International Scientific Conference

Social Aspects of the Application of Artificial Intelligence and Transhumanism

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Kraljice Natalije 45, Belgrade

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BOOK OF ABSTRACTS*

INTERNATIONAL SCIENTIFIC CONFERENCE

**SOCIAL ASPECTS OF THE APPLICATION OF
ARTIFICIAL INTELLIGENCE AND TRANSHUMANISM**

Organized by

INSTITUTE OF SOCIAL SCIENCES
and
RESEARCH AND DEVELOPMENT INSTITUTE
FOR ARTIFICIAL INTELLIGENCE OF SERBIA

INTRODUCTION

We are witnessing an era in which artificial intelligence (AI) and transhumanist technologies are no longer confined to the realm of science fiction. They are increasingly present in our everyday lives – transforming how we work, communicate, make decisions, access culture, media, education, and even understand what it means to be human. These developments raise not only technical challenges, but also profound social, ethical, legal, and philosophical questions.

The international scientific conference "Social Aspects of the Application of Artificial Intelligence and Transhumanism" aims to create a dynamic and inclusive platform for critical reflection on broader consequences of these technologies. It brings together scholars and professionals from a wide range of disciplines – social sciences, humanities, engineering, media, military, law, and culture – to explore how AI and transhumanist practices are reshaping societies around the globe.

Key themes addressed at the conference include the ethical use of AI in decision-making, the impact of automation on labour and social inequality, the influence of algorithms on media and culture, questions of data privacy and digital rights, and the philosophical implications of merging human and machine. Discussions also explore the promises and perils of transhumanist visions – such as enhanced cognition, life extension, and human-AI symbiosis – while emphasizing the need for inclusive, democratic, and equitable technological development.

This **Book of Abstracts** reflects the rich diversity of thought and research presented at the conference. Each contribution offers insights into the complex intersections between emerging technologies and social realities, highlighting both the opportunities and the risks they bring. The abstracts represent an effort to map out the rapidly changing landscape of our digital and posthuman future, offering perspectives from both established experts and emerging voices in the field.

By fostering dialogue across disciplines and borders, this conference and its accompanying publication aim to contribute to a deeper understanding of how we might responsibly navigate the AI age – ensuring that technological progress goes hand in hand with social justice, human identity, dignity, and ethical awareness.

SESSION I

**AI, CULTURE
AND IDENTITY**

Artificial intelligence (AI) is reshaping the cultural sector – redefining how we protect, present, and interpret cultural heritage. From automating the digitization of archives to enabling immersive storytelling and predictive conservation, AI offers new tools for preserving the past and making it accessible to future generations.

This section of the conference explores the intersection of **AI and culture**, with a focus on the ethical and innovative use of technology in museums, archives, heritage sites, and creative industries.

As we integrate advanced technologies into cultural work, it is crucial to reflect not only on the possibilities but also the responsibilities that come with them. These contributions invite dialogue on how AI can serve not as a replacement but as a partner in cultural expression and preservation – enhancing human understanding, rather than replacing it.

4
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CULTURE IN THE ALGORITHM: THE IMPACT OF CULTURAL MODELS ON THE DESIGN AND PURPOSE OF ARTIFICIAL INTELLIGENCE SYSTEMS

The development of artificial intelligence is not only a technological process, but also a cultural phenomenon in which social norms, value systems, and conceptual frameworks of societies deeply inform the architecture, purpose, and functions of the systems themselves. This paper explores how culture permeates the algorithms themselves, shaping the relationship to data as a resource, the ways in which information is managed and the metrics of success, and the decision-making criteria that these systems produce. Special emphasis is placed on the differences between individualistic and collectivist cultural models and how they influence the architectural solutions and value orientations of artificial intelligence. Through critical reflection, the limits of the existing technical architectures in reflecting the complexity of human thought and social dynamics are pointed out, as well as the need for culturally sensitive design and application of these technologies. The aim of the paper is to open space for an interdisciplinary discussion on the responsible development and regulation of artificial intelligence in the global cultural context.

Keywords: Artificial intelligence, cultural pattern, Western paradigm, epistemology, ontology, digital sovereignty, alternative models of AI

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