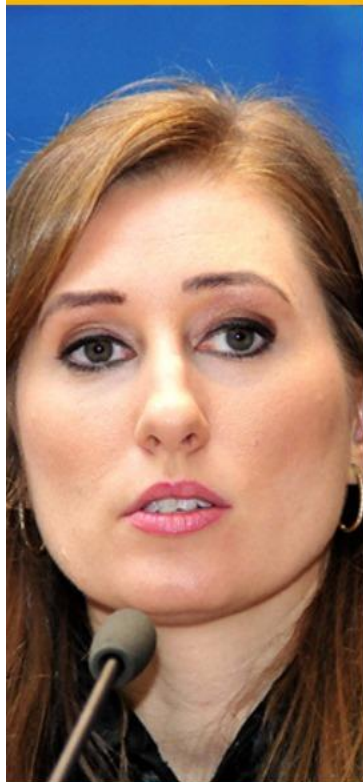




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CIÊNCIA PRIMEIRO,

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How are researchers responding to AI?

Academic, AI, Research

23 May 2024

🕒 4 min read



Computer Science > Artificial Intelligence

[Submitted on 12 Aug 2024 (v1), last revised 15 Aug 2024 (this version, v2)]

The AI Scientist: Towards Fully Automated Open-Ended Scientific Discovery

[Chris Lu](#), [Cong Lu](#), [Robert Tjarko Lange](#), [Jakob Foerster](#), [Jeff Clune](#), [David Ha](#)

One of the grand challenges of artificial general intelligence is developing agents capable of conducting scientific research and discovering new knowledge. While frontier models have already been used as aides to human scientists, e.g. for brainstorming ideas, writing code, or prediction tasks, they still conduct only a small part of the scientific process. This paper presents the first comprehensive framework for fully automatic scientific discovery, enabling frontier large language models to perform research independently and communicate their findings. We introduce The AI Scientist, which generates novel research ideas, writes code, executes experiments, visualizes results, describes its findings by writing a full scientific paper, and then runs a simulated review process for evaluation. In principle, this process can be repeated to iteratively develop ideas in an open-ended fashion, acting like the human scientific community. We demonstrate its versatility by applying it to three distinct subfields of machine learning: diffusion modeling, transformer-based language modeling, and learning dynamics. Each idea is implemented and developed into a full paper at a cost of less than \$15 per paper. To evaluate the generated papers, we design and validate an automated reviewer, which we show achieves near-human performance in evaluating paper scores. The AI Scientist can produce papers that exceed the acceptance threshold at a top machine learning conference as judged by our automated reviewer. This approach signifies the beginning of a new era in scientific discovery in machine learning: bringing the transformative benefits of AI agents to the entire research process of AI itself, and taking us closer to a world where endless affordable creativity and innovation can be unleashed on the world's most challenging problems. Our code is open-sourced at [this https URL](#).

Subjects: **Artificial Intelligence (cs.AI)**; Computation and Language (cs.CL); Machine Learning (cs.LG)

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IA **NÃO SABE** OS
PROBLEMAS QUE
PODE RESOLVER

Commentary

Mental Accounting and Consumer Choice:
Anatomy of a Failure

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I am pleased, of course, that my paper on mental accounting was selected for this issue. The paper is one of my favorites, and the topic is one I continue to think and write about all these years later. In this note I would like to give a brief history of the paper and say why I consider it a failure in the sense that it did not achieve the goal I had in mind when I submitted it to *Marketing Science*.

Mental accounting is the process, sometimes implicit, by which individuals and households keep track of and evaluate their transactions. It serves very much the same function for households that financial accounting serves for organizations. The topic is one I first discussed in my earliest paper in behavioral economics (Thaler 1980), entitled "Toward a Positive Theory of Consumer Choice." In that paper I referred to the concept as "psychological accounting" but my friends, mentors, and later collaborators, Tversky and Kahneman (1981), suggested a better term "mental accounting," and I have adopted that term as well. My training is as an economist, not a psychologist, and my interest in this topic came from my inability to explain some behaviors, such as the failure to ignore sunk costs. It was obvious to me that theory and behavior were at odds here, but I could not pin down why. I felt that I could make some progress on this question by better understanding what happened, mentally, when purchases were made. Did people make mental debits and credits? If so, why

paper (454 times, according to the Web of Science), but it has been successful in precisely the way in which the mental accounting paper has failed. To explain the failure, I have to explain why I submitted the paper to *Marketing Science* in the first place.

