

The Hidden Engineering of Public Opinion: AI-Driven Political Personalization in Algeria's 2024 Presidential Election

الهندسة الخفية للرأي العام: التخصيص السياسي المدعوم بالذكاء الاصطناعي في الانتخابات
الرئاسية الجزائرية لعام 2024

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Abstract:

The study examines the impact of Artificial Intelligence (AI) in personalizing political content during Algeria's 2024 presidential election. Through the critical discourse analysis of 180 digital political messages, the research aims to reveal how AI-driven strategies tailored content to regional identities, emotions, and social divisions to influence voter behavior. The findings show that Such strategies led to a fragmented public sphere, heightened polarization, and the manipulation of historical and crisis narratives for partisan benefit. These practices pose serious ethical concerns regarding transparency, manipulation, and the weakening of democratic processes. In Algeria's fragile political landscape, AI-driven political personalization threatens national cohesion and electoral integrity. The study calls for stronger regulations, enhanced digital literacy, and ethical standards to protect democratic participation from algorithmic control.

Keywords: Artificial Intelligence, political communication, electoral behavior, personalization, public opinion engineering, algorithmic strategies

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1. INTRODUCTION

Artificial intelligence (AI) is quietly—but completely—changing the way political campaigns work. Instead of the old-school, one-size-fits-all speeches and slogans, politicians are now using AI to send hyper-personalized messages straight to your phone or social feed. These aren't just random ads either. These messages are generated through the analysis of extensive datasets encompassing browsing behaviors, social media interactions, demographic profiles, and inferred psychological traits. The resulting content is tailored to create the impression of individualized communication, seamlessly integrated into users' digital consumption routines. Importantly, such messages remain largely concealed from the general public, which prevents collective scrutiny and obscures the broader strategic objectives underpinning their dissemination.

In places like the U.S. and Europe, this kind of targeted political content has become the norm. But when it comes to elections in the Arab world? We are still pretty much in the dark. And that's a big deal. Many Arab countries are in the middle of major political shifts, digital growth, and rising social tensions- all at the same time. So if AI is influencing elections there, it is happening in a uniquely fragile and complicated environment.

What makes it even trickier is the political landscape itself. Across the Arab world, we have got everything from emerging democracies and transitional governments to regimes that have held power for decades. Media systems are just as varied. In some places, the press is heavily censored. In others, digital platforms have become the go-to space for both government propaganda and opposition voices. Drop AI into that mix, and we have to wonder: How are algorithm-driven political messages shaping what voters believe? Are these tools making existing divides—whether religious, ideological, or economic—even worse? And what does that mean for any hope of long-term democracy in the region?

Then there is the ethical side of all of this. Traditional political ads are out in the open. You can analyze them, fact-check them, debate them. AI-powered content, however, is disseminated through individualized and privately customized streams, the opacity of which prevents broader public visibility and collective scrutiny. That makes it almost impossible to hold anyone accountable or even know what kind of information voters are getting. In countries where democratic protections are already weak, that is not just shady-it is dangerous. Over time, it could lead to more distrust, less civic engagement, and voters who just give up on the system altogether.

And yet, despite how high the stakes are, there is still barely any research looking at how AI is actually being used in Arab elections. Most of what we know comes from studies focused on Western countries, which don't really capture the political, cultural, or historical realities of the Arab world. That is why this study matters. The goal is simple: figure out how AI is shaping political campaigns in the region, what impact it is having on voters, and what kinds of protections might be needed to keep elections fair and open. Because if we don't understand how these invisible forces are shaping public opinion, we can't protect the future of democracy.

Research Question:

- How does artificial intelligence-driven personalization of political content influence electoral behavior within the context of Arab societies?

Secondary Research Questions:

- What are the dominant AI technologies and algorithmic strategies employed in personalizing political messages during Arab electoral campaigns?
- In what ways does AI-powered content personalization affect voters' political attitudes, perceptions of candidates, and policy preferences in digitally mediated elections?

