The White House Embattled: The U.S. Election 2024
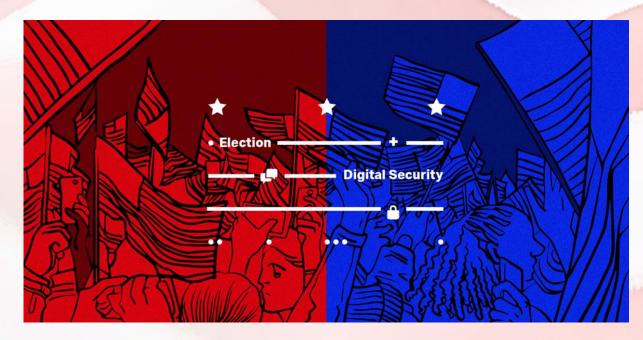
Lecture Series of the North American Studies Program | in cooperation with the Amerika Haus NRW e. V., the Bundeszentrale für politische Bildung (bpb), and the Deutsch-Kanadische Gesellschaft e. V. (DKG)

The Digital and the Political: Perspectives and Implications for the Election Campaign

Tuesday | 7 May 2024 | 6:00-8:00 pm

Dr. Nils Hoffmann

Ministry of Labor, Social Affairs, Transformation and Digitization | Mainz & North American Studies Program | University of Bonn

We are currently witnessing the merging of digital and analogous worlds. In this new media framework, the development of generative AI and the increasing political power of Silicon Valley pose fundamental challenges for the upcoming U.S. election. In his lecture, Dr. Hoffmann interrogates the close interrelation between the digital ecosystem and the future of democratic discourse. In the light of the rightward shift of Silicon Valley politics, considered a "rise of techno-authoritarianism" by some commentators, as well as the potential for disinformation offered by generative AI, the U.S. political system is, so Dr. Hoffmann argues, utterly unprepared for the impact of technology's latest advances on electoral proceedings.

Dr. Nils Hoffmann is the director-general for central services at the Ministry of Labor, Social Affairs, Transformation and Digitization of the State of Rhineland-Palatinate in Mainz. Since 2016, he has been an adjunct lecturer for the North American Studies Program at the University of Bonn.