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Univerzitet u Beogradu

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Ljubiša Bojić, PhD  
Research Fellow / Coordinator

University of Belgrade,  
Institute for  
Philosophy and  
Social Theory,  
Digital Society Lab

[ljubisa.bojic@instifdt.bg.ac.rs](mailto:ljubisa.bojic@instifdt.bg.ac.rs)

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[Bio](#)

[LinkedIn](#)



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### Research areas

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political sciences, communication studies, social psychology

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### Topics & interests

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big data analytics, echo chambers, recommender algorithms, psychometrics, artificial intelligence, media addiction, misinformation, negative news, media reality index, social polarization, algorithms as public good, virtual identity as human right, societal impact of emerging technologies

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### Book

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Bojic, L. (2022). *Culture Organism or Techno-Feudalism: How Growing Addictions and Artificial Intelligence Shape Contemporary Society*. Belgrade: Institute for Philosophy and Social Theory. [[Link](#) [download](#)]

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### Papers

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Bojic, L., Nikolic, N. & Tucakovic L. (2022). Wars of Echo Chambers: Analysis of Covid-19 Echo Chambers in Serbia. *Communications: The European Journal of Communication Research*, 48(2).

<https://www.degruyter.com/journal/key/comm/0/0/html> [upcoming]

Tucaković, L., Bojić, L., & Nikolić, N. (in press). The Battle between Light and Dark Side of Personality: How Light and Dark Personality Traits Predict Mating Strategies in the Online Context. *Interpersona: An International Journal on Personal Relationships*.

<http://dx.doi.org/10.23668/psycharchives.5621>

Bojić, L., Djukanovic, D., & Nikolic, N. (2021). 5G as geopolitical power struggle: The new neutral approach of balance and safety in technology



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- controlled world explained through a case study of Serbia. *NBP. Nauka, bezbednost, policija*, 26(3), 25-47. <https://doi.org/10.5937/nabepo26-32214>
- Bojic, L., Zaric M. & Zikic, S. (2021). Worrying impact of artificial intelligence and big data through the prism of recommender systems. *Etnoantropološki problemi*, 16(3), 935-957. <https://doi.org/10.21301/eap.v16i3.13>
- Bojic, L., Zejnullahovic, D. & Jankovic, M. (2021). Techno-feudalism illustrated by Trump's Twitter suspension and Australia vs. Google and Facebook dispute. *Sociološki pregled*, 55(2), 538-561. <https://doi.org/10.5937/socpreg55-32105>
- Nikolic, N., Bojic, L. & Jevtic, A. (2021). What makes millennials blow the whistle? From cultural to socio-psychological perspectives on whistleblowers. *Sociološki pregled*, 55(4), 1674-1695. <https://doi.org/10.5937/socpreg55-34725>
- Bojić, L., Tucaković, L., & Nikolić, N. (2021). Neuromarketing unmasked: a review of current state in the field [Neuromarketing razotkriven - pregled trenutnog stanja u području]. *Ekonomika preduzeća*, 69(7-8), 403-413. <https://doi.org/10.5937/EKOPRE2108403B>
- Tucakovic, L. & Bojic, L. (2021). Computer-based personality judgments from digital footprints: theoretical considerations and practical implications in politics. *Srpska politička misao*, 74(4), 235-253. <https://doi.org/10.22182/spm.7442021.10> [download]
- Pavlovic, M. & Bojic, L. (2020). Political marketing and strategies of digital illusions – examples from Venezuela and Brazil. *Sociološki pregled*, 54(4), 1391-1414. <https://doi.org/10.5937/socpreg54-27846>
- Bojic, L. & Pavlovic, M. (2020). Media use and happiness in Serbia. *Srpska politička misao*, 70(4), 45-59. <https://doi.org/10.22182/spm.7042020.3>
- Arsic, B, Bojic, L., Milentijevic, I., Spalevic, P., Rancic, D. (2018). Symbols: Software for Social Network Analysis. *The Facta Universitatis, Series: Automatic Control and Robotics*, 17(3):205-222. <https://doi.org/10.22190/FUACR1803205A>
- Bojic, L. (2018). Media addicts in Serbia: problem dimensions and possible solutions. *Teme*, 42(2):681-693. <http://teme2.junis.ni.ac.rs/index.php/TEME/article/view/647>
- Bojic, L. (2018). Attitudes and Happiness in Serbia. *Srpska politička misao*, 17(1), 29-45. <https://doi.org/10.22182/spt.1712018.2>
- Bojic, L. & Marie, J.-L. (2017). Addiction to old versus new media. *Srpska politička misao*, 2(56): 33-48. <https://doi.org/10.22182/spm.5622017.2>
- Marie, J.-L. & Bojic, L. (2016). Media addiction and political participation in Serbia. *Serbian political Thought*, 2(14):167-181. <http://rifdt.instifdt.bg.ac.rs/123456789/2345>
- Bojic, L. & Marie, J.-L. (2013). Media addiction by universal indicators. *Srpska politička misao*, 20 (41): 183-197. <http://rifdt.instifdt.bg.ac.rs/123456789/2343>
- Bojic, L., Marie, J.-L. & Brankovic, S. (2013). Reception and Expression Capabilities of Media Addicts in Serbia. *Kultura polisa*, 10(22): 353-368. <http://rifdt.instifdt.bg.ac.rs/123456789/2342>
- Bojić, M. L. (2009). Ponašanje profesionalnih komunikatora i studenata komunikologije na društvenoj mreži Fejsbuk. *Časopis za upravljanje komuniciranjem*, 12(9): 115-126. <http://rifdt.instifdt.bg.ac.rs/123456789/2341>



