



AI Tools for Research

Timo Mandler | Toulouse | 31.10.2024

AI tools for different research tasks

- Exploring the literature
- Collecting & analyzing data
- Writing manuscripts
- Creating applications

- **Some of the presented tools do not use “AI” in the strict sense but are still included because they represent *novel* research tools**
- **Many tools use the same underlying model, i.e., powered by GPT-4 or Gemini 1.5, which you could also access directly**
- **Pricing information does not consider discounts (e.g., annual billing)**

Exploring the literature using AI tools

Literature exploration: Online tools



^{\$} Premium/pro versions range from 7.30 to 16.00 USD/month, with annual billing discounts.



Origin paper

Why consumers do (not) like global brands: The role of...

Petra Riefler 2012

Cognitive and Affective Reactions of U.S. Consumers to Global...

C. Dimofte, J. Johansson, I.... 2008

Branding in a global marketplace: The mediating effects of quality...

Yuliya Strizhakova, Robin A.... 2011

Drivers of Local Relative to Global Brand Purchases: A Contingency...

Yuliya Strizhakova, Robin A.... 2015

The Effects of Perceived Brand Globalness and Perceived Brand...

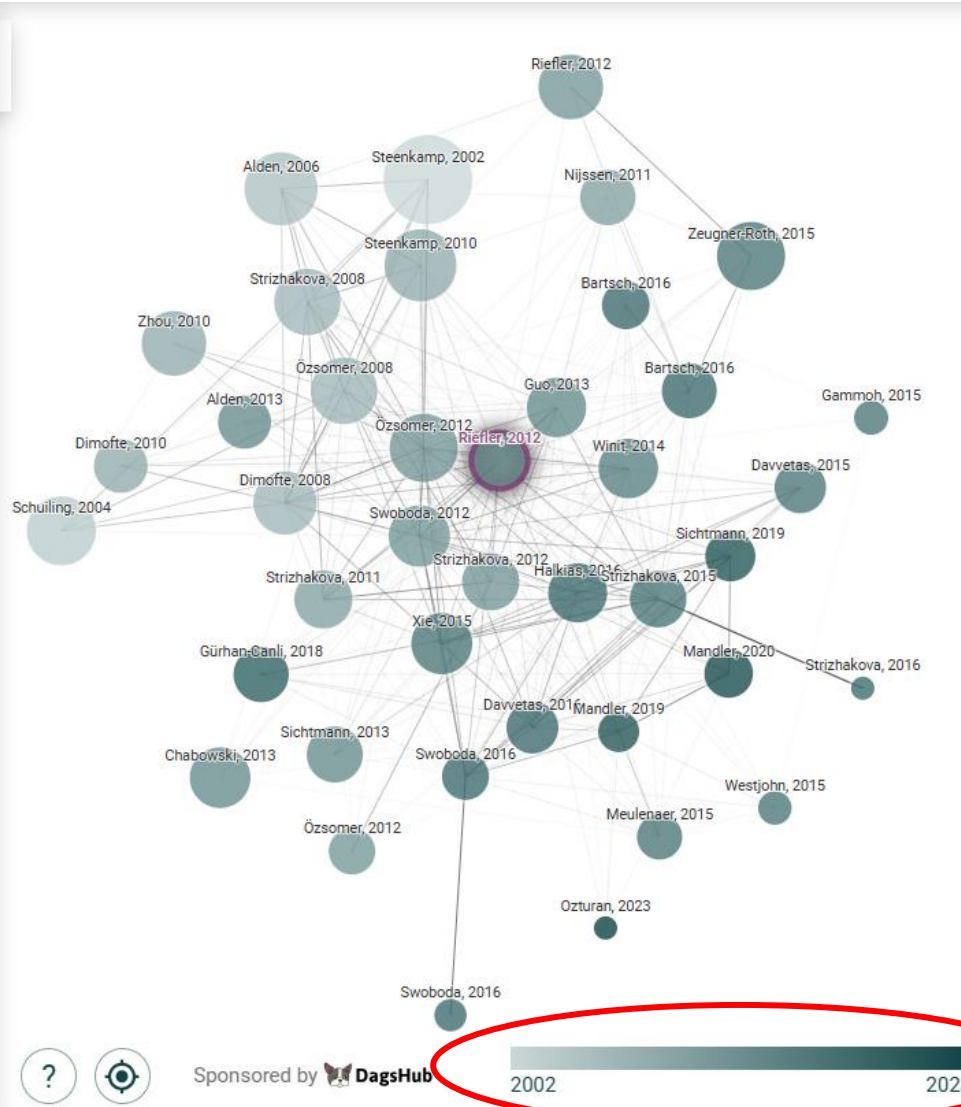
Bernhard Swoboda, K.... 2012

The Interplay between Global and Local Brands: A Closer Look at...

Ayşegül Özsoyer 2012

Living in a Global World: Influence of Consumer Global Orientation o...

