

PRELIMINARNI PROGRAM

29. Međunarodnog znanstvenog skupa Društvo i tehnologija – kreativne industrije i umjetna inteligencija

Zagreb, 18. i 19.04.2024. godine

18.4.2024.

ČETVRTAK

09:00-10:00

REGISTRACIJA

10:00 – 10:30

OTVORENJE – POZDRAVNI GOVORI

Prof. dr. sc. **Ludvik Toplak**, Rektor Alma Mater Europaea ECM

Holger Haibach, direktor ureda Zaklade Konrad Adenauer za Hrvatsku i Sloveniju

Josip Popovac, ravnatelj Agencije za elektorničke medije

Prof. dr. sc. **Miljenko Šimpraga**, predsjednik Hrvatske zajednice inovatora

Maja Vidmar, predsjednica Udruge za zaštitu, prikupljanje i raspodjelu naknada fonogramskih prava

10:30 - 14:00

POZVANA PREDAVANJA

1

izv. prof. dr. sc. **Lana Ciboci Perša**, Hrvatsko katoličko sveučilište

Coding Truth: Reshaping Media Narratives and Combatting Disinformation in the Era of Artificial Intelligence

2

dr. sc. **Ljubiša Bojić**, The Institute for Artificial Intelligence Research and Development of Serbia

Large Language Models Observatory: Creating New Benchmarks for AI Alignment in Sentiment Analysis of Socially Critical Issues

- 3 | izv.prof. dr. sc. **Matej Mertik**, Alma Mater Europaea
Applied artificial intelligence, challenges and transformation
- 4 | izv. prof. dr. sc. **Robert Kopal**, EFFECTUS University of Applied Sciences
AI: Quo vadis humanity (& democracy)?
- 5 | **Anamaria Todorić**, Večernji list
Kako AI mijenja novinarstvo

14:00 – 15:00

ZAKUSKA

15:00-16:30

KOMUNIKACIJSKE STRATEGIJE I MEDIJI U DOBA UMJETNE INTELIGENCIJE

Ivana Erceg Matijašević (University of North, Croatia) ; Martina Baričević Debelec (University of North,Croatia); Ljerka Luić (University of North, Croatia) : **ASSESSING SENTIMENTS ABOUT ARTIFICIAL INTELLIGENCE USING ARTIFICIAL INTELLIGENCE ON THE EXAMPLE OF CROATIAN MEDIA**

Robert Kopal (EFFECTUS University of Applied Sciences, Croatia) ; Darija Korkut (EFFECTUS University of Applied Sciences, Croatia) ; Krešimir Žnidar (Algebra University, Croatia): **DEEP INSIGHTS INTO AI PERCEPTION IN CROATIA**

Kristijan Sedak (Catholic University of Croatia, Croatia) ; Miro Radalj (The Faculty of Humanities and Social Sciences, University of Mostar, Bosnia and Herzegovina) ; Barbara Poslek (Catholic University of Croatia, Croatia): **ARTIFICIAL OR INTELLIGENT MEDIA RELATIONS - PERSPECTIVES AND POTENTIALS OF ARTIFICIAL INTELLIGENCE IN GENERATING PRESS RELEASES**

Arijana Marjanović (Catholic University of Croatia, Croatia): **THE FUTURE OF DEEPFAKE TECHNOLOGY: ADVANTAGES AND CHALLENGES**

Maja Mlakar (Sveučilište Sjever, Hrvatska); Ljerka Luić (Sveučilište Sjever, Hrvatska): **STAV O DIGITALNOM OTISKU – PREDIKTOR DIGITALNE PISMENOSTI GENERACIJE Z**

Boris Beck (Fakultet političkih znanosti Zagreb, Hrvatska); Marin Galić (Sveučilište Sjever, Hrvatska): **UMJETNA INTELIGENCIJA U IZRADI TVRDIH I MEKIH VIJESTI – NOVINARSKE VRSTE I INTERESI ČITATELJA**

16:45 -17:45

REGULATORNI I POLITIČKI ASPEKTI UMJETNE INTELIGENCIJE

Ludmylla Mariana Anselmo (University of Barcelona, Spain) ; Luiza de Paula Araujo Galvao Cunha (University of Barcelona, Spain) ; Thiago Bezerra Vilar (University of Salamanca, Spain) : **ARTIFICIAL INTELLIGENCE DEVELOPMENT AND HUMAN RIGHTS: A POSSIBLE DIALOGUE**

