

Michigan | AI Policy Overview

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AI Policy Overview

Michigan lawmakers have yet to prioritize artificial intelligence policies broadly. However, the legislature quickly introduced and enacted a package of bills in late 2023 aimed at addressing deepfakes in elections. Additionally, lawmakers defined “artificial intelligence” under a 2023 law ([MI HB 5143](#)) as a machine-based system that can, for a given set of human-defined objectives, make predictions, recommendations, or decisions influencing real or virtual environments.

Deepfakes

In 2023, Michigan enacted a package of bills into law that aims at reducing the potential harms caused by generative AI in elections. These laws require disclosures ([MI HB 5141](#)) for pre-recorded phone messages and political advertisements that were created with AI, prohibit ([MI HB 5144](#)) distributing media that manipulates the speech or conduct of an individual within 90 days of an election without a disclaimer, and establish ([MI HB 5145](#)) sentencing guidelines for election law offenses related to deceptive media created with AI.

Legislative & Regulatory History

- **2023** - Michigan enacted [MI HB 5141](#), which requires disclosure for pre-recorded phone messages or political advertisements generated with AI.
- **2023** - Michigan enacted [MI HB 5143](#), which defines “artificial intelligence” as a machine-based system that can, for a given set of human-defined objectives, make predictions, recommendations, or decisions influencing real or virtual environments.
- **2023** - Michigan enacted [MI HB 5144](#), which prohibits distributing media that manipulates the speech or conduct meant to deceive voters within 90 days of an election unless a disclaimer is provided.
- **2023** - Michigan enacted [MI HB 5145](#), which establishes sentencing guidelines for election law offenses involving materially deceptive media.