

Ljubisa Bojic, PhD

Senior Research Fellow

[University of Belgrade](#)
[Institute for Philosophy and Social Theory](#)
[Digital Society Lab](#)

Senior Research Fellow

[The Institute for Artificial Intelligence of Serbia](#)

Senior Research Fellow

[University of Vienna](#)
[The Department of Communication](#)

Researcher for AI

[United Nations Development Programme](#)

Visiting Fellow

[Institute for Human Sciences IWM Vienna](#)

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Selected news

30 -31 May 2024

High-Level Policy Dialogue on “Artificial Intelligence and Democracy: Contemporary Challenges and Perspectives,” bringing together academics, policymakers, officials, and civil society members to discuss the priorities of the STG Chair in Artificial Intelligence and Democracy on a global scale—School of Transnational Governance, European University Institute, Florence, Italy

[Read more >](#)

19-20 April 2024

Keynote lecture “Large Language Models Observatory: Creating New Benchmarks for AI Alignment in Sentiment Analysis of Socially Critical Issues” at the 29th International Conference “Society and Technology”: Creative Industries and Artificial Intelligence (DIT24)—Zagreb, Croatia

[Read more >](#)

19-29 March 2024

Second UNEP Foresight Expert Panel Workshop— International Science Council, Paris, France.

[Read more >](#)

11-13 March 2024

TWin of an Online Social Network Project Meeting, Horizon Europe Framework —Trier, Germany.

[Read more >](#)

Research areas

futures studies, communication science, AI alignment

Topics & interests

recommender algorithms, artificial intelligence, metaverse, emerging technologies, digital humanism, new media addiction, blockchain, echo chambers, AI ethics, big data analytics, psychometrics, misinformation, negative news, social polarization, algorithms as public good, virtual identity as human right, societal impact of technologies

Bio

Ljubisa Bojic is a communication scientist, futurologist, and author of the papers and AI alignment: *Assessing the global impact of recommender systems* and *The Metaverse through the prism of power and addiction: What will happen when the virtual world becomes more attractive than reality?* Bojic received his Ph.D. from the University of Lyon II, France in 2013 and is currently a senior research fellow at the Digital Society Lab, Institute for Philosophy and Social Theory, at the University of Belgrade, senior research fellow at The Institute for Artificial Intelligence of Serbia, senior research fellow at the Department of Communication, University of Vienna, researcher for AI at the United Nations Development Programme and visiting 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, Scientific Reports and Futures. Bojic is appointed to the United Nations Environment Programme Foresight [Expert Panel](#) by UNEP's Chief Scientist Andrea Hinwood. He was a member of a Serbian government work group dedicated to developing ethical standards for artificial intelligence. Bojic is associate editor of Springer's journal [Humanities & Social Sciences Communications](#) and serves as an executive board member on Horizon's Project 2022 [TWin of Online Social Networks](#) Project. He is the founder of [EMERGE](#): Forum on the Future of AI Driven Humanity and the initiator of the Belgrade Digital Freedom [Pledge](#) intended to stimulate widespread conversations about recognizing recommender systems as a public good and digital identity as a human right. The current focus of Bojic's work is the development of global AI policies and the alignment of AI with human values and wellbeing. He is frequently invited by the media to comment on the latest developments in AI from the perspective of digital humanism. Bojic speaks at universities and events across the world about his latest research.

[Short bio >](#) [Long bio >](#) [Media inquiries >](#) [LinkedIn >](#) [Twitter >](#)

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Selected Publications

Bojic, L. (2024). AI alignment: Assessing the global impact of recommender systems. *Futures*, 160, 103383.
<https://doi.org/10.1016/j.futures.2024.103383>

Alipour, S., Galeazzi, A., Sangiorgio, E., Avalle, M., Bojic, L., Cinelli, M., & Quattrociocchi, W. (2024). Cross-platform social dynamics: An analysis of ChatGPT and COVID-19 vaccine conversations. *Scientific Reports*, 14(1), 2789. <https://doi.org/10.1038/s41598-024-53124-x>

Bojic, L. (2022). Metaverse through the prism of power and addiction: What will happen when the virtual world becomes more attractive than reality? *European Journal of Futures Research*, 10(1), 22.
<https://doi.org/10.1186/s40309-022-00208-4>

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Fellowships

20 Sep – 23 Oct 2023
Senior Research Fellow at The Department of Communication, University of Vienna
[Link >](#)

1 May – 30 Jun 2023
Visiting Fellow at the Institute for Human Sciences invited as a distinguished guest by the Collegium of IWM Vienna.
[Link >](#)

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Membership in Committees

10 Sept 2023

Member of the Interdisciplinary Assessment Board supporting the Spanish Artificial Intelligence Strategy and a pilot interdisciplinary and cross-disciplinary research program in artificial intelligence within the framework of the European Recovery, Transformation, and Resilience Plan funded by the European Union, NextGenerationEU.

[Read more >](#)

27 July 2023

Appointed to the United Nations Environment Programme's Foresight Expert Panel by the UNEP Chief Scientist Andrea Hinwood. Bojic's participation in the Panel will focus on the potential outcomes of Artificial General Intelligence (AGI) and ideas for concrete regulations that could be applied globally.

[Read an invitation letter >](#) [Read the press release >](#) [ISC website >](#) [UNEP >](#)

2022

Member of 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

[Read more >](#) [Ethical Guidelines >](#)

2022-

Expert of COST, European Cooperation in Science and Technology, involved in evaluation of Open Calls, reviewing panels, and monitoring of COST Actions.

