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Posthuman Citizenship: Rethinking Political Subjectivity in Data-Driven Societies

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Abstract

This study explored posthuman citizenship, a concept that reflects the transformation of political subjectivity in data-driven societies. It examined how data infrastructures mediate belonging, recognition, and participation in contemporary governance regimes. The paper synthesised posthumanist theory, digital sociology, and political philosophy to examine how citizens are increasingly defined by machinic legibility rather than self-determination. Case studies include automated welfare systems, biometric border technologies, and algorithmic voter profiling. The study argued that posthuman citizenship necessitates a rethinking of democratic values, justice, and accountability in light of hybrid human-machine political ecologies. This study contributed to an emerging discourse on how the political is being renegotiated in a world where human boundaries are no longer stable.

Keywords: Posthuman Citizenship, Political Subjectivity, Civic Identity, Digital Sociology, Democratic Accountability.

Introduction

In the 21st century, the convergence of data-driven technologies, algorithmic governance and biometric surveillance is transforming core notions of citizenship. Conventional, liberal humanist understandings of civic identity in terms of individual autonomy and self-determination are becoming challenged as the citizens are no longer defined by their actions but also by algorithms, data infrastructures, and non-human agents that determine their lives. The fact that digital surveillance technologies are growing at an alarming rate, and that the algorithmic decision-making is becoming a more and more common aspect of the governance process, begs the question of what the future of democratic participation, political subjectivity and even the very meaning of the term citizen in a world where machine agency is encroaching on human agency is likely to be. The study discussed the rise of posthuman citizenship which is a concept that shifts the human-centered models of liberal democracy to see how digital technologies, biometric systems, and algorithmic governance is challenging the study's interpretation of rights, recognition, and participation in the contemporary political world.

Literature Review

Transformation of Citizenship and Political Subjectivity

A new paradigm of citizenship is required in the move towards the data-driven society. Albu

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and Hansen (2021) point at the way data transparency, in conjunction with biometric surveillance, changes the perception of the individual citizen in the political system. The political identity in the traditional ideas of citizenship is based on the concept of a self-determined person, whose rights and activity in the civil life are dependent on the personal agency and human autonomy. Nevertheless, in the data society, this conception is more and more mediated by surveillance and governance systems that do not operate within the domain of personal control. The citizen is reduced to a piece of data, to one that can be manipulated by the automated systems that evaluate and classify behavior based on biometric data, social media accounts, and algorithmic evaluation (Aradau & Blanke, 2021).

The transition leads to what Calzada (2023) describes as liquid citizenship of the digital era, a place where there is no fixed identity but a fluid one, which changes depending on the type of data points that an algorithmic system attaches to a person. In this regard citizenship is no longer a legal concept or a territorial nationality but a capacity to operate and communicate with digital systems of governance. Calzada conceptualizes the phenomenon of emerging digital citizenship regimes within the framework of pandemics, algorithmic technologies, and the loss of traditional boundaries of the state, and indicates the transition to more hybrid and complex forms of civic identity that undermine the territorial and legal dimensions of citizenship.

Algorithmic Governance and the Role of Non-Human Agents

Among the most urgent questions that the rise of algorithmic governance poses, there is an emerging role of non-human actors in defining the rights, recognition, and participation of citizens. Smith (2020) presents the idea of the black box city where urban areas and the lives of the citizens are regulated by the dark algorithmic systems which focus on efficiency and control rather than transparency and accountability. These are not neutral technologies, and they also contain implicit biases, which may continue to cause inequalities, and they tend to operate beyond the democratic checks and balances to which citizens have historically had access. The analysis provided by Smith highlights the importance to pay more attention to algorithmic systems and their contribution to the redefinition of democratic values as the relations between the citizens and their government become more mediated by the technologies that the citizens cannot fully understand and affect.

Aradau and Blanke (2021) also discuss the concept of algorithmic surveillance as they argue that algorithmic systems create a certain tension between surveillance and political life. Such systems delimit and classify citizens in the light of risk and behavior and in many cases, they create inaccuracies in their forecasts or classifications that can have far-reaching consequences in the lives of the individuals. This is the problem, how to match the algorithmic error with the anticipations of just governance, which is central to the debate of posthuman citizenship. Since algorithms are replacing more and more decisions that were previously made by human participants, including welfare dispensation and voting patterns, they challenge the capacity of people to be more than spectators in the political arena.