Sanja Grbović Faculty of Law (University of Montenegro, Montenegro): **AI ACT- STRIKING A DELICATE BALANCE BETWEEN REGULATION AND INNOVATION**

Lidija Eret Faculty of Political Science (University of Zagreb, Croatia): **ARTIFICIAL INTELLIGENCE IN THE METHODOLOGY OF POLITICAL EDUCATION**

Ivana Belic (REGEA, Hrvatska) ; Irena Klepac Mustač (Odvjetničko društvo Kamenar Milutin i Klepac Mustač, Hrvatska); Manuela Bukovec (OTP Leasing d.d., Hrvatska) : **ANALIZA PERCEPCIJE POLITIČKIH PORUKA: UMJETNA INTELIGENCIJA VS. LJUDSKI IZRAZ**

19.4.2024.

PETAK

10:00 – 11:15

UMJETNA INTELIGENCIJA U KREATIVNOJ INDUSTRIJI I EKONOMIJI

Ellen Martin (University Macromedia of applied science, Germany) ; Ralf Spiller (University Macromedia of applied science, Germany) ; Mahir Hassan (University Macromedia of applied science, Germany); Ayoub Bouchedoub (University Macromedia of applied science, Germany) ; David Wiestner (University Macromedia of applied science, Germany) : **THE USE OF AI IN GERMAN DESIGN- AND ADVERTISING AGENCIES – THE INFLUENCE ON THE ORGANIZATIONAL STRUCTURE AND THE ACTIONS OF INDIVIDUAL ACTORS**

Dafne Vidanec (Balthazar University of Applied Sciences, Croatia) ; Petar Miljković (University North - University Centre Varaždin, Croatia) : **ARTIFICIAL INTELLIGENCE WITHIN GRAPHICAL PRODUCTION MANAGEMENT CONTEXT**

Tomislav Hudika (University of Zagreb, Faculty of Graphic Arts, Croatia) : **THE ROLE OF INTELLECTUAL PROPERTY IN INDUSTRIAL PROGRESS - A CASE STUDY AT EU LEVEL**

Hrvoje Kovač (Pučko otvoreno učilište Varaždin, Hrvatska), Gordana Lesinger, (Sveučilište Sjever, Hrvatska):**ARTIFICIAL INTELLIGENCE IN JOURNALISM: APPLICATION POSSIBILITIES AND ETHICAL ASPECTS (INFORMATION AND MISINFORMATION)**

Gilbert Hofmann (Filozofskog fakulteta Sveučilišta u Zagrebu, Hrvatska) ; Sanja Seljan (Filozofskog fakulteta Sveučilišta u Zagrebu, Hrvatska) ; Ivan Dunder (Filozofskog fakulteta Sveučilišta u Zagrebu, Hrvatska) : **ANALIZA SENTIMENTA KAO METODA ZA MJERENJE IMIDŽA U TURIZMU**

11:15-11:45

UMJETNA INTELIGENCIJA U ZDRAVSTVENOM SUSTAVU

Anthony Ban (Alma Mater Europaea, Slovenija) ; Branka Ličanin (Alma Mater Europaea, Slovenija) : **AUGMENTED REALITY (AR) U SIMULACIJI ESTETSKIH REZULTATA: KREATIVNA REVOLUCIJA U ESTETSKOJ MEDICINI**

Dubravka Jakšetić (Dom zdravlja Gospić, Hrvatska) : **ODNOS KORISNIKA ZDRAVSTVENIH USLUGA PREMA UMJETNOJ INTELIGENCIJI**

11:45-12:45

PRIMJENA UMJETNE INTELIGENCIJE U EDUKATIVNOM KONTEKSTU

Laura Visković (Promo-Plan d.o.o., Croatia) ; Elena Đerić (University North, Croatia) ; Ljerka Luić (University North, Croatia) : **ASSESSMENT OF THE DIGITAL LITERACY INFLUENCE ON THE ADOPTION OF AI-BASED TOOLS**

Danijela Unić (VERN University, Croatia) ; Nives Mikelić Preradović (Faculty of Humanities and Social Sciences, University of Zagreb, Croatia) : **CO-DESIGNING INCLUSIVE LEARNING ENVIRONMENTS WITH ARTIFICIAL INTELLIGENCE**

Martina Stadnik (Algebra University, Croatia) ; Ana Lokas Čošković (Algebra University, Croatia) ; Tihana Banko (Algebra University, Croatia) ; Domagoj Ružak (Algebra University, Croatia) : **AI AND WRITING SKILLS: STUDENTS' ATTITUDES TOWARDS USING AI TO ENHANCE THEIR WRITING BASED ON THE EXAMPLE OF ALGEBRA UNIVERSITY STUDENTS**

