

Opis raziskovalnega dela (Research work description)

1. Članica UL (UL member):

Fakulteta za družbene vede, Kardeljeva pl. 5., 1000 Ljubljana
Faculty of Social Sciences, Kardeljeva pl. 5., 1000 Ljubljana

2. Ime, priimek in elektronski naslov mentorja/ice (Mentor's name, surname and email):

Sara Atanasova, sara.atanasova@fdv.uni-lj.si

3. Raziskovalno področje (Research field):

5.03 Sociologija (Sociology)

4. Opis raziskovalnega dela (Research work description):

Vključuje morebitne dodatne pogoje, ki jih mora izpolnjevati kandidat/ka za mladega raziskovalca/ko, ki niso navedeni v razpisu za mlade raziskovalce (It includes any additional conditions that the candidate for a young researcher must meet, which are not listed in the call to tender for young researchers.).

Slov.: Mlada raziskovalka oz. mladi raziskovalec se bo vpisal/a v interdisciplinaren doktorski študij Humanistika in družboslovje na Fakulteti za družbene vede, Univerze v Ljubljani (FDV, UL) in zaposlil/a v Centru za metodologijo in informatiko na FDV, UL. Kandidatka oz. kandidat bo delo opravljal/a v okviru področja družboslovne informatike, pri čemer bo razvijal/a interdisciplinarno znanja v povezavi s področji družboslovne metodologije, informatike, komuniciranja zdravja in zdravstva.

Vsebinsko se bo raziskovalno delo mlade raziskovalke oz. mladega raziskovalca nanašalo na temo družbenih vidikov uporabe generativne umetne inteligence na področju zdravja in zdravstva. Orodja generativne umetne inteligence, predvsem konverzacijska umetna inteligenca, postaja vse pogostejši vir z zdravjem povezanih informacij, tako za posameznike, ki jih zanima tema zdravja, kot za paciente z akutnimi ali kroničnimi zdravstvenimi težavami ter zdravstvene delavce. Ključen izziv pri uporabi konverzacijske umetne inteligence kot vira z zdravjem povezanih informacij je vprašanje zaznane kredibilnosti takšnih informacij in njihove uporabe pri odločanju o nadaljnjih z zdravjem povezanih vedenjih. Cilj raziskovanja je proučiti učinke uporabe konverzacijske umetne inteligence na zaznano kredibilnost pridobljenih informacij ter na proces odločanja v povezavi z zdravjem. Program dela bo natančneje vključeval konceptualizacijo in proučevanje večdimenzionalnosti kredibilnosti (z zdravjem povezanih) informacij generiranih s strani konverzacijske umetne inteligence, dejavnikov ocenjevanja kredibilnosti informacij generiranih s strani konverzacijske umetne inteligence (npr. zdravstvena pismenosti na področju umetne inteligence, učinek plastenja virov oz. source layering effect, funkcionalnosti orodij, konverzacijski stil in način predstavitve informacij) in merjenje zaznane kredibilnosti. Ker orodja konverzacijske umetne inteligence uporabnikom ne ponujajo le različna informacijska izhodišča za odločanje, temveč tudi predloge za nadaljnje ukrepanje in delovanje, bo posebna pozornost namenjena proučevanju procesa odločanja v zdravstvenem kontekstu, ki ima lahko pomembne posledice na zdravstvene izide. Natančnejšo temo doktorata, raziskovalni in metodološki pristop bo mlada raziskovalka oz. mladi raziskovalec znotraj raziskovalnega področja oblikoval/a in opredelil/a skupaj z mentorico, pri tem pa se bo raziskovanje osredotočalo na izbrano zdravstveno temo.

Od mlade raziskovalke oz. mladega raziskovalca se bo v okviru usposabljanja pričakovalo: redno objavljane rezultate raziskovalnega dela na nacionalnih in mednarodnih znanstvenih konferencah, redno objavljane raziskovalne rezultate v znanstvenih publikacijah in revijah, aktivno vključitev v skupnost raziskovalcev na področju proučevanja učinkov umetne inteligence na področju zdravja in zdravstva, uspešno in pravočasno opravljanje študijskih obveznosti na doktorskem študiju.