- To what extent does algorithmic micro-targeting contribute to political polarization, echo chambers, and the reinforcement of ideological biases among Arab voters?
- How do sociopolitical factors unique to Arab countries—such as media regulation, political pluralism, and public trust—mediate the impact of AI-driven political communication?
- What are the ethical, legal, and democratic implications of deploying AI technologies to shape voter behavior in Arab electoral processes?
- How does exposure to personalized political content differ across various demographic groups (e.g., age, education, socioeconomic status) in Arab electoral environments, and what effect does this have on electoral participation?
- What regulatory frameworks or governance mechanisms are necessary to safeguard electoral integrity from potential manipulation via AI-powered personalization technologies in the Arab world?

2. Literature Review

Artificial Intelligence (AI) has significantly transformed political campaigns by enabling the personalization of political content, thereby influencing voter behavior. This literature review examines the role of AI in tailoring political messages and its impact on voter behavior, supported by recent studies and reports.

2.1 AI in Political Content Personalization

AI technologies have revolutionized the analysis of voter behavior and preferences. By processing vast amounts of data, AI can identify patterns and trends that inform campaign strategies. For instance, AI-driven predictive analytics have enhanced the accuracy of election forecasts by incorporating extensive electoral data, social media trends, and voter behavior analytics (Political Marketing Strategies, 2024). This capability allows campaigns to tailor

messages to specific demographics with unprecedented precision, enhancing campaign effectiveness (TRT World Research Centre, 2024).

Moreover, AI facilitates microtargeting by analyzing digital footprints to predict psychological traits and states, enabling campaigns to craft messages that resonate with individual preferences and personalities (Wikipedia, 2024). This personalized approach enhances voter engagement and can influence voter behavior by addressing specific concerns and interests.

2.2 Impact on Voter Behavior

The personalization of political content through AI significantly impacts voter behavior. AI's ability to analyze vast amounts of data in real-time provides insights into factors influencing voters' decisions, allowing campaigns to adjust their messaging strategies for better results (Political Marketer, 2024). However, the use of AI in political campaigns also raises ethical concerns. AI's capacity to produce deepfakes and spread disinformation could destabilize democratic processes, threaten the integrity of political discourse, and erode public trust (United Nations Regional Information Centre for Western Europe, 2024).

2.3 Case Studies of AI in Political Campaigns

Globally, AI has been integrated into various political campaigns to enhance voter engagement and influence electoral outcomes. In the United States, AI-driven marketing firms utilize machine learning to provide detailed voter insights, targeting specific groups with tailored messages. For example, during the 2024 elections, AI was used to identify voter segments like "Cyber Crusaders," allowing campaigns to focus outreach and policy discussions around the concerns of this group (Chatterjee, 2024). In Germany, allegations have emerged regarding the manipulation of elections through AI-driven disinformation campaigns, influencing voter decision-making through tactics like online disinformation and funding scandals (Chazan, 2024).

2.4 Ethical Considerations and Challenges

The integration of AI in political campaigns presents ethical dilemmas, particularly concerning transparency, privacy, and the potential for manipulation. The use of AI-generated deepfakes and disinformation can mislead voters, undermining the integrity of electoral processes. For example, during the 2024 U.S. presidential race, AI-generated content circulated widely, spreading harmful, politically biased, and sometimes racist messages (Harwell, 2024). Moreover, the lack of transparency in AI algorithms poses challenges in holding campaigns accountable for the content they disseminate. The ability of AI to dynamically adjust messaging raises questions about the authenticity of political platforms, as voters may feel deceived if they perceive platforms as opportunistic or insincere (Wikipedia, 2024).

4.5 Implications for Democratic Processes

The deployment of AI in political campaigns has profound implications for democratic processes. While AI offers the potential to engage voters more effectively and personalize communication, it also risks deepening political polarization and eroding public trust in democratic institutions. The proliferation of AI-generated disinformation can create confusion among voters, making it challenging to distinguish between genuine and fabricated content. This erosion of trust can lead to decreased voter participation and a weakened democratic process (Harwell, 2024).

AI's role in political content personalization is a double-edged sword, offering opportunities to enhance voter engagement while posing significant ethical and democratic challenges. As AI technologies continue to evolve, it is imperative for policymakers, campaigners, and society at large to address these challenges proactively. Implementing regulations that ensure transparency, protect voter privacy, and prevent the spread of

disinformation is crucial to preserving the integrity of electoral processes and maintaining public trust in democratic institutions.