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## Conferences

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- Bojic, L. (2021). How Media Directly Impact Society: A Psychometric Analysis of Leading Twitter News Profiles and their Followers in Serbia. In Romina Surugiu, Adriana Stefanel, Nicoleta Apostol (eds.), *30 de ani de învățământ jurnalistic și de comunicare în Estul Europei/30 Years of Higher Education in Journalism and Communication in Eastern Europe*, Bucharest: Tritonic, pp. 483-504.  
<https://rifdt.instifdt.bg.ac.rs/handle/123456789/2365>
- Tucakovic, L., Nikolic, N. & Bojic, L. (2021). How digital data are used in the domain of health: A short review of current knowledge. In Miomir Stanković, Vesna Nikolić (eds.), *Proceedings of the 3rd Virtual International Conference Path to a Knowledge Society-Managing Risks and Innovation PaKSoM 2021*, (pp. 37–43), 15-16 November 2021. Belgrade: Mathematical Institute of the Serbian Academy of Sciences and Arts, Belgrade, Serbia. <https://paksom.cosrec.org/wp-content/uploads/2022/02/PaKSoM2021.pdf>
- Bojic, L., Nikolic, N. & Tucakovic L. (2021, September 25–26). *State vs. Anti-vaxxers: Analysis of Covid 19 Echo Chambers in Serbia* [Conference presentation]. 15th Serbian Political Science Association Annual International Conference, Belgrade, Serbia.  
<http://www.upns.rs/en/node/69>
- Bojic, L. (2019). Social Connections and Wellbeing. *Proceedings of the 14th International Quality Conference* (pp. 781–786), 29th May- 1st June 2019. Kragujevac, Serbia.  
<http://rifdt.instifdt.bg.ac.rs/handle/123456789/2359>
- Bojic L. (2018). Personal Stands and Wellbeing. *3 rd International Conference on Quality of Life*, Kragujevac, Serbia, 28-30 November 2018, 249-254.  
<http://rifdt.instifdt.bg.ac.rs/123456789/2358>
- Bojic, L. (2017). Classification of media addiction. *2nd International Conference on Quality of Life*, Kragujevac, Serbia, 8 – 10 June 2017, 253-260.  
<http://rifdt.instifdt.bg.ac.rs/123456789/2356>
- Bojic, L. (2017). Initiation of media addiction. *2nd International Conference on Quality of Life*, Kragujevac, Serbia, 8 – 10 June 2017, 261-270.  
<http://rifdt.instifdt.bg.ac.rs/123456789/2355>
- Bojic L. (2014). Media addiction and political participation. *Civic political engagement and social spheres in the new digital era*, Paris, France, 24 - 27 June 2014, 15-16. <http://rifdt.instifdt.bg.ac.rs/123456789/2353>
- Bojic, L. (2014). Mediji i političko ubeđivanje. *41. Nacionalna konferencija o kvalitetu*, Kragujevac, Srbija, 22-23 maj 2014, 271-278.  
<http://rifdt.instifdt.bg.ac.rs/123456789/2352>
- Bojic, L., Brankovic, S., Marie, J-L. (2013). Media addiction by using universal indicators. *5th International Social Sciences Conference in Balkan*, Novi Pazar, Serbia, 4-5 June, 913-926.  
<http://rifdt.instifdt.bg.ac.rs/123456789/2351>

