



## **VII CICLO DE DEBATES PERIÓDICOS UFSC**

13, 14 e 15 de maio de 2025 - YouTube da BU/UFSC

### **Inteligência Artificial e editoração de periódicos científicos**

**Ricardo Limongi (UFG)**

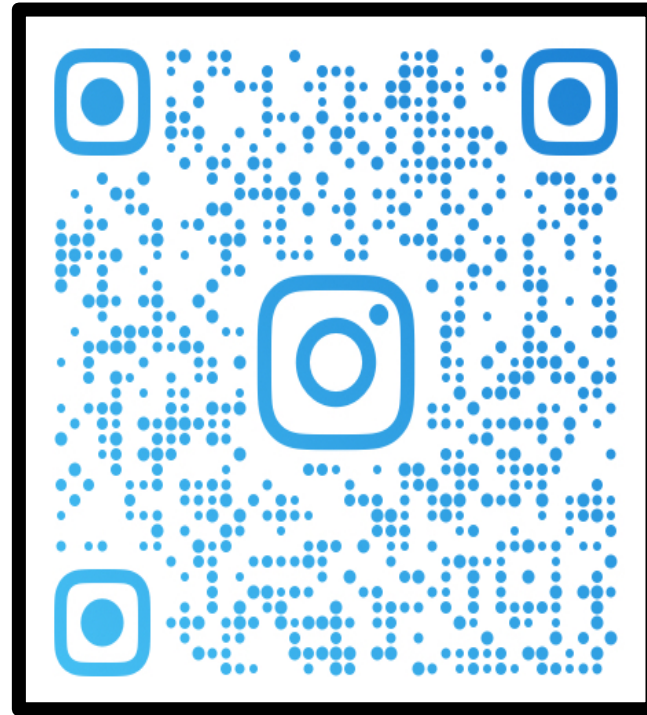
Quinta-feira | 15/05 | 18 horas

Transmissão ao vivo no YouTube da BU/UFSC





Ricardo Limongi



@limongi

**"Nossos poderes tecnológicos  
aumentam, mas os efeitos colaterais e  
os potenciais perigos também  
aumentam"**

Alvin  
Toffler

# Inteligência Artificial Generativa



### Compare o desempenho dos modelos no teste da Folha

- Cumprir bem a tarefa
- Cumprir a tarefa com ressalvas
- Insatisfatório
- Não possui o recurso

	ChatGPT	Claude	Copilot	DeepSeek	Gemini	Perplexity	Qwen	Grok3
Fatos recentes	●	●	●	●	●	●	●	●
Fatos históricos	●	●	●	●	●	●	●	●
Assuntos políticos	●	●	●	●	●	●	●	●
Criação de imagens	●	●	●	●	●	●	●	●
Análise de documentos	●	●	●	●	●	●	●	●
Fonte das informações	●	●	●	●	●	●	●	●
Recurso por voz	●	●	●	●	●	●	●	●
Operações matemáticas	●	●	●	●	●	●	●	●
Tabelas e gráficos	●	●	●	●	●	●	●	●
Planejamento de viagem	●	●	●	●	●	●	●	●

O que andam **dizendo**  
**da IA** por aí?

RESEARCH ARTICLE

Open Access



# Generative AI and the future of higher education: a threat to academic integrity or reformation? Evidence from multicultural perspectives

Abdullahi Yusuf<sup>1\*</sup> , Nasrin Pervin<sup>2</sup>  and Marcos Román-González<sup>3</sup> 

# Alta Conscientização e Uso de IAGen

- **81,76%** dos participantes estão cientes das ferramentas de IAGen
- **ChatGPT** é a ferramenta mais conhecida e utilizada



# Principais Aplicações no Ensino Superior

- Uso predominante para **busca de informações (44,3%)** e **parafraseamento (39,4%)**
- Também utilizado para **aprendizagem autônoma (28,5%)** e **redação de textos (27,2%)**

# Percepções sobre Desonestidade Acadêmica

- **46,4%** consideram que o uso de IA Gen por estudantes é **trapaça** e **45,4%** veem o uso por professores da mesma forma

# Principais Preocupações

- Pode gerar **informações imprecisas e enviesadas**
- **Risco de plágio** e **dependência excessiva**
- Impactos negativos na **integridade acadêmica**

