

Dear Sir/Madam,

We cordially invite you to attend an EIZ Seminar on **Thursday, November 13, 2025**, at **1:00 p.m.**, at **The Institute of Economics, Zagreb**, where **Luka Šikić** (Catholic University of Croatia) will deliver the following lecture

Kako digitalni (medijski) podaci mijenjaju ekonomske analize

Summary

The digital economy, characterized by lower searching, replication, and tracking costs, has reshaped economic activity in many ways. This new environment generates digital traces, from social media posts to Internet search engine queries, creating a data-rich environment that traditional economic methods cannot fully analyze. This requires a new set of analytical tools, in particular machine learning, computational data processing and text analysis, to extract signals from unstructured digital information. These techniques and tools enable real-time insights, better forecasting of macroeconomic trends, measuring financial market sentiment, monitoring central bank communications, analyzing the media market, etc. The conclusion also discusses the key challenges posed by this paradigm, including ethical dilemmas of privacy, algorithmic bias, and the unrepresentative nature of digital data.

About the lecturer

Luka Šikić teaches quantitative and methodological courses at the Catholic University of Croatia, such as Introduction to Statistics, Applied Statistics, Data Science for Social Sciences, Natural Language Processing, Multivariate Statistics, Social Network Analytics, and New Media and Web Technology. He studied economics and finance at various international universities, as well as at the Faculty of Economics & Business in Zagreb. From 2012 to 2020, he worked as a researcher at the Ivo Pilar Institute, and from 2020 to 2023 as a postdoctoral researcher at the Faculty of Croatian Studies. In 2023, he was appointed as an assistant professor at the Catholic University of Croatia. In parallel with his academic work, he is engaged in independent projects in the field of data science and algorithmic trading in financial markets.