

Estimated persuasive effect (pp, 95% CI)

12

8

4

0

Static message
(6.66pp, GPT-4.5, Study 3)

1e+01

1e+02

1e+03

1e+04

1e+05

Effective compute (FLOPs 1e21)

Model: Q = qwen1.5 L = llama3.1

Post-training: ● Chat ● Developer

Study: ● 1 ▲ 2 ■ 3

