

**Međunarodni znanstveno-stručni skup
International scientific and professional conference**

The graphic features a large, teal-colored Psi symbol (Ψ) centered over a background of a sunset or sunrise. The sky is a gradient of red and orange, with a network of thin, light-colored lines. Below the sky are stylized waves in shades of blue and teal. The text is overlaid on this graphic.

**XXV. DANI
PSIHOLOGIJE U ZADRU**

25TH PSYCHOLOGY DAYS IN ZADAR

**KNJIGA SAŽETAKA
BOOK OF ABSTRACTS**

ZADAR, 21. - 23. 5. 2026.



Odjel za psihologiju Sveučilišta u Zadru
Department of Psychology University of Zadar

XXV. DANI PSIHOLOGIJE U ZADRU
25TH PSYCHOLOGY DAYS IN ZADAR

Međunarodni znanstveno – stručni skup
International scientific and professional conference

KNJIGA SAŽETAKA
BOOK OF ABSTRACTS

ZADAR, 21. – 23. 5. 2026.

XXV. DANI PSIHOLOGIJE U ZADRU
25TH PSYCHOLOGY DAYS IN ZADAR

Knjiga sažetaka
Book of abstracts

Urednici / Editors

Arta Dodaj, Irena Burić, Izabela Sorić, Nataša Šimić, Ana Slišković, Ivana Tucak Junaković, Marina Nekić, Matilda Nikolić Ivanišević

Programski odbor / Scientific committee

Arta Dodaj (predsjednica / chair), Irena Burić, Izabela Sorić, Nataša Šimić, Ana Slišković, Ivana Tucak Junaković, Marina Nekić, Matilda Nikolić Ivanišević, Yura Loscalzo, Alenka Polak, Theresa Brown, Maria Carmen Moret Tatay

Ornizacijski odbor / Organizing committee

Ana Šimunić (predsjednica / chair), Kristijan Žibrat (tajnik / secretary), Zvezdan Penezić, Marina Vidaković, Jelena Ombla, Lozena Ivanov, Krešimir Jakšić, Krešimir Prijatelj, Ana Marija Bašić, Iva Miličević, Petra Đurić, Anđela Kovačević, Maria Blajić

Organizator / Organizer

Odjel za psihologiju / Department of Psychology
Sveučilište u Zadru / University of Zadar
Šime Vitasovića 1
23000 Zadar, Hrvatska
tel. +38523200-625
fax. +38523-625
<https://psihologija.unizd.hr/>

Suorganizator / Co-organizer

Hrvatsko psihološko društvo / Croatian Psychological Association
DZ Maksimir, Švarcova 2010000 Zagreb, Hrvatska
tel.: +385 1 2312-733
fax: +385 1 2311-912
<http://www.psihologija.hr>

Pokrovitelj / Patronage

Predsjednik Republike Hrvatske / President of the Republic of Croatia
Zoran Milanović

Ministarstvo znanosti, obrazovanja i mladih / Ministry of Science, Education and Youth

Grad Zadar / City of Zadar

ISBN 978-953-331-614-7

FRIENDS, FOES, OR TOOLS? HUMAN PERCEPTIONS OF ARTIFICIAL INTELLIGENCE

Dunja Mićunović ✉

student, FMK Lab – Laboratory for Psychological Research, Department of Psychology, Faculty of Media and Communications, Singidunum University, Belgrade, Serbia

Anja Bošnjak

student, FMK Lab – Laboratory for Psychological Research, Department of Psychology, Faculty of Media and Communications, Singidunum University, Belgrade, Serbia

Dunja Vujošević

student, FMK Lab – Laboratory for Psychological Research, Department of Psychology, Faculty of Media and Communications, Singidunum University, Belgrade, Serbia

Marija Čolić

FMK Lab – Laboratory for Psychological Research, Department of Psychology, Faculty of Media and Communications, Singidunum University, Belgrade, Serbia

Artificial intelligence (AI) has rapidly reshaped work and social interactions since the 2022 release of ChatGPT, inspiring admiration, fear, and extensive empirical research. A recent review identified three central themes influencing trust in AI: socioethical factors, technical and design characteristics, and user characteristics. The current study expands this framework by examining how these themes predict not only trust, but also fear and broader perceptions of AI (AI as helpful to humanity, a potential threat, or a replacement for human roles). Participants ($N = 344$, 85.5% female; $M_{age} = 28.95$) were recruited via snowball sampling and completed an anonymous online survey. Socioethical factors were assessed with the Moral Foundations Questionnaire; technical/design characteristics with perceived ease of use (PEOU), perceived usefulness (PU), and the Godspeed Questionnaire. User characteristics included personality, attachment, belief in a dangerous world (BDW), general trust, social conservatism, and general anthropomorphism (GA). Criterion variables were measured using items from the Perceptions of the AI Scale, grouped into three categories (AI as beneficial — Help; AI as threat — Hurt; AI as replacement — Hooman), and two slider items assessing trust and fear toward AI. Demographics and AI exposure (everyday and workplace use) were also included. Five hierarchical multiple regressions predicted AI trust, fear, and perception. AI trust was predicted by demographics and exposure ($R^2 = .296$, $Adj. R^2 = .280$, $F\text{-change}(8,335) = 17.640$, $p < .001$), with user characteristics (Anxious Attachment) adding a small increase, and the largest gain from technical characteristics (all three) ($\Delta R^2 = .116$, $F\text{-change}(3,320) = 22.994$, $p < .001$). For fear of AI, user characteristics (GA, Agreeableness, Honesty, BDW) provided the largest contribution ($R^2 = .194$, $Adj. R^2 = .144$, $\Delta R^2 = .103$, $F\text{-change}(12,323) = 3.426$, $p < .001$). Final models for AI perception (AI-Hooman and AI-Help) explained 38% and 33% of variance, respectively, with the strongest contribution from technical characteristics (PU and PEOU for AI-Hooman; all three for AI-Help). Lastly, trust in AI was influenced by demographics, exposure, and perceived ease of use, usefulness, and anthropomorphism; fear by user characteristics; and overall AI perception primarily by technical characteristics. Future research should incorporate additional socioethical factors (e.g., technology- and future-related concerns).

Keywords: perception of AI, trust in AI, fear of AI

✉ dunja.micunovic.20211057@fmk.edu.rs