



Zoran Pavlović

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Gender: Male **Nationality**: Serbian

WORK EXPERIENCE

University of Belgrade, Faculty of Philosophy, Department of Psychology

City: Belgrade | **Country**: Serbia

[2022 – Current] **Full Professor**

University of Belgrade, Faculty of Philosophy, Department of Psychology

City: Belgrade | **Country**: Serbia

[2019 – 2022] **Associate Professor**

University of Belgrade, Faculty of Philosophy, Department of Psychology

City: Belgrade | **Country**: Serbia

[2013 – 2019] **Assistant Professor**

University of Belgrade, Faculty of Philosophy, Department of Psychology

City: Belgrade | **Country**: Serbia

[2011 – 2013] **Assistant lecturer**

Institute of Social Sciences, Centre for political studies and public opinion research

City: Belgrade | **Country**: Serbia

[2008 – 2011] **Research Associate**

Institute of Social Sciences, Centre for political studies and public opinion research

City: Belgrade | **Country**: Serbia

[2006 – 2008] **Research Assistant**

EDUCATION AND TRAINING

[2008 – 2012] **PhD in Social Psychology**

University of Belgrade, Faculty of Philosophy

<https://www.f.bg.ac.rs>

City: Belgrade | **Country**: Serbia |

[2004 – 2008] **MA in Social Psychology**

University of Belgrade, Faculty of Philosophy

<https://www.f.bg.ac.rs>

City: Belgrade | **Country**: Serbia |

[1999 – 2004] **BA in Psychology**

University of Belgrade, Faculty of Philosophy

<https://www.f.bg.ac.rs>

City: Belgrade | **Country**: Serbia |

SKILLS

Microsoft Office package: Microsoft Word, Excel, PowerPoint, Access | Social Media | IBM Statistical package for Sciences (SPSS) | Stata (Software for Statistics and Data Science) | Thematic Analysis & IPA | Quantitative Methodology | Qualitative methodology | Data Science | Data Collection, Data Processing, Data Analysis, Data Visualisation | Online Research | Meta-Science | Open science

PUBLICATIONS

- [2025] [Okvitawanli, A., et al. \(2025\). Love beyond east and west: How cultural models of selfhood predict frequency of being in love. *International Journal of Intercultural Relations*, 108, 102233.](#)
- [2025] [Ignjatović, S., Pavlović, Z., & Todosijević, B. \(2025\). Outliving oneself through the next generations: \(grand\)parenthood and values in later life. *Psychology and Aging. Advance online publication. Psychology and Aging*, 40\(3\), 294–307](#)
- [2025] [Wasiel, A., Górski, M. R., Bond, M. H., Yeung, V. W. L., Akaliyski, P., Akello, G., Park, J., Joshanloo, M., Sokolov, B., Hussain, M. A., Li, L. M. W., Olechowski, M., Vignoles, V. L., Guemaz, F., Boussena, M., Rabby, Md. R.-A., Okvitawanli, A., Myślińska-Szarek, K., Haas, B. W., ... Krys, K. \(2025\). Examining the connection between position-based power and social status across 70 cultures. *British Journal of Social Psychology*, 64\(2\), e12871](#)
- [2025] [Ackerman, J. M., Samore, T., Fessler, D. M., Kupfer, T. R., Choi, S., Merrell, W. N., ... & Žeželj, I. \(2025\). I see sick people: Beliefs about sensory detection of infectious disease are largely consistent across cultures. *Brain, Behavior, and Immunity*, 128, pp. 737-750.](#)
- [2025] [Lou, X., Haas, B.W., Zelenski, J.M. et al. \(2025\). A Cross-cultural Study On the Association Between Societal Conditions and the Idealization of Happiness. *Applied Research Quality Life*, 20, 1289–1313.](#)
- [2025] [Olechowski, M., Górski, M. R., Joshanloo, M., Hussain, M. A., Wasiel, A., Yeung, V. W. L., ... & Krys, K. \(2025\). Cultural religiosity moderates the relationship between being in love and subjective well-being. *International Journal of Intercultural Relations*, 108, 102227.](#)
- [2024] [Krys, K. et al.\(2024\). Happiness maximization is a WEIRD way of living. *Perspectives on Psychological Science. Advance online publication. https://doi.org/10.1177/17456916231208367*](#)
- [2023] [Stanojević, D., Todosijević, B., & Pavlović, Z. \(2023\). Political participation of young Europeans: the role of liberal values and democratic context. In: Deželan, T., Bacalso, C., & Lodesereto, A. \(Eds.\), *Youth political participation* \(pp. 121-144\). Brussels: Council of Europe and European Commission.](#)
- [2023] [Azevedo, F., Pavlović, T., Rêgo, G.G. et al. \(2023\). Social and moral psychology of COVID-19 across 69 countries. *Scientific Data* 10, 272.](#)
- [2023] [Azevedo, F., Pavlović, T., Rêgo, G.G. et al. \(2023\). Social and moral psychology of COVID-19 across 69 countries. *Scientific Data* 10, 272](#)
- [2023] [Krys, K. et al. \(2023\). Family first: Evidence of consistency and variation in the value of family versus personal happiness across 49 different cultures. *Journal of Cross-Cultural Psychology*, 54\(3\), 323–339.](#)

