

An aerial photograph of the Norwegian Business School campus at dusk. The main building is a large, modern structure with a blue-tinted facade and glass windows. It is surrounded by other buildings and greenery. The city of Oslo is visible in the background, with hills and water in the distance. The sky is a mix of orange and blue, indicating sunset or sunrise. The text "GenAI-Powered Research Methods Workshop (Hybrid)" is overlaid in white, sans-serif font in the center of the image.

GenAI-Powered Research Methods Workshop (Hybrid)

Fri, Apr 04-05 | A2 – Red 10 BI Norwegian Business School

Who Should Attend



Faculty and PhD students who would like to capitalise on capability of GenAI and develop their GenAI competence in research.



Learning Outcomes: What You'll Master

GenAI fundamentals

Build GenAI competence by understanding how it works, what the current landscape is, and where and where the future is heading.

Toolkit and Prompt Engineering

Be able to use appropriate tool for different research tasks; Master the art and science of crafting of crafting prompts that produce valuable, actionable outputs.

Apply GenAI in Research

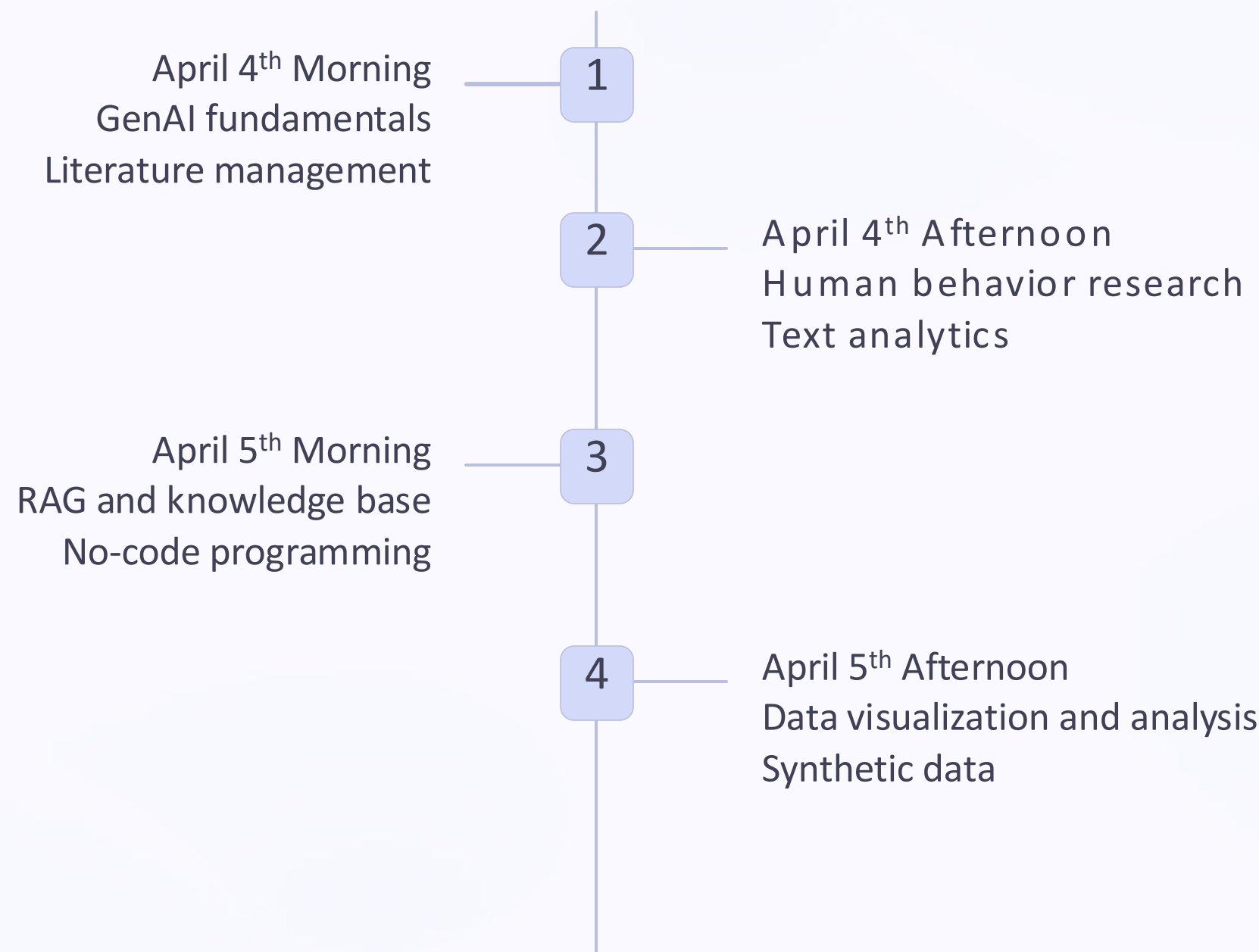
Learn a number of research methods powered by GenAI including, text analytics, no-code programming, AI interview, stimuli generation, data analysis, simulated dataset, research flow automation, literature management