3. Methodology

3.1 Research Design

This study set out to explore how artificial intelligence (AI) shaped the way political messages were personalized during Algeria’s 2024 presidential elections and what impact that had on voters. To do this, a **qualitative, analytical approach** was used. The focus was not just on what messages were shared but also on how AI influenced the stories people saw and how those stories were tailored to fit specific audiences.

The research combined Critical Discourse Analysis (CDA) with thematic content analysis, which made it possible to examine not only the words and images in political content but also the emotions these messages tried to trigger. In a country like Algeria—where the political system has been shifting and adapting over recent years—this kind of approach helped capture the more subtle, complicated ways AI is now shaping political communication (Couldry & Mejias, 2019).

Because the inner workings of the algorithms behind these platforms are kept private, the research focused on what could be observed publicly. This was not only the most practical solution but also the most responsible one from an ethical point of view.

3.2 Case Selection

Focusing on Algeria’s 2024 presidential election is particularly relevant, as it represents a critical moment in the country’s political trajectory and illustrates the growing role of AI-driven digital campaigning. Since the **2019 Hirak movement**, political conversations in Algeria have moved online in a great deal of the political conversation. Social media is now a key part of how people engage with political ideas, campaigns, and debates.

At the same time, there has been a noticeable increase in targeted digital political campaigns. These campaigns have become more sophisticated, using specific messages to address directly different people in various regions. Algeria's political scene also brings a unique dynamic. On one hand, there are official government narratives, and on the other, there is a growing opposition using the same platforms to reach the public (Benhabib, 2021). This balance made the 2024 election an important event to study how AI fits into this picture.

3.3 Data Corpus

The study looked at around **180 pieces of political content**, all of them shared between **September and December 2024**. These came from Algeria's most widely used social platforms—**Facebook, Twitter/X, and YouTube**.

The content included:

- Official political ads
- Posts from leading candidates and political parties
- Video speeches and visuals designed to connect with specific audiences
- Sponsored ads that used regional language, cultural references, and national symbols to speak to certain groups

To keep the analysis focused on content that mattered in public conversation, the study prioritized posts with high engagement—those that generated strong reactions through likes, shares, and comments.

3.4 Analytical Tools

To address the critiques regarding the insufficient applied dimension of discourse analysis, this study expanded its methodological scope to include a systematic extraction and categorization of slogans, recurrent phrases, and lexical markers from the corpus of 180 political messages gathered from Algeria's most widely used digital platforms (Facebook, Twitter/X, and YouTube). Each discourse item was examined through a coding process that

focused on three levels: rhetorical structure, symbolic reference, and emotional appeal.

Drawing on Fairclough's (2015) Critical Discourse Analysis (CDA) framework, the analysis paid particular attention to:

- **Lexical Choices:** Identifying the recurrent use of slogans, idiomatic expressions, and sayings rooted in Algerian cultural or regional heritage. These lexical markers functioned as tools of political marketing, designed to reinforce familiarity and authenticity. For example, slogans such as “El-thamina muntasira” (“The eighth is victorious”) echoed the earlier Bouteflika-era phrase “El-sâbi’a tajib el-hal” (“The seventh brings solutions”), yet lacked comparable symbolic resonance.
- **Intertextuality:** Tracing how new political slogans either echoed, recycled, or diverged from the established lexicon of Algerian electoral discourse. In particular, continuity with past discursive traditions was found to play an important role in determining the effectiveness of a slogan. The appropriation of numbers associated with presidential succession illustrates how campaigns sought symbolic legitimacy via repetition, while AI technologies facilitated the wide diffusion of these expressions across segmented audiences.
- **Discursive Strategies:** Identifying the orchestration of historically anchored, culturally embedded, or identity-centered vocabulary to address distinct electoral segments. Messages oriented to youth often emphasized innovation and opportunity (e.g., “new opportunities, new Algeria”), while messages to older demographics favored themes of stability and security. This discursive segmentation suggested the use of AI-assisted strategies to adapt phrasing in real time according to demographic vulnerabilities and regional identities.

