

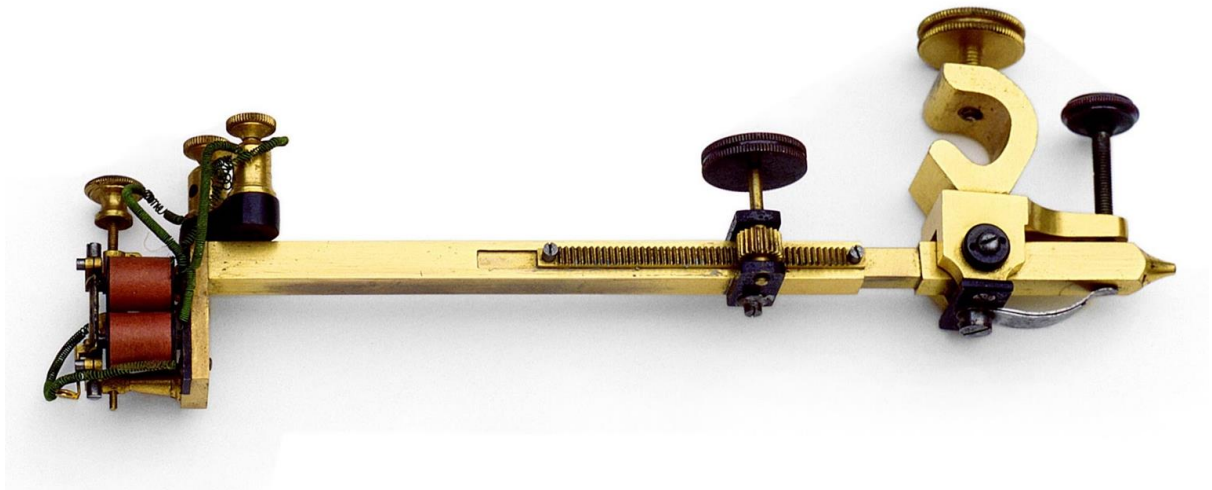
XXIX SCIENTIFIC CONFERENCE

# EMPIRICAL STUDIES IN PSYCHOLOGY

MARCH 31 – APRIL 2, 2023

FACULTY OF PHILOSOPHY, UNIVERSITY OF BELGRADE

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INSTITUTE OF PSYCHOLOGY  
LABORATORY FOR EXPERIMENTAL PSYCHOLOGY  
FACULTY OF PHILOSOPHY, UNIVERSITY OF BELGRADE

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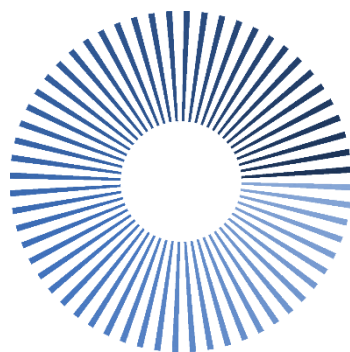
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BELGRADE, 2023

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Proofreading and layout by Predrag Nedimović and Kristina Mojović Zdravković

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**Cover photo:**

Deprez time-marker (G. Boulitte, Paris)

Device for setting a fine time base for kymographic recording. It provides oscillations for intervals down to 0.005 sec. A pen is attached to the plunger of an electromagnet. The movements of the plunger may be varied with a conical regulator. The device now lacks the pen. The author of this device is French electrical engineer Marcel Deprez who conducted the first experiments to transmit electrical power (DC) over long distances. Dimensions: 18.5 x 4 x 4.5 cm; Net weight; 145 g; Voltage: V DC = 2 – 4 V

From the collection of old scientific instruments of the Laboratory of experimental psychology, Faculty of philosophy, University of Belgrade

homeopathy, quantum medicine, and osteopathy/chiropractic. Factor correlations ranged from  $r = .18, p < .001$  for RC and AMS to  $r = .30, p < .001$  for NA and AMS. The latent structure we obtained based on the pattern of TCAM use corresponds closely to existing conceptual typologies, as well as to those based on attitudes toward TCAM. This suggests that consumers are sensitive to common characteristics of certain TCAM treatments and are more likely to resort to similar types of TCAM practices to promote their health. The existence of relatively independent factors of TCAM use opens the possibility of differential patterns of their psychological predictors and health-related outcomes.

