queda VOX: Lealtad a Aragón, Lealtad a España*	4
		PP	*Aragón crece con equilibrio: Gestión sin ruidos para lo que de verdad importa*	3
		PSOE	*Liderazgo para unir Aragón: El valor de los servicios públicos y la moderación*	3
	Votante Indeciso	*VOX*	*Soluciones reales para el Aragón olvidado: Infraestructuras, seguridad y respeto al mundo rural*	4
		PP	*Aragón no es el patio de Sánchez: Vota por tu libertad*	3
		PSOE	*Que Aragón no retroceda: Ni un paso atrás en tus derechos*	4
	Votante Refractario	*VOX*	*Contra el consenso que te olvida: ¡Revélate!*	4

Source(s): Own elaboration, 2026.

Claims created by Chat GPT

CREACION POR IA CAHT Gpt				
SOCIAL/PSICOLÓGICO		*PARTIDO*	*CLAIM*	VALORACIÓN
		PP	*Aragón necesita estabilidad para seguir creciendo*	4
		PSOE	*Defender Aragón es defender lo público*	4
	Votante Sociológico	*VOX*	*Aragón primero*	5
		PP	*Funciona*	3
		PSOE	*Aragón avanza contigo*	4
	Votante Psicosocial	*VOX*	*Sin complejos*	5
		PP	*Mejor gestión, mejores resultados*	4
		PSOE	*Más servicios públicos por cada euro*	4
	Votante Racional	*VOX*	*Lo nuestro primero*	5
PERFIL DEL VOTANTE				
		PP	*Aragón que funciona*	4
		PSOE	*Aragón avanza con todos*	4
	Votante Convencido	*VOX*	*Aragón sin complejos*	5
		PP	*Hechos, no promesas*	4
		PSOE	*Nadie se queda atrás*	4
	Votante Indeciso	*VOX*	*Lo que piensas, sin filtros*	4
		PP	*Sentido común para Aragón*	3
		PSOE	*Más derechos, mejor Aragón*	3
	Votante Refractario	*VOX*	*Defender Aragón es lo primero*	4

Source(s): Own elaboration, 2026.

6. Conclusions

The main conclusion of this study confirms the initial hypothesis: Generative Artificial Intelligence (GAI), through specialized prompting, demonstrates a capacity for hyper-focus that surpasses traditional human strategies. While campaign teams operate under a generalized "provincial reality" logic, AI is able to segment the message with precision, addressing the sociological, psychosocial, and rational models of the voter. The slogans generated by AI tools such as ChatGPT and Gemini are effective.

Their value lies not only in how they are written, but also in their ability to reduce voter uncertainty and reinforce existing ideas. However, the research identified a key difference: AI is more effective in adapting and amplifying the reach of the message. Human intervention remains necessary to ensure that communication is ethical and responsible. AI is not connected to budgetary realities. This, according to Regulation (EU) 2024/1083 on political transparency, makes human oversight essential in order to prevent disinformation.

In conclusion, fully relying on AI for communication is not feasible due to reputational risks. However, AI is already a tool that amplifies the reach of messages. Success in Aragón in 2026 will depend on combining human intuition with AI's predictive capabilities.

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