By moving beyond generic thematic analysis and focusing specifically on lexical engineering, this study demonstrates how AI-driven personalization operates not only through message

targeting but through the deliberate construction and amplification of slogans designed to resonate with particular social, cultural, and emotional registers. The inclusion of discourse fragments such as campaign slogans and idiomatic phrases illustrates the interplay between traditional rhetorical culture and computational amplification, highlighting how AI-assisted personalization shifts Algerian political communication from shared public slogans to highly segmented and engineered discursive repertoires.

3.5 Ethical Considerations

Ethics were a key part of the research from start to finish.

The study only analyzed content that was publicly available. Personal details from everyday users—those not already in the public eye—were kept anonymous. The research followed **Algerian data protection laws** as well as the rules set by the platforms themselves.

Given how sensitive the topic of election influence is in Algeria, extra care was taken to present the findings in a way that wouldn't unintentionally cause harm or fuel political tensions (Zuboff, 2019).

This research sheds light on the growing role AI plays in shaping political communication in Algeria. It also highlights the difficulty of studying these systems in places where transparency is limited, and much of the process happens out of view.

For future research, working directly with platforms to access advertising data and internal records would open the door to deeper analysis (Helberger et al., 2020). Looking at similar patterns across other countries in the region would also help show whether Algeria is part of a larger trend or if its experience stands apart.

4. Results

Before presenting the findings, it is important to briefly detail the analytical procedure that guided this study. Selected excerpts from the political content were extracted and examined systematically to reveal how language, imagery, and emotional cues were

employed. Each excerpt was classified into thematic categories such as economic promises, identity-based appeals, or security discourses. The classification process relied on identifying recurrent patterns, symbolic references, and rhetorical strategies that distinguished messages targeting specific demographic or regional groups. This step was essential not only to structure the data but also to justify why certain texts were interpreted as representative of broader political strategies. By making the process transparent, the analysis strengthens the credibility of the results and demonstrates how conclusions were grounded in concrete textual evidence.

Detailed Analysis of Political Personalization Strategies

Personalization Strategy	Purpose	Risks and Implications	Impact on Democracy
Linguistic Adaptations	Reinforce regional identity and trust.	Deepens regional divisions and undermines national unity.	Weakens shared civic identity.
Emotional Appeals	Evoke strong feelings to drive mobilization.	Fuels polarization by prioritizing emotion over reason.	Weakens deliberative democracy.
Targeted Issue Framing	Address localized issues to appear relevant.	Creates fragmented policy perceptions and distrust.	Undermines coherent policy discourse.
Geo-targeted Messaging	Tailor messages based on physical location.	Neglects national debates and reinforces isolation.	Weakens national political conversation.
Behavioral	Strengthen	Intensifies echo	Reduces ideological

Retargeting	engagement through behavior repetition.	chambers and radicalization.	diversity.
Sentiment-Driven Content	Modify messages according to public mood shifts.	Prioritizes emotional appeasement over substantive discourse.	Favors sentiment over informed debate.
Temporal Personalization	Maximize impact by aligning with key events.	Politicizes historical events and risks social backlash.	Politicizes historical memory.
Identity-Based Framing	Capitalize on identity politics for cohesion.	Deepens identity divides, threatening national cohesion.	Intensifies sectarianism and division.
Influencer Amplification	Use trusted figures to spread political messages.	Blurs the line between genuine discourse and strategic manipulation.	Distorts organic public opinion.
Crisis-Oriented Messaging	Exploit emergencies to rally quick support.	Uses fear to consolidate power without offering real solutions.	Bypasses democratic accountability during crises.

The findings from the critical discourse analysis indicate that AI-driven personalization during Algeria’s 2024 presidential election was not limited to the distribution of political content but extended to the lexical engineering of slogans, discursive tailoring across demographics, and algorithmic amplification of rhetoric. These dynamics can be grouped into three primary dimensions: (1) the adaptation of language and slogans, (2) demographic segmentation and targeted promises, and (3) algorithmic engineering of emotions during crises.

Historical Continuity in Presidential Numbering: In 1999, Abdelaziz Bouteflika's campaign popularized the slogan *"El-sâbi'a tajib el-hal"* ("The seventh brings solutions"). This phrase relied on cultural playfulness around the symbolic and moral value of numbers in Algerian oral tradition, offering voters a perception of destiny and providence.