Datafication of Civic Participation and Democratic Accountability

Democracy and democratic participation are highly challenged by the emergence of algorithmic and biometric surveillance. The citizens are becoming more and more dependent on digital systems in their interactions with governance, in the processing of welfare claims, in border control where biometrics is used to identify citizens and in election profiling of voters by using algorithms. The fact that these systems can categorize and decide who should have access to

resources depending on the data points, be it biometric scan, digital footprints, or patterns, beg the question of equity, fairness, and even the concept of democratic citizenship. According to the arguments made by Hintz et al. (2022), datafication of society is changing the relationship between the citizens and the political systems, and the emphasis is not on the active involvement of individuals but constant observation and evaluation of their activities.

Nonetheless, the potential of such technologies, which is more efficiency, fairness, and inclusion, is associated with high ethical and political risks. New types of exclusion and marginalization are brought about by the incorporation of automated systems into governance, whether in the welfare system or in biometric border control, where people are deprived of agency and turned into data points that the machine can interpret (Weitzberg et al., 2021). The posthuman citizen, in this case, is not characterized by his or her autonomy but his machinic legibility, i.e. how well he or she fits in the data surveillance and algorithmic classification systems.

Reconceiving Justice, Accountability, and Rights in Posthuman Citizenship

According to Iapaolo and Lynch (2025), the idea of posthuman citizenship undermines the conventional ideas of autonomy, agency, and justice, prompting researchers to rethink the way the democratic values may be redefined in a hybrid human-machine space. The main question now is not only how these technologies are introduced, but whether they correspond to democratic principles of justice and fairness. This problem is increased within the framework of algorithmic governance, when the decision made by non-human agents may change the life of an individual, as far as access to social benefits or access to healthcare or employment are concerned. In this kind of setting, the issue of democratic accountability and the safeguard of human rights become pressing. Both Calzati (2023) and Viader Guerrero (2024) stress the necessity of new forms of justice that would acknowledge the boundaries between human will and technological system in determining the political life.

The posthuman rights as developed by the concept of the digital surveillance implies the re-evaluation of the mediation of recognition and participation. According to Wang and Tucker (2021), given the fact that the digital age defines identity by the data, citizenship cannot be considered as a legal or a territorial status. Rather, it should take into consideration the fact that there are many ways in which people are identified (or not) by digital systems. The rights and recognition, in turn, should not only be regarded as legal rights but as a product of the negotiation within the algorithmic and data-driven network that regulates modern life. It is in this light that the main research question of this study is as follows:

Q: How do algorithmic governance, biometric surveillance, and data-driven systems change the idea of citizenship, and what impact does this have on democracy, rights, and justice in the posthuman era?

Methodology

Study Design

A qualitative research method which is a theoretical analysis and a case study approach to investigate how the algorithmic governance, biometric surveillance, and data-driven infrastructures have changed the way citizenship is practiced in the digital era. The study combines the posthumanist theory, digital sociology and political philosophy in order to understand the role of these technologies in the sense of belonging, recognition, and participation

Theoretical References

Theory is based on posthumanism and digital sociology with an emphasis on the way in which human agency and political identity are reconstructed by non-humans, including algorithms and biometric systems. The study explores the way in which technology mediates citizenship, and relies on such theorists as Rosi Braidotti (2013) and Donna Haraway (2016) to discuss the destabilization of the usual notions of citizenship. Also, it is possible to learn about the influence of digital systems on the distribution of power in civic life with the help of digital sociology (Lash, 2007).

Case Studies

The researcher has analysed devoted to three case studies: 1) Automated Welfare Systems, including the discussion of how algorithms define the access to the social rights; 2) Biometric Border Technologies, which will discuss the impact of biometric systems on the national belonging and being a part of the transnational governance; and 3) Algorithmic Voter Profiling, which will discuss the usage of the voter data that can influence the political participation.

Data Collection

The primary and secondary sources of data are used, including policy reports and academic articles, media reports, which cover the issue of the impact of digital technologies on political rights and participation comprehensively. The data is studied qualitatively and the major themes, which are surveillance, datafication, and political engagement, are analyzed regarding posthumanism and the digital sociology. This method is a critical evaluation of the ways in which algorithmic and biometric systems are threatening to democratic values and remodeling the political subjectivity.