Xiaoling Guo 2013



Why consumers do (not) like global brands: The role of globalization attitude, GCO and global brand origin

Petra Riefler

2012, International Journal of Research in Marketing

107 Citations

Save

Open in:

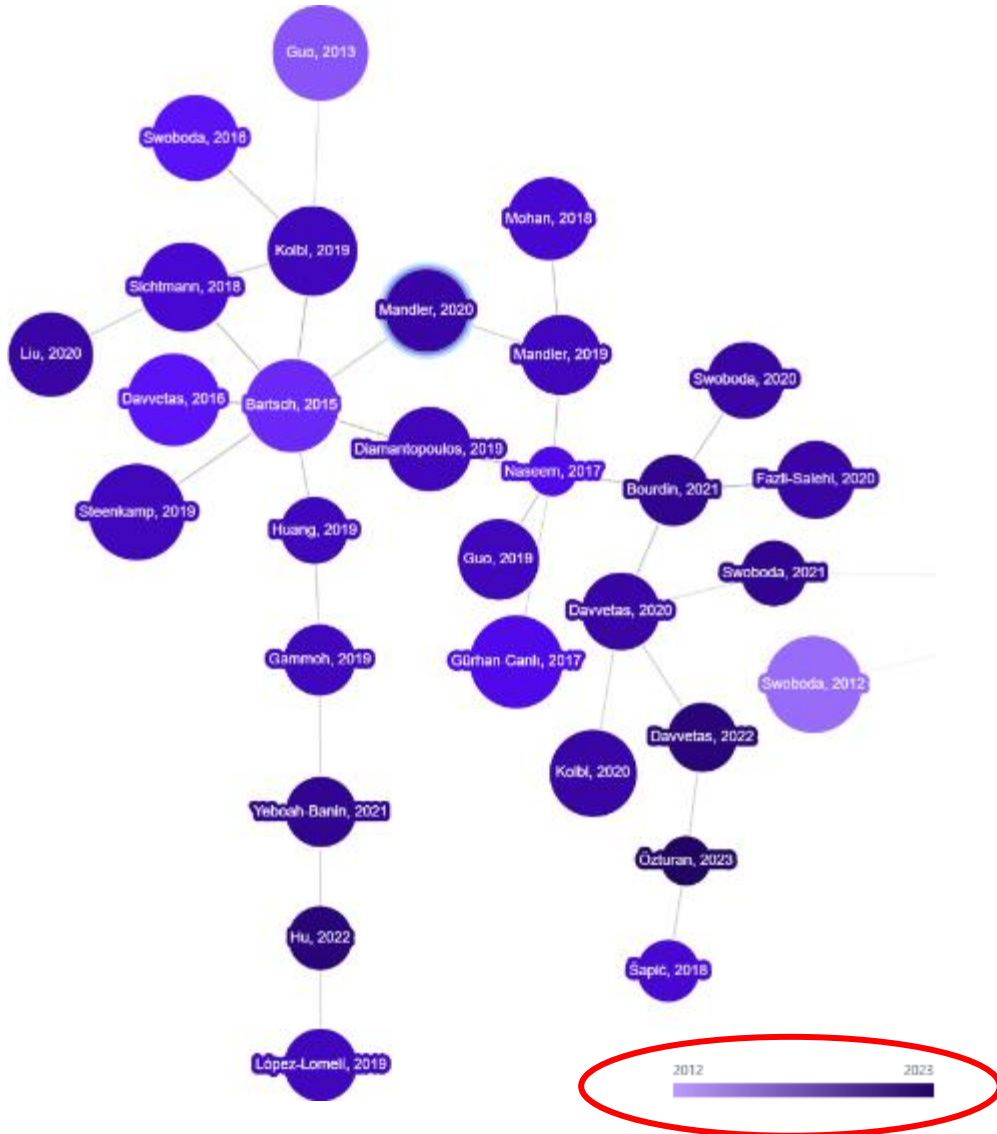


Sponsored by DagsHub

2002 2023

The screenshot displays the Litmaps interface for the search term "perceived brand globalness". The interface is divided into several sections:

- Left Sidebar:** Contains navigation options like "Quick Search...", "Create Litmap", "Tags" (with a note "You have no Tags"), "Recent", and "All Articles". At the bottom, there is a "Support" section and a "Free Account" notice for user "timo.mand3r@gmail.com".
- Top Bar:** Shows the search term "perceived brand globalness" and options to "Add" or view "Articles".
- Explore Panel:** Features filters for "Top Shared Citations & References", "Published between...", "With keywords...", "From author...", and "From journal...". Below these is a featured article: "A global brand management roadmap" from the "International Journal of Research in Marketing". A red circle highlights the "More Like This" button for this article.
- Article List:** Lists several articles with their authors and years, each with a "More Like This" button:
 - Shimp, 1987: "Consumer Ethnocentrism: Construction and Validation of the CETSCALE" (2.4k citations)
 - Kolbl, 2019: "Stereotyping global brands: Is warmth more important than competence?" (90 citations)
 - Steenkamp, 2010: "A Global Investigation into the Constellation of Consumer Attitudes toward Global and Local Products" (435 citations)
- Network Graph:** A central visualization showing connections between various research articles. Nodes represent articles, and lines represent citations. Nodes are sized and shaded based on their citation counts. The graph includes nodes for Shimp 1987, Batra 2000, Alden 1999, Steenkamp 2002, Steenkamp 2010, Dimofte 2008, Özsomer 2008, Halkias 2016, Davvetas 2016, Davvetas 2020, Riefler 2012, Bartsch 2016, Özsomer 2012, Diamantopoulos 2019, and Mandler 2019.
- Bottom Right:** A legend for the graph with options: "Positions Edited", "REF COUNT", "CITE COUNT", and "DATE".



