

**Ljubisa Bojic, PhD**

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

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

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**News / Upcoming**

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30 Nov

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

[Read more >](#)

20 Nov

Bojic will moderate Open Discussion on Human Autonomy in the Age of AGI at EMERGE 23 Forum: Aligning AGI for Humanity's Future — Dorcol Platz, Belgrade, Serbia

[Read more >](#)

15 Nov

Bojic will be 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 >](#)

13 October 2023

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 >](#)

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4-6 October 2023

TWON of Online Social Networks Project Meeting, Horizon Europe Framework—  
Karlsruhe, Germany.

20 Sep – 23 Oct 2023

Invited as a Senior Research Fellow at The Department of Communication,  
University of Vienna

[Read more >](#)

18-19 September 2023

UNEP First Strategic Foresight Sense Making Workshop—Paris, France

27 July 2023

Serbian Communication Scientist, Ljubisa Bojic, Appointed to the United Nations  
Environment Programme's (UNEP) Foresight Expert Panel. 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 >](#)

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 >](#)

29 June 2023

Bojic's writes for Balkan Insight: AI Models-R-Us Has Big Implications for  
Democracy

[Read now >](#)

29 June 2023 at 10:30

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

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## Research areas

futures studies, communication science, AI alignment

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## Topics & interests

recommender algorithms, artificial intelligence, emerging technologies, digital  
humanism, new media addiction, echo chambers, AI ethics, big data analytics,

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psychometrics, misinformation, negative news, social polarization, algorithms as public good, virtual identity as human right, societal impact of technologies

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## Bio

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Ljubisa Bojic is a communication scientist, futurologist, and author of the [paper](#) *The Metaverse through the prism of power and addiction: What will happen when the virtual world becomes more attractive than reality?* and a [monograph](#), *Culture Organism or Techno-Feudalism: How Growing Addictions and Artificial Intelligence Shape Contemporary Society*. 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 and Communications: The European Journal of Communication Research. 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 >](#) [Press inquiries >](#) [LinkedIn >](#) [Twitter >](#)

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## Fellowships

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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

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10 Sept 2023

Invited by the Government of Spain, Ministry of Universities, to serve as a 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 >](#)

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## Membership in Associations

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2023-

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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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#### Associate Editor

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[Humanities & Social Sciences Communications](#)

[Frontiers in Blockchain - Blockchain for Good](#)

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#### Editorial Board Member

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[Philosophy & Society](#)

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

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#### Projects

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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 >](#)

2023-2026

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

[Link >](#)

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

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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 funded with support from the Ministry of Education, Science and Technological Development, Republic of Serbia. Head of Project Task: Methods of collecting and comparing online climate with psychometric parameters.

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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[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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## Publications

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### Pre-prints

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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>

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. <https://doi.org/10.48550/arXiv.2306.04308>

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>

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## Monograph

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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.  
<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

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- 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. *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](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>



- Bojic, L. (2018). Attitudes and Happiness in Serbia. *Serbian Political Thought [Srpska politička misao]*, 17(1), 29-45.  
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- Bojic, L. & Marie, J.-L. (2017). Addiction to old versus new media. *Serbian Political Thought [Srpska politička misao]*, 2(56): 33-48.  
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- Bojic, M., Radulovic, J., Rankovic, V., Nikolic, D., Bojic, L., Skerlic, J. (2016). Flexible thin-film solar photovoltaics: research and application. *Annals of Faculty Engineering Hunedoara – International Journal of Engineering*, 1(16):37-40. <https://annals.fih.upt.ro/pdf-full/2016/ANNALS-2016-1-04.pdf>
- Bojic, M., Djordjevic, S., Malešević, J., Cvetkovic, D., Miletic, M., Bojic, L. (2015). Inter unit heat flows in a residence during district heating in a multistory residential building. *Building Simulation*, 8(5):529-542.  
<https://doi.org/10.1007/s12273-015-0228-5>
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- Bojić, M., Marjanović, N., Miletić, I., & Bojić, L. (2015). Comparison of optical performances of sea-shell trough solar concentrators. *Energy and Buildings*, 98, 144–150. <https://doi.org/10.1016/j.enbuild.2014.08.037>
- Bojić, M., Miletić, M., & Bojić, L. (2014). Optimization of thermal insulation to achieve energy savings in low energy house (refurbishment). *Energy Conversion and Management*, 84, 681–690.  
<https://doi.org/10.1016/j.enconman.2014.04.095>
- 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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## Book Chapters

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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*,
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(pp. 483-504). Tritonic, Bucharest.