Results and Discussion

Automated Welfare System

The case study by Saxena et al. (2021) is devoted to the process of algorithmic decision-making incorporation into child welfare systems, specifically, the tools, such as CANS (Child and Adolescent Needs and Strengths) and 7ei (Seven Domains of Emotional Intelligence). In the present research, the authors discuss the role of these algorithms in helping caseworkers to make decisions regarding child welfare based on the evaluation of such factors as emotional regulation, trauma, and the stability of placement. Nevertheless, the research also finds a number of concerns about the strict decision-making model of the algorithm. Although these algorithms are supposed to inject some much-needed consistency into the decision-making process, these algorithms are unable to take into consideration the case specific, nuanced factors that welfare workers are obliged to consider in practice. This leads to possible injustices in establishing eligibility to services and even inappropriate exclusion of those who can use the help.

Saxena & Guha (2024) develops these issues further by addressing the problem of what the authors refer to as the algorithmic harms when algorithms in child welfare systems do not address sufficiently the uncertainty in practice, organizational limitations, and street-level decision-making. Their research points out the fact that the failure of the algorithms to incorporate the human judgment to the fullest extent can create serious mistakes in the decision making. As an example, the algorithm could restrict caseworkers and their decision-making

capabilities because of its strict structure and ignore their skills and knowledge of the child and his or her special needs. These matters of uncertainty and insensitivity to context relate to more general criticism of algorithmic decision-making in the welfare system.

Comparatively, Noriega-Campero et al. (2020) focus on the principle of fairness, accuracy, and distributed governance of algorithmic targeting of social policies. They claim that algorithms have to be set in a way that will encompass all the complexity of the social problem of the moment, including trauma, economic instability, and family dynamics not to make biased decisions. The works of Saxena support this argument by showing how the inability of algorithms to take into account such complexities lead to unfair outcomes of decision-making and exclusion of vulnerable groups of the population to access the vital welfare benefits.

Fairness and Accuracy in Welfare Algorithms

Saxena et al. (2021) and Saxena & Guha (2024) case studies reflect the fact that the absence of fairness and the need to provide algorithmic accuracy have a significant influence on welfare resources distribution. The concept of fairness in algorithmic decision-making, as Kasy & Abebe (2021) claim, is more than just using the same rules on everyone: it also implies that algorithms should be adaptive to the needs of particular individuals and communities. As the case studies point out, welfare algorithms, such as CANS, are prone to extensive use of predetermined risk factors, which do not take into consideration the contextual details of a specific case. The inability to consider the various factors that can affect the outcome results in inaccuracies and unfair omissions, especially among the individuals with complex needs.

Caseworkers in Saxena et al. (2021) observed that despite the flexibility of the 7ei framework, the CANS algorithm was much more deterministic and rigid, and therefore the decisions made could not be the true needs of the child. It is one of the instances of what the researchers call the ethical risk of algorithmic decision-making when systems are not dynamic enough to deal with the ambiguity and uncertainty of real-world cases described by Levy et al. (2021).

Further, Gerdon et al. (2022) claim that algorithmic decision-making in welfare systems should be aimed at being fair by not having biased data behind it. Nonetheless, according to the study of Saxena, even in the case when the algorithms are designed to be fair, their use in practice is not very effective because of the absence of regulation, lack of context in decision-making, and bureaucratic nature of the welfare systems. Such inequity creates a perpetual loop of inequality, in which the most susceptible people are most prone to be damaged by such systems.

Ethical and Legal Implications of Algorithmic Welfare Systems

Ethical and legal aspects of algorithmic decision-making in welfare systems are the main aspects of the overall consequences of algorithmic decision-making on citizenship and social rights. Carlsson (2025) raises the legal ambiguity of automated decision-making in the welfare services, stating that algorithms may make legal certainty needed to guarantee the social rights of equal treatment complicated. The research identifies the challenge that citizens encounter in their attempts to know the legal ground of the decisions taken by the algorithms, which are not transparent and accountable.