Similar Papers

These papers cite the same papers as your selected paper. They tend to bias towards newer papers in the field.

	similarity	num_cited_by	published_year
<p>Beyond reach: an extended model of global brand effects</p> <p>+ Timo Mandler <i>International Marketing Review</i></p>	9.184031	26	2019
<p>On the Interplay Between Consumer Dispositions and Perceived Brand Globalness: Alternative Theoretical Perspectives and Empirical Assessment</p> <p>+ Adamantios Diamantopoulos, ... Martin Eisend <i>Journal of International Marketing</i></p>	5.866436	41	2019
<p>The relational value of perceived brand globalness and localness</p> <p>+ Christina Sichtmann, ... Adamantios Diamantopoulos <i>Journal of Business Research</i></p>	5.662205	85	2018
<p>Perceived Brand Globalness/Localness: A Systematic Review of the Literature and Directions for Further Research</p> <p>+ Hao Liu, ... E Tzemou <i>Journal of International Marketing</i></p>	5.573338	48	2020
<p>Consumers and Brands across the Globe: Research Synthesis and New Directions</p> <p>+ Zeynep Gürhan-Canlı, ... Ceren Hayran <i>Journal of International Marketing</i></p>	5.55939	126	2017
<p>Xenocentrism, cosmopolitanism, and consumer behavior in emerging markets: important antecedents and consequences</p> <p>+ Emmanuel Ato Silva Quaye</p>	5.42176	0	2020



References from your articles (backward citation chasing)

Once you have loaded your input articles, you can search for all referenced articles across them.

[Search for all referenced articles in Lens.org](#) [Reset](#)

Your 1 articles contained a total of 91 references. Your RIS file is ready for download and contains 91 records exported from Lens.org.

[Download an RIS file of referenced articles \(including abstracts\)](#)

authors	year	title	source_title	volume	issue	start_page	end_page	doi
Westjohn, Stanford A.; Magnusson, Peter; Zhou, Joyce X.	2015	Does the Value of Global Brands Apply to Both Foreign and Domestic-Based Global Brands?	Advances in International Marketing	25		267	286	10.1108/s1474797920140000
Zhou, Lianxi; Yang, Zhiyong; Hui, Michael K.	2009	Non-local or local brands? A multi-level investigation into confidence in brand origin identification and its strategic implications	Journal of the Academy of Marketing Science	38	2	202	218	10.1007/s1174

Citations of your articles (forward citation chasing)

Once you have loaded your input articles, you can search for all articles that cite them.

[Search for all citing articles in Lens.org](#) [Reset](#)

Your 1 articles were cited a total of 30 times. This corresponds to 30 unique article IDs. Your RIS file is ready for download and contains 30 records exported from Lens.org.

[Download an RIS file of citing articles \(including abstracts\)](#)

authors	year	title	source_title	volume	issue	start_page	end_page	doi
Kashif, Muhammad; Udunuwara, Maduka	2023	Redefining brand globalness: an interpretive inquiry	Journal of Marketing Theory and Practice	32	3	362	377	10.1007/s1174
Baršytė, Justina; Ruzeviciute, Ruta; Neciunskas, Paulius; Schlegelmilch, Bodo B.	2023	When "Global" Becomes a Challenge: The Role of Freshness in Food Brand Preference Formation	Journal of International Marketing	31	4	23	35	10.1108/jim-05-2023-0011
Swoboda, Bernhard; Sinning, Carolina	2021	Endorsement of Global Product Brands by Global Corporate Brands – A Consumer Perspective Across Nations	Management International Review	61	4	563	598	10.1007/s1174



The screenshot displays the ResearchRabbit interface for a collection named "Global Brands". The interface is divided into several sections:

- Left Panel:** Contains navigation options like "New Collection", "New Category", and "Connect to Zotero". It lists collections under "Uncategorized" and "Shared with Me". The "Global Brands" collection is selected, showing 31 items.
- Top Panel:** Includes a "Filter" dropdown set to "Custom" and checkboxes for "Abstracts" and "Comments". A "Select All" button is present.
- Center Panel:** Displays a network graph titled "Connections between your collection and 0 papers". The graph shows a timeline of authors from 1999 to 2022. Nodes represent authors, and lines represent connections between them. The timeline labels are: 1999 (Alden), 2000 (Batra), 2002 (Alden), 2003 (Stewenkamp), 2006 (Stewenkamp), 2010 (Ozsom, Dimofte), 2014 (Xie, Wint), 2018 (Halkias, Davvetas, Swoboda, Bartich), 2022 (Han, Davvetas).
- Right Panel:** Features a "These Authors" section with a filter set to "# Citations". It lists authors with their publication and citation counts:
 - Charalampos Saridakis: 7 publications, 7 citations
 - Adamantios Diamantopoulos: 7 publications, 7 citations
 - Mayoor Mohan: 7 publications, 7 citations
 - Brian P. Brown: 7 publications, 7 citations
 - Petra Riefler: 7 publications, 7 citations
 - Carolina Sinning: 7 publications, 7 citations
 - Ruiyang Hong: 7 publications, 7 citations
 - Zhe Zhang: 7 publications, 7 citations
 - Zhang Chun: 7 publications, 7 citations
 - Zuohao Hu: 7 publications, 7 citations
- Bottom Panel:** Includes a "Public Collection" toggle, a "Shareable Link" button (Copy), a "Collaborators" button (Edit), and an "Email Updates" toggle.

AI Research Assistant

Carefully searching all academic research

Welcome! I'm your research assistant. I can help you find academic papers.

You can tell me exactly what you want, like a colleague, and I'll understand. That means I can find **very specific** and **extremely complex** ideas.

To get started,

1. First, tell me what you want to find.
2. Then I'll ask one or two follow-up questions to make sure I understand what you want.
3. Finally, I'll search the literature for you, and I'll write a comprehensive report on what I find.

To do a careful job, the final literature search will take ~3 minutes.

