

## Seminar EIZ-a

Pozivamo vas na **ONLINE** Seminar EIZ-a u **ponedjeljak 20. travnja 2026.** u **12:00** na kojem će **Alexandra Badort** održati izlaganje

### **Firm AI Adoption and Regional Public Discourse: Insights from Germany**

Poveznica za spajanje:

<https://us06web.zoom.us/j/81765099198?pwd=8Sb4jjJlcnn9qhn9I8kROxBgfg1BwS.1>

Meeting ID: 817 6509 9198

Passcode: 918050

#### **Sažetak**

This paper addresses the limited availability of regional data on public perceptions of artificial intelligence by constructing novel indicators from large-scale regional news media texts and combining them with web-scraped firm-level AI adoption indicators across German planning regions (2020–2023). Using a natural language processing pipeline, we derive region-level measures of AI relevance, sentiment, and discourse topics, enabling a joint analysis of industrial structures and socio-political perceptions. Fixed-effects estimates show that regions with higher AI firm presence exhibit more positive and application-oriented AI discourse, with labor-related concerns shaping these relationships over time.

#### **O izlagačici**

**Alexandra Badort** doktorirala je na sveučilištu LUISS Guido Carli, gdje je proučavala kako se mijenja rad pod utjecajem digitalnih tehnologija. Njezino istraživanje kombinira administrativne i nestrukturirane podatke za izučavanje fenomena u području regionalne ekonomike. Magistrirala je ekonomiju na Sveučilištu Maastricht, radila je kao konzultantica u Deloitteu te je bila na istraživačkom boravku u OECD-u.