Ljubisa Bojic

Ljubisa Bojic, Ph.D. is a communication scientist, futurist and author of *Metaverse through the prism of power and addiction: What will happen when the virtual world becomes more attractive than reality?* and *Culture Organism or Techno-Feudalism: How Growing Addictions and Artificial Intelligence Shape Contemporary Society*. He is also a member of the Serbian AI Society and the work group on ethics in AI, appointed by the Minister of Education, Science and Technological Development of the Republic of Serbia.

Born in Serbia in 1983, Bojic received his Ph.D. from the University of Lyon in 2013 and is currently a senior research fellow and coordinator of the Digital Society Lab, Institute for Philosophy and Social Theory, at the University of Belgrade and fellow at the Institute for Human Sciences - IWM Vienna.

He has written more than 50 scientific papers, some of them published in leading journals, such as the *European Journal of Futures Research*, *Communications: The European Journal of Communication Research* and *Interpersona: An International Journal on Personal Relationships*.

Previously, Bojic was engaged as a contributor to Global Voices Online and worked at SmartTone News, which was the first news platform for smartphones launched in Hong Kong at the beginning of the 2000s. Later, he founded the Web Journalism School in Belgrade.

Ljubisa Bojic's research focuses on the social impact of new technologies and media, in terms of addictions, social polarizations, individual wellbeing, and democratic capacity. Specifically, he is interested in the links between the psychology of the media and how new forms of expression, such as the metaverse, affect people and the future of society. He is the author of the Media Reality Index, an online app for live monitoring of negative sentiment in social media posts by the mass media and society in 11 countries. Bojic conducts his research using content analysis and a range of machine-learning methods, data mining, and psychometric analysis of social media to conclude how emotional patterns and linguistic categories spread online and examine social groups and echo chambers.

Ljubisa gave a talk on online recommender systems: digital footprints, algorithmic analysis, and comparison to mass media priming at the Central European University event: The Road to Domination? The Open Society and New Technologies in April of 2022. He regularly discusses the influence of recommender algorithms and addictions as main driving forces in today's global society.

Bojic talks with scientists, thinkers, tech entrepreneurs, leaders of the corporate sector and influential figures from around the world. Bojic had public conversations with prominent figures such as Aleksandra Drecun, member of the Trilateral Commission, Andrew McStay, author of Emotional AI, Milan Gospic, Country Manager at Microsoft, and Tahir Hasanovic, an entrepreneur and one of the founders of East-West Bridge.

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Additionally, Bojic has been giving statements and writing opinion pieces for various media outlets, including Nature, N1, Nova S, Netokracija and New Economy. He was featured by Data Science Conference as one of the most influential people in data science in Serbia and region.

Bojic is the initiator and co-author of the [Belgrade Digital Freedom Pledge](#), signed by stakeholders from the tech community in December of 2022. This document urges social stakeholders to have conversations on the future of social media-related recommender algorithms as a public good and virtual identity as a human right.

Together with his colleagues from the [Digital Society Lab](#), Bojic is the founder of Digital Society Talks 2021 ([1](#)|[2](#)|[3](#)|[4](#)), a discussion forum about the societal impact of technology. Currently, Bojic chairs the program committee of [EMERGE 2022](#), an International Scientific Conference on Digital Society Now scheduled for the end of 2022.

At the crossroads of the humanities and technology, Bojic argues for a more prominent role of social psychology, individual rights, and human wellbeing in global policies and the development of humane-centric technologies. Bojic sees his role as establishing a bridge between society and tech companies for a global and sustainable AI driven future.

According to Bojic, the rise of populist leaders around the world and the culture of rejection are most probably rooted in the prolonged influence of recommender algorithms on individuals and groups in global societies in the last decade. This extremization of human kind is very dangerous, as it also affects decision makers who may easily initiate wars and use brutal force and high-risk weapons.

Bojic's analysis of cognitive media psychology indicates that the use of smartphones and virtual reality may reduce human capacity to express and receive emotions, which may have an impact on subjective feelings of happiness and wellbeing.

Bojic's early inquiries detect light and mild addictions, which he considers as important in shaping contemporary society. Bojic focuses on recommender algorithms, as more effective than mass media in provoking addictions and social polarizations. That's why recommender algorithms are labeled as the most impactful social force and means by which AI affects more than half of the world population.

In his book, Bojic coined the term Culture Organism for society led by technology, while he argues that the greatest challenge is repression of individuals by social agents (media, governments, corporations…).

For more information visit Ljubisa Bojic's website at [https://ljubisabojic.com/.](https://ljubisabojic.com/)

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