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## PhD Dissertation

- Bojic, L. (2013). *Process of Media Addiction and Its Implications to Political Participation in Serbia* (Doctoral dissertation).  
<http://theses.fr/2013LYO20073>



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PhD in Political Science defended at the [Lyon's Institute for Political Studies](#) (Sciences PO Lyon), Triangle lab, [PhD school of social sciences](#), University of Lumiere Lyon 2, France. Dissertation [Process of Media Addiction and Its Implications to Political Participation](#) in Serbia defended on 7th November 2013. Awarded as "very honorable with congratulations of the committee". PhD Defense report can be seen [here](#). [The Degree](#) was [recognized](#) by the University of Belgrade. PhD defense jury: Didier Lapeyronnie, University of Sorbonne Paris 4, president; Jean-Louis Marie, Institute for Political Studies in Lyon, thesis director; Claude Journes, Faculty for Political Sciences at University of Lumiere Lyon 2, member; Srbobran Brankovic, FEFA at University of Singidunum, member.

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### Papers currently under review

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- Nikolic, N., Bojic, L. & Tucakovic, L. (2022). Brain-machine interface: new challenge for humanity. *Filozofija i društvo*.  
<https://journal.institfdt.bg.ac.rs/index.php/fid>
- Bojic, L. & Dankulov, M. M. (2022). Humidity and air temperature predict post count on Twitter in 10 countries: weather changes & LIWC psychological categories. *PLOS One*. <https://journals.plos.org/plosone/>
- Bojic, L. (2022). The Patterns of Influence: LIWC Analysis of Leading News Portals' Impact and Communication Accommodation Theory on Twitter. *PLOS One*. <https://journals.plos.org/plosone/>
- Bojic, L., Bulatovic, A. & Zikic, S. (2022). The Scary Black Box: AI Driven Recommender Algorithms as the Most Powerful Social Force. *Etnoantropološki problemi*. <https://www.eap-iea.org/index.php/eap>
- Bojic, L. (2021). Power of tech companies and artificial intelligence in directing the public: recommender algorithms as public good and virtual identity as human right. *Sociološki pregled*.  
<https://www.socioloskipregled.org.rs/>
- Bojic, L. (2022, April 22). Online recommender systems: digital footprints, algorithmic analysis and comparison to mass media priming [Conference presentation]. *Workshop: The Road to Domination? The Open Society and New Technologies*. Open Society Research Platform, Yehuda Elkana Center for Higher Education, Central European University Wien, Austria.  
<https://elkanacenter.ceu.edu/road-domination-open-society-and-new-technologies>
- Bojic, L. (2022, May 20-22). Dominance of big tech and virtual identity: case of media regulation in Australia and Trump's online suspension [Conference presentation]. *The International Conference Networked communication in the (post-)global era: Information and knowledge in the digital world*, Bucharest, Romania.  
<https://unibuc.ro/studii/facultati/facultatea-de-jurnalism-si-stiintele-comunicarii/?lang=en>



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## Projects

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2021-

Erasmus+ project [Advanced Data Analytics in Business](#) – ADA, EACEA 598829-EPP-1-2018-1-RS-EPPKA2-CBHE-JP funded with support from the European Commission, within Erasmus+ programme.