# Algoritmos de IAGen na Pesquisa Científica

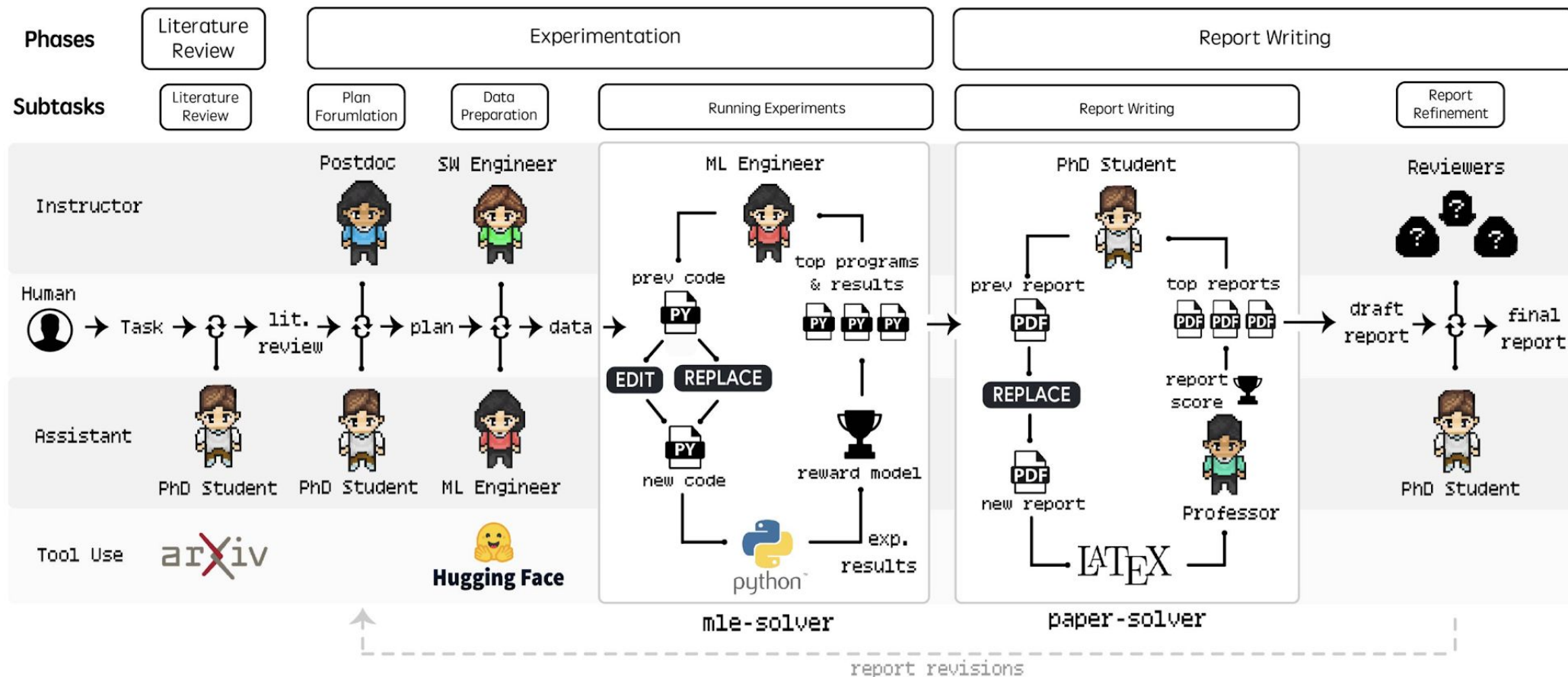
# Agent Laboratory: Using LLM Agents as Research Assistants

Samuel Schmidgall<sup>1, 2</sup>, Yusheng Su<sup>1</sup>, Ze Wang<sup>1</sup>, Ximeng Sun<sup>1</sup>, Jialian Wu<sup>1</sup>, Xiaodong Yu<sup>1</sup>, Jiang Liu<sup>1</sup>, Zicheng Liu<sup>1</sup> and Emad Barsoum<sup>1</sup>

<sup>1</sup>AMD, <sup>2</sup>Johns Hopkins University

Historically, scientific discovery has been a lengthy and costly process, demanding substantial time and resources from initial conception to final results. To accelerate scientific discovery, reduce research costs, and improve research quality, we introduce Agent Laboratory, an autonomous LLM-based framework capable of completing the entire research process. This framework accepts a human-provided research idea and progresses through three stages—literature review, experimentation, and report writing to produce comprehensive research outputs, including a code repository and a research report, while enabling users to provide feedback and guidance at each stage. We deploy Agent Laboratory with various state-of-the-art LLMs and invite multiple researchers to assess its quality by participating in a survey, providing human feedback to guide the research process, and then evaluate the final paper. We found that: (1) Agent Laboratory driven by o1-preview generates the best research outcomes; (2) The generated machine learning code is able to achieve state-of-the-art performance compared to existing methods; (3) Human involvement, providing feedback at each stage, significantly improves the overall quality of research; (4) Agent Laboratory significantly reduces research expenses, achieving an 84% decrease compared to previous autonomous research methods. We hope Agent Laboratory enables researchers to allocate more effort toward creative ideation rather than low-level coding and writing, ultimately accelerating scientific discovery.

