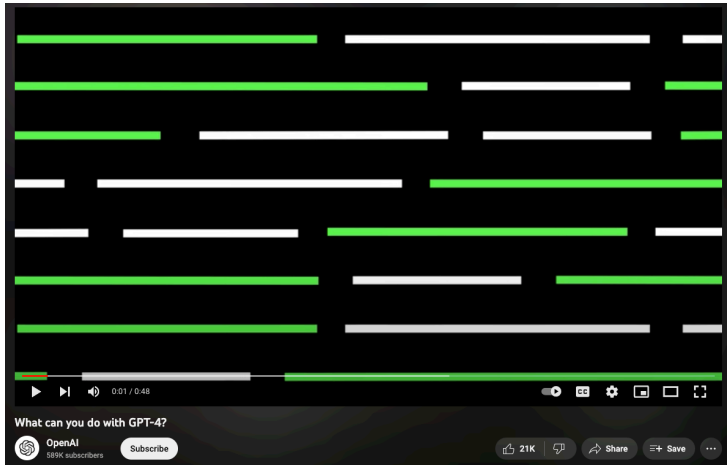


Masterclass in Social Research

Using AI for Social Research





<https://www.youtube.com/watch?v=oc6RV5c1yd0>



How ChatGPT and Bing can help (Hendriksen 2023)

- ▶ Identifying and adjusting research ideas/questions and relevant literatures (e.g., what has been done in this area?)
- ▶ Locating relevant co-authors and key researchers in the field (e.g., who has worked on this topic?)
- ▶ Exposing ideas to simulated and targeted critical readers (e.g., how will my research be received)
- ▶ Producing research applications (e.g., develop an outline for research proposal; coding and programming for specified tasks)



Research ethics and integrity

- ▶ Plagiarism
- ▶ Transparency
- ▶ Replicability
- ▶ Bias
- ▶ what else?



AI contributions to research content (CUP 2023)

- ▶ AI use must be **declared and clearly explained** in publications such as research papers, just as we expect scholars to do with other software, tools and methodologies.
- ▶ **AI does not meet the Cambridge requirements for authorship**, given the need for accountability. AI and LLM tools may not be listed as an author on any scholarly work published by Cambridge.
- ▶ **Authors are accountable for the accuracy, integrity and originality** of their research papers, including for any use of AI.
- ▶ Any use of AI must not breach Cambridge's **plagiarism** policy. Scholarly works must be the author's own, and not present others' ideas, data, words or other material without adequate citation and transparent referencing.



Does GPT-3 know what the Most Important Issue is? Using Large Language Models to Code Open-Text Social Survey Responses At Scale*

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and Marta Miori²

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Can Generative AI improve social science?

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Exercise: Using AI for/in your research

- ▶ What computational skills would you like to learn?
- ▶ List the methods you will or plan to use in your dissertation project.
- ▶ Without using ChatGPT and Bing, imagine how you can integrate AI into your research practice and workflows.
- ▶ Now ask ChatGPT and Bing to see what they can do for your research. Are these suggestions at the risk of violating the College's policy on AI and academic integrity?
- ▶ You can also ask ChatGPT and Bing in general what they can do for qualitative and/or quantitative (social) researchers.
- ▶ How comfortable are you with using AI for research purposes? Why?

