

ETHICAL EVALUATION

OF RESEARCH INQUIRY TO BE CONDUCTED BY MICHAL KUBOVICS

Evaluation took place on: May 6, 2025, Trnava, Slovakia
Evaluation number: 2025/FMK-UCM/07

Present members of the Ethical Committee for Science and Research
at the Faculty of Mass Media Communication
at the University of Ss. Cyril and Methodius in Trnava, Slovakia:

Assoc. Prof. PhDr. Jana Radošinská, PhD. – head of the Committee
Assoc. Prof. PhDr. Jana Galera Matúšová, PhD.
Prof. Ing. Alena Kusá, PhD.
Prof. PhDr. Hana Pravdová, PhD.
Prof. Mgr. Norbert Vrabc, PhD.

Preliminary title of the evaluated research:
THE IMPACT OF GENERATIVE ARTIFICIAL INTELLIGENCE ON USER BEHAVIOUR WHEN
SEARCHING FOR INFORMATION

Researcher:
PhDr. Michal Kubovics, PhD.
Assistant Professor, study program Marketing Communication
FMK UCM in Trnava

1. Research description

- The study will be conducted as a quantitative cross-sectional study aimed at examining the impact of generative artificial intelligence (e.g., ChatGPT, Gemini, Bing Chat) on users' behavior when searching for information online.
- The research sample will consist of 1,031 adult respondents from six countries: the United States, Germany, Slovakia, Czechia, Poland, and Hungary.
- Data collection will be conducted via an anonymous online questionnaire between June 18, 2025, and July 2, 2025.
- The collected data will be analyzed using descriptive statistics, correlation analysis, ANOVA, linear regression, and structural equation modeling.

- Participation in the research will be voluntary. All respondents will be informed in advance about the purpose of the research, the voluntary nature of participation, the anonymous processing of responses, and their right to withdraw from participation at any time without any consequences. Informed consent will be obtained electronically before accessing the questionnaire.

2. Ethical aspects of the research

- **Voluntariness and informed consent:** All research participants were informed about the purpose of the research, the scope of their participation and the method of data processing. Their participation is voluntary.
- **Anonymity and confidentiality of data:** The personal data included in the research inquiry will be fully anonymized. Any personal data on these surveyed individuals and/or their identity will be strictly separated from other research material and archived in a different manner. The researcher declares that pseudonyms or numbers will be used when citing the participants' statements and opinions, characterizing their reactions, or mentioning various noteworthy circumstances.
- **Right to withdraw from the research:** The participants are granted the right to abandon the research at any time without stating a reason and without consequences.
- **Sensitive topics:** The research participants will be advised to skip any topic that would make them feel uncomfortable, embarrassed, ashamed, and/or humiliated. An individual consultation with the researcher will be available if necessary.
- **Researcher's interpretation:** The researcher declares that during the acquisition and evaluation of research data, he will approach the personal statements and reactions of the participants with respect, so that the subsequent interpretation of this data is not misleading, dishonoring, biased, and/or judgmental. He claims that the subjectivity, uniqueness and individuality of the attitudes and opinions of all participants will be preserved and respected. Quoted statements of research participants will be published without editing or modification, especially without such changes that would in any way affect and distort their original meaning and context.

Based on the above, it can be stated that the research to be carried out by PhDr. Michal Kubovics, PhD. complies with the Code of Ethics of the Faculty of Mass Media Communication of the University of Ss. Cyril and Methodius in Trnava. The research process will be further monitored by the Ethical Committee for Science and Research to make sure its outcome and the manner in which it is to be presented are in accordance with the faculty's Code of Ethics.

On behalf of Ethical Committee for Science and Research at the Faculty of Mass Media Communication at the University of Ss. Cyril and Methodius in Trnava, Slovakia

A handwritten signature in black ink, appearing to be 'JR' or similar initials.

Assoc. Prof. PhDr. Jana Radošinská, PhD.
Head of the Ethical Committee
for Science and Research at the FMK UCM