<https://rifdt.instifdt.bg.ac.rs/handle/123456789/2365>

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### Conference Proceedings

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- Tucakovic, L., Nikolic, N. & Bojic, L. (2021). How digital data are used in the domain of health: A short review of current knowledge. In Mimir Stanković, Vesna Nikolić (eds.), *Proceedings of the 3rd Virtual International Conference Path to a Knowledge Society-Managing Risks and Innovation PaKSoM 2021*, 15-16 November, 2021 (pp. 37–43). 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. (2019). Social Connections and Wellbeing. *Proceedings of the 14th International Quality Conference*, 29th May- 1st June 2019 (pp. 781–786). Center for Quality, Faculty of Engineering, University of Kragujevac. <http://rifdt.instifdt.bg.ac.rs/handle/123456789/2359>
- Radulovic, J., Nikolic, D., Skerlic, J. Vaskovic Jovanovic, M., Bojic, L. (2019). Building integrated photovoltaics - potential and application. *Proceedings of the 14th International Quality Conference*, Kragujevac, Serbia, 29th May- 1st June, 2019 (pp. 527–532). Center for Quality, Faculty of Engineering, University of Kragujevac. [https://www.researchgate.net/publication/333582978\\_Building\\_Integrated\\_Photovoltaics](https://www.researchgate.net/publication/333582978_Building_Integrated_Photovoltaics)
- Bojic, L. (2018). Mass Media Use and Wellbeing. *Proceedings of the 3rd International Conference on Quality of Life*, Kragujevac, Serbia, 28-30 November, 2018 (pp. 243-248). Center for Quality, Faculty of Engineering, University of Kragujevac. <http://rifdt.instifdt.bg.ac.rs/123456789/2357>
- Bojic L. (2018). Personal Stands and Wellbeing. *Proceedings of the 3rd International Conference on Quality of Life*, Kragujevac, Serbia, 28-30 November, 2018 (pp. 249-254). Center for Quality, Faculty of Engineering, University of Kragujevac. <http://rifdt.instifdt.bg.ac.rs/123456789/2358>
- Bojic, L. (2017). Classification of media addiction. *Proceedings of the 2nd International Conference on Quality of Life*, Kragujevac, Serbia, 8 – 10 June, 2017 (pp. 253-260). Center for Quality, Faculty of Engineering, University of Kragujevac. <http://rifdt.instifdt.bg.ac.rs/123456789/2356>
- Bojic, L. (2017). Initiation of media addiction. *Proceedings of the 2nd International Conference on Quality of Life*, Kragujevac, Serbia, 8 – 10 June, 2017 (pp. 261-270). Center for Quality, Faculty of Engineering, University of Kragujevac. <http://rifdt.instifdt.bg.ac.rs/123456789/2355>
- Cvetkovic, D., Nesovic, A., Bojic, L. (2017). The impact of input temperature at panel heating system to heat the sports hall. *Proceedings of the 13th International Conference on Accomplishments in Mechanical and Industrial Engineering*, Banja Luka, 26 – 27 May, 2017 (pp. 365- 374). Faculty of Mechanical Engineering, University of Banja Luka; Faculty of Electrical Engineering, University of Banja Luka. <https://ekonferencije.com/paper/view/4896#.YvZK9nYza5c>
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- Cvetkovic, D., Nesovic, A., Bojic, L. (2017). The impact of input temperature at panel heating system to heat the sports hall. *Proceedings of the 2nd International Conference on Quality of Life*, Kragujevac, Serbia, 8 – 10 June, 2017 (pp. 333 – 338). Center for Quality, Faculty of Engineering, University of Kragujevac.  
[http://cqm.rs/2017/cd1/pdf/papers/focus\\_1/48.pdf](http://cqm.rs/2017/cd1/pdf/papers/focus_1/48.pdf)
- Bojic, M., Radulovic, J., Rankovic, V., Nikolic, D., Bojic, L., Skerlic, J. (2015). Flexible Thin-film Solar Photovoltaics: Research and Application. *Proceedings of the 12th International conference on accomplishments in Electrical and Mechanical Engineering and Information Technology*, Banja Luka, 29. - 30. May, 2015 (pp. 409 – 414). Faculty of Mechanical Engineering, University of Banja Luka; Faculty of Electrical Engineering, University of Banja Luka.  
<https://ekonferencije.com/paper/downloadPaperFile/3584/3>
- Bojic, L. (2014). Media and Political Persuasion [Mediji i političko ubeđivanje]. *Proceedings of the 41<sup>st</sup> National Conference on Quality [Zbornik 41. Nacionalne konferencije o kvalitetu]*, Kragujevac, Srbija, 22-23 maj, 2014 (pp. 271-278). Center for Quality, Faculty of Engineering, University of Kragujevac. <http://rifdt.instifdt.bg.ac.rs/123456789/2352>
- Bojic, L., Brankovic, S., Marie, J-L. (2013). Media addiction by using universal indicators. *Proceedings of the 5th International Social Sciences Conference in Balkan*, Novi Pazar, Serbia, 4-5 June, 2013 (pp. 913-926).  
<http://rifdt.instifdt.bg.ac.rs/123456789/2351>
- Bojic, M., Adamovic, D., Radulovic, J., Miletic, M. & Bojic, L. (2013). Air conditioning in Serbian low-rise houses. *Proceedings of the 7<sup>th</sup> International Quality Conference*, Kragujevac, May 24<sup>th</sup> 2013 (pp. 541-546). Center for Quality, Faculty of Engineering, University of Kragujevac. <http://www.cqm.rs/2013/cd/7iqc/pdf/69.pdf>
- Bojic, M., Adamovic, D., Radulovic, J., Miletic, M. & Bojic, L. (2013). Lighting use in Serbian low-rise houses. *Proceedings of the 7<sup>th</sup> International Quality Conference*, Kragujevac, May 24<sup>th</sup> 2013 (pp. 523-528). Center for Quality, Faculty of Engineering, University of Kragujevac.  
<http://www.cqm.rs/2013/cd/7iqc/pdf/66.pdf>