By contrast, in 2024, Abdelmadjid Tebboune's campaign adopted the phrase *"El-thamina muntasira"* ("The eighth is victorious"). Although this phrase was algorithmically disseminated and amplified through AI-driven repetition and behavioral re-targeting, its rhetorical resonance was weak. It lacked the intergenerational and cultural embeddedness that gave Bouteflika's earlier slogan a broader appeal.

Discourse Analysis Insight: This contrast demonstrates a paradox. AI can diffuse and personalize messages at high velocity, but rhetorical effectiveness still depends on symbolic capital rooted in cultural memory and national heritage.

Socioeconomic Promises Adapted to Audience Segments

Analysis showed a clear personalization of political discourse along demographic lines:

- Younger voters were targeted with slogans such as *"New opportunities, new Algeria"*, emphasizing modernization, employment prospects, and digital participation as elements of national renewal.
- Older voters, meanwhile, were targeted with messages like *"Security is victory"* and *"Continuity ensures peace"*. These were articulated using idiomatic expressions embedded in collective memory, appealing to concerns about stability and historical struggles.

CDA Finding: These messages were disseminated unevenly, with algorithms tailoring content according to age group, location, and socioeconomic profile. This practice fragmented the public sphere into separate discursive spaces, where Algerians consumed different political imaginaries, limiting any possibility of a shared national debate.

Algorithmic Engineering of Emotional Appeals

AI-assisted personalization also structured crisis-driven rhetoric:

- Catchphrases such as *"Unity against instability"* and *"Together through the storm"* circulated online during moments of political, economic, or social unrest.
- These messages were synchronized with public anxieties and strategically amplified through influencers and high-visibility accounts to maximize emotional impact.

Analysis: This illustrates how emotional appeals blended traditional nationalistic discourses with algorithmic timing. The result was a cycle of fear-based mobilization that boosted short-term campaign effectiveness but eroded conditions for rational, deliberative politics.

Broader Strategic Discursive Practices:

Beyond these highlighted slogans and appeals, AI-driven personalization relied on other strategies already identified in global political contexts:

Linguistic Adaptations: Campaigns strategically used regional dialects and idioms to strengthen cultural identity and foster voter trust. In Kabylie, messages featured Tamazight words and proverbs to appeal to Amazigh pride; in western regions like Oran, *darija* slang and references to *raï* culture resonated with younger audiences; while in the south, Saharan Arabic and tribal greetings emphasized solidarity with marginalized groups. These tactics increased local engagement but also deepened Algeria's linguistic divides, framing political discourse through identity rather than national cohesion. **Emotional Appeals:** Fear, pride, and anger were consistently activated to mobilize support, privileging emotional response over rational deliberation and thus polarizing voters.

Targeted Issue Framing: Local grievances were addressed with personalized promises, which increased short-term relevance but fostered policy inconsistency and distrust in national unity.

Geo-targeted Messaging: The geographical distribution of personalized messages showed

distinct targeting patterns. In Kabylie, content used Berber symbols and dialects to stress identity, while southern provinces such as Tamanrasset and Adrar were addressed with promises of infrastructure and water projects. Major cities like Algiers and Oran received messages on modernization, youth jobs, and diplomacy, whereas rural areas were targeted with appeals to stability and food security. For example, a Facebook ad promoted youth employment in Algiers with images of startups, while a YouTube campaign in the south highlighted water access with desert imagery. These differences demonstrate how AI-driven personalization tailored language and symbols to local realities, producing fragmented narratives instead of a unified national message.

-Behavioral Retargeting: Voter behavior online was continuously monitored and exploited through repetitive content, intensifying echo chambers. Specific digital behaviors included tracking users' interactions such as likes, shares, and comments on politically sensitive posts; monitoring video viewing histories on YouTube related to national identity or economic promises; analyzing search queries connected to unemployment, migration, or corruption; and following engagement within partisan Facebook groups. These recurrent behaviors were used as triggers to deliver tailored political ads or recycled narratives that reinforced pre-existing attitudes. For instance, individuals frequently engaging with security-related content were repeatedly exposed to fear-based messaging about national stability, while those showing interest in economic topics faced repeated messages emphasizing employment opportunities. This constant retargeting deepened ideological silos, reducing exposure to alternative discourses..