[Read more >](#)

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Membership in Associations

2024-

Member of the Millennium Project

[Link >](#)

2023-

Member and institutional coordinator of the World Futures Studies Federation (WFSF)

[Link >](#)

2023-

Member and institutional coordinator of the European Communication Research and Education Association (ECREA)

[Link >](#)

2022-

Member of the Serbian AI Society (SAIS)

[Link >](#)

2007-2015

Member of the Journalist's Association of Serbia

[Link >](#)

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Editorial Board Member

[Humanities & Social Sciences Communications](#)

[Frontiers in Blockchain - Blockchain for Good - Blockchain in the Age of AI](#)

[J-HyTEL: Journal of Hypermedia & Technology-Enhanced Learning](#) (Co-Editor in Chief)

[Philosophy & Society](#)

[Proceedings of the Institute for Criminological and Sociological Research](#)

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Teaching

17th June to 21st June 2024

Lecturer of a university course Communication and Power in the 21st Century at the Faculty of Arts and Letters, University of Beira Interior—Covilhã, Portugal

[Read more >](#)

2019

Teaching communication management and business communication at the University of Kragujevac, Faculty of Engineering—Kragujevac, Serbia

[Read more >](#)

2007-2009

Director and lecturer

Web Journalism School, Journalist's Association of Serbia, Belgrade, Serbia

[Read more >](#)

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Recognitions

21 December 2023

Recognized as an "Excellent Researcher in Social Science" by the Ministry of Science, Technological Development and Innovation, Republic of Serbia, in December 2023 for exceptional research contributions during 2018-2022

[Read more >](#)

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Projects

2024

Co-founder and CEO at Rezonate.me, Winner of the Second Phase of Pre-Seed Support 15K CHF for Startups awarded by Raising Starts Program, Science Technology Park Belgrade, in partnership with Science Technology Park Nis and

Science Technology Park Cacak, with the support of the Swiss Confederation. As a potent AI neuromarketing social media amplification tool, Rezonate.me offers a selection of microelements for communication, generates post ideas, and automatically schedules them in a post planning calendar.

[Link >](#)

1 December 2023 – 30 November 2024

Generative AI, health literacy and well-being of citizens

Grant Agreement N°2024-09 – AIHealth awarded by the CircleU, European University Alliance as part of the Seed Funding Scheme

Project Lead: Jörg Matthes, University of Vienna, Faculty of Social Sciences, Department of Communication

Project Partner 1: Ljubisa Bojic, University of Belgrade, Institute for Philosophy and Social Theory, DigitalSociety Lab

Project Partner 2: Corina Paraschiv, Université Paris Cité, Faculty Societies and Humanities, Research Lab LIRAES

Project Partner 3: Helle Terkildsen Maindal, Aarhus University, Department of Public Health - Department of Health Services Research

External Partner: The Institute for Artificial Intelligence Research and Development of Serbia

[Link >](#) [Project agreement >](#)

20 September 2023 – 11 October 2023

Short Term Scientific Mission (STSM) Grant - AI Alignment: The Evolution of Political and Social Values in GPT Family Language Models, COST Action, CA21129 (E-COST-GRANT-CA21129-a4977ebe). Host country: Austria.

[Link >](#) [Project website >](#)

2023-2026

Member of a COST Action Network CA21129 - What are Opinions? Integrating Theory and Methods for Automatically Analyzing Opinionated Communication (OPINION)

[Link >](#) [Project website >](#)

2023-2026

Coordinator and principal investigator of the Horizon 2022 TWON - 101095095 – TWIn of Online Social Networks Project for the University of Belgrade, Institute for Philosophy and Social Theory

Member of the executive board of the TWON Project.

Topic: Politics and the impact of online social networks and new media

Call: Reshaping democracies (HORIZON-CL2-2022-DEMOCRACY-01)

Programme: Horizon Europe Framework Programme (HORIZON)

Topic ID: HORIZON-CL2-2022-DEMOCRACY-01-07

Type of action: HORIZON-RIA HORIZON Research and Innovation Actions

Type of MGA: HORIZON Action Grant Budget-Based [HORIZON-AG]

[Website of the project >](#) [Twitter >](#) [Cordis >](#) [FZI >](#) [DigiLab >](#)

2021-2022

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. Head of Project Task: Organizing and

moderating panel discussions and lectures on digital society at the Institute for Philosophy and Social Theory, University of Belgrade.

2019-2021

Research Project III 43007 Impact of Climate Change on the Planning of Urban and Rural Development in Order to Preserve the Environment funded with support from the Ministry of Education, Science and Technological Development, Republic of Serbia. Head of Project Task: leading the development and implementation of a methodology for collecting climate data through an online environment and comparing it with psychometric parameters.

2015-2019

Research Project TR 33015 Research and Development of a Serbian Net-Zero Energy House funded with support from the Ministry of Education, Science and Technological Development, Republic of Serbia. Researcher responsibilities involved launching and managing research operations aimed at developing a Serbian net-zero energy house. The role required deep studies to draft sustainable and energy-efficient architectural plans, experimenting with novel eco-friendly materials, and leveraging ICT technologies to optimize energy use.

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[*Rising Voices Grant*](#)

Support for the outreach work of the Serbian Web Journalism School to teach the fundamentals of citizen media to traditional journalists and everyday Serbians.

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Invited Lectures

30 -31 May 2024

High-Level Policy Dialogue on “Artificial Intelligence and Democracy: Contemporary Challenges and Perspectives,” bringing together academics, policymakers, officials, and civil society members to discuss the priorities of the STG Chair in Artificial Intelligence and Democracy on a global scale—School of Transnational Governance, European University Institute, Florence, Italy

[Read more >](#)

19-20 April 2024

Keynote lecture CERN for AGI Testing and Alignment at the 29th International Conference “Society and Technology”: Creative Industries and Artificial Intelligence (DIT24—Zagreb, Croatia)

[Read more >](#)

28 March 2024

Invited lecture “Road towards Artificial Intelligence” at the First Kragujevac Gymnasium—Kragujevac, Serbia

[Read more >](#)

19 February 2024 at 11:30

Lecture AI Alignment: Human Autonomy in the Age of AI at the International Week: Artificial Intelligence in Humanities and Social Sciences

Faculty of Philosophy, Ss. Cyril and Methods University—Skopje, North Macedonia.

[Read more >](#) [Photos >](#)

6 February 2024

Invited Presentation at the GFEAI 2024: Global Forum on the Ethics of Artificial Intelligence hosted by Slovenia under the patronage of UNESCO—Kranj, Slovenia.

[Read more >](#) [Watch now>](#)

27 Dec 2023 at 15:00

Invited Lecture Aligning Artificial Intelligence to Human Values: Challenges and Potential Solutions— Faculty of Media and Communications, Belgrade

[Read more >](#)

6 December 2023

Invited Lecture Implementation of Gamification in the Metaverse and Microlearning through Chat GPT: Approaching the Future of Education at the World in Front of Us: Conference on Education in the AI Era, organized by the Ministry of Education, Petlja Foundation, and UNDP Digital Talks—Palace of Serbia, Belgrade, Serbia

[Read more >](#) [Conference website >](#)

13 October 2023

Invited Lecture “From Large Language Models to General Artificial Intelligence: Potential Applications, Ethical Challenges, and the Future” – AI Master Class Regulation of artificial intelligence: Legal and ethical challenges, Belgrade, Serbia

[Read more >](#)

29 June 2023 at 10:30

Invited Keynote lecture on "AI Ethics and Regulatory Measures: Current Attempts at Achieving the Responsible Use of AI" at the Balkan Investigative Reporting Network (BIRN) Internet Freedom Meet (BIRN IFM)—Belgrade, Serbia.