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#### Conference Presentations

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- Bojić, L. & Đapic, V. (2023). The Interplay of Social and Robotics Theories in AGI Alignment: Navigating the Digital city through Simulation-based Multi-Agent Systems. *14th International Conference on Business Information Security (BISEC 2023)*. Metropolitan University, Niš, Serbia, November 24, 2023.
- Tucakovic, L., Nikolic, N. & Bojic, L. (2022). *Light and dark personality traits as predictors of mating strategies in the context of online dating* [Conference presentation]. XXVIII Scientific Conference Empirical Studies in Psychology, 31st March- 3rd April 2022 (pp. 62). Institute Of Psychology, Laboratory for Experimental Psychology, Faculty Of Philosophy, University of Belgrade, Belgrade, Serbia.  
<http://empirijskaistrazivanja.org/wp-content/uploads/2022/04/KNJIGA-REZIMEA-2022-FIN-sa-isbn-bez-linija-1.pdf>
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- Bojic, L. (2022). *Dominance of big tech and virtual identity*. The International Conference Networked communication in the (post-)global era: Information and knowledge in the digital world, Bucharest, Romania. <https://ecrea.eu/page-18206/12655520>
- 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. (2014). *Media addiction and political participation* [Conference presentation]. Civic political engagement and social spheres in the new digital era, Paris, France, 24 - 27 June 2014 (pp. 15-16). Audencia Group. <http://rifdt.institfdt.bg.ac.rs/123456789/2353>