Sentiment-Driven Content: Campaign discourse was dynamically adjusted in real time based on shifts in public mood and online sentiment. Instead of presenting consistent policy platforms, parties modified their tone and themes to resonate with the prevailing emotions expressed on social media. For example, spikes in online anxiety about economic hardship

led candidates to intensify promises of immediate job creation, while moments of national pride—such as sports victories—were seized to circulate messages about unity and leadership strength. While effective in maintaining audience engagement, this strategy prioritized emotional appeasement and short-term reassurance over substantive policy debate, reducing opportunities for rational and critical deliberation.

Temporal Personalization: Political communication was repeatedly tied to symbolic historical events and anniversaries, aligning campaign messages with moments of high emotional resonance. Candidates invoked memories of the war of independence during national holidays, framing themselves as heirs of the liberation struggle. Similarly, anniversaries of the *Hirak* movement were repurposed to project promises of reform and political renewal. By timing these narratives with collective memory triggers, campaigns maximized emotional impact but often at the cost of genuine reflection. This approach exploited history as electoral capital, politicizing national memory and transforming shared heritage into a tool of partisan mobilization.

Identity-Based Framing: : Campaign rhetoric was deliberately framed around ethnic, religious, and cultural identities to mobilize specific groups. In Kabylie, appeals to Amazigh heritage and language were emphasized to attract voters' sense of regional pride. In conservative areas, messages drew heavily on Islamic values and religious imagery to signal moral legitimacy. Meanwhile, Arab nationalist themes were highlighted in central regions to evoke unity through shared history and language. While this strategy successfully resonated within each targeted community, it reinforced sectarian cleavages, pitted identities against one another, and shifted political discourse away from inclusive national narratives. Ultimately, it deepened fragmentation and weakened Algeria's fragile cohesion.

Influencer Amplification: Political campaigns strategically employed trusted local influencers—such as community figures, popular social media personalities, and regional

celebrities—as intermediaries to deliver tailored messages. Their role was not merely to endorse candidates but to embed political narratives into everyday conversations and cultural content, making propaganda appear authentic and grassroots-driven. For instance, youth-focused influencers on TikTok and Instagram subtly promoted employment pledges, while respected community leaders on Facebook framed security and stability as moral imperatives. This strategy blurred the boundary between genuine civic debate and orchestrated persuasion, artificially inflating credibility and reach. While effective in mobilizing trust, it distorted organic public opinion and undermined transparency in electoral discourse.

Crisis-Oriented Messaging Political campaigns frequently shifted discourse during emergencies—such as economic downturns, regional unrest, or natural disasters—to harness fear and uncertainty. Rather than offering long-term structural solutions, narratives emphasized urgency, obedience, and rallying behind leadership. For example, water shortages in the South were framed as existential crises requiring immediate government control, while security incidents were amplified to justify stronger executive authority. This tactic was effective in consolidating short-term support but eroded democratic accountability, diverting public debate away from systemic reforms and reinforcing a dependency on paternalistic power.

Democratic Implications :

The overall implications of these personalization strategies for Algeria’s democratic process are significant:

- **Polarization and Fragmentation:** Citizens were divided into isolated discursive clusters, undermining national-level dialogue.
- **Manipulation over Deliberation:** Emotional and identity-based rhetoric prioritized control over open and rational debate.

- **Erosion of National Cohesion:** Continuous emphasis on regional, cultural, and identity differences weakened shared civic identity.
- **Exploitation of Vulnerability:** Crises and historical memory were manipulated for electoral gain rather than leveraged for collective reflection and problem-solving.

5. Discussion:

The findings of this study reveal a sophisticated and multifaceted deployment of Artificial Intelligence (AI) in the personalization of political discourse during Algeria's 2024 presidential election. Critical discourse analysis demonstrated that AI technologies not only altered the modes of political communication but also redefined the very architecture of public debate. Personalization, as observed, extended beyond technical distribution to the symbolic engineering of slogans, the segmentation of audiences, and the strategic exploitation of national memory and crisis.