Suzana Peran (Hrvatsko katoličko sveučilište, Hrvatska) ; Anđelka Raguž (Sveučilište Sjever, Hrvatska) : **UMJETNA INTELIGENCIJA: PRILIKA ILI PRIJETNJA? PERSPEKTIVA STUDENATA KOMUNIKOLOGIJE**

12:45-13:30

PAUZA

13:30-14:45

UTJECAJ UMJETNE INTELIGENCIJE NA KREATIVNOST

Primož Krašovec (Faculty of Arts, University of Ljubljana, Slovenia): **AI'S CREATIVITY AND COMMON SENSE TURING TESTS**

Jelena Ivelić (Sveučilište Sjever, Hrvatska) ; Amarela Alar Student (Sveučilište Sjever, Hrvatska); Altea Polančec (Sveučilište Sjever, Hrvatska) : **DRUŠTVO I TEHNOLOGIJA; KREATIVNE INDUSTRIJE I UMJETNA INTELIGENCIJA**

Zlatko Vidačković (Hrvatsko narodno kazalište u Zagrebu, Hrvatska) : **FILMSKI PRIKAZI UMJETNE INTELIGENCIJE - FANTASTIKA ILI UPOZORENJE ZA BUDUĆNOST?**

Jasna Ćurković Nimac (Catholic University of Croatia, Croatia) ; Odilon Gbènoukpo Singbo (Catholic Univeristy of Croatia, Croatia) : **WHEN A ROBOT SINGS A LULLABY. An ethical perspective on the intersection of AI and intergenerational collective memory**

Suzana Jurin (Filozofski fakultet u Rijeci, Hrvatska) : **METAFORA KAO KOGNITIVNI INSTRUMENT U INSTITUCIONALNIM TEKSTOVIMA**

14:45-16:15

ANALITIČKA OBRADA PODATAKA I INFORMACIJA KROZ UMJETNU INTELIGENCIJU

Steven Watson (Faculty of Education University of Cambridge, United Kingdom) ; Erik Brezovec (Faculty for Croatian Studies University of Zagreb, Croatia) : **AUTHOR AND CHATGPT IN SCIENCE: INSIGHT FROM THE SOCIAL SYSTEM THEORY APPROACH**

Slobodan Hadžić (Alma Mater Europaea, Slovenia) ; Tanja Grmuša (Poslovno veleučilište Zagreb, Hrvatska) ; Ivan Balabanić (Institut za istraživanje migracija, Hrvatska) : **DOSEZI UMJETNE INTELIGENCIJE U PROMJENAMA ISTRAŽIVAČKE METODOLOGIJE U TRŽIŠNOM I AKADEMSKOM SEKTORU**

Matko Glučina (Istrian University of Applied Sciences, Croatia) ; Nikola Žigulić (University of Rijeka, Faculty of Engineering – Croatia) ; Ivan Lorencin (Faculty of Informatics, Juraj Dobrila University of Pula , Croatia) ; Domagoj Frank (University North Koprivnica , Croatia); Dario Matika (University North Varaždin, Croatia) : **ENHANCING URBAN SECURITY: APPLICATION OF YOLOV9 OBJECT DETECTION ALGORITHM FOR WEAPON DETECTION**

Matko Glučina (Istrian University of Applied Sciences, Croatia) ; Nikola Žigulić (University of Rijeka, Faculty of Engineering – Croatia) ; Ivan Lorencin (Faculty of Informatics, Juraj Dobrila University of Pula , Croatia) ; Domagoj Frank (University North Koprivnica , Croatia); Dario Matika (University North Varaždin, Croatia) : **ENHANCING MILITARY DECISION-MAKING THROUGH DATASET EXPLORATION**

Izvor Rukavina (Filozofski fakultet Sveučilišta u Zagrebu, Hrvatska) ; Roberto Vdović (Arhitektonski fakultet Sveučilišta u Zagrebu, Hrvatska) : **KONSTRUKCIJA I EVALUACIJA ANKETNE SKALE ZA MJERENJE STAVOVA O STEM-U I STEM ZNANSTVENICIMA**

16:15 do 18:00

ONLINE IZLAGANJA

16:15-18:00 Online Dvorana A

Amina Vatreš (University of Sarajevo - Faculty of Political Sciences, Bosnia and Herzegovina) : **FREEDOM OR CENSORSHIP: ALGORITHMIC CREATION OF SUB-REALITY**