[Link >](#) [Watch now Part 1](#) [Part 2](#) [Link 2 >](#)

5 June 2023

Invited lecture on The Impact of ChatGPT, Metaverse, and Social Media: Should Large Language Models and Recommender Systems be a Public Good, Department of Communication, University of Vienna —Vienna, Austria.

[Link >](#) [Watch now > \(Ver. 1\)](#) [Watch now > \(Ver. 2 - slides in focus\)](#)

30 May 2023

Invited lecture on Declaring Language Models and Recommender Systems a Public Good: A Way Forward for Humanity, Institute for Advanced Studies Vienna —Vienna, Austria.

[Link >](#) [Watch now >](#)

24 May 2023

Invited lecture on Navigating the Artificial Intelligence Revolution: Prospects, Perils, and AGI as Public Good, Department of Network and Data Science, Central European University—Vienna, Austria.

[Link >](#) [Watch now >](#)

31 March 2023

Invited lecture on Recommender systems as public good at the Human Rights and Digital Technology course, American University of Paris—Paris, France.

[Link >](#)

29 Mar 2023

Invited lecture on the Extensive Use of Metaverse Technology: Impact on Identity, VR Bullying, Migration, and Ethnicity at the Meeting of COST Action CA18115

[Link >](#) [Watch now >](#) [Letter from the organizer >](#)

2 Feb 2023

Invited lecture: The Impact of Emerging Technologies on Our Future: Exploring the Metaverse, GPT-3, Recommender Algorithms, and More—2b Ahead ThinkTank, Leipzig, Germany.

[Watch now >](#)

18 Nov 2022

Invited lecture: Data Science Conference - DSC Europe 22 – “From Ethics to Law in the Metaverse: Recommender Systems as Common Good”, Crowne Plaza, Belgrade, Serbia

[Watch now >](#) [Certificate >](#)

8 Nov 2022

Invited lecture: “Data Highway for Social Scientists” at the Open Society Foundations Serbia Consultation Meeting

[Link 1 >](#)

29 April 2022

Invited lecture: Online recommender systems: digital footprints, algorithmic analysis and comparison to mass media priming at Workshop: The Road to Domination? The Open Society and New Technologies, Yehuda Elkana Center for Higher Education, Central European University

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

15 March 2022

Invited lecture: Artificial Intelligence – AI Recommendation Algorithms As Social Good And Virtual Identity As Human Right at THE 2nd Socket Lab Serbia Workshop

E-health in Serbia – challenges in social engagement

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

22 November 2021

Invited lecture at the Data Science Conference – DSC Europe 21, Data & AI Summit - Data driven approach in social sciences at the Digital Society Lab: presenting results of research inquiries -, Data Science Conference Europe, Hyatt Regency, Belgrade, Serbia.

[Link >](#)

14 December 2018

Invited lecture on Psychometrics in social media research – Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia.

[Watch now >](#)

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Media Appearances

28 February 2024

Ljubiša Bojić with journalist Nemanja Kuc: The key to the survival of the domestic business community lies in adapting to artificial intelligence—WebMind.

[Read now >](#)

26 February 2024

The international scientific conference 'Society and Technology 2024' explores the future of creative industries in the era of artificial intelligence—Vecernji, Zagreb.

[Read now >](#)

24 February 2024

Ljubisa Bojic speaks with journalist Maja Bojic about societal impact of recommender systems for World of Knowledge Program—Serbian Broadcasting Corporation, Belgrade.

[Watch now >](#)

19 February 2024

Ljubisa Bojic speaks for Macedonian Radio Television about AI after giving a talk at the University of Skopje—Skopje, North Macedonia

[Listen now >](#)

27 December 2023

Artificial Intelligence in Education – Application and Misuse—Mingl, Belgrade Open School.

[Read more >](#)

16 December 2023

Ljubisa Bojic discusses the EU AI Act with attorney-at-law Marija Vlajkovic and journalist Nikolina Rakic—Serbian Broadcasting Corporation, Belgrade.

[Watch now >](#)

11 December 2023

Ljubisa Bojic, along with prof. Zoran Sevarac, discussed the news about the European Union's AI Act on K1 TV.

[Watch now >](#)

11 December 2023

Ljubisa Bojic speaks about art and creativity in the age of AI on AproPop TV Program—RTS2, Serbian Broadcasting Corporation, Belgrade.

[Read more >](#)

10 December 2023

On N1 TV, Ljubisa Bojic, engaging with IT expert Vladimir Radunovic and journalist Mia Bjelogrljic, focused on 'Gemini' and the risks linked to artificial intelligence

[Read now >](#)

23 November 2023

Ljubisa is interviewed by journalist Maja Nikolic about the EMERGE 2023 Forum: Aligning AGI for Humanity's Future and the Influence of Artificial Intelligence on Life and Society. The program 'Medju Nama' is presented by Nova S TV.

[Watch now >](#)

11 November 2023

In an interview for Tanjug TV, Ljubisa speaks about the state of the digital economy in Serbia—Morning Show, Tanjug TV Belgrade 1.

[Watch now >](#)

25 October 2023

Ljubisa speaks for Recursive in an interview, The AI Dilemma: How to Balance Commercial Growth with Ethical Considerations

[Read now >](#)

22 October 2023

On the Croatian TV Show, Edge of Science, Ljubisa Bojic introduces his concept of 'Cultural Organism' and general artificial intelligence. The discussion examines technology's ability to surpass mass propaganda, directly influence individuals, and ponders whether future societal leadership will be human-led or controlled by algorithms.