By 1983, when I was getting ready to submit the mental accounting paper to a journal, I had spent about five years doing research that applied ideas from psychology to economics, a field that has since come to be called *behavioral economics*. This was a lonely activity to be pursuing at this time, and while I found the work interesting, I was interested in encouraging others to join the fun, so that I would at least have someone to talk to. It occurred to me that a natural place to apply some mixture of economics and psychology would be marketing. After all, I thought, much of what firms do in marketing their wares, from advertising to packaging, seems difficult to explain within the standard economic model. Why do beer companies, for example, spend so much money showing commercials with guys drinking beers, or gals in bikinis? Does this really provide information about beer? Since I was working in a business school I knew that marketing was also a field that already had both behavioral and quantitative types, so I thought (naively) that a blend would be a perfect match for marketing. With this in mind, I sent my paper off to Subrata Sen at the then-new journal, *Marketing Science*. Subrata and I had been colleagues briefly at the

Will We Be the Last Human Editors of *JCR*?

Early in our editorial tenure, we enjoyed an animated discussion of the expanding potential of artificial intelligence (AI). Bernd Schmitt wondered aloud if he would be the last human Editor-in-Chief at *JCR* to the (almost) universal eye-rolling of the other editors. That was in 2021. But in 2024, the question seems more prescient than ridiculous.

The quick and easy answer is, *of course not*. There is a new human editorial team whose tenure runs from 2025 to 2028, and commitments will be honored.

However, the long answer is considerably more difficult and is the focus of this editorial. Thinking through the ways that we utilize AI in the creation, review, and publication of consumer research requires a specificity of analysis that goes beyond a polarized black-or-white approach. We see essays on the topic that take a simple yes (“Welcome to our robot future!”) or no (“Robots in research are a sign of the end-times”) viewpoint. But increasingly, scholars must consider how human effort and AI can combine in productive and responsible ways to enhance the quality, efficiency, and accessibility of our work. Here, we offer a brief analysis specific to consumer research.



Discussões

IA como Editora Chefe?

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Aplicações e Implicações da IA

Perspectivas Futuras e Considerações Éticas

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The Constitution of the United States

WE THE PEOPLE of the United States,
in Order to form a more perfect
Union, establish Justice, insure domestic
Tranquility, provide for the common de-
fence, promote the general Welfare, and
secure the Blessings of Liberty to ourselves
and our Posterity, do ordain and establish
this Constitution for the United States of
America.

Article I

Section 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of the most numerous Branch of the State Legislature.

No Person shall be a Representative who shall not have attained to the Age of twenty five Years, and been seven Years a Citizen of the United States, and who shall not, when elected, be an Inhabitant of that State in which he shall be chosen.

Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union,

17 de setembro de 1787

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The unanimous Declaration of the thirteen united States of America, When in the Course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.--That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed, --That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their Safety and Happiness. Prudence, indeed, will dictate that Governments long established should not be changed for light and transient causes; and accordingly all experience hath shewn, that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed. But when a long train of



Editorial

AI Literacy Research: Frontier for High-Impact Research and Ethics

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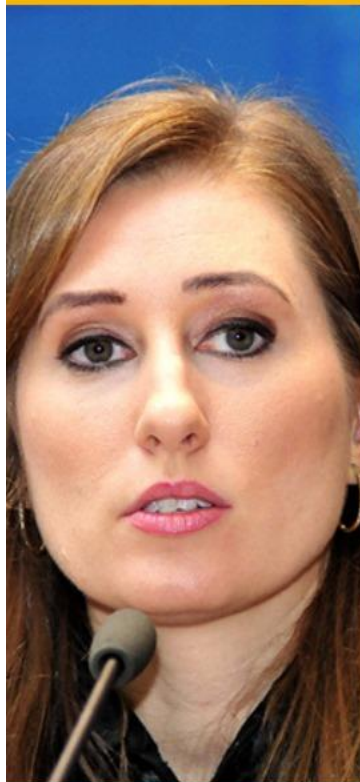




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