This can be seen in Saxena & Guha (2024), where the authors demonstrate how such algorithms as CANS and 7ei work in the legal environment that fails to consider the uncertainty and complexity of welfare decision-making fully. The inability to take into account the specifics of a situation and to have a legal ground to the decision may undermine confidence in the system

and result in the opposition of both caseworkers and welfare recipients. Also, the lack of control and transparency on how the algorithmic decisions are formed proves to be dangerous to the social rights, especially to the non-dominant groups.

Conversely, Choroszewicz & Mäihäniemi (2020) emphasize the necessity of ethical considerations in the welfare algorithm design, namely, the algorithms must ensure protection of social rights of individuals and fair, transparent decision-making. Although they are in line with the criticism of Saxena et al. (2021) and Saxena & Guha (2024), they note that it is necessary to implement algorithms so that their legal and ethical obligations of welfare agencies to protect the rights of citizens and treat them equally are taken into consideration.

Country	Regulatory Measures	ADM Examples
Finland	<ul style="list-style-type: none"> • Secondary Law • Information Management Law • Data Protection Law • Government proposal to the Parliament on the personal data processing law in the Immigration Administration and certain related laws 	<ul style="list-style-type: none"> • Automated tax decisions • Credit score decisions • Espoo child welfare experiment • Kela's (planned) automation
Denmark	<ul style="list-style-type: none"> • The concept of "sankering og samstilling" • Data Protection Act 	<ul style="list-style-type: none"> • The Gladsaxe Model • Decisions on student stipends • Taxing • Child welfare • Udbetaling Danmark—automated payments and control of social funds
Sweden	<ul style="list-style-type: none"> • 28 § of the Administrative Act • Data Protection Act 	<ul style="list-style-type: none"> • Traffic tax • Trelleborg model—decision-making on social benefits
Germany	<ul style="list-style-type: none"> • 35a § of the Administrative Procedure Act • Federal Data Protection Act • Other sectoral laws: Abgabenordnung—automation of tax decisions in the tax code, national social security legislation acts—Sozialgesetzbuch X (SGB X) 	<ul style="list-style-type: none"> • Inferring insights from large datasets in the health sector • Tax administration • Pension assessment • Developing traffic safety
France	<ul style="list-style-type: none"> • The Computers and Freedom Law (1978, mod. 2017) • Digital Republic Law and the Administrative Law • Personal Data Protection Act • Code of Education 	<ul style="list-style-type: none"> • Personalized health files (Dossier Médical) • Selection of university students (Parcoursup)
The Netherlands	<ul style="list-style-type: none"> • Digital Government Act • Court verdicts • GDPR Implementation Act (2018) • Articles 64 and 65 of the Dutch Work and Income Act 	<ul style="list-style-type: none"> • System for Risk Indication (Systeem Risico Indicatie/SyRI) • Preventing and detecting school absence and early leaving • Detecting child abuse and/or domestic violence

Figure 1 Regulatory measures and ADM examples in Different Countries (Choroszewicz & Mäihäniemi 2020).

Human Discretion and Algorithmic Decision-Making

One of the most important themes that can be revealed in both Saxena et al. (2021) and Saxena & Guha (2024) is the issue of the influence of algorithmic decision-making on human discretion. Saxena et al. (2021) demonstrate that, whereas algorithms such as 7ei were meant to complement the judgment of humans, in reality, they usually limit the freedom of caseworkers to exercise a judgment. Conversely, the 7ei algorithm is slightly flexible and provides room to collaborate

with the caseworkers in the decision-making process that is more trauma-informed. Nevertheless, such tools as CANS reduce the possibility of human discretion and it is hard to make caseworkers modify their decisions according to the needs of the families.

The results provided in Kasy & Abebe (2021) support the notion that algorithmic-based decision-making ought to augment human decision-making, but not to substitute it. They say that algorithms need to assist practitioners but not deprive them of the opportunity to make informed decisions. Similar sentiments are expressed by Saxena & Guha (2024), who state that the excessive use of algorithms in the field of child welfare may negatively affect the professional knowledge of caseworkers, as they are now more coerced to align their decisions with the results of algorithms without paying enough attention to the peculiarities of a certain situation.

Another contribution to the discussion here is made by Levy et al. (2021) who state that algorithms should be created in such a way that they support decision-making, but also allow human discretion. In this way, they will be able to avoid the so-called black-box effect when the decisions are made in an intransparent and unaccountable way, which causes less trust towards the system.