[Watch now >](#) [Read now >](#)

19 October 2023

Ljubisa Bojic speaks with Olivera Stajic for Radio Belgrade about the current risks and regulation of AI—Radio Belgrade 1

[Listen now >](#)

18 September 2023

Ljubisa Bojic: There's a need for a dedicated agency to oversee artificial intelligence—Tanjug News Agency

[Watch now >](#)

18 September 2023

Ljubisa Bojic shed light on the control instruments of #AI and #AGI. The future of technology is rapidly evolving and with it comes challenges that need to be addressed—TV Show "Uranak", K1

[Watch now >](#)

7 Sept 2023

Ljubisa Bojic speaks about ChatGPT and how emerging technologies will change us—TV Show "One Good Day", Serbian National Television

[Watch an excerpt >](#) [Watch whole TV Show >](#)

5 September 2023

We Need to Rethink AI to Save Our Democracy—The Recursive

[Read more >](#)

1 September 2023
Deepfake — Birn Talks
[Listen now >](#)

1 September 2023
How can artificial intelligence improve the education system? — Daily News, RTV
Vojvodina
[Watch now >](#)

1 Sep 2023
What are the dangers and what are the possibilities of Artificial Intelligence? —
Morning Show, RTV Vojvodina
[Watch now >](#)

27 July 2023
Reflecting to the recent invite from UN Environment Programme to be part of
the UNEP Foresight Expert Panel Ljubisa writes for Cybercrime.rs: Averting
Armageddon: The AI Crisis and the Chance to Save the World
[Read more >](#)

26 July 2023
Engaging Dialogue between Ljubisa and Hana Stevovic Discussing Technology's
Role in Shaping our Future: A Balance Between Dystopia and Utopia — An
Exclusive on Bloomberg Adria.
[Read more >](#)

20 July 2023
Ljubisa talks to Mia Bjelogrić about the potential for abuse of AI and necessary
regulations—Novi Dan Morning Program, N1 TV
[Watch now >](#) [Read more >](#)

9 July 2023
Ljubisa speaks for Tanjug news agency on how AI will transform education. The
news was published across the region by RTV, Glas Srpske, Nezavisne and
Banjaluka-24.com — Tanjug
[Link 1 >](#) [Link 2 >](#) [Link 3 >](#) [Link 4 >](#) [Link 5 >](#)

4 July 2023
Ljubisa speaks for Recursive on the topic of Digital Ghosts: Is It Ethical to Bring
the Dead Back to Life with AI? — Recursive
[Read now >](#)

30 June 2023
Ljubisa discusses the reasons why Serbia leads regionally for most Meta user
data requests—Euractiv
[Read now >](#)

25 June 2023
Ljubisa speaks to Tanjug News Agency about AI threats to democracy. The news
was published by K1 Info and Telegraf Biznis—Tanjug

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

29 June 2023

Bojic writes for BalkanInsight: AI Models-R-Us Has Big Implications for Democracy

[Read now >](#)

29 June 2023

Ljubisa speaks for Bloomberg Adria about his views of the future. How will 2050 look?

[Read now >](#) [Link >](#)

28 June 2023

Ljubisa speaks for Euractive: Why is Serbia sending the most requests to Meta for user data?

[Read now >](#)

25 June 2023

Ljubisa discusses move by a German tabloid to replace its editors with artificial intelligence (AI) - Prva TV's morning show "JUTRO"

[Watch now >](#)

22 June 2023

Following the decision to lay off a portion of its editorial staff, Build Magazine will be implementing AI technology as a replacement. Bojic participated in a discussion on K1 TV regarding this subject —Morning Show, K1 TV

[Watch now >](#) [Read article >](#)

14 June 2023

Bojic speaks for RTV Vojvodina about the decision of the European Parliament to enforce more stringent regulations for utilizing artificial intelligence. —News, RTV Vojvodina

[Watch now >](#)

11 June 2023

Bojic speaks for N1 TV: "It's possible to be an information addict": How to stay informed and not overdo it, New Day Morning Program, N1 TV

[Watch now >](#) [Read more >](#)

10 June 2023

Bojić speaks for Prva TV about the threats of AI to humanity - News, Prva TV

[Watch now >](#)

28 May 2023

“Artificial Intelligence - Present and Future”, TV Show - On the Edge of Science, Croatian Radio Television

[Watch now >](#) [Read now >](#)

12 May 2023

Ljubisa provides commentary on the updated version of the EU AI Act in an article titled "The European Parliament Adopted a New Version of the Draft Law"

on Artificial Intelligence: Future Rules for Citizens' Safety," published by Euractiv.
[Read now >](#)

09 May 2023

Cited by the French magazine Chroniques d'architecture in a text: "Against the metaverse, architects united against closed immersive spaces".

[Read now >](#)

8 May 2023

In a live broadcast from Vienna, Bojic spoke to Manja Grcic of K1 TV. He emphasized the importance of labeling recommender systems as high-risk AI in the upcoming EU AI Act.

[Watch now >](#)

4 April 2023

Ljubisa Bojic talks to journalist Sasa Dobrojevic about the unpredictability of AI on Kurir TV.

[Watch now >](#)

3 April 2023

Bojic talks to Manja Grcic in a We Today TV show about do we already live in a risky matrix? —K1.

[Watch now >](#)

2 April 2023

Ljubisa speaks to an Euractiv journalist about the risks of large language models in response to the recent initiative to pause giant AI experiments—Euractiv.

[Read now >](#)

29 March 2023

Bojic speaks for Insajder TV about artificial intelligence as an opportunity for Serbia

[Read now >](#) [Watch now >](#)

18 Feb 2023

In an interview for Euractiv, Ljubisa Bojic talked about the challenges and advantages of AI, with a special focus on ChatGPT and the initiative to make recommender systems utilized on large online platforms a public good—Euractive

[Read now >](#)

7 Feb 2023

Ljubisa Bojic's research was quoted by the Immersive Wire in an article, "The metaverse and social media: A natural extension, or a misleading prediction?" by Tom Ffiske—Immersive Wire

[Read now >](#)

30 Jan 2023

Ljubisa Bojic talked about ChatGPT in an interview for Among Us television program - "Artificial intelligence on the rise: Are we keeping it under control?"—NovaS TV

[Watch now >](#)

22 Jan 2023

Ljubisa Bojic is interviewed by PsyPost about his research in the article "Individuals with dark personality traits are less oriented towards long-term mating strategies"—PsyPost

[Read now >](#)

16 Jan 2023

Ljubisa Bojic is interviewed by Radio Free Europe about the societal impact of the recently released ChatGPT in the article titled "There are 'no easy solutions' for artificial intelligence in the Balkans either"—Radio Free Europe

[Read now >](#)

7 Jan 2023

Ljubisa Bojic was featured by the Regulatory Review, a publication of the Penn Program on regulation, at the University of Pennsylvania Law School, in an article "Regulating the Metaverse" by Elizabeth Yin, Mary Moynihan, and Alexandra Walsh—Regulatory Review

[Read now >](#)