So, what topic do you want to find research papers on? Please be as detailed as possible.

I want to find all relevant literature that discusses why people prefer to purchase global or local brands.

So, you're looking into consumer behavior and brand preference, which often involves psychological, cultural, economic, and ethical considerations affecting why consumers might gravitate towards global brands known for consistency or local brands often tied to identity and authenticity.

I want to find peer-reviewed empirical studies that explore why consumers prefer global or local brands, without restrictions on geographic region or demographic cohort.



Submit Deep Search

Searching...

Results will appear here when finished. Typically takes 2-3 minutes.

We'll also email you when the report is complete, and you can always return here from your [History](#) page.

- 🔍 Interpreting your search and identifying criteria for relevance...
- 🔍 Searching for the most promising papers...
- 📖 Reading and identifying the best candidate papers...
- 📝 Reflecting on the results...

While we finish your report...

Learn more about what you'll find inside

5 min



Report

- ▼ Detailed summary
- ▼ Categories of papers
- ▼ Timeline and citation network
- ▼ Discovery progress: ~83.9% complete (~57-68 papers found)

^ Detailed summary

The literature search revealed substantial empirical evidence that consumer preferences for global versus local brands are significantly influenced by factors like ethnocentrism, perceived quality, and cultural identity, with consistent patterns across diverse geographic contexts [1 , 3 , 6 , 8].

• Key Influences on Brand Preference

- **Ethnocentrism and Cultural Identity:** Consumer ethnocentrism drives preference for local brands, while global cultural orientations favor global brands. This pattern is consistent, indicating strong identity and social orientation influences [1 , 3 , 7].
- **Perceived Quality and Prestige:** Global brands are preferred for perceived superior quality and international prestige, with the country of origin further enhancing these perceptions in developing markets [1 , 4 , 10].
- **Cognitive and Emotional Factors:** Consumers' psychological identity, including cosmopolitanism and uncertainty, affects brand preference, sometimes favoring brands incongruent with their dominant identity when under uncertainty [5].

• Methodological Approaches:

- Studies predominantly use survey methods and structural equation modeling to explore these dynamics, providing robust evidence across different cultural and economic contexts [1 , 3 , 6 , 9].

• Regional and Market-Specific Insights:

- Cross-national comparisons underscore the nuanced mix of local and global brand ideologies in varying markets, emphasizing contextual factors like economic development and product category symbolism in shaping consumer preferences [5 , 11 , 17].

This comprehensive set of studies advances the understanding of consumer preference dynamics through a multi-faceted empirical lens, covering theoretical constructs, methodological diversity, and contextual variations.

^ Timeline and citation network

Historical Development of Ideas

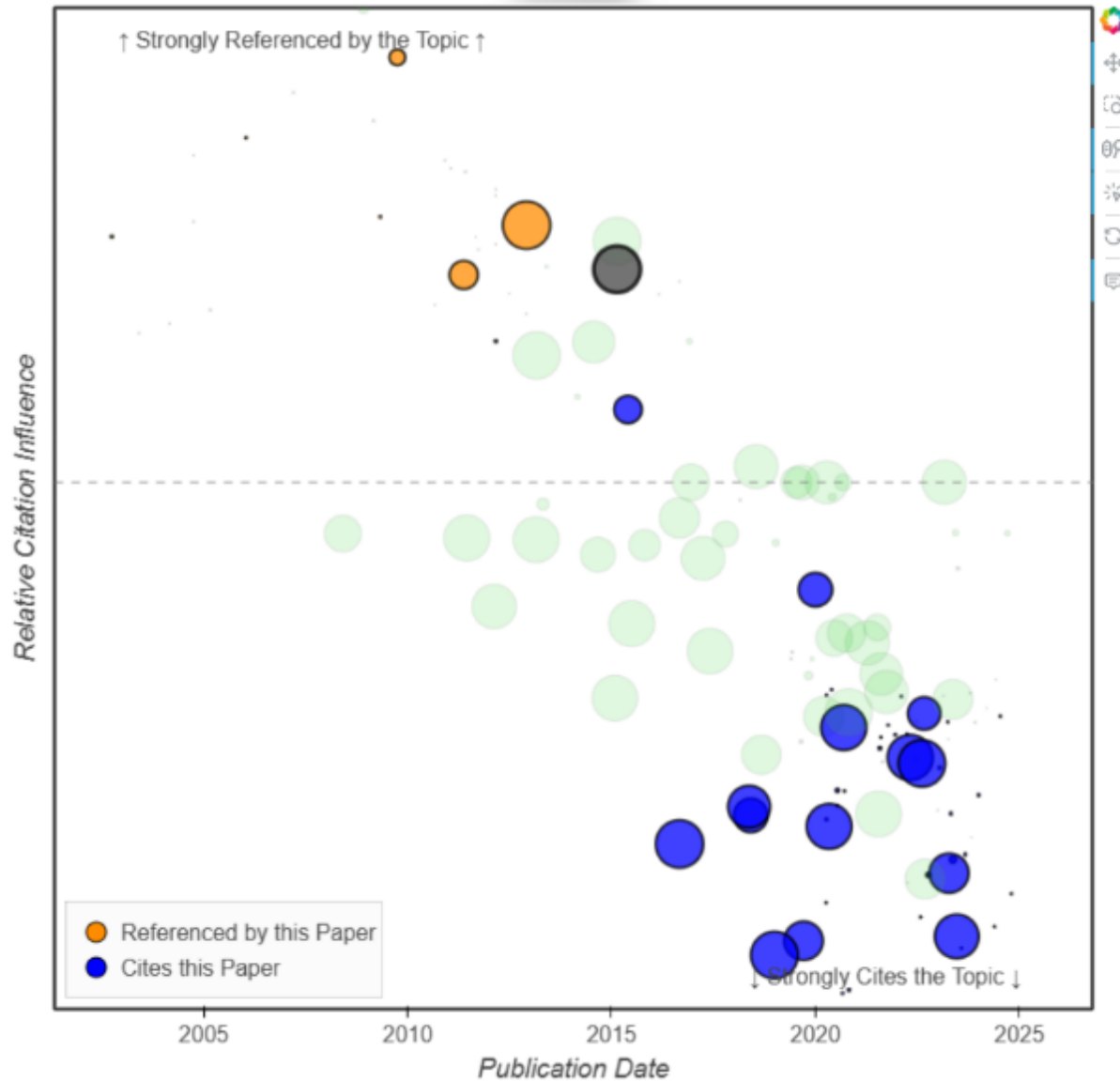
- **Early Research (2000s):** Initial exploration into consumer preferences for global versus local brands often revolved around the concepts of perceived quality and ethnocentrism. Landmark studies like those by Batra et al. in 2000 investigated brand nonlocalness and its status symbol implications, setting the stage for the idea that global brands are often perceived as superior in quality and prestige [4].
- **Mid-2000s to Early 2010s:** Research began to incorporate more diverse geographic perspectives. Studies like Hemza (2005) started to explore the consumer side of brand globalness versus localness, focusing on consumer perceptions rather than just strategic benefits for companies [2].
- **2010s to Early 2020s:** The focus broadened to include psychological and social identity aspects, such as consumer cosmopolitanism and identity expressiveness. Research started employing complex modeling techniques like SEM to better understand the underlying factors influencing consumer preferences [1 , 9 , 15].
- **Recent Developments (2020s):** Studies are increasingly considering the nuanced interactions between brand globalness/localness and consumer identity in varying cultural and economic contexts. The role of uncertainty and the interplay of local-global identities under specific market conditions have been newer areas of inquiry [5 , 13].