**Keywords:** alternative medicine, traditional medicine, TCAM taxonomy, TCAM use, health behaviors

Acknowledgement: This research was supported by the Science Fund of the Republic of Serbia, #GRANT 7739597, Irrational mindset as a conceptual bridge from psychological dispositions to questionable health practices – REASON4HEALTH

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TO PREVENT OR TO CURE: HOW PEOPLE USE TRADITIONAL,  
COMPLEMENTARY AND ALTERNATIVE MEDICINE

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To understand the reasons behind the trend of growing use of traditional, complementary and alternative (TCAM) practices we should first reflect on how people use them - to prevent disease/promote health, to treat medical conditions by complementing official medical treatments, or as an alternative to them. A total of  $N = 583$  ( $M_{age} = 39.01$  years,  $SD_{age} = 12.10$ ; 74.4% females) participants from Serbia completed an online survey including a list of 24

TCAM practices, grouped into four domains: Alternative Medical Systems (e.g., acupuncture, homeopathy), Natural product-based practices (e.g., herbal extracts/supplements), New Age medicine (e.g., yoga, mindfulness) and Rituals/Customs (e.g., visiting monasteries for health). Participants who indicated using a certain practice in the past year were asked to consider their most recent experience with that practice and choose only one option for how they used it: for preventive purposes/advancing health, at the same time with official medicine therapy, instead of official medicine therapy. Participants also provided information on whether a TCAM practitioner was involved in their last use of any of the TCAM practices and how often, in general, they consult TCAM practitioners. Overall, 63%, 95%CI [60, 65] of participants used TCAM practices for preventive purposes, 31% [29, 34] in parallel with, and 6% [5, 8] as an alternative to official treatments. Of the four domains of TCAM use, New Age medicine and Rituals/Customs were most frequently used for prevention, with 78% [74, 83] and 77% [72, 82], respectively, while Natural product-based practices were used for prevention in 57% [54, 60] and Alternative Medical Systems in 41% [33, 49] of the cases. Alternative use of TCAM practices was the most common in the case of Alternative Medical Systems (21% [14, 28]), while it amounted to no more than 7% of participants for any of the other domains. For 24% of participants, a TCAM practitioner was present during their last TCAM use, 10% reported a practitioner previously prescribing the practice, while 66% of participants reported no practitioner involvement. The results suggest the importance of treating different domains of TCAM practices separately, as they may have different impacts on people's health behavior. We especially point to the importance of monitoring adherence to alternative medical systems, as they may potentially distract patients from official therapies and thus further compromise their health.

**Keywords:** alternative medicine, traditional medicine, preventive TCAM use, alternative TCAM use, health behaviors

Acknowledgment: This research was supported by the Science Fund of the Republic of Serbia, #GRANT 7739597, Irrational mindset as a conceptual bridge from psychological dispositions to questionable health practices – REASON4HEALTH

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## THE LINKS BETWEEN FUNDAMENTAL SOCIAL MOTIVES AND FERTILITY: A 42-NATIONS STUDY

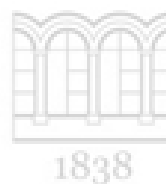
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Fundamental Social Motives (FSM) represents an evolutionary-informed taxonomy of human motives and it is based on the following motivational forces: Self-Protection, Affiliation, Status Seeking, Mate Seeking, Mate Retention, and Kin Care. One of the major questions regarding FSM is whether they are associated with evolutionary fitness in modern humans; if they are, they could be targeted by natural selection and further evolve. The main goal of the current research was to produce estimates of the relations between FSM and fertility as an indicator of evolutionary fitness and analyze the potential moderating role of sex and environmental

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CIP – Katalogizacija u publikaciji  
Narodna biblioteka Srbije, Beograd

PROCEEDINGS OF THE XXIX SCIENTIFIC CONFERENCE EMPIRICAL STUDIES IN  
PSYCHOLOGY (29; 2023., Beograd)

[Knjiga rezimea] / XXIX naučni skup Empirijska istraživanja u psihologiji  
31. mart – 2. april 2023., Filozofski fakultet, Univerzitet u Beogradu; [organizatori]

Institut za psihologiju i Laboratorija za eksperimentalnu psihologiju – 1. Izd –  
Beograd: Filozofski fakultet, 2023 – 148 str.

Kor. Nasl. – Knjiga rezimea na srp. i engl. jeziku – elektronsko izdanje

ISBN-978-86-6427-247-6

1. Institut za psihologiju (Beograd)
2. Laboratorija za eksperimentalnu psihologiju (Beograd)
  - a) Psihologija – Empirijska istraživanja – Knjiga rezimea