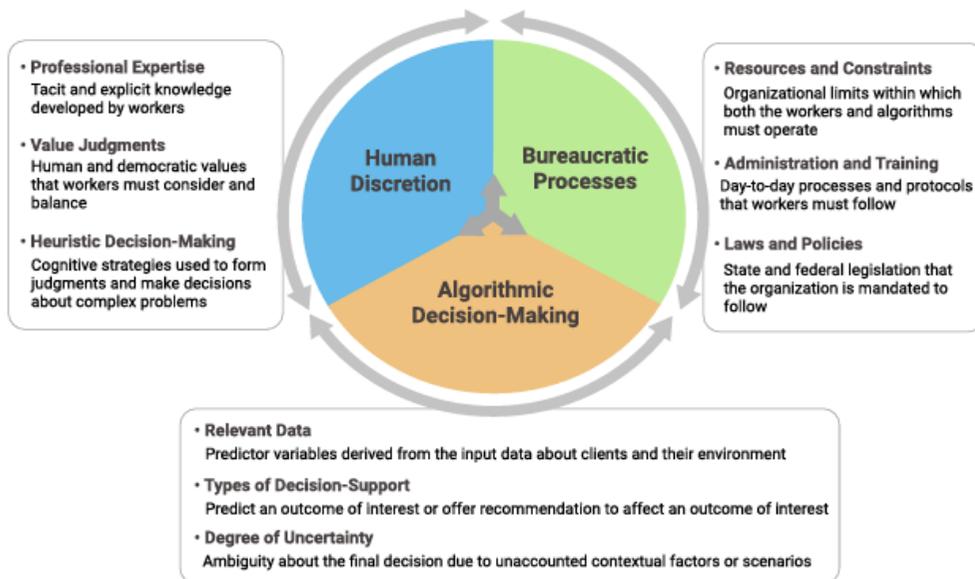


Figure 2 A Framework for Algorithmic Decision-Making Adapted for the Public Sector (ADMAPS) (Saxena et al. 2021)

Biometric Border Technologies

Facial recognition, fingerprinting and iris scanning are some of the biometric surveillance technologies that have become more common in the national and transnational border control systems. Their application in border control has a huge impact on the notion of national affiliation as well as the involvement of members in the global governance structure. Comparative study of biometric practices in South Africa, Israel, and the United States indicate the difference in approach to biometric surveillance and portrays the difference in the effects on

the definition of citizenship, inclusion, and exclusion.

South Africa: Bridging the Identity Gap

Biometric registration in South Africa has changed overtime with the transformation of a tool of exclusion under apartheid to a tool of inclusion under the post-apartheid era. Biometrics in the context of apartheid have been strongly racialized and have helped introduce a system of surveillance and exclusion of the non-white populations (Bosman, 2021). Nevertheless, under the modern conditions, biometric technologies are currently also applied to the social inclusion. In the welfare programs, South African state has implemented the biometric systems to make sure the marginalized people especially in the rural setting get access to social services like pensions and unemployment benefits (Bosman, 2021).

South Africa has also ensured that the previously unseen citizens are seen by the state through the use of biometrics in social security and public service delivery thus closing the identity gap that is usually present in post-colonial states (Sinha, 2024). This change highlights the constructive possibility of biometrics in dealing with inequality and giving access to vital services, increasing national belonging among people that were historically marginalized.

Nevertheless, with all these developments, issues of data security, surveillance, and abuse of biometric data still exist (Bosman, 2021). The case of South Africa proves that biometric technologies can promote a higher level of inclusion and, at the same time, poses important questions regarding the centralization of personal information and the risk of its abuse.

Israel: National Security and Ethnic Nationalism

Unlike inclusion in South Africa, the biometric surveillance systems in Israel are driven mainly by the national security fears. The biometric identification project launched by Israel has served as a source of strengthening the state control, particularly over the Palestinians in the Occupied Palestinian Territories (Bosman, 2021). The entry of the biometric collection of data among the Israelis and Palestinian alike has allowed the state to track and control the movement within the borders and checkpoints strengthening the national divide between the Jewish citizens and non-citizens especially the Palestinian.