Clusters of Research Groups or Key Individuals

- **R. Batra and Collaborators:** Batra has been an influential figure since his early work (e.g., 2000), exploring how nonlocal perceptions impact brand preference, and contributing to understanding consumer behavior concerning global-local brand dynamics [4 , 5]. His studies often emphasize the moderating effects of cultural and identity variables.
- **Bernhard Swoboda:** Swoboda's contributions, particularly in the 2010s, examined cross-cultural differences in brand perceptions, focusing on brand globalness and localness and their effects on consumer loyalty and perceived value across varied markets [8 , 17].
- **Research from Yuliya Strizhakova & Robin A. Coulter:** This duo has significantly contributed to understanding global consumer culture theory and the dual-drivers concept, which analyzes the roles of identity signaling and quality perceptions on brand preference [9 , 12]. Their research underscores the contingency of preference on economic development and product symbolism.

These clusters depict an evolution from a focus on brand attributes and strategic management to the incorporation of sociocultural, psychological, and identity-related factors, offering a comprehensive view of consumer preferences in a globalized marketplace.

Topic Match	Cit./Year	Year
97.8%	49.1	2000
97.7%	9.0	2020
96.9%	7.0	2016
96.9%	14.6	2015



Paper Details

[An Extended Model of Preference Formation between Global and Local Brands: The Roles of Identity Expressiveness, Trust, and Affect](#)

Authors: Yi Xie, R. Batra, Siqing Peng

Journal: Journal of International Marketing

Date: 2015-02-19

Citations: 200

Network Scores:

Connectedness to the Topic (Size): 0.133

Importance as a Reference: 0.126

Importance as a Citing Article: 0.072

Abstract: The authors propose an augmented conceptual model explaining consumer preferences for global brands versus local brands in emerging markets and test the model using data from a Chinese consumer sample. The model adds high brand-identity expressiveness as well as high trust and positive affect toward these brands. The results support these additions and replicate previous findings that brand quality and prestige are important links between perceived brand globalness (PBG) and perceived brand localness (PBL) and favorable behavioral intentions. The most novel finding is that both PBG and PBL can enhance a brand's identity expressiveness. The results establish the mediating roles of these additional variables between PBG/PBL and behavioral intentions and also identify the incremental explanatory value of these additional mediators, which have been neglected in previous global branding research. Furthermore, PBG—which affects behavioral intentions through pathways of brand prestige, trust, and affect—is more influential than PBL, which operates mainly through brand identity expressiveness.

3 selected + Show more like these Delete Sort: Most relevant Filters Export as UPGRADE

Paper	Abstract summary
<input checked="" type="checkbox"/> An Extended Model of Preference Formation between Global and Local Brands: The Roles of Identity Expressiveness, Trust, and Affect Yi Xie +2 2015 · 197 citations DOI	Consumers' preferences for global vs. local brands are explained by brand identity expressiveness, trust, and a with global brands being more influential.
<input checked="" type="checkbox"/> Uncertainty Evokes Consumers' Preference for Brands Incongruent with their Global-Local Citizenship Identity Sharon Ng +2 2020 · 33 citations DOI	Consumers prefer brands incongruent with their global local citizenship identity when under uncertainty.
<input checked="" type="checkbox"/> How Product Category Shapes Preferences toward Global and Local Brands: A Schema Theory Perspective Vasileios Davvetas +1 2016 · 92 citations DOI	Consumers' preferences for global vs. local brands are shaped by their product category schemata.
<input type="checkbox"/> Drivers of Local Relative to Global Brand Purchases: A Contingency Approach Yuliya Strizhakova +1	Consumers' preferences for local versus global brands driven by local-global values, brand identity signaling, moderated by country development and product

