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學術對談

# 本科生、研究助理、課題負責人？ 試論 ChatGPT 在學術研究中的角色

方可成

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## 摘要

本文基於 ChatGPT 對十幾位傳播學教授提問的回答，借鑒學界和業界的最新研究與討論成果，評估大語言模型在社會科學研究中的三種可能的角色：勤勉的學生、可靠的研究助理、獨當一面的課題負責人。本文進而切入大語言模型的三個關鍵問題：訓練數據、提示語寫作 (prompt engineering)，以及基於概率統計的模型是否可能具備認知能力。本文最後建議，在 ChatGPT 橫空出世，顛覆傳統的新形勢之下，社會科學學者當前應該處變不驚，繼續維持自己的主體地位，同時積極尋找將自己的智能與大語言模型的能力相接的方法。

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Dialogue

## Who is ChatGPT: A College Student, RA or PI?

Kecheng FANG

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### Abstract

Based on ChatGPT's responses to questions from several communication scholars and drawing on the latest research and discussions in academia and industry, I propose three possible roles for large language models (LLMs) in social science research: the diligent student, the reliable research assistant (RA), and the independent principal investigator (PI). I further discuss these roles in relation to three key issues of LLMs: training data, prompt engineering, and whether probabilistic statistical-based models can be cognitively competent. I conclude by suggesting that social scientists should continue to maintain their sovereignty in scholarly endeavors and actively seek ways to tap the intelligence of LLMs to empower their research.

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