Israeli biometric system highlights the exclusionary nature of biometric surveillance where ethnicity and nationality are at the center-stage of defining who is part of the state. That security and surveillance concentration is intertwined with national identity policies that establish citizenship based on biological identities (Bosman, 2021). According to Ponzanesi (2020), such a method of biometric surveillance is indicative of a more general tendency whereby biometric systems are deployed to protect national borders and discriminate against some populations according to their ethnicity or national belonging.

Although the use of biometric in Israel is presented as a way to increase security and limit fraud, it also creates a system of exclusion, especially to marginalized people, such as Palestinians (Wienroth & Amelung, 2023). The example of Israel demonstrates that biometric surveillance could be used not only as an instrument of identification but as a mechanism of boundary-making, which redefines the national belonging.

United States: Exclusionary Surveillance for National Security

The United States, just like Israel, has adopted the use of biometric systems and its major concern is security especially after the September 11, 2001 terrorist attacks. U.S. has employed data

collection including fingerprints and photographs to increase its border security with initiatives like US-VISIT (Bosman, 2021). This is a program that gathers the biometrics of the non-citizens coming into the country, and it is meant to monitor and regulate the flow of foreigners.

The U.S. example demonstrates that biometric surveillance may be presented as an instrument of national security and at the same time it helps to create the difference between the citizens and non-citizens (Bosman, 2021). Using biometric technologies to build national belonging in exclusionary terms, the U.S. is concentrating its efforts on the set of biometric data of immigrants, asylum seekers, and other non-citizens. This is reflective of the Israeli policy, which is not only legal or political, but rather biological in nature, where citizenship is defined by the state based on physical attributes, which are associated with the security issue.

Biometrics in the U.S. has also been accused of helping to create a new category of people called crimmigrants whereby people are suspected because of their legal status and nationality especially when it comes to immigration enforcement (Wienroth & Amelung, 2023). The resultant surveillance framework provokes the privacy issue, racial profiling, and the establishment of new types of exclusion founded on the biometric data (Van Staden & Bidwell, 2024). These activities strengthen the idea that the biometric technologies in border control are usually used not only to identify but also to exclude and control the access to rights and access to the governance.

Comparative Evaluation: Exclusion vs. Inclusion

One of the main distinctions between South Africa, Israel, and U.S. is the motivation and the effects of biometric surveillance. Biometrics in South Africa has become one of the ways to ensure that everybody can have access to state resources and be visible in the country, and thus able to contribute to the political and social life of the country (Bosman, 2021). Such application of biometric technologies corresponds to the attempts to seize the identity gap in the post-apartheid society and provide the historically deprived groups of the population with the rights of citizens.

On the contrary, Israel and the United States have been using biometric technologies as instruments of exclusion. Whereas the Israeli nation is concerned with ethnic and national security issues, in particular, the Palestinians, the U.S. is also interested in the control and enforcing the borders and immigration (Bosman, 2021). The two states employ the use of biometric data as a measure of differentiating the people who are part of the group and those that are deemed as threats to national security and cement prior divisions in society. The biometric surveillance in such circumstances does not imply a greater sense of inclusion but the strengthening of the boundaries that determine national belonging.

Even though the three cases have different aims, all of them point out the possibilities of biometric surveillance to influence the involvement of individuals in global governance. The collection of biometric data in the U.S. and Israel is becoming more closely connected to the transnational governance regimes, including global visa and immigration databases, which beg the question of how far individuals can exercise their rights and freedoms on a transnational basis (Ponzanesi, 2020). In such systems, the borders of nations are getting permeable to data flows in a manner that erodes the capacity of individuals to engage in transnational governance systems, although biometric technologies are producing new exclusions that complicate the participation of individuals in these systems (Van Staden & Bidwell, 2024).