Load more

Manage Columns

Search or create a column

Describe what kind of data you want to extract

e.g. Limitations, Survival time

ADD COLUMNS

- + Summary
- + Main findings
- + Mell
- + Inter
- + Out
- + Limi

+ Add a new step 3 papers selected

- Create a new table from selected papers 3 papers
- Summarize abstracts for selected papers 3 papers
- Chat with papers Beta 3 papers
- Ask a new question and find papers
- Extract data from uploaded papers
- Get a list of concepts

Pro Analysis

Beta · 10 papers

Introduction

Consumers' preferences for global versus local brands are influenced by a variety of factors, including product category, cultural values, identity, trust, and perceived quality. These factors are crucial for brand managers aiming to position their products effectively.

Key Insights

- **Product Category Influence:**
 - Consumers perceive global brands as superior in product quality and symbolic characteristics. This perception drives preference for global brands and the avoidance of normative criticism for local brands.
- **Cultural and Identity Factors:**
 - Ethnocentrism and global connectedness influence brand evaluations. Economic development and product category symbolism also play a role in identity-signaling function in certain contexts **2**.
 - Under uncertainty, consumers with a strong global identity may favor global brands due to divergent thinking styles activated by uncertainty.

7 The Coalescence Effect: How a Combination of Foreign and Local Appeals Enhances Customer Engagement Through Perceived Brand Globalness

A combination of local and foreign appeals leads to more favorable brand and product evaluations due to a heightened level of perceived brand globalness, known as "the coalescence effect."

Journal of International Marketing | Miao Hu et al. | 1 citations | 2022

Study snapshot ^

 Save  Cite  Share

 Population	Consumers in China and the United States
 Methods	Survey and data analysis
 Outcomes	Brand and product evaluations.
 Results	A combination of local and foreign appeals led to more favorable brand evaluations.

Extracted 4/7 study attributes

Literature exploration: RAG models

Retrieval-augmented generation (RAG) models combine retrieval models with generative models (e.g., LLMs) to answer questions or generate content based on specific knowledge sources

“PaperQA2, a frontier language model agent optimized for improved factuality, matches or exceeds subject matter expert performance on three realistic literature research tasks without any restrictions on humans (i.e., full access to internet, search tools, and time). PaperQA2 writes cited, Wikipedia style summaries of scientific topics that are significantly more accurate than existing, human-written Wikipedia articles.”

Skarlinksi et al. (2024), Language agents achieve superhuman synthesis of scientific knowledge,

<https://arxiv.org/abs/2409.13740>

Literature exploration: PaperQA2

- Paper QA2 is freely available: <https://github.com/neuracap/paperqa>
- Install with a single command line (*pip install paper-qa*)
- Obtain and set your OpenAI and Semantic Scholar API keys
- Select the folder containing all articles
- Run “*pqa ask ‘Your question’*”
- Use setting “*wikicrow*” for summaries
- Can also be used for searching papers

FAM83H

Overview

FAM83H, or Family with Sequence Similarity 83 Member H, is a gene located on chromosome 8 in humans that encodes a protein belonging to the FAM83 protein family. This protein family is characterized by a conserved domain known as DUF1668, which includes a pseudo-phospholipase D motif, although it lacks catalytic activity, suggesting a role as a pseudoenzyme (Bozatzki2018The)...

Structure

The molecular structure of the FAM83H protein is characterized by a conserved N-terminal domain known as DUF1668, which includes a pseudo-phospholipase D (PLD) catalytic motif. This motif, however, lacks essential elements for actual catalytic activity, rendering the FAM83 proteins as pseudoenzymes (Bozatzki2018The). The primary structure of FAM83H lacks well-defined structural characteristics or known functional domains, except for the mentioned PLD-like domain, suggesting a conserved secondary structure and similar three-dimensional fold (Wang2015Fam83h)...

Function

FAM83H, or Family with Sequence Similarity 83 Member H, plays a crucial role in the regulation of keratinization in epithelial cells, which is essential for the formation of the protective outer layer of the skin (Barr2019Long). This gene is also involved in the organization of the keratin cytoskeleton, maintaining the structural integrity and function of epithelial tissues (Barr2019Long)...

Clinical Significance

Mutations in the FAM83H gene are primarily linked to autosomal dominant hypocalcified amelogenesis imperfecta (ADHCAI), a genetic disorder that affects dental enamel formation, leading to enamel that is soft, thin, and prone to rapid abrasion after tooth eruption. The condition is characterized by yellowish-brown discolored enamel that exhibits reduced mineral density and increased sensitivity (Sriwattanapong2021Age-related; Lee2010FAM83H)...

Interactions

FAM83H interacts with various proteins, playing a significant role in cellular processes such as keratin filament organization and signaling pathways. It binds to casein kinase Iα (CK-1α) through a specific motif in its N-terminal region, which is crucial for recruiting CK-1α to keratin filaments in epithelial cells. This interaction is essential for the dynamic rearrangement of keratin filaments, impacting cell migration and polarization, particularly in colorectal cancer cells (Kuga2013A)...

Literature exploration: Google NotebookLM

NotebookLM

Add sources

Sources let NotebookLM base its responses on the information that matters most to you.
(Examples: marketing plans, course reading, research notes, meeting transcripts, sales documents, etc.)

