



COURSE..... ChatGPT and Beyond: Leveraging Digital Technologies for Research

SEMESTER/YEAR.... 2º/2026

PROGRAM..... Winter School

CLASS-HOURS..... 30 hours

PROFESSOR..... Eusebio Scornavacca

LANGUAGE.....ENGLISH

COURSE OBJECTIVES

This course examines how graduate students and researchers can leverage artificial intelligence—particularly large language models such as ChatGPT—alongside other digital technologies, including social media and data analytics, in their research projects. Students will explore how digital innovations can transform data collection, analysis, and synthesis, while also enhancing research design and scholarly communication. Emphasis is placed on understanding the methodological challenges of working with digital tools, identifying new research opportunities in an AI-augmented digital ecosystem, and developing the skills needed to critically and effectively integrate these technologies into academic work. The course employs a case-based, hands-on approach, enabling students to experiment with and reflect on the affordances, limitations, and ethical implications of digital technologies.

LEARNING GOALS

The course learning goals are presented in the table below, showing how they contribute to the learning goals related to methods, for the *stricto sensu* graduate programs at FGV-EAESP.

Program learning goals	Course learning goals	Level of contribution
Scientific method	--- Identify and describe the unique features of Artificial Intelligence—particularly large language models such as ChatGPT—and other digital technologies, and discuss their research significance.	● ● ●
Research project / procedures	--- Analyze the major methodological challenges and identify research opportunities created by AI-augmented digital ecosystems.	● ● ○
Qualitative research methods	--- Design and incorporate qualitative data collection and analysis activities that leverage AI tools (e.g., ChatGPT) and other digital technologies.	● ● ○
Quantitative research methods	--- Design and incorporate quantitative data collection and analysis activities supported by AI and digital technologies (e.g., data analytics, automation).	● ● ○
Development of academic papers	--- Apply AI tools (e.g., ChatGPT) to support literature review, synthesis, and structuring of academic papers while critically reflecting on ethical implications.	● ● ○
<u>Other course learning goals:</u> ---Develop competences to read, write, and present research in English, using AI tools such as ChatGPT in an ethical manner to support clarity, style, and academic rigor.		

The full description of the learning goals of FGV-EAESP *stricto sensu* graduate programs can be found at <https://rebrand.ly/cursos-pos-eaesp>.

PREVIOUS KNOWLEDGE REQUIRED

Basic understanding of research methods. The course is targeted at MSc and PhD students (who already have completed coursework in research methods), professors and researchers from FGV and other Institutions.

CONTENT/METHODOLOGY

Sessions will include multiple formats: lecture, discussion, oral presentations, practical assignments and/or case analysis.



ASSESSMENT

Students will be assessed via in-class group activities and individual participation and projects. Course attendance is expected (minimum 75%).

COURSE SCHEDULE

Credit	Class-hours	Dates	Time
2	30	TBD	9 a.m. to 12 p.m. 1 p.m. to 4 p.m.

Detailed Schedule TBA

BIBLIOGRAPHY

Han, J., Qiu, W., Lichtfouse, E. (2024). ChatGPT in Scientific Research and Writing: A Beginner's Guide. In: ChatGPT in Scientific Research and Writing. Springer,

Rogers, R. (2024). Doing Digital Methods (2nd ed.). SAGE Publications.

Quan-Haase, A., & Sloan, L. (Eds.). (2022). The SAGE Handbook of Social Media Research Methods (2nd ed.). SAGE Publications Ltd.

Fielding, N.G.; Lee, R.M. and Blank, G. (2017) The SAGE Handbook of Online Research Methods. 2nd Edition. Los Angeles, Sage Publications. 728 p. ISBN: 9781473918788

Specific readings for each session will be assigned prior to the beginning of the course.

FURTHER INFORMATION

About the Instructor

Eusebio Scornavacca serves as the Director of the School for the Future of Innovation in Society (SFIS) at Arizona State University's (ASU) in the College of Global Futures. He also leads ASU's Science and Technology Center for Sustainability Innovation under the New Economy Initiative and holds a professorship in Global Digital Innovation at the Thunderbird School of Global Management. Additionally, he serves as a Senior Global Futures Scientist at ASU's Julie Ann Wrigley Global Futures Laboratory.