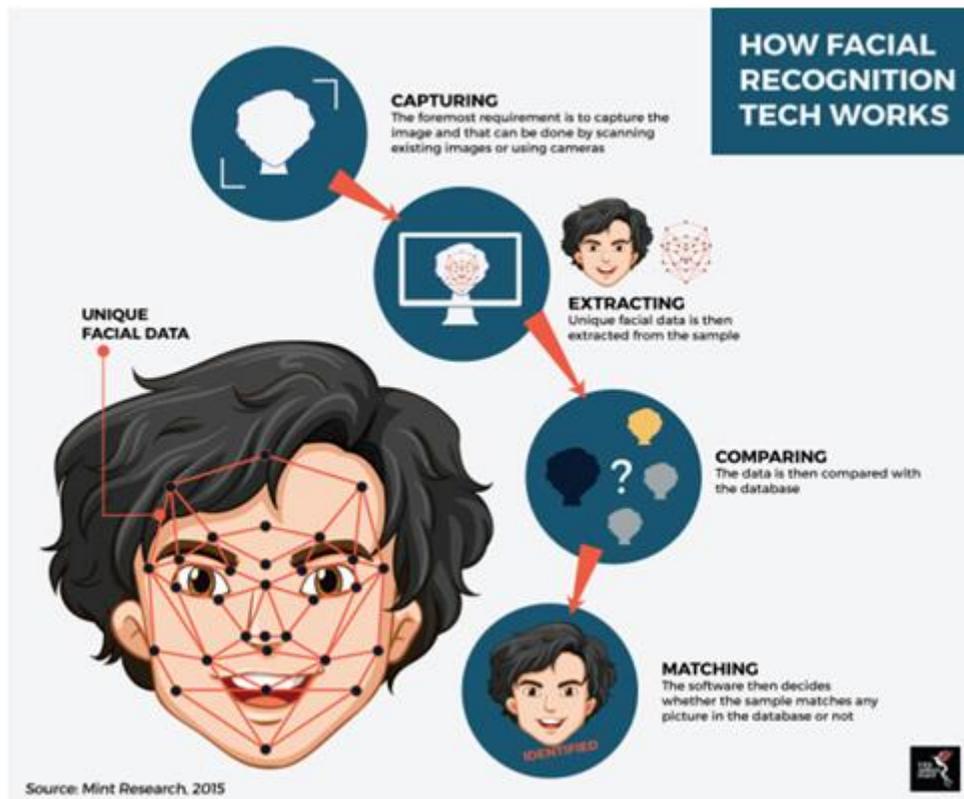


Figure 3 How Facial Recognition Tech Work (Hayek, 2022)

Algorithmic Voter Profiling with a Case Study Focus

One of the most illustrative examples in the discussion of algorithmic voter profiling is the Cambridge Analytica scandal that demonstrated how far data analytics and personality profiling can go in order to affect the outcomes of the election. A political consulting company, Cambridge Analytica, collected personal information on Facebook without the consent of the users and created a psychological profile of millions of voters. These profiles were further utilized in delivering very specific political adverts which aligned to the personality of people. As a model of psychometric profiling, a type of political microtargeting (PMT), the profiling model of the firm concentrated on such traits as extraversion, openness, and neuroticism.

The case of the Cambridge Analytica is notable since it showed the way in which personality-congruent advertisements, designed to fit the psychological profile of the voters, could influence the political attitudes. Using psychological characteristics, political campaigns would be able to create messages that would appeal more to the emotions, fears, and wants of the voters. This created a lot of issues of voter manipulation and use of personal data to further political interests. The efforts by the company to work with political campaigns in the 2016 U.S. presidential election and Brexit referendum demonstrated that emotionally-charged messages (fear-based ads that appealed to the anxiety) could be strategically used in influencing the undecided or vulnerable voters, thus changing the outcomes of elections.

Role of Algorithmic Profiling in Shaping Political Behavior

Besides the case of Cambridge Analytica, there are other researches that have explored the efficacy of algorithmic profiling in molding political behavior. Zarouali et al. (2020) carried out a study examining the impact of personality-specific political advertisements on voting. The researchers applied a personality profiling algorithm to determine whether the exposure of voters to political ads that befit their personality type (extraversion vs. introversion) would determine their political attitudes and voting intentions. The controlled experimental design gave evidence to their findings that voters were more prone to be influenced by the political advertisements that are congruent to their personality traits. As an example, the extraverted people reacted better to extraverted advertisements whereas introverted people were more convinced by introverted advertisements. This implies that the use of algorithms to develop personalized messages through personality will greatly lead to persuasive political advertising which has high probability of persuading voters.

