The video explores the use of AI and social media for predicting human behavior, specifically in political polling and election outcomes. While traditional polling methods are becoming less effective, the rise of AI algorithms like Polly and Holly offer new opportunities for data collection and analysis. However, critics question the validity of Twitter data and the potential for skewed and distorted views. The video also highlights the risks associated with the explosion of public data and the need for responsible use of technology. Also, the speaker emphasizes the importance of human responsibility in shaping the behavior of AI and technology.