YUYAN Li MA (University of London, United Kingdom) : **ARTIFICIAL INTELLIGENCE AND THE CREATIVE ARTS: SHAPING THE FUTURE OF CREATIVE INDUSTRIES AND SOCIAL CHANGE**

Ana Meštrović (University of Rijeka, Faculty of Informatics and Digital Technologies, Croatia) ; Ivica Botički (University of Zagreb, Faculty of Electrical Engineering and Computing, Croatia) ; Marina Baralić (Presscut d.o.o., Croatia) ; Slobodan Beliga (University of Rijeka, Faculty of Informatics and Digital Technologies, Croatia) : **EXPLORING INNOVATIVE AI, NLP AND LLM TECHNIQUES FOR ANALYSIS OF ONLINE MEDIA TEXTS DURING THE ELECTION CAMPAIGN**

Sara Kljajić (Univerzitet "Džemal Bijedić" u Mostaru, Bosna i Hercegovina) ; Veldin Ovčina, (Univerzitet "Džemal Bijedić" u Mostaru, Bosna i Hercegovina) ; Sandra Soče Kraljević (Sveučilište u Mostaru, Bosna i Hercegovina) : **ETHICAL CONSIDERATIONS AND RECOGNITION: UNDERSTANDING ATTITUDES TOWARDS ARTIFICIAL INTELLIGENCE ACROSS DIVERSE DEMOGRAPHICS**

Tea Kavrantan Soldatić (Alma Mater Europaea, Slovenia) ; Edi Luketa (Alma Mater Europaea, Slovenia) : **POTENCIJAL UMJETNE INTELIGENCIJE U STVARANJU DEZINFORMACIJA U KONTEKSTU SIRENJA TEORIJA ZAVJERE**

Vlaho Kovačević (Faculty of humanities and social sciences in Split, Croatia) ; Krunoslav Malenica (Faculty of humanities and social sciences in Split, Croatia) : **CREATIVE INDUSTRIES IN THE PANDEMIC PERIOD: A CASE STUDY OF THE OKSID ASSOCIATION**

Zvonko Trzun (University of Defense and Security Dr Franjo Tuđman, Croatia) ; Danijela Lucić (Faculty of Humanities and Social Sciences, University of Zagreb, Croatia) ; Dijana Gracin (Croatian Military Academy Dr Franjo Tuđman, Croatia): **INFORMATION WARFARE AND PROPAGANDA IN RUSSO-UKRAINIAN WAR, LESSONS LEARNED**

16:15-18:00 Online Dvorana B

Dominik Vuletić (University of Zagreb, Faculty of Economics & Business, Croatia) : **HIGH RISK ARTIFICIAL INTELLIGENCE SYSTEMS AND LEGAL DOCTRINE OF ESSENTIAL FACILITIES: IN SEARCH FOR A DYNAMIC MODEL**

Marta Takahashi (Hrvatsko katoličko sveučilište, Hrvatska) : **INFORMIRANOST O KIROPRAKTICI KAO KOMPLEMENTARNOJ METODI LIJEČENJA U REPUBLICI HRVATSKOJ**

Romana Lebar (VIRS, d.o.o., Slovenia) ; Božidar Veljković (Alma Mater Europaea, Slovenia) : **VPLIV UMETNE INTELIGENCE NA NOTRANJE KOMUNIKACIJSKE PROCESE V ORGANIZACIJSKIH STRUKTURAH**

Lucija Dujmović (Intralot Adriatic, Hrvatska) : **KORIŠTENJE AI U KREIRANJU PROMOTIVNOG SADRŽAJA PRIREĐIVAČA IGARA NA SREĆU**

Zvonimir Pavković (Catholic University of Croatia, Croatia) ; Krešimir Dabo (Institute for Migration and Ethnic Studies, Croatia): **OSOBITOSTI FENOMENA KULTURE OTKAZIVANJA U SUVREMENOJ DIGITALNOJ KOMUNIKACIJI**

Benedikt Perak (Filozofski fakultet, Sveučilište u Rijeci, Hrvatska) : **UPOTREBA VELIKIH JEZIČNIH MODELA ZA RAZVOJ ASISTENATA KULTURNE INSTITUCIJE IVAN MATETIĆ RONJGOV**

Jernej Šilak (Alma Mater Europaea, Slovenia) : **CLICKBAIT: ODSOTNOST USTREZNE REGULACIJE ODPIRA VRATA SPORNIM TAKTIKAM V SPLETNIH MEDIJAH**

18:00 – 18:15

ZATVARANJE KONFERENCIJE