6 Jan 2023

Ljubisa Bojic talks to Radio Free Europe about his role in a Serbian government work group for ethical AI. The article was titled "Artificial intelligence 'ignores' security services in Serbia" – Radio Free Europe

[Read now >](#)

18 Dec 2022

Ljubisa Bojic announces the signing of the Belgrade Digital Freedom Pledge at the EMERGE Forum, TV Show - *New Day*, N1 Television

[Watch now >](#) [\[Link 2\]](#)

16 Dec 2022

Ljubisa Bojic and Michal Kosinski announcing the EMERGE 2022 Forum on the Future of Humanity, TV Show - *Among Us*, Nova S Television

[Watch now >](#) [\[Link 2\]](#) [\[Link 3\]](#)

14 Nov 2022

Interview about the “Metaverse”, TV Show - *On the Edge of Science*, Croatian Radio Television

[Watch now >](#) [Read now >](#)

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

[Watch 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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Citations



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<https://orcid.org/0000-0002-5371-7975>



Google Scholar ID: Poa6ckAAAAJ

<https://scholar.google.com/citations?user=-Poa6ckAAAAJ&hl=en>

	All	Since 2019
Citations	373	277
h-index	10	9
i10-index	10	7

Updated on 13 February 2024



Web of Science ID: ISU-5749-2023

<https://www.webofscience.com/wos/author/record/46245336>

	2009–2022
Citations	92
h-index	4

Updated on 13 February 2024



Scopus ID: 56195671700

<https://www.scopus.com/authid/detail.uri?authorId=56195671700>

	2009–2022
Citations	148
h-index	5

Updated on 13 February 2024



Institutional Positions

2023-

Member of the Computer Vision and Remote Sensing Research Group, The Institute for Artificial Intelligence Research and Development of Serbia

[Read more >](#)

2023-

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

[Read more >](#)

2019-2023

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

[Read more >](#)

2019-2023

Member of a Scientific Committee, Institute for Philosophy and Social Theory, University of Belgrade

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Scientific Committees

2024

Member of the Programme Committee, 3rd International Video Game Studies Conference (SVI2024), The University of Novi Sad, Academy of Arts, The Institute of Ethnography SASA and Serbian Games Association, 17 to 18 December 2024, Novi Sad, Serbia. <https://sviconference.org/>

2024

Chair of the Programme Committee, EMERGE 2024: 2nd International Conference Digital Society Now, 10 to 12 December 2024, Belgrade, Serbia. <https://emerge.ifdt.bg.ac.rs/>

2022

Chair of the Scientific Committee, EMERGE 2022: International Conference Digital Society Now, 16 to 18 December 2022, Dorcol Platz, Belgrade, Serbia. [[Website](#), [Program](#), [Book of Abstracts](#), [Watch Panel](#), [Photos](#), [Videos](#)]

2022

Member of the Organizing Committee, EMERGE 2022: International Conference Digital Society Now, 16 to 18 December 2022, Dorcol Platz, Belgrade, Serbia. [[Website](#), [Program](#), [Book of Abstracts](#), [Watch Panel](#), [Photos](#), [Videos](#)]



Social Engagement

2-7 July 2023

Member of the AI Working Group at the Digital Humanism Leadership Summit on AI & Democratic Sustainability organized by the Hannah Arendt Humanities Network, Bard College, New York, USA —Vienna, Austria.

[Link >](#) [Link >](#)

1-28 May 2023

Country expert for Serbia as a part of the Digital Society Project founded by NSF, Measuring the Internet, on topics including internet freedom, cybersecurity, misinformation, and social media polarization.

[Link >](#)

22 March 2023

Signee of the open letter titled "Pause Giant AI Experiments," issued by the Future of Life Institute.

[Link >](#)

18 Dec 2022

Initiator and signee of the Belgrade Digital Freedom Pledge together with other international stakeholders. The official signing ceremony, which was organized in Dorcol Platz, Belgrade, Serbia as part of the EMERGE 2022 conference, was addressed by Teresa Ribeiro, the OSCE Representative on Freedom of the Media; Jan Braathu, Head of the OSCE Mission to Serbia; and Brankica Jankovic, the Commissioner for Protection of Equality, Republic of Serbia

[Watch the signing ceremony >](#) [See the Pledge >](#)

2022-2023

Member of the Pilot Supercluster Advanced solutions in medical technology and biotechnology (Health Tech Supercluster), as part of the project established by [Serbia Innovates](#), and supported by US Aid, ICT Hub, Center for Public Policy Research and WM Equity Partners.

17 Dec 2022

Author of AI-generated artworks exhibited at N.EON Gallery - "Is a Swarm of Bees Happy? Should We Create a Future for Humans or Machines?"

[\[Artworks, Catalogue\]](#)

15 May 2010

Author of art photographs presented at exhibition, "Magic of Reunion". Artcafe Gallery Oblomov, Kragujevac, Serbia.

20 March 2007

Author of art photographs with Alison Hui and Ted Hung presented at exhibition "Doors to unexpected city: Hongkong". Student Cultural Center, Kragujevac, Serbia.

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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Discussant

30 November 2023

Bojic will take part in a panel discussion on AI from different angles at Microsoft's Sinergija 23 conference

[Read more >](#) [Agenda >](#)

4 April 2023

Discussant at a panel discussion Key Trends in University IT: The Opportunities and Challenges Presented by ChatGPT, organized by the Central European University in Vienna. Other participants include Philip Fedchin, Kaitlin Lucas, Meem Manab Arafat, and Irene Lubbe, as moderator.

[Link 1 >](#) [Panelists >](#) [Participants >](#) [Keywords >](#)

18 Dec 2022

Discussant at a panel discussion Human Rights and Democracy in the Digital Sphere with Michael Kosinski, Stanford University Graduate School of Business, Susan Perry, American University of Paris, Grant Baker, Freedom House and Cedomir Markov, IFDT, University of Belgrade (Moderator). EMERGE 2022: Forum on the Future of AI Driven Humanity & International Conference Digital Society Now, 16 to 18 December 2022, Dorcol Platz, Belgrade, Serbia.

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

19 April 2022

Discussant at 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 >](#)

17 December 2021

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

[Watch now >](#)

26 November 2021

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

[Watch now >](#)

20 December 2019

Discussant with Mihajlo Popesku, Mirko Savic and Jelisaveta Petrovic, as moderator, at panel discussion Big Data as Resource of Society of Elites organized by the Digital Sociometrics Lab at the Institute for Philosophy and Social Theory, University of Belgrade. ICT Hub, Belgrade, Serbia

[Watch now >](#) [Link 1 >](#)

[≤](#)

Moderation

24 April 2024

Hans-Georg Moeller: Is AI intelligent?

