

Međunarodni psihologijski znanstveni skup
International Scientific Psychology Conference

27 BUJASOVI DANI PSIHOLOGIJE

● Bujas Psychology Days

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Science meets practice



Knjiga sažetaka

Book of Abstracts

Zagreb, 8. - 10. 5. 2025.



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Department of Psychology of Faculty of Humanities and Social Sciences,
University of Zagreb

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Urednici / Editors

Antun Palanović, Ena Uzelac, Andrea Vranić

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Maja Parmač Kovačić (predsjednica/chair), Aleksanda Huić (zamjenica predsjednice/deputy chair), Željka Kamenov, Anita Lauri Korajlija, Andrea Vranić, Tena Vukasović Hlupić, Marina Martinčević, Jasmina Mehulić, Antun Palanović, Ivan Tomić, Ena Uzelac, Antonija Vrdoljak, Marijana Glavica

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Odsjek za psihologiju, Filozofski fakultet, Sveučilište u Zagrebu /

Department of Psychology, Faculty of Humanities and Social Sciences University of Zagreb

Ivana Lučića 3

10000 Zagreb, Hrvatska

tel.: +385 1 6120-197

fax: +385 1 6120-037

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P25 AI - FRIEND OR FOE? EXPLORING THE LINK BETWEEN PERSONALITY, ANTHROPOMORPHISM AND AI PERCEPTION

Dunja Mićunović¹, Ivona Papović¹, Branko Vlajin¹, Marija Čolić¹, ¹Department of Psychology, Faculty of Media and Communications, Singidunum University, Belgrade, Serbia
dunja.micunovic.20211057@fmk.edu.rs

Artificial intelligence (AI) debate intensified since the release of ChatGPT, a powerful chatbot (CB) able to imitate human conversation. Responses vary from enthusiasm to rejection, suggesting the need to explore what shapes these individual differences. Our goal was to investigate if personality and CB anthropomorphism (CBAM) influence attitudes and experiences with AI. We recruited 144 participants (age 16-60, Mdn = 25; 69% female) via snowball sampling. Participants rated their trust and fear of AI on a continuous slider (0-100), reported their CB use, CBAM (modified Individual Differences in Anthropomorphism Questionnaire), and completed the Big Five Inventory (BFI-44). CB users (N = 113) also evaluated their conversation experience (CBEXP, Godspeed questionnaire). We examined the effects of personality (Block 1) and CBAM (Block 2) on AI trust, AI fear and CBEXP with three hierarchical linear regressions. AI fear was predicted by personality ($R^2_{adj} = 0.13$, $F(5, 138) = 5.32$, $p < .001$), specifically neuroticism ($\beta = .43$, $p < .001$) and agreeableness ($\beta = .19$, $p = .025$), with no additional contributions from AM. In contrast, the CBEXP ($R^2_{adj} = .07$, $F(6, 107) = 2.42$, $p = .031$) was predicted by AM ($\beta = .28$, $p = .004$) but not personality. The model was not significant for AI trust ($F(6, 137) = 0.30$, $p = .936$). Non-users feared AI more ($t(142) = -2.81$, $p = .006$, $g = 0.57$) and trusted it less ($t(61.48) = 4.02$, $p < .001$, $g = .70$) than users; no differences in personality and AM were found. The link between neuroticism and AI fear aligns with few previous studies on negative AI attitudes. Findings on other traits and on AI trust add to the heterogeneity of evidence, suggesting contextual and cultural moderators. Although personality did not differentiate users from non-users, CBAM shaped user experience, albeit with small effects. Our study suggests that while AI fear and trust are important for adoption, their primary determinants extend beyond personality.

Keywords: AI, Personality, Fear, Trust, Anthropomorphism