



[Ljubisa Bojic](#) is a communication scientist, futurologist, and author of The [*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*](#). Born in Serbia in 1983, Bojic received his Ph.D. from the University of Lyon II, France 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. Bojic was [elected](#) a fellow of the Institute for Human Sciences Vienna (IWM). 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 founder at Web Journalism School Journalist Association of Serbia, a contributor to Global Voices Online founded at the Berkman Klein Center for Internet & Society at Harvard University and worked at SmartTone News, which was the first news platform for smartphones launched in Hong Kong.

Ljubisa Bojic's research focuses on the assessment of emerging technologies, such as artificial intelligence, algorithmic creativity and decision-making, virtual and augmented reality, blockchain, social media, and recommender systems.

He examines media addiction, echo chambers, social polarization, negative news, misinformation, the impact of technology on individual wellbeing, and democratic capacity. Bojic is interested in the links between the psychology of the media and how new forms of expression, such as the metaverse, transform power relations in society.

Bojic has been engaged in defining the recommender systems used by online platforms as a public good and virtual identity as a human right, as the initiator of the [Belgrade Digital Freedom Pledge](#).

For more information visit Ljubisa Bojic's website at <https://ljubisabojic.com/>.

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