Upload sources

Drag & drop or [choose file](#) to upload

Supported file types: PDF, .txt, Markdown, Audio (e.g. mp3)

Google Drive

Google Docs

Google Slides

Link

Website

YouTube

Paste text

Copied text

Source limit

0 / 50

Can you provide me a summary of all sources?

Here is a summary of the sources you provided:

- The sources provided discuss **global and local brand ownership, brand identification, and consumer attitudes**. The authors of these sources explore how consumer perceptions of brand globalness and localness influence consumer behavior, including purchase intentions, brand loyalty, and willingness to pay. 1 2 3 4 ...
- **Perceived Brand Globalness (PBG)** is a key concept in these sources. It refers to the extent to which consumers perceive a brand as being available worldwide, having international recognition, and being associated with global values. 4 10 12 14 15 One study defines **global brands** as brands that use the same name and logo, are available and accepted in multiple regions, derive at least 5 percent of sales from outside the home region, and are managed internationally. 13
- The sources explore the **relationship between PBG and various consumer outcomes**, such as **brand attitude, willingness to pay, purchase intentions, and brand loyalty**. Some studies suggest that consumers associate global brands with positive attributes like high quality, prestige, and innovation, leading to a **positive impact of PBG on these outcomes**. 6 10 12 15 16
- However, other studies highlight that the **effect of PBG can be contingent on factors** such as **product category, consumer characteristics, and the presence of strong local brands**. 4 11 12 17 Some studies have found that **consumers may have a preference for local brands**, especially in categories where local origin is considered important or when local brands offer strong competition. 2 12 18

* Notebook guide ^

How do consumer attitudes towards globality affect global brand ownership? What three >

21 sources | Start typing... →

Sources Notes

NotebookLM may still sometimes give inaccurate responses, so you may want to confirm any facts independently.

Collecting & analyzing data using AI tools

Data collection

LLMs help develop custom web **scraping scripts** and **access APIs**

- Feed them with the source codes or API documentation
- Explain what you want to extract (mention particularities) and how the data should be recorded
- Specify the preferred programming language (e.g., R, Python)
- Run the developed script and revise it iteratively

Data collection: Examples

Exchange Rate Extraction

```
1 import requests
2 from bs4 import BeautifulSoup
3 import pandas as pd
4
5 # load the Excel file
6 file_path = 'C:/Users/Mandler/OneDrive/Dokumente/Python Scripts/exchange_rates_additional.xlsx'
7 exchange_data = pd.read_excel(file_path)
8
9 # Function to scrape exchange rates from a given XE.com page
10 def scrape_exchange_rate(url):
11     try:
12         # Send a GET request to the URL
13         response = requests.get(url)
14         response.raise_for_status() # Raise an error for bad status codes
15
16         # Parse the HTML content using BeautifulSoup
17         soup = BeautifulSoup(response.content, 'html.parser')
18
19         # Find the table row that contains 'USD'
20         usd_link = soup.find('a', string="USD")
21
22         if usd_link:
23             row = usd_link.find_parent('tr')
24
25             # Extract the <td> elements (the <th> is treated separately)
26             cols = row.find_all('td')
27
28             if len(cols) >= 3:
29                 usd_per_cur = cols[1].text.strip() # 2nd <td> is usd_per_cur
30                 cur_per_usd = cols[2].text.strip() # 3rd <td> is cur_per_usd
31                 return usd_per_cur, cur_per_usd
32
```

59 lines (Python)

YouTube API

```
1 install.packages("httr")
2 install.packages("jsonlite")
3 install.packages("dplyr")
4
5 library(httr)
6 library(jsonlite)
7 library(dplyr)
8
9 get_comments_for_videos <- function(video_ids, api_key) {
10   get_youtube_comments <- function(video_id, api_key) {
11     url <- "https://www.googleapis.com/youtube/v3/commentThreads"
12     comments <- data.frame()
13
14     # Set initial parameters
15     params <- list(
16       part = "snippet",
17       videoId = video_id,
18       key = api_key,
19       maxResults = 100
20     )
21
```

91 lines (R)

Data analysis

Qualitative data

- NVivo (with Lumivero AI)
- ATLAS.ti
- Otter.ai (transcription)
- Sonix.ai (transcription)
- Maestra (transcription)

Quantitative data

- Claude.ai (as *co-pilot*)
- ChatGPT (as *co-pilot*)
- Julius AI

\$ Licenses range from 8.33 to 26.00 USD/month [exception: NVivo with Lumivero AI: 660+ EUR/year]

Writing manuscripts using AI tools

Manuscript writing

- **Grammarly:** General writing assistant (solid free version)
- **Hemingway:** General writing assistant (free version only in browsers)
- **QuillBot:** Writing assistant with additional features, e.g., paraphraser and plagiarism check (free version limited to short texts)
- **PaperPal:** Academic language editing service (limited free version)
- **Scite_:** Identification of citations and reference check (7-days trial)