Zaželena znanja in pogoji:

Prednost bo imel/a kandidatka oz. kandidat, ki bo poleg izpolnjevanja splošnih pogojev, imel/a tudi naslednja znanja in dosegal/a naslednje pogoje:

- Visoka motiviranost za obravnavano raziskovalno tematiko,
- dobro poznavanje angleškega jezika (sposobnost pisnega in govornega izražanja na akademskem nivoju),
- znanje kvantitativnih in kvalitativnih metod raziskovanja,
- znanje kvantitativnih metod za (statistično) analizo podatkov,
- poznavanje sodobnih orodij generativne umetne inteligence,
- izkušnje z empiričnim družboslovnim raziskovanjem.

Eng.: A junior researcher will enrol in the interdisciplinary doctoral study program Humanities and Social Sciences at the Faculty of Social Sciences, University of Ljubljana (FDV, UL) and will be employed at the Centre for Methodology and Informatics at FDV, UL. The candidate will work in the field of social informatics, developing interdisciplinary knowledge related to social science methodology, informatics, and health communication.

The research work of the junior researcher will focus on the social aspects of using generative artificial intelligence in the field of health and healthcare. Generative artificial intelligence tools, particularly conversational AI, are becoming an increasingly used source of health-related information by both individuals interested in health topics and patients with acute or chronic health conditions, as well as healthcare professionals. A key challenge in using conversational AI as a source of health-related information is the issue of perceived credibility of such information and its use in health decision-making process. The aim of the research is to examine the effects of using conversational AI on the perceived credibility of obtained information and on the health decision-making process. The work plan will include the conceptualization and examination of the multidimensionality of credibility of (health-related) information generated by conversational AI, factors influencing the assessment of the credibility of such information (e.g., AI health literacy, the source layering effect, functionalities/affordances of the tools, conversational style, conversational presentation mode), and the measurement of perceived credibility. Since conversational AI tools not only provide users with different informational starting points for decision-making but also offer suggestions for further social practices and behaviour, special attention will be given to studying the decision-making process in a healthcare context, which can have significant consequences for health outcomes. The precise topic of the doctoral research, as well as the methodological approach, will be developed and defined by the junior researcher together with the mentor, focusing on a selected health-related topic.

As part of the training, the junior researcher will be expected to regularly publish research findings at national and international scientific conferences, regularly publish research results in scientific publications and journals, actively engage in the research community studying the effects of artificial intelligence in health and healthcare, and successfully and timely complete study obligations in the doctoral program.

Requirements:

Preference will be given to candidates who, in addition to meeting the general requirements, also possess the following knowledge and qualifications:

- High motivation for the research topic,
- high proficiency in English (writing and speaking at an academic level),
- knowledge of quantitative and qualitative research methods,
- knowledge of quantitative methods for (statistical) data analysis,
- familiarity with generative artificial intelligence tools,
- experience in empirical social science research.

5. Priloge, ki jih kandidat priloži k prijavi (*Documents that the candidate submits with the application*):

- ☒ **diplomska listina/potrdilo o zaključku študijskega programa** (*diploma certificate for study programme, with which the candidate has enrolled/ will enroll in a doctoral degree programme*)
- ☒ **priloga k diplomii/ potrdilo o opravljenih obveznostih** (*official transcript of all the grades for study programme, with which the candidate has enrolled/will enroll in a doctoral degree programme*)
- ☒ **potrdilo o do sedaj opravljenih obveznostih z ocenami študijskega programa, s katerim se bo kandidat prijavil na študij** (*official transcript of all the grades the candidate has received so far for the study programme, with which the candidate will enroll to a doctoral degree programme*)
- ☒ **nagrade** (*awards (e.g. Prešeren Prize of the University of Ljubljana, Prešeren Prize of a University of Ljubljana member and/or another equivalent award)*)
- ☒ **bibliografija** (*bibliography*)
- ☒ **življenjepis** (*CV*)
- ☒ **motivacijsko pismo** (*motivation letter*)
- ☒ **opis dosedanjega sodelovanja pri raziskovalnem delu** (*description of the candidate's research work*)
- ☐ **osnutek idejne zasnove raziskovalnega dela** (*preliminary research proposal*)
- ☐ **priporočilno pismo** (*letter of recommendation*)
- ☒ **druge priloge** (*other attachments*)

--