



# GenAI-Powered Research Methods Workshop

Fri, May 16 | University of Antwerp





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Office hours: Wed 14:00 – 16:00

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- ❖ Assistant professor and visiting associate professor at Peking University, China
- ❖ Ph.D. in Communication Sciences at Ghent University, Belgium
- ❖ Msc. in Statistics, Business Economics, Cultural Studies at KU Leuven, Belgium
- ❖ Research fields: Consumer-technology interaction, Marketing communications
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*Lille My (Mimi)*  
*Girl*  
*2 years old*  
*Coton de tulear*  
*Cheese*

Have you used any GenAI tools?  
What are they?  
When do you use them?  
What do you like to know more about GenAI?



# 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.



## **Morning Session (9:00 AM - 12:30 PM)**

9:00 - 9:30 | Foundations

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

•9:40 - 11:00 | Literature Review Management

- Literature review tools
- Literature management
- Deep research

11:15 - 12:30 | Agents & Automation

- Agents
- No code programming
- Research workflow optimization
- Customized assistants

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

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

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

3:15 - 4:00 | Text Analytics

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

# 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/antwerpworkshop>
4. Fill in the survey before the workshop
5. Optional: Read the papers after the workshop

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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.

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