SFZ-P18 ZDRAVSTVENA ZAŠTITA U BUDUĆNOSTI – VEŠTAČKA INTELIGENCIJA

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Veštačka inteligencija (*Artificial Intelligence* – AI) transformiše zdravstvo unapređujući dijagnostiku, lečenje i organizaciju rada, ali otvara i etička, pravna i socijalna pitanja.

Cilj istraživanja bio je ispitati stavove građana Srbije prema primeni AI u zdravstvu i razlike prema sociodemografskim karakteristikama.

Studija preseka sprovedena je tokom avgusta i septembra 2025. godine putem anonimnog *online* upitnika visoke pouzdanost (*Cronbach* α = 0,96) sa sociodemografskim podacima i skalama poverenja, preferencija i zabrinutosti u vezi sa AI.

Uzorak je obuhvatio 522 ispitanika, 82,8% ženskog pola, uzrasta 16–80 godina, prosečne starosti 44,7 godina (44,7±13,7), dominantno sa završenim fakultetom, 45,4%. Pozitivno mišljenje o upotrebi AI u medicini imalo je 57,4% ispitanika. Potpuno i prilično poverenja da AI može unaprediti zdravstvenu zaštitu ima 29,6% ispitanika. Utvrđene su statistički značajne razlike prema opštem stavu i poverenju o AI u odnosu na obrazovanje ($p < 0,001$); ispitanici sa višim stepenom obrazovanja imali su pozitivnije mišljenje o AI. Polne razlike bile su značajne u izboru posete zdravstvenih ustanova koje koriste softvere AI ($p < 0,001$) i zabrinutosti da bi upotreba AI mogla da dovede do većih troškova zdravstvene zaštite ($p=0,001$); muškarci su pokazali veću preferenciju i manju zabrinutost. Većina ispitanika (70,5%) preferirala je objašnjivu AI.

Stavovi prema AI razlikovali su se prema obrazovanju i polu. Muškarci su znatno češće izražavali sklonost upotrebi AI i pokazali su manje zabrinutosti zbog njene upotrebe, dok su ispitanici sa završenim fakultetom izražavali pozitivnije stavove, više poverenja i veće preferencije za korišćenje AI, što potvrđuje da obrazovanje igra važnu ulogu u prihvatanju novih tehnologija.

Zahvalnica

Ovo istraživanje finansiralo je Ministarstvo nauke, tehnološkog razvoja i inovacija Republike Srbije kroz dva ugovora sa Univerzitetom u Beogradu – Farmaceutskim fakultetom, broj 451-03-33/2026-03/200161 i broj 451-03-34/2026-03/200161.

SFZ-P18 HEALTHCARE IN THE FUTURE – ARTIFICIAL INTELLIGENCE

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Artificial intelligence (AI) is increasingly transforming healthcare by improving diagnostics, treatment, and organisation, but raises ethical, legal, and social issues.

The aim of research was to examine attitudes of Serbian citizens toward the use of AI in healthcare and differences according to sociodemographic characteristics.

The cross-sectional study was conducted during August-September 2025 using anonymous online questionnaire with high reliability (Cronbach's α = 0.96) containing socio-demographic data and scales of AI-related trust, preferences and concerns.

There were 522 respondents, 82.8% females, aged 16–80 years, with an average age of 44.7 years (44.7±13.7), mostly with university degree (45.4%). Overall, 57.4% of respondents had positive opinion about use of AI in medicine; 29.6% were completely or fairly confident that AI can improve healthcare. Statistically significant differences were found in general attitude and confidence about AI in relation to education ($p < 0.001$); more educated respondents had more positive opinion about AI. Gender differences were significant in the choice of visiting healthcare facilities that use AI software ($p < 0.001$) and in concerns that the use of AI could lead to higher healthcare costs ($p = 0.001$); men showed greater preference and less concern. Most respondents (70.5%) preferred explainable AI.

Attitudes towards AI differed by education and gender. Men were significantly more likely to express willingness to use AI and showed less concern, while respondents with a university degree expressed more positive attitudes, greater trust and stronger preference for using AI, confirming that education plays an important role in acceptance of new technologies.

Acknowledgement

This research was funded by the Ministry of Science, Technological Development, and Innovation of the Republic of Serbia through two grant agreements with the University of Belgrade – Faculty of Pharmacy (Nos. 451-03-33/2026-03/200161 and 451-03-34/2026-03/200161).