Responsible usage

Understand the ethical concerns and be able to use it effectively, responsibly, and sustainably.



Course Structure and Learning Journey



Day 1 - April 4, 2025 (9:30 AM - 5:00 PM)

Morning Session (9:30 AM - 12:30 PM)

9:30 - 10:15 | Foundations

- Introduction to GenAI applications in research
- Key concepts and terminology
- Preparation for the workshop

10:30 - 11:00 | Literature Review Management

- Literature review tools
- Literature management

11:15 - 12:30 | Deep Research & Automation

- Deep research
- Research workflow optimization
- Customized assistants

Afternoon Session (1:30 PM - 5:00 PM)

1:30 - 3:00 | Stimuli Generation & AI Interviewers

- Creating research materials using AI
- Implementation of AI-powered interviews

3:15 - 5:00 | Text Analytics

- Annotation and theme generation
- Local model deployment for sensitive data

Day 2 - April 5, 2025 (9:30 AM - 4:00 PM)

Morning Session (9:30 AM - 12:30 PM)

9:30 - 10:45 | RAG and Knowledge Base Implementation

Retrieval-augmented generation techniques

- Building research knowledge bases

11:00 - 12:30 | No-Code Programming Solutions

Afternoon Session (1:30 PM - 4:00 PM)

1:30 - 2:45 | Advanced topics

- Data visualization
- Data analysis
- Fine-tuning models for research

3:00 - 4:00 | Synthetic dataset

Day 1 Preparation

1. Register a Google account if you do not have one.
2. Register on one of the following AI platforms available in your region and compatible with your university policy:

US-based: OpenAI, Claude, or Gemini

France-based: Mistral

China-based: DeepSeek

3. Check this link and download the study materials: <https://github.com/lanceyuu/osloworkshop>

4. Optional: You may want to install the following software:

AnythingLLM: <https://anythingllm.com/> (An all-in-one AI application that works locally and offline)

LM Studio: <https://lmstudio.ai/> (A tool to discover, download, and run local LLMs)

Cursor: <https://www.cursor.com/> (An AI-powered code editor)

5. Optional: Read the assigned papers

Gilardi, F., Alizadeh, M., & Kubli, M. (2023). ChatGPT outperforms crowd workers for text-annotation tasks. *Proceedings of the National Academy of Sciences*, 120(30), e2305016120. <https://doi.org/10.1073/pnas.2305016120>

Wuttke, A., Aßenmacher, M., Klamm, C., Lang, M. M., Würschinger, Q., & Kreuter, F. (2024). AI Conversational Interviewing: Transforming Surveys with LLMs as Adaptive Interviewers. ArXiv.org. <https://arxiv.org/abs/2410.01824>

Yeykelis, L., Pichai, K., Cummings, J. J., & Reeves, B. (2024). Using Large Language Models to Create AI Personas for Replication and Prediction of Media Effects: An Empirical Test of 133 Published Experimental Research Findings. arXiv preprint arXiv:2408.16073.

Zeph M. C. van Berlo, Colin Campbell & Hilde A. M. Voorveld (2024) The MADE Framework: Best Practices for Creating Effective Experimental Stimuli Using Generative AI, *Journal of Advertising*, 53:5, 732-753, DOI: <https://10.1080/00913367.2024.2397777>