From Historical Resonance to Algorithmic Amplification

The comparison between the slogans of different electoral periods highlights the limits of algorithmic engineering. Abdelaziz Bouteflika's 1999 slogan *"El-sâbi'a tajib el-hal"* ("The seventh brings solutions"), coined by intellectual figures embedded in the national tradition, drew on the symbolic power of oral heritage and popular sayings, thus resonating widely among Algerians. In contrast, Abdelmadjid Tebboune's 2024 slogan *"El-thamina muntasira"* ("The eighth is victorious") lacked such cultural embedding. Despite significant algorithmic amplification and visibility through AI-driven targeting, it failed to achieve rhetorical depth or intergenerational traction.

This contrast underscores a crucial analytical insight: algorithmic personalization can accelerate the spread and micro-targeting of messages, but it cannot substitute for the symbolic and cultural labor historically undertaken by intellectuals, poets, or community figures in shaping political discourse. Without rootedness in cultural memory, slogans risk

becoming technically visible yet rhetorically shallow. Consequently, the Algerian case illustrates how the computational turn in politics may prioritize diffusion and segmentation at the expense of rhetorical authenticity and symbolic resonance.

From Information to Manipulation

The evidence also shows a transformation of political communication from informational exchange to psychological manipulation. Emotional appeals, crisis-oriented slogans, and sentiment-driven adjustments were used to exploit fears, anxieties, or nostalgic memories rather than foster rational civic debate. Computational politics privileges momentary mobilization over sustained argumentation, thereby shifting public discourse from deliberation to algorithmic responsiveness.

Fragmentation and the Atomization of the Electorate

The hyper-personalization of slogans and targeted promises divided Algerians into distinct discursive silos, with different groups exposed to entirely different rhetorical landscapes. Youth received messages of innovation and opportunity, while older citizens encountered appeals to stability and continuity. This segmentation created digital echo chambers that reduce exposure to alternative viewpoints, exacerbate polarization, and erode shared national dialogues.

The Commodification of History and Crisis

Another critical dynamic was the appropriation of Algerian historical memory and crisis narratives as instruments of electoral gain. Temporal personalization and crisis-oriented rhetoric transformed collective traumas and national milestones into political capital, strategically reactivated by AI-assisted algorithms to generate emotional responses. This trend risks trivializing collective history by detaching it from reflective practices and subordinating it to immediate partisan objectives.

Democratic Implications

Taken together, these findings raise profound questions about the integrity of democratic communication in contexts such as Algeria. Instead of addressing the electorate as a civic whole, campaigns increasingly address individuals as data points to be manipulated according to behavioral predictions. This reconfiguration undermines the deliberative foundations of democracy and reshapes political participation into an algorithmically engineered process.

The Algerian case thus highlights the paradox of the digital age: while AI extends the technical capacity for visibility, reach, and segmentation, it risks producing discursive shallowness and symbolic detachment, weakening the cultural resonance that sustains shared democratic dialogue. Without robust regulation, critical media literacy, and safeguards for cultural authenticity in political discourse, the computational turn may deepen political divides rather than consolidate democratic engagement.

6. CONCLUSION

This study demonstrates that Algeria's 2024 presidential election marked a turning point in political communication, where artificial intelligence transformed campaign strategies from mass broadcasting to hyper-personalized persuasion. By tailoring discourse to linguistic, emotional, historical, identity-based, and crisis-driven cues, AI not only maximized short-term voter engagement but also fragmented public debate, deepened polarization, and eroded democratic trust. The comparison between culturally resonant slogans of the past and algorithmically amplified slogans of 2024 reveals the paradox of digital politics: computational tools can accelerate diffusion and segmentation, but they cannot replace the symbolic heritage and cultural memory that anchor authentic political discourse.

Ultimately, AI-driven personalization in Algeria has shifted politics from informing citizens to manipulating their vulnerabilities, turning collective memory and crises into

electoral capital. Such practices risk hollowing out democracy by replacing deliberation with algorithmic responsiveness. Safeguarding electoral integrity in contexts as fragile as Algeria requires more than technical oversight: it demands robust regulatory frameworks, the promotion of digital literacy across all social groups, and the reinforcement of ethical standards that treat voters as citizens, not data points. Unless these protections are established, AI will not consolidate democratic engagement—it will accelerate democratic erosion.

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