[Read more >](#)

1 April 2024

Bruno Ferreira Costa – The use of social media – the Donald Trump effect

[Read more >](#)

26 March 2024

Steven Friedman: HAL (Sentient AI), and the Logic of Epistemic (Rigorous) and Heuristic (Problem-Solving) Spaces— Milutin Bojic Library, Belgrade, Serbia

[Read more >](#) [Watch now >](#)

20 Nov 2023

Open Discussion on Human Autonomy in the Age of AGI at EMERGE 2023 Forum: Aligning AGI for Humanity's Future — Dorcol Platz, Belgrade, Serbia

[Read more >](#) [Watch now >](#)

15 Nov 2023

Moderator of a panel discussion Use of the AI and Innovative Technology in Policing at the 8th Regional Security Coordination Conference organized by the Regional Cooperation Council, Italian Ministry of the Interior and the Ministry of Foreign Affairs and International Cooperation - Rome, Italy

[Read more >](#) [Agenda >](#)

29 June 2023, 11:00 – 12:30

Moderator of a panel discussion “AI Accountability: From ChatGPT to the EU AI Act” with Deniz Wagner, Predrag Tadić and Branka Anđelković at Balkan Investigative Reporting Network (BIRN) Internet Freedom Meet (BIRN IFM)— Belgrade, Serbia.

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

17 Nov 2022

Moderator at a breakout session “Digital Society Lab – Big Data Methods in Social Sciences”, as part of the DSC Europe 22, Data Science Conference, Crowne Plaza, Belgrade, Serbia

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

17 June 2022

Moderator of a workshop: “Latest Trends in Health Tech and their Societal Impact”, as part of the Digital Society Lab Annual Program at the Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia

[Watch now >](#) [Link >](#)

8 May 2022

Moderator of a lecture delivered by Aleksandar Linc Djordjevic – “An Insight into Metaverse and Other Emerging Technologies”, as part of the Digital Society Lab Annual Program at the Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia

[Watch now >](#) [Link >](#)

8 April 2022

Moderator of a lecture delivered by Aleksandra Drecun – “How does Society Help Advance Science?”, as part of the Digital Society Lab Annual Program at the Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia

[Watch now >](#) [Link >](#)

17 December 2021

Moderator of a session “Presentation of Digital Society Lab Research”, as part of the conference Digital Society Talks 2021, Institute for Philosophy and Social Theory, University of Belgrade, Dorcol Platz, Belgrade, Serbia

[Watch now >](#)

10 May 2021

Moderator of a lecture delivered by Milovan Suvakov – “Open Data Visualisation”, as part of the Digital Society Lab Annual Program at the Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia

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

5 April 2021

Moderator of a lecture delivered by Desiree Zeljka Miloshevic – “Internet Technology & Climate Change”, as part of the Digital Society Lab Annual Program at the Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia

[Watch now >](#)

27 February 2021

Moderator of a lecture delivered by Ivan Kadic – “Digital 21st Century of Innovation in Architecture, Infrastructure, and Smart Cities”, as part of the Digital Society Lab Annual Program at the Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia

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

30 November 2020

Moderator of a lecture delivered by Tahir Hasanovic – “Social Polarization and Global Future”, as part of the Digital Society Lab Annual Program at the Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia

[Watch now >](#) [Link >](#)

9 November 2020

Moderator of a lecture delivered by Marija Mitrovic Dankulov – “How Physicists Explore Collective Phenomena in Social Systems”, as part of the Digital Society Lab Annual Program at the Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia

[Watch now >](#) [Link >](#)

4 November 2020

Moderator of a lecture delivered by Jelisaveta Petrovic: Big Data and Climate change – Social Science Analysis, as part of the Digital Society Lab Annual Program at the Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia

[Watch now >](#) [Link >](#)

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Participant at Workshops

26 May 2023

Participant in the workshop “Addressing the Impact of AI on Media Pluralism and Public Interest Information” at the 2023 IPI World Congress—Vienna, Austria.

[Link >](#)

17 Feb 2023

Participant at the pre-launch of "The Tech Industry's Guide towards Social Responsibility," created as part of the Sockets Horizon project: Societal Engagement With Key Enabling Technologies—Milan, Italy.

[Link >](#)

21-25 November 2021

Participant at conference DSC Europe 21, Data Science Conference, Hyatt Regency Belgrade, Belgrade, Serbia

[Link >](#)

22-24 January 2020

Participant at UNESCO Workshop: Foundations of Artificial Intelligence and AI Implications for Freedom of Expression and Media and Information Literacy, Metropol Hotel Belgrade, Belgrade, Serbia

[Read more >](#) [Certificate >](#)

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Referee for Academic Journals / Handling Editor Assignments

2022/02/24 [Philosophy & Society](#)

2022/06/10 [Cyberpsychology: Journal of Psychosocial Research on Cyberspace](#)

2022/08/06 [Social Science Review](#)

2022/11/04 [Anthology of Essays by the Faculty of Dramatic Arts](#)

2022/11/22 [Computers in Human Behavior](#)

2022/11/29 [Proc. of the Institute for Criminological and Sociological Research](#)

2023/01/10 [Computers in Human Behavior](#)

2023/02/10 [Humanities and Social Sciences Communications](#)

2023/02/15 [IEEE Consumer Electronics Magazine](#)

2023/02/27 [Critique: Journal for Philosophy and Social Theory](#)

2023/03/05 [Computers in Human Behavior](#)

2023/04/01 [Computers in Human Behavior](#)

2023/04/07 [Humanities and Social Sciences Communications](#)

2023/05/16 [Book: Essays from the Philosophy of Media and Social Critique](#)

2023/05/16 [Handling Editor: Humanities and Social Sciences Communications](#)
2023/05/27 [American Ethnologist](#)
2023/06/08 [Humanities and Social Sciences Communications](#)
2023/06/08 [Information Processing and Management](#)
2023/06/12 [Computers in Human Behavior](#)
2023/06/25 [Handling Editor: Humanities and Social Sciences Communications](#)
2023/07/06 [New Media & Society](#)
2023/11/29 [Futures](#)
2024/01/03 [Int. Sci. Conf.: Education During Covid-19 Pandemic](#)
2024/01/05 [Issues in Ethnology and Anthropology](#)
2024/01/30 [Proc. of the Institute for Criminological and Sociological Research](#)
2024/02/07 [Handling Editor: Frontiers in Blockchain](#)
2024/04/02 [Handling Editor: Frontiers in Blockchain](#)

