

# CASE STUDY: DEMCAST SOCIAL POSTS WITH CHANGE AGENT VERSUS CLAUDE AI



## INTRODUCTION

Jamie Carter, Director of Partnerships at DemCast, uses AI tools to create “pro-Blue” content for social media. In this case study, we will examine how a new AI chatbot named Change Agent outperformed Anthropic’s Claude for generating social posts for pro-Blue causes and campaigns.

## BACKGROUND

DemCast is a 501(c)4 non-profit organization that empowers grassroots activists to promote pro-Blue content across social media platforms. Jamie Carter began using Anthropic’s generative AI chatbot Claude in 2023 to streamline her content creation. She found that she was able to save substantial time while generating a greater variety of social posts on a given subject.

## PROBLEM STATEMENT

Jamie had issues with Anthropic’s Claude replicating the biases present on the internet, including generating racist and misogynistic posts. In February 2024, Anthropic explicitly banned political use and implemented restrictions on prompts that included party affiliations or took strong political stances on certain political issues. When she tried to utilize strategic documents such as talking points as context, Claude began to refuse to generate content when it interpreted the talking points as being too political.

## THE SOLUTION: CHANGE AGENT AI CHATBOT

Change Agent is a new AI chatbot developed specifically to cater to the needs of progressive political practitioners like Jamie Carter. Its large language model (LLM) has been trained to embrace a progressive perspective in substance and style and generate outputs specifically for political contexts. Unlike Claude, Jamie was able to generate social posts without restrictions and those posts embraced a perspective that mirrored DemCast and its audiences.

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## COMPARISON BETWEEN CHANGE AGENT AND CLAUDE AI



### Partisan content creation

One significant advantage of Change Agent over Anthropic's Claude is its ability to generate more persuasive partisan content. While Claude was designed for general use cases, Change Agent proved to be better suited for political messaging due to its alignment with progressive values.



### Content diversity

Jamie's work often required her to create twenty different posts on a given topic, which proved much easier with generative AI. While both tools could do this as long as Claude's political restrictions were not triggered, Change Agent provided a broader range of creative solutions and fresh perspectives.



### Efficiency

Change Agent demonstrated better efficiency than Anthropic's Claude in terms of requiring fewer iterations of prompts to deliver an acceptable version and the Change Agent content required editing of just 10-30% of the content. This made it easier for DemCast to create content tailored to specific platforms such as Facebook and Instagram without significant modifications or adjustments.



### Decolonization efforts

Whereas Claude reproduced harmful stereotypes at times, Jamie Carter found that Change Agent's effort to decolonize its model eliminated harmful language from its outputs across race, gender, class, sexuality, and other forms of bias.

## CONCLUSION

Jamie Carter's experience with both Claude and Change Agent AI chatbots highlights the importance of having tools specifically designed for progressive political practitioners. By reducing biases, being compatible with political use, using an LLM trained for politics, and offering versatility in generating content, Change Agent outperforms general-purpose AI chatbots like Claude. As DemCast continues its mission to promote pro-Blue content across social media platforms, having access to a generative AI tool built for politics can significantly improve the efficiency and effectiveness of their campaigns.

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