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### PhD Thesis

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

PhD in Political Science defended at the [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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### Invited Lectures

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19–20 April 2024

Keynote Lecture at the 29<sup>th</sup> International Scientific Conference Society and Technology - Creative Industries and Artificial Intelligence, Zagreb, Croatia [Read more >](#)

13 October 2023

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

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 >](#)

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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

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[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

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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

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[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 Bjelogrljic 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 >](#)

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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 >](#)

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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

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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

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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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[Orcid](#) - 0000-0002-5371-7975

[Google Scholar](#) – updated on 2 October 2023

	All	Since 2018
Citations	298	227
h-index	8	7
i10-index	7	5

Web of Science – updated on 14 September 2022

	2009–2022
<a href="#">Citations</a>	82
<a href="#">h-index</a>	3

Scopus – updated on 27 December 2022

	2009–2022
<a href="#">Citations</a>	80
<a href="#">h-index</a>	3

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## Institutional Positions

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2023-

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

[Read more >](#)

2019

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

[Read more >](#)

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### Scientific Committees

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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](#)]

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### Social Engagement

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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.

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[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-

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

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30 November 2023

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

[Read more >](#)

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,

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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 >](#)

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## Moderation

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20 Nov

Bojic will moderate 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 >](#)

15 Nov

Bojic will be moderator of a panel discussion Use of the AI and Innovative Technology in Policing at the 8th Regional Security Coordination Conference

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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

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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

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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 >](#)

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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

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[Cyberpsychology, Behavior, and Social Networking](#)

[Cyberpsychology: Journal of Psychosocial Research on Cyberspace](#)

[Computers in Human Behavior](#)

[Television and New Media](#)

[Philosophy & Society](#)

[Sociological Review](#)

[Anthology of Essays by The Faculty of Dramatic Arts](#)

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

[Humanities and Social Sciences Communications](#)

[Proceedings of the IEEE](#)

[American Ethnologist](#)

[Information Processing and Management](#)

[Critique: a journal for philosophy and theory of society](#)

[New Media & Society](#)

[IEEE Consumer Electronics Magazine](#)

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#### Academic Supervision

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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]

2021: Unofficial Mentorship of Ana Jevtovic– PhD Student at the Faculty of Philosophy, University of Nis –The mentor is the second co-author of one published paper, while the PhD student is the third co-author of that paper [1]

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2021: Unofficial Mentorship of Damir Zejnulahovic– PhD Student at the Faculty of Philosophy, University of Belgrade –The mentor is the first co-author of one published paper, while the PhD student is the second co-author of that paper [\[1\]](#)

2021: Unofficial Mentorship of Milos Jankovic– PhD Student at the Faculty of Political Sciences, University of Belgrade –The mentor is the first co-author of one published paper, while the PhD student is the third co-author of that paper [\[1\]](#)

2020: Unofficial Mentorship of Maja Pavlovic – PhD Student at the Faculty of Political Sciences, University of Belgrade – The PhD student is the first co-author of one published paper, while the mentor is the second co-author of that paper [\[1\]](#). The mentor is the first co-author of one published paper, while the PhD student is the second co-author of that paper [\[1\]](#)

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### Employment Positions

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

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

2023-  
[Senior Research Fellow](#) / [Coordinator of the Digital Society Lab](#)  
University of Belgrade,  
[Institute for Philosophy and Social Theory](#)  
Academia

2019-2023  
[Research Fellow](#) / [Coordinator of the Digital Society Lab](#)  
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

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#### 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

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

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#### Participation at Project / Board Meetings

4-6 October 2023

TWON of Online Social Networks Project Meeting, Horizon Europe Framework—Karlsruhe, Germany.

18-19 September 2023

UNEP First Strategic Foresight Sense Making Workshop—Paris, France

26-28 June 2023

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

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

17-19 April 2023

TWON of Online Social Networks Project Meeting, Horizon Europe Framework—Amsterdam, Netherlands.

[Link >](#)

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This document was updated on 06/11/2023