2019-2021

Research Project III 43007 funded with support from the Ministry of Education, Science and Technological Development, Republic of Serbia.

2015-2019

Research Project TR 33015 funded with support from the Ministry of Education, Science and Technological Development, Republic of Serbia.

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## Reviews done for the following scientific journals by request:

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[Cyberpsychology, Behavior, and Social Networking](#)  
[Computers in Human Behavior](#)  
[Television and New Media](#)  
[Philosophy & Society](#)

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## In Press

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22 Nov 2021

Ljubisa Bojic is featured by Data Science Conference as one of the most influential people in data science in Serbia and region

[View now >](#)

18 Nov 2020

Ljubisa Bojic gives a statement to Nature's journalist Antoaneta Roussi for an article "Resisting the rise of facial recognition".

[Read now >](#)

30 Oct 2020

Ljubisa Bojic's interview for Nova Ekonomija – "We are all more or less media addicts".

[Read now >](#)

17 Jan 2020

Column for Netokracija written by Ljubisa Bojic – "Online privacy is impossible so be aware where you leave your digital footprints".

[Read now >](#)



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## Lecturer/panelist

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29 April 2022 [Upcoming]

Workshop: The Road to Domination? The Open Society and New Technologies (keynote address by Claudia Aradau, King's College London)

Yehuda Elkana Center for Higher Education, Central European University  
Ljubisa Bojic: Online recommender systems: digital footprints, algorithmic analysis and comparison to mass media priming

[Link 1 >](#) [Link 2 >](#) [Link 3 >](#)

19 April 2022

Conference: Digital and New Media Literacy – New Roles and Functions of Media, Faculty of Dramatic Arts, University of Belgrade

Panel Discussion: Artificial Intelligence and Freedom of Expression: Algorithms as Editors

[Link 1 >](#) [Link 2 >](#) [Link 3 >](#) [Link 4 >](#) [Link 5 >](#)

15 March 2022

2nd Socket Lab Serbia Workshop

E-health in Serbia – challenges in social engagement

Ljubisa Bojic: Artificial Intelligence – AI recommendation algorithms as social good and virtual identity as human right. Lecture held at an online event.

[Link 1 >](#) [Link 2 >](#)

17 December 2021

Milan Gospic and Ljubisa Bojic as panelists, Aleksandra Drecun, moderator - Digital Society Talks 2021 Fireside Chat: The impact of AI to the Future of Societies, Dorcol Platz, Belgrade, Serbia.

[Watch now >](#)

22 November 2021

Ljubisa Bojic: Data driven approach in social sciences at the Digital Society Lab: presenting results of research inquiries - Data & AI Summit, Data Science Conference Europe, Hyatt Regency, Belgrade, Serbia.

[Link >](#)

26 November 2021

Andrew McStay, Lazar Dzamic, Ljubisa Bojic as panelists, Simona Zikic, moderator: Emotional AI and regulation of content recommendation systems - Digital Society Lab, Institute for Philosophy and Social Theory, University of Belgrade.

[Watch now >](#)

14 December 2018

Ljubisa Bojic – Psychometrics in social media research – Lecture held at the Institute for Philosophy and Social Theory, University of Belgrade.

[Watch now >](#)



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## Lectures/Panels organized/moderated

8 April 2022

Aleksandra Drecun - How does society help advance science?