This study supports the summary of Cambridge Analytica and further strengthens the notion that content that is shaped on the basis of personality can be highly influential to a person in making political decisions. With the help of person-specific advertisements, political campaigns will be able to avoid the mass approach, typical of the traditional mass media, and create a very personal, effective message, which can appeal to the emotional side of a person.

Algorithmic Profiling and the Risk of Manipulation

The application of algorithms in political campaigns brings a new level of manipulation, in which the autonomy of the voters is infringed with the help of the content that is considered to suit the individual voter and is aimed at slightly manipulating the political opinion. In Study 2 of Zarouali et al. (2020), the researchers have gone further and examined the emotional appeals that are presented in the personality-congruent advertisements with the interests of two different emotional appeals that are enthusiasm and fear. This research established that extraverts were more sensitive to the enthusiastic advertisements as opposed to the introverts who were more sensitive to the fear-based advertisements. When such emotional appeals were combined with the personality of the voter, there were greater levels of political involvement and voting intentions.

This fact highlights the increasing influence of emotionally-charged political advertising, and the ability to manipulate the viewer it has, especially when such ads are used by political campaigns who seek to capitalize on the psychological weaknesses of a viewer to use to their own political gain. This process raises one of the most important ethical questions: although customized political advertisements can lead to greater engagement and mobilization, they can also manipulate the emotions of voters making them take decisions that they would not have otherwise taken in case they had access to more balanced, less individualized information. According to Zarouali et al. (2020), such manipulation jeopardizes the political agency of voters, who are given prejudiced information in the form that can only evoke certain emotions.

Implications for Democratic Integrity

Algorithmic voter profiling poses great threats to democracy. The potential of a microtargeted political campaign with the help of algorithms is that people will no longer be able to participate in an informed political process. Voters are not even conscious of how much their personal information is being utilized to form political messages. Surveillance with the help of algorithms turns into a method of the destruction of such democratic principles as transparency and equality

To deal with such hardships, there must be policy changes that control psychometric data usage in political campaigning. In line with Zarouali et al. (2020), psychometric profiles are to be defined as special data, and they cannot be used in political endeavors without the consent of the individual. It would make sure that the data about the voters would be gathered in an ethical way, and that the political campaigns will not be able to undermine the citizens by targeting and manipulating them with the help of personalized and algorithmically-driven adverts. Also, the openness of the political advertisement targeting and delivery would enable voters to make better decisions, and thus, there will be less likelihood of undue influence and manipulation.

Conclusion

This study discussed the concept of posthuman citizenship that is in constant change in the framework of algorithmic governance, biometric surveillance, and datafication of political participation. It emphasizes the way the traditional concepts of citizenship that are founded on the premises of the individual autonomy are restructured in the context of identity-mediating technologies, rights, and the participation in governance. The non-human actors, such as algorithms, transform the ways of democratic participation, empowering and disenfranchising citizens at the same time, as it can be seen in case studies of automated welfare systems, biometric border technologies, and algorithmic voter profiling. Cambridge Analytica scandal is the brightest example of how dangerous voter manipulation by psychographic profiling can be. This current study also discusses the human discretion in decision making being eroded which has ethical concerns of fairness, transparency and accountability. The discussion of the biometric system in South Africa, Israel and U.S. reveals the opposite application of biometrics in inclusion and exclusion, highlighting the potential of these technologies to further divide the society and continue the discriminatory actions.

The research on posthuman citizenship is to be done in future and there are some areas that it should cover. To begin with, it ought to be concerned with developing ethical frameworks and policies on algorithmic systems in political campaigns, welfare systems, and immigration control, and informed consent and openness to safeguard the integrity of democracy. Second, the research needs to be conducted on how implementation of biometric technologies can be made to foster inclusion instead of exclusion and comparative study of how various countries approach the issues of security and human rights. Third, studies should investigate the possibility of introducing human discretion in algorithmic decision-making especially in sensitive fields such as welfare and child protection so as not to become over-reliant on hard algorithms. Moreover, the consequences of algorithmic voter profiling on the voter autonomy and political behavior need to be discussed with the emphasis on the influence of emotionally-charged advertisements. Finally, studies ought to address the impacts of datafication and biometric surveillance on world governance and citizenship with regards to how global flows of data and biometric processes affect mobility and individual rights at the international level.

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