 <https://AgentLaboratory.github.io>



# LitLLMs, LLMs for Literature Review: Are we there yet?

**Shubham Agarwal \***

*ServiceNow Research, Mila - Quebec AI Institute, HEC Montreal*

**Gaurav Sahu \***

*ServiceNow Research, University of Waterloo*

**Abhay Puri \***

*ServiceNow Research*

**Issam H. Laradji**

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*ServiceNow Research, Polytechnique Montreal, Mila - Quebec AI Institute, Canada CIFAR AI Chair*

*\* Equal contribution*

Reviewed on OpenReview: <https://openreview.net/forum?id=heeJqQXKg7>

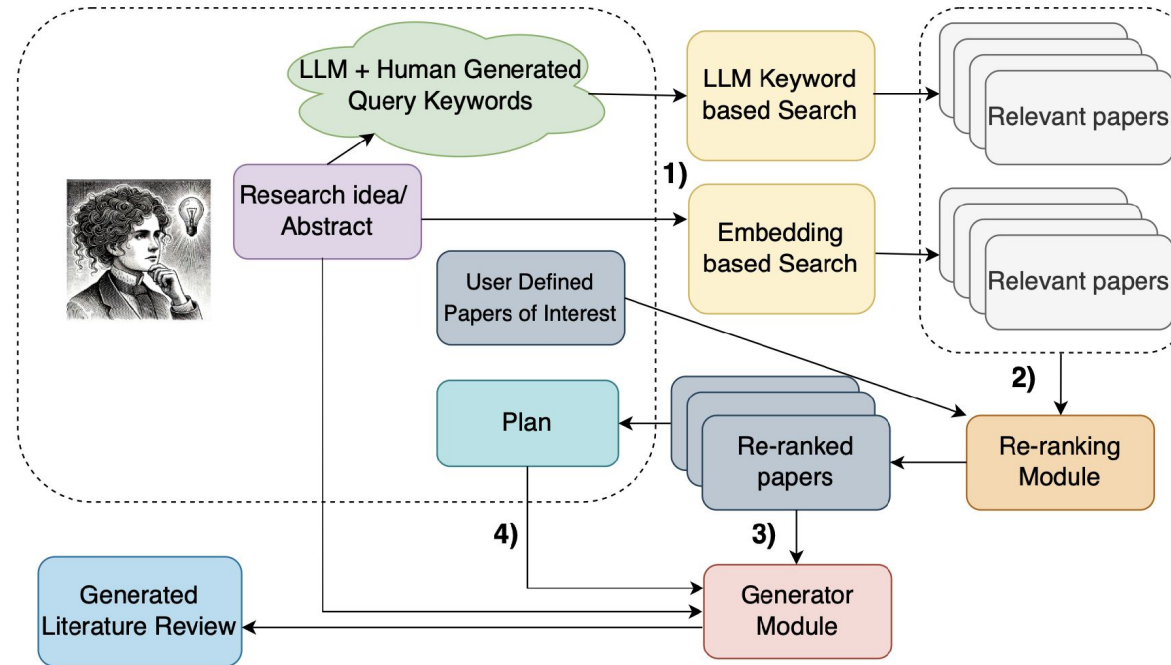


Figure 1: A schematic diagram of our framework, where: 1) Relevant prior work is retrieved using keyword and embedding-based search. 2) LLMs re-rank results to find the most relevant prior work. 3) Based on these papers and the user abstract or idea summary, an LLM generates a literature review, 4) optionally controlled by a sentence plan.



**CIÊNCIA**

**PRIMEIRO,**

**DEPOIS**

**IA**

IA É MEIO  
E NÃO FIM

A IA NÃO ESTÁ  
SUBSTITUINDO O MÉTODO  
CIENTÍFICO, ESTÁ  
EXPANDINDO NOSSA  
CAPACIDADE DE  
APLICÁ-LO

Quais as consequências?

## Age and cognitive skills: Use it or lose it

ERIC A. HANUSHEK  , LAVINIA KINNE  , FRAUKE WITTHÖFT, AND LUDGER WOESSMANN  [Authors Info & Affiliations](#)

SCIENCE ADVANCES • 