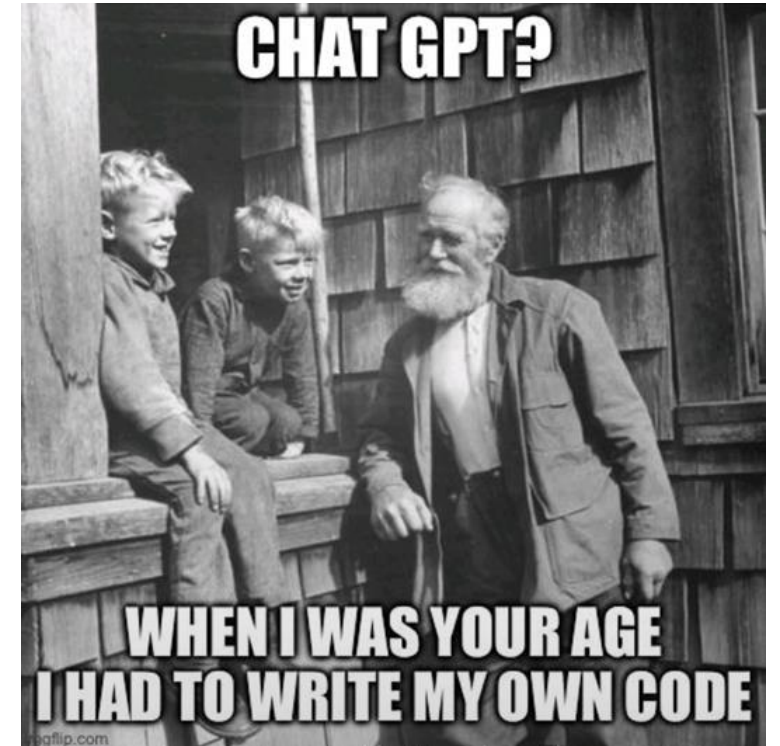
\$ Licenses range from 8.33 to 17 USD/month or 20 USD one-time purchase (Hemingway)

Creating applications using AI tools

Programming

AI tools drastically lower the barriers to writing code for **any type of application**

- AI-powered code editors (e.g., Cursor) and co-pilots are revolutionizing programming
- Basic knowledge can help understand what is happening and get better results faster
- AI can also help with debugging



Aider (<https://aider.chat/>) is “**AI pair programming**”

- translates your prompts in natural language into programming code
- creates and runs the files to preview the outcome
- revises the files (or file you feed it) according to your wishes
- works with all common LLMs (API key required), including GPT-4o, Claude 3.5 Sonnet, Gemini 1.5, and Llama

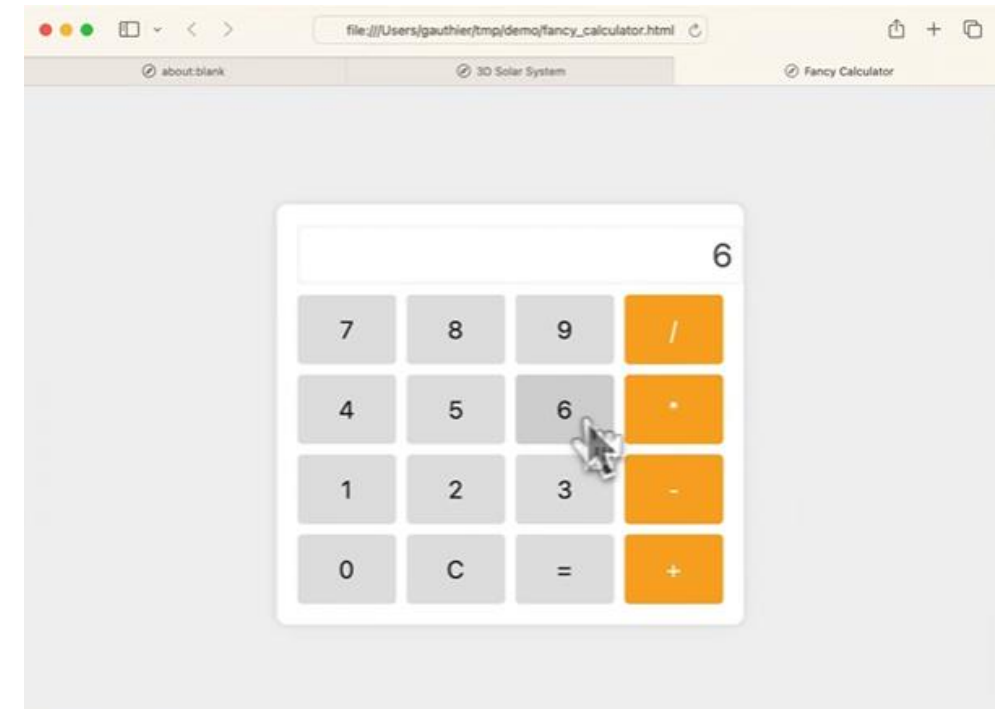
Examples: <https://aider.chat/examples/README.html>

Aider.ai: Video screenshots

```
Aider v0.51.2-dev
Main model: gpt-4o-2024-08-06 with diff edit format
Weak model: gpt-4o-mini
Git repo: none
Repo-map: disabled
Use /help <question> for help, run "aider --help" to see cmd line args

> make a web page with a fancy calculator
```

```
macbook-~/tmp/demo ㉿ 5
<html>
  <html charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Fancy Calculator</title>
  <body>
    <body>
      <body>
        {
          font-family: Arial, sans-serif;
          display: flex;
          justify-content: center;
          align-items: center;
          height: 100vh;
          background-color: #f0f0f0;
        }
      <calculator>
        {
          background-color: #fff;
          padding: 20px;
          border-radius: 10px;
          box-shadow: 0 0 10px rgba(0, 0, 0, 0.1);
        }
      <display>
        {
          width: 100%;
          padding: 10px;
          font
```



Summary

- Numerous AI tools
- Some tools are completely free and powerful, while others only offer rather limited free versions
- Most leverage the capabilities of the same underlying AI models (e.g., GTP-4) and/or data sources (e.g., Crossref)
- API access can help you to use AI capabilities at a large scale (looping) and in a replicable way (transparent configurations)



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