- [2022] [Van Bavel, J.J., Cichocka, A., Capraro, V. et al. \(2022\). National identity predicts public health support during a global pandemic. *Nature Communications*, 13, 517](#)
- [2022] [Kerry N. et al. \(2022\). Experimental and cross-cultural evidence that parenthood and parental care motives increase social conservatism. *Proc. R. Soc. B.* 289: 20220978](#)
- [2022] [Pavlović, Z. \(2022\). Lifecycle, generational, and period effects on emancipative values in Serbia. *Stanovništvo*, 60\(2\), 29–48.](#)
- [2021] [Krys, K. et al. \(2021\). Personal life satisfaction as a measure of societal happiness is an individualistic presumption: Evidence from fifty countries. *Journal of Happiness Studies*, 22, 2197–2214](#)
- [2021] [Pavlović, Z. \(2021\). *Psihologija vrednosti*. Beograd: Institut za psihologiju.](#)
- [2020] [Popadić, D., & Pavlović, Z. \(2020\). Is the frequency of social networking sites visiting and online gaming related to life satisfaction among youth? In Videnović, M. et al. \(Eds.\), *Proceedings of the XXVI scientific conference Empirical Studies in Psychology* \(pp. 117-119\). Belgrade: Institute of Psychology, Laboratory for Experimental Psychology, Faculty of Philosophy University of Belgrade.](#)
- [2020] [Pavlović, Z., & Kuzmanović, D. \(2020\). Active and restrictive parental mediation as the predictors of adolescents' excessive Internet use. In Videnović, M. et al. \(Eds.\), *Proceedings of the XXVI scientific conference Empirical Studies in Psychology* \(pp. 126-128\). Belgrade: Institute of Psychology, Laboratory for Experimental Psychology, Faculty of Philosophy University of Belgrade.](#)
- [2020] [Pavlović, Z., Baucal, A., Damjanović, K., & Džamonja Ignjatović, T. \(2020\). Civic education and the acceptance of democratic values: The role of participatory class climate. In Videnović, M. et al. \(Eds.\), *Proceedings of the XXVI scientific conference Empirical Studies in Psychology* \(pp. 129-131\). Belgrade: Institute of Psychology, Laboratory for Experimental Psychology, Faculty of Philosophy University of Belgrade.](#)
- [2020] [Popadić, D., Pavlović, Z., & Kuzmanović, D. \(2020\). Intensive and excessive internet use: Different predictors operating among adolescents. *Psihologija*, 53\(3\), 273–290](#)
- [2020] [Pavlović, Z., Džamonja Ignjatović, T., Baucal, A. & Damjanović, K. \(2020\). Građansko obrazovanje i verska nastava – podjednako \(ne\)važni. Beograd: Građanske inicijative.](#)
- [2020] [Todosijević, B., & Pavlović, Z. \(2020\). *Pred glasačkom kutijom: Politička psihologija izbornog ponašanja u Srbiji*. Beograd: Institut društvenih nauka.](#)
- [2019] [Popadić, D., Pavlović, Z., & Mihailović, S. \(2019\). *Youth study Serbia 2018/2019*. Berlin: Friedrich Ebert Stiftung.](#)
- [2019] [Kuzmanović, D., Pavlović, Z., Popadić, D., & Milosevic, T. \(2019\). *Internet and Digital Technology Use among Children and Youth in Serbia: EU Kids Online Survey Results, 2018*. Belgrade: Institute of Psychology, Faculty of Philosophy.](#)
- [2019] [Baucal, A., Džamonja Ignjatović, T., Pavlović, Z. i Damjanović, K. \(2019\). *Punoletstvo i zrelost građanskog vaspitanja: Evaluacija efekata*. Beograd: Građanske inicijative.](#)