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Academic Supervision

2021: Mentorship of Nemanja Nikolic – PhD Student at the Faculty of Philosophy, University of Belgrade-Grant Holder of the Ministry of Education, Science and Technological Development, Republic of Serbia – The PhD student is the first co-author of two published papers, while the mentor is the second co-author of those papers [[1](#), [2](#)]. The mentor is the first co-author of four published papers, while the PhD student is the second or the third co-author of those papers [[1](#), [2](#), [3](#), [4](#)]

2021: Mentorship of Lana Tucakovic – PhD Student at the Faculty of Philosophy, University of Belgrade-Grant Holder of the Ministry of Education, Science and Technological Development, Republic of Serbia – The PhD student is the first co-author of three published papers, while the mentor is the second co-author of those papers [[1](#), [2](#)]. The PhD student is the first co-author of two published papers, while the mentor is the third co-author of those papers [[3](#), [4](#)]. The mentor is the first co-author of three published papers, while the PhD student is the second or the third co-author of those papers [[1](#), [2](#), [3](#)]

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Employment Positions

29/02/2024-
Founder and CEO
[Rezonate.Me](#)

17/07/2023-
Researcher for AI
[UNDP](#)

01/09/2023-
[Senior Research Fellow](#)
[The Institute for Artificial Intelligence Research and Development of Serbia](#)
Academia

31/01/2023-

[Senior Research Fellow](#)

University of Belgrade,
[Institute for Philosophy and Social Theory](#)
Academia

2019-2023

[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 lecturer

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

Biggest contribution: wrote curriculum and founded Web Journalism School.
NGO

1999-2009

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

[≤](#)

Education

09/01/2014
PhD in Political Science
University of Lyon

11/09/2009
Master of Communication Science
Faculty for Culture and Media - Belgrade

09/24/2008
Bachelor of Journalism
University of Novi Pazar



Participation at Project / Board Meetings

7-9 October 2024
TWin of an Online Social Network Project Meeting, Horizon Europe
Framework—Dubrovnik, Croatia.
[Read more >](#)

11-12 June 2024
Joint Working Group Meeting of Opinion Cost Network—University of
Salamanca, Salamanca, Spain
[Read more >](#)

25 March 2024
CircleU, European University Alliance: Generative AI, health literacy and well-
being of citizens—Belgrade, Serbia
[Read more >](#)

19-20 March 2024
Second UNEP Foresight Expert Panel Workshop— International Science Council,
Paris, France.
[Read more >](#)

11-13 March 2024
TWin of an Online Social Network Project Meeting, Horizon Europe Framework
—Trier, Germany.
[Read more >](#)

18-19 Jan 2024
Joint Working Group Meeting of Opinion Cost Network—Cyprus University of
Technology, Limassol, Cyprus
[Read more >](#)

4-6 October 2023
TWin of an Online Social Network Project Meeting, Horizon Europe Framework
—Karlsruhe, Germany.
[Read more >](#)

18-19 September 2023

UNEP First Strategic Foresight Sense Making Workshop—Paris, France

[Link >](#)

26-28 June 2023

COST Action 21129 meeting ITC 2023 at the Charles University—Prague, Czech Republic.

[Link >](#) [Link >](#)

17-19 April 2023

TWin of an Online Social Network Project Meeting, Horizon Europe Framework—Amsterdam, Netherlands.

[Link >](#)

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Publications

Pre-prints

Bojic, L., Kovacevic, P., & Cabarkapa, M. (2023). *GPT-4 Surpassing Human Performance in Linguistic Pragmatics* (arXiv:2312.09545). arXiv.

<http://arxiv.org/abs/2312.09545>

Bojic, L., Cinelli, M., Culibrk, D., & Delibasic, B. (2023). *CERN for AGI: A Theoretical Framework for Autonomous Simulation-Based Artificial Intelligence Testing and Alignment* (arXiv:2312.09402). arXiv.

<http://arxiv.org/abs/2312.09402>

Bodroza, B., Dinic, B. M., & Bojic, L. (2023). *Personality testing of GPT-3: Limited temporal reliability, but highlighted social desirability of GPT-3's personality instruments results* (arXiv:2306.04308). arXiv. <http://arxiv.org/abs/2306.04308>

Bojic, L., Matthes, J., & Cabarkapa, M. (2024). *Amplification of Addictive New Media Features in the Metaverse* (arXiv:2401.03461). arXiv.

<http://arxiv.org/abs/2401.03461>

Bojic, L., Prodanovic, N., & Samala, A. D. (2024). *Maintaining Journalistic Integrity in the Digital Age: A Comprehensive Nlp Framework for Evaluating Online News Content* (arXiv:2401.03467). arXiv. <http://arxiv.org/abs/2401.03467>

Bojic, L., Stojković, I., & Jolić Marjanović, Z. (2023). *Signs of consciousness in ai: Can gpt-3 tell how smart it really is?* SSRN Scholarly Paper.

<https://doi.org/10.2139/ssrn.4399438>

Bojic, L. & Davidovic J. (2023). *Exploring the Socio-Technical Imaginary of Artificial General Intelligence in The Bard Large Language Model: A Narrative Analysis on Perspectives and Dialectics*. Research Square.

<https://doi.org/10.21203/rs.3.rs-3126307/v1>

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Monograph

Bojic, L. (2022). *Culture Organism or Techno-Feudalism: How Growing Addictions and Artificial Intelligence Shape Contemporary Society*. Belgrade: Institute for Philosophy and Social Theory.
<https://ifdt.bg.ac.rs/index.php/2022/04/11/culture-organism-or-techno-feudalism/?lang=en> [download]

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Articles in Scientific Journals

