EDITORIAL

This issue of Media Research features six scientific papers. At the beginning, we present four articles from the *Society and Technology: Creative Industries and Artificial Intelligence* conference, which was held in Zagreb on 18 and 19 April 2024. The conference was organized by the Alma Mater Europaea University in Maribor, and our journal was one of the co-organisers.

In their article **Assessing Sentiments Towards Artificial Intelligence in the Croatian Media Using the ChatGPT Artificial Intelligence Tool**, Ivana Erceg Matijašević, Martina Baričević Debelec and Ljerka Luić explore the public perception of artificial intelligence in the Croatian media and its alignment with the opinions of Croatian journalists, and they also assess the effectiveness of ChatGPT in sentiment analysis. Their research should contribute to a better understanding of the impact of artificial intelligence on public opinion and the ethical implications of the application of AI in journalism. The methodology used in the research includes a combination of sentiment analysis conducted by AI (ChatGPT Plus) and qualitative analysis of the content. A total of 45 articles on artificial intelligence, published in the Croatian media between April and September 2023, were researched. The results point to a balanced perspective on artificial intelligence in the Croatian media, with clearly detected advantages and risks.

Primož Krašovec's article titled **A Critique of Anthropocentrism in the Evaluation(s) of Artificial Creativit**y is focused on criticising anthropocentrism in certain theoretical assessments of artificial creativity as a variation of creativity exhibited by artificial intelligence (AI). The author raises the issue of the traditional approach that sets human intelligence and creativity as the standard according to which any deviation from the norm can be viewed only as some *other* type of intelligence and creativity. The article raises the question of whether we should demystify the misleading self-proclaimed understanding of human intelligence as the norm/standard and view it as a form of fetishism – since it is the only thing to which we have direct access. He illustrates the harmfulness of such an approach for understanding AI creativity with a positive example of the analysis of large language models (LLMs).

In their article under the name of **Attitude on Digital Footprint – A predictor of Generation Z's Digital Literacy**, Maja Mlakar and Ljerka Luić set providing insight into students' attitudes on the digital footprint and establishing whether the students with higher self-assessed digital literacy will yield better results as the research goal. The data were collected by means of a questionnaire, and the authors included students from all levels of college education in the Republic of Croatia in the research to see whether their awareness of the digital footprint would increase. The descriptive analysis produced results that allowed them to conclude that the digital footprint is a predictor of students' digital literacy, also indicating that there is a need for digital literacy education that would include working on the awareness of the digital footprint, as well as practical skills such as regularly changing one's passwords and protecting one's privacy.

Zvonko Trzun, Danijela Lucić and Dijana Gracin used their case study called **Information Warfare and Propaganda in the Russo-Ukrainian War, Lessons Learned** to analyse the methods and effectiveness of Russian propaganda during the Russo-Ukrainian War across three specific cases: the reported number of casualties, the denial of the Buča massacre and the dirty bomb narrative, assessing these three cases of propaganda based on five criteria. The authors have concluded that "despite the below-average quality of certain campaigns, Russian propaganda achieves its goals by provoking emotional response", especially in older citizens and less educated people who primarily rely on state-controlled television programmes as a source of information.

In their theoretical research titled **Datafication of Journalism: Key Topics and Concepts**, Antonija Čuvalo and Paola Čatipović have contextualized the terms *datafication* and *platformisation* into a broader theoretical concept of contemporary journalism. The rise of digital platforms affects everyday social life, which affects new research trends in media sociology and communication studies. The paper identifies five predominant thematic units around which data journalism researches are structured. The said trends are: first, new genres of data journalism and the necessary skills and competencies of journalists; second, digital analytics of the audiences and their role in the transformation of journalism; the third thematic unit consists of exploring the ways in which audiences interact with data-generated genres, as well as the ways in which audiences respond to them and perceive them; the fourth thematic unit encompasses new pressures on journalists and the impacts of datafication and platformisation on journalism as a profession; and finally, as the fifth thematical unit, the authors highlight the emergence of new forms of economic and sociocultural power, as well as the ways in which these new structures influence datafication in general and the datafication of journalism.

In **The Impact of Age and Education on Cyber Security in Digital Banking**, Manuela Bukovec and Krunoslav Antoliš explore the impact of demographic factors on users' perceptions and behaviour related to cyber security in digital banking. The study is based on the socio-technical systems theory, which examines the interaction between social and technical elements when using technology. This paper draws attention to demographic characteristics, primarily the age of the respondents. The research was conducted using a questionnaire on a group of 212 respondents, and the results have shown that age and education affect the behaviour of banking services users. Education turned out to be a significant predictor of the sense of security, while age and status of the respondents did not prove to be a statistically significant factor regarding the aforementioned sense of security in online banking communications.

We would like to extend our thanks to everyone who contributed to the publication of this issue. We urge you to continue sending us your work, as well as praise and criticism alike.

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Editor-in-Chief