- [2018] [Pavlović, Z. \(2018\) Emancipative Values in a Post-Communist Society: The Case of Serbia. In: N. Lebedeva, R. Dimitrova, & J. Berry \(eds.\) Changing Values and Identities in the Post-Communist World. Societies and Political Orders in Transition \(pp. 53-66\). Cham: Springer.](#)
- [2018] [Popadić, D., Pavlović, Z. i Žeželj, I. \(2018\). Alatkke istraživača: Metodi i tehnike istraživanja u društvenim naukama. Beograd: Clio i Institut za psihologiju.](#)
- [2016] [Pavlović, Z., & Banjac, S. \(2016\). Pohađanje preventivnog programa „Škola bez nasilja“ i stavovi prema rodnim ulogama i rodno zasnovanom nasilju. U D. Pavlović-Babić i O. Jovanović \(ur.\), Dijalozi u obrazovanju – Zbornik radova \(str. 119-124\). Beograd: Društvo istraživača u obrazovanju.](#)
- [2016] [Kuzmanović, D., Pavlović, Z., & Popadić, D. \(2016\). Mladi i internet: Šta im je zabavno, a šta ih uznemirava. U D. Pavlović-Babić i O. Jovanović \(ur.\), Dijalozi u obrazovanju – Zbornik radova \(str. 105-110\). Beograd: Društvo istraživača u obrazovanju.](#)
- [2015] [Popadić, D., Pavlović, Z., & Plut, D. \(2015\). Violence in Serbian schools – Bullying and Beyond. In UNICEF Office of Research, Best of UNICEF Research 2015 \(pp. 46-51\). Florence: UNICEF Office of Research.](#)
- [2014] [Popadić, D., Plut, D., & Pavlović, Z. \(2014\). Nasilje u školama Srbije: analiza stanja od 2006. do 2013. godine. Beograd: Institut za psihologiju i UNICEF.](#)
- [2013] [Popadić, D., Pavlović, Z., & Plut, D. \(2013\). Specifičnosti nastavničkih procena izraženosti učeničkog nasilja. Zbornik Instituta za pedagoška istraživanja, 45 \(1\), 131-149](#)
- [2012] [Plut, D., Pavlović, Z., & Popadić, D. \(2012\). Shvatanja nastavnika o školskom nasilju i njihova procena lične i kolektivne snage za efikasno delovanje. Nastava i vaspitanje, LXI, 4, 597-610](#)
- [2012] [Pavlović, Z. \(2012\). Predictors and correlates of youth political knowledge in Serbia. Psihologija, 45, 433-449](#)
- [2011] [Ignjatović, S., Pantić, D., Bošković, A., & Pavlović, Z. \(2011\). Građanke i građani Srbije o rodnoj ravnopravnosti. Beograd: Uprava za rodnu ravnopravnost, Ministarstvo rada i socijalne politike Republike Srbije.](#)
- [2008] [Maksić, S., & Pavlović, Z. \(2008\). Serbian public opinion on child imagination and its correlates. Zbornik Instituta za pedagoška istraživanja, 40 \(1\), 7-21](#)
- [2007] [Joksimović, S., Maksić, S., & Pavlović, Z. \(2007\). Attitudes of the Citizens of Serbia towards the Goals of Family Upbringing. Zbornik Instituta za pedagoška istraživanja, 39 \(2\), 225-242](#)
- [2006] [Pavlović, Z. \(2006\). Vrednosti u Srbiji u drugom dobu modernizma. Sociološki pregled, 40 \(2\), 247-262](#)

NETWORKS & MEMBERSHIPS

- [2024 – 2025] **Scientific Reports Editorial Board**
- [2020 – 2025] **Springer Nature: Social Sciences Editorial Board**
- [2024 – Current] **Humanities and Social Science Communications Editorial Board**
- [2023 – Current] **American Association for the Advancement of Science (AAAS)**
- [2022 – Current] **American Psychological Association (APA)**
- [2021 – Current] **Society for Personality and Social Psychology (SPSP)**
- [2021 – Current] **Psychological Science Accelerator (PSA) network**
- [2020 – Current] **Serbian Psychological Association**
- [2019 – Current] **National team of the EU Kids Online network**
- [2018 – Current] **Standing Group ‘Political Culture’ of the European Consortium for Political Research (ECPR)**
- [2015 – Current] **Serbian national team of the Global Kids Online (GKO) network**
- [2014 – Current] **International Association for Cross-Cultural Psychology**
- [2014 – Current] **International Society of Political Psychology**
- [2010 – 2020] **Psihološka istraživanja Editorial Board**

