

Chapter X

Human Doctors vs AI Models: Advice Perceptions in Serbia, Kazakhstan, and Kyrgyzstan

Ljubiša Bojić, Knud Ryom, Miloš Agatonović, Anguelina Popova, and Miroslav Ćurčić

Abstract This chapter examines perceptions among individuals from Serbia, Kazakhstan, and Kyrgyzstan regarding the trustworthiness, usefulness, and empathy of medical advice provided by AI models compared to that offered by human doctors. A mixed-methods approach was employed, involving online surveys where 442 participants rated medical advice from three AI models (GPT-4o, Llama 3.1, Gemini Pro 1.5) and a real doctor across three medical scenarios. Participants evaluated each piece of advice on a 7-point Likert scale for trustworthiness, usefulness, and empathy. They indicated whether they believed the advice was generated by AI or provided by a real doctor. Results showed that participants across all three countries rated advice from human doctors significantly higher in trustworthiness, usefulness, and empathy than AI-generated advice. Familiarity with AI technology and trust in AI-generated information was highest in Kazakhstan, correlating with greater acceptance and usage of AI for health queries. Participants exhibited moderate ability to distinguish between AI and human advice, suggesting that AI models are advancing in producing human-like communication. The study concludes that although AI models show promise in generating medical advice, the human elements of trust and empathy remain indispensable in healthcare.

L. Bojić (Corresponding Author)

The Institute for Artificial Intelligence Research and Development of Serbia, Novi Sad, Serbia & Digital Society Lab,
Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia
e-mail: ljubisa.bojic@ivi.ac.rs

K. Ryom

Department of Public Health, Aarhus University, Aarhus, Denmark
e-mail: knudryom@ph.au.dk

M. Agatonović

Preschool Teacher Training College Kruševac Section, The Academy of Applied Preschool Teaching and Health Studies,
Kruševac, Serbia
e-mail: milos.agatonovic@vaspks.edu.rs

A. Popova

Center for Teaching, Learning, and Technologies, American University of Central Asia, Bishkek, Kyrgyzstan
e-mail: popova_an@auca.kg

M. Ćurčić

Nazarbayev Intellectual Schools, Kazakhstan
e-mail: miroslav_c@trk.nis.edu.kz