[Watch now >](#)

17 December 2021

Digital Society Talks 2021 Fireside Chat: The impact of AI to the Future of Societies

[Watch now >](#)

17 December 2021

Digital Society Talks 2021: Presentation of Digital Society Lab Research

[Watch now >](#)

17 December 2021

Digital Society Talks 2021: Ethical AI

[Watch now >](#)

17 December 2021

Digital Society Talks 2021: Digital Technologies in Arts and Culture

[Watch now >](#)

17 December 2021

Digital Society Talks 2021: World Before and After Influencers

[Watch now >](#)

26 November 2021

Andrew McStay, Lazar Dzamic, Ljubisa Bojic: Emotional AI and regulation of content recommendation systems

[Watch now >](#)

10 May 2021

Milovan Suvakov: Open data visualisation

[Watch now >](#)

5 April 2021

Desiree Zeljka Miloshevic: Internet technology & climate change.

[Watch now >](#)

27 February 2021

Ivan Kadic: Digital 21st century of innovation in architecture, infrastructure, and smart cities.

[Watch now >](#)

30 November 2020

Tahir Hasanovic: Social polarization and global future

[Watch now >](#)



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9 November 2020

Marija Mitrovic Dankulov: How physicists explore collective phenomena in social systems

[Watch now >](#)

4 November 2020

Jelisaveta Petrovic: Big data and climate change – social science analysis

[Watch now >](#)

20 December 2019

Big data: resource of society or elites

[Watch now >](#)

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### Participant at seminars & workshops

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21-25 November 2021

Data Science Conference Europe 2021

[Link >](#)

22-24 January 2020

UNESCO Workshop: Foundations of Artificial Intelligence and AI Implications for Freedom of Expression and Media and Information Literacy

[Link >](#)

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### Membership

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2022-

[The Work Group for Directives Drafting on the Development and Ethical Application of Artificial Intelligence in the Republic of Serbia appointed by the Minister of Education, Science and Technological Development, Republic of Serbia](#)

2022-

[Serbian AI Society \(SAIS\)](#)

2007-2015

[Journalist's Association of Serbia](#)

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### Awards

2008. [Rising Voices Grant](#)

2007. Nominated for [CNN News Blog Award](#)

2002. MVP Award, Student Newspaper Club (for contribution to magazines *Lighter Shade of Green* and *Dim Sum*), [Delia School of Canada](#), Hong Kong.





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## Photo Exhibitions

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Bojic, L. (2010, 15 May). *Magic of Reunion*. Artcafe Gallery Oblomov, Kragujevac, Serbia.

Bojic, L., Hui, A. Lei, S & Hung, T. (2007, 20 March). *Doors to unexpected city: Hongkong*. Student Cultural Center, Kragujevac, Serbia.

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## Positions

2019-

[Research Fellow](#)

University of Belgrade,

[Institute for Philosophy and Social Theory](#)

Academia

2018-2019

[Research Fellow](#)

University of Kragujevac,

[Faculty of Engineering Sciences](#)

Academia

2015-2018

Researcher

University of Kragujevac,

[Faculty of Engineering Sciences](#)

Academia

2009-2014

Chairman of the Board

[Positive Center for Digital Media](#), Belgrade, Serbia

Biggest contribution: completed media addiction research with more than 2000 research participants from Serbia.

NGO

2006-2011

Public Relations Advisor

BK Group, Belgrade, Serbia

Biggest contribution: created social media newsroom & acted as website Editor.

Commercial Sector

2007-2009

Director and professor

[Web Journalism School](#), [Journalist's Association of Serbia](#), Belgrade, Serbia

Biggest contribution: wrote curriculum and founded Web Journalism School.

NGO



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2007-2009

Freelance journalist

[Global Voices Online](#), [Smart Tone HK](#) (first news team specialized for mobile phone platform), [South China Morning Post](#), [TVB Pearl](#), Link magazine, Danas daily newspapers, Kanal 9 TV, DokicJelena.com web site, Lighter Shade of Green, Dim Sum and Radio Television of Kragujevac.

Media

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