PROJECTS

- [2024 – 2025] **Prevent bullying and peer violence in schools**
Write here the description...
- [2022 – 2025] **FReD: FORRT Replication Database**
- [2021 – 2025] **PSA 007: Semantic Priming Across Many Languages (SPAML)**
- [2020 – 2025] **Live Better: The culturally sensitive study on “Folk Theories of Societal Development” and on “Ideal Types of Well-Being”**
- [2023 – Current] **PSA-JTF2: Dignity Honor Face**
- [2022 – Current] **Framework for Open and Reproducible Research Training (FORRT) Replications & Reversals**
- [2010 – Current] **Manifesto Research on Political Representation (MARPOR)**
Wissenschaftszentrum Berlin für Sozialforschung (WZB), Berlin.
- [2021 – 2024] **Cross-Cultural Disgust Perception Project**
- [2020 – 2024] **Enlightened trust: An examination of trust and distrust in governance – condition, effects and remedies (EnTrust)**

- [2021 – 2023] **Systematizing Confidence in Open Research and Evidence (SCORE)**
Center for Open Science (COS), New York
- [2019 – 2022] **Parenting and Social Conservatism**
- [2020 – 2022] **Čovek i društvo u vreme krize**
Faculty of Philosophy, University of Belgrade
- [2020 – 2020] **COVID-19 International Collaboration on Social & Moral Psychology**
International Collaboration on the Social & Moral Psychology of COVID-19 (coordinated by the New York University)
- [2020 – 2020] **Social and political aspects of COVID-19 pandemics**
Institute of Social Sciences
- [2018 – 2019] **EU Kids Online**
Ministry of Education, Science and Technological Development of the Republic of Serbia, the Department of Media and Communication of the University of Oslo, Norway, the Ministry of Trade, Tourism and Telecommunications of the Republic of Serbia, the Organization for Security and Cooperation in Europe (OSCE) and UNICEF, Serbia.
- [2018 – 2019] **Family SafeNet**
Institute of Psychology and UNICEF
- [2011 – 2019] **Social transformations in the process of European integrations – a multidisciplinary approach**
Ministry of Education, Science and Technological Development, Republic of Serbia
- [2018 – 2018] **FES Youth Study Southeast Europe 2018**
Friedrich Ebert Stiftung
- [2017 – 2018] **Mapping Political Landscape in Serbia**
Institute for Philosophy and Social Theory, University of Belgrade and Friedrich Ebert Stiftung
- [2015 – 2016] **Child-online exploitation – development of research toolkit and conducting of small scale qualitative survey**
UNICEF office in Belgrade and The Institute of Psychology
- [2010 – 2010] **Democracy in unstable social spaces/fields. The connection between migration and democracy in Serbia**
Faculty of Social Sciences, University of Vienna and Institute of Social Sciences, University of Belgrade.
- [2005 – 2010] **Democratic models of advancing social cohesion, tolerance, human rights and economic development in political and institutional processes of the European integrations of Serbia**
Ministry of Science and Technological Development, Republic of Serbia.

HONOURS AND AWARDS

- [2025] **Editor of Distinction Awards (Springer Nature Author Service Award 2025) Awarding institution:** Springer Nature
- [2019] **„Dr Borislav Stevanović“ award Awarding institution:** Serbian Psychological Society
- Awarded for the book which provided a major scientific contribution to the development of psychology in Serbia for 2017-2018 (for the co-authored book *Alatke istraživača – Metodi i tehnike istraživanja u društvenim naukama*, 2018)
- [2015] **Best of UNICEF Research 2015 Awarding institution:** UNICEF Office of Research - Innocenti
- Awarded for the study of violence in Serbian schools, published in co-authored book *Nasilje u školama Srbije: analiza stanja od 2006. do 2013. godine*.

LINKS TO ACADEMIC PROFILES

Google Scholar

Link: <https://scholar.google.com/citations?user=mBvxYFUAAAAJ&hl=en>

Scopus

Link: <https://www.scopus.com/authid/detail.uri?authorId=23397554100>

ORCID

Link: <https://orcid.org/0000-0002-9231-5100>