- Bojic, L. (2024). AI alignment: Assessing the global impact of recommender systems. *Futures*, 160, 103383.
<https://doi.org/10.1016/j.futures.2024.103383>
- Alipour, S., Galeazzi, A., Sangiorgio, E., Avalle, M., Bojic, L., Cinelli, M., & Quattrocioni, W. (2024). Cross-platform social dynamics: An analysis of ChatGPT and COVID-19 vaccine conversations. *Scientific Reports*, 14(1), 2789. <https://doi.org/10.1038/s41598-024-53124-x>
- Samala, A. D., Govender, T., Tsoy, D., Bojic, L., Gentarefori Samala, A., Putisaylane Samala, M., Prasetya, F., Putra Yanto, D. T., Zainul, R., & Fortuna, A. (2024). 3d visualizations in learning: An evaluation of an ar+core application for computer hardware education using the hedonic motivation system adoption model. *TEM Journal*, 466–475.
<https://doi.org/10.18421/TEM131-48>
- Samala, A. D., Ricci, M., Angel Rueda, C. J., Bojic, L., Ranuharja, F., & Agustiarini, W. (2024). Exploring campus through web-based immersive adventures using virtual reality photography: A low-cost virtual tour experience. *International Journal of Online and Biomedical Engineering (iJOE)*, 20(01), 104–127. <https://doi.org/10.3991/ijoe.v20i01.44339>
- Samala, A. D., Zhai, X., Aoki, K., Bojic, L., & Zikic, S. (2024). An In-Depth Review of ChatGPT's Pros and Cons for Learning and Teaching in Education. *International Journal of Interactive Mobile Technologies (IJIM)*, 18(02), 96–117. <https://doi.org/10.3991/ijim.v18i02.46509>
- Samala, A. D., Mhlanga, D., Bojic, L., Howard, N.-J., & Coelho, D. P. (2024). Blockchain Technology in Education: Opportunities, Challenges, and Beyond. *International Journal of Interactive Mobile Technologies (IJIM)*, 18(01), 20–42. <https://doi.org/10.3991/ijim.v18i01.46307>
- Samala, A. D., Bojic, L., Bekiroğlu, D., Watrinhos, R., & Hendriyani, Y. (2023). Microlearning: Transforming Education with Bite-Sized Learning on the Go—Insights and Applications. *International Journal of Interactive Mobile Technologies (IJIM)*, 17(21), 4–24.
<https://doi.org/10.3991/ijim.v17i21.42951>
- Samala, A. D., Bojic, L., Vergara-Rodríguez, D., Klimova, B., & Ranuharja, F. (2023). Exploring the Impact of Gamification on 21st-Century Skills: Insights from DOTA 2. *International Journal of Interactive Mobile Technologies (IJIM)*, 17(18), 33–54.
<https://doi.org/10.3991/ijim.v17i18.42161>
- Bojić, L. (2023). The Patterns of Influence: LIWC Analysis of Leading News Portals' Impact and Communication Accommodation Theory on Twitter.

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- Issues in Ethnology and Anthropology [Etnoantropološki problemi]*, 18(2), 589–612. <https://doi.org/10.21301/eap.v18i2.11>
- Bojić, L., Mitrović Dankulov, M., & Pantelić, N. (2023). Humidity and Air Temperature Predict Post Count on Twitter in 10 Countries: Weather Changes & LIWC Psychological Categories. *Enterprise Economics [Ekonomika preduzeća]*, 72(3-4), 213-229. <https://doi.org/10.5937/EKOPRE2303213B>
- Samala, A. D., Usmeldi, Taali, Ambiyar, Bojic, L., Indarta, Y., Tsoy, D., Denden, M., Tas, N., & Dewi, I. P. (2023). Metaverse Technologies in Education: A Systematic Literature Review Using PRISMA. *International Journal of Emerging Technologies in Learning (iJET)*, 18(5), 231–252. <https://doi.org/10.3991/ijet.v18i05.35501>
- Miljković, A., Čabarkapa, M., Miljković, F., & Bojić, L (2023). iTrust News Certificate: A Blockchain-Based Solution for News Verification and Reputation Management. *Journal of Computer and Forensic Sciences*, 2(1), 29-41. <https://doi.org/10.5937/jcfs2-44736>
- Lipij, A., Bojić, L., & Cvetković, V.. (2023). Veštačka inteligencija i Sveti Oci: Svetootački vodič kroz izazove veštačke inteligencije i superinteligencije. *Crkvene studije*, XX(20), 193-209. https://doi.org/10.18485/ccs_cs.2023.20.20.11
- Bojic, L. (2022). Metaverse Through the Prism of Power and Addiction: What Will Happen When the Virtual World Becomes More Attractive Than Reality? *European Journal of Futures Research*. 10(22). <https://doi.org/10.1186/s40309-022-00208-4>
- Bojic, L., Bulatovic, A., & Zikic, S. (2022). The Scary Black Box: AI Driven Recommender Algorithms as The Most Powerful Social Force. *Issues in Ethnology and Anthropology [Etnoantropološki problemi]*, 17(2), 715–740. <https://doi.org/10.21301/eap.v17i2.11> [download]
- Bojic, L., Nikolic, N. & Tucakovic, L. (2022). State vs. anti-vaxxers: Analysis of Covid-19 Echo Chambers in Serbia. *Communications*. <https://doi.org/10.1515/commun-2021-0104>
- Nikolic, N., Bojic, L. & Tucakovic, L. (2022). Brain-Machine Interface: New Challenge for Humanity. *Philosophy & Society [Filozofija i društvo]*, 33(2), 283-296. <https://doi.org/10.2298/FID2202283N>
- Tucaković, L., Bojić, L., & Nikolić, N. (2022). 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>
- Bojic, L. (2022). Recommender Algorithms as a Source of Power in Contemporary Society. *Social Science Review [Sociološki pregled]*, 56(3), 1032-1055. <https://doi.org/10.5937/socpreg56-36721>
- Bojić, L., Djukanovic, D., & Nikolic, N. (2021). 5G as Geopolitical Power Struggle: The New Neutral Approach of Balance and Safety in Technology Controlled World Explained Through a Case Study of Serbia. *NBP - Journal of Criminalistics and Law [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. *Issues in Ethnology and Anthropology [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. *Social Science Review [Sociološki pregled]*, 55(2), 538-561. <https://doi.org/10.5937/socpreg55-32105>
- Nikolic, N., Bojic, L. & Jevtovic, A. (2021). What makes millennials blow the whistle? From cultural to socio-psychological perspectives on whistleblowers. *Social Science Review [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. *Enterprise Economics [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. *Serbian Political Thought [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. *Social Sciences Review [Sociološki pregled]*, 54(4), 1391-1414. <https://doi.org/10.5937/socpreg54-27846>
- Bojic, L. & Pavlovic, M. (2020). Media use and happiness in Serbia. *Serbian Political Thought [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: Journal for Social Sciences [Teme: časopis za društvene nauke]*, 42(2):681-693. <http://teme2.junis.ni.ac.rs/index.php/TEME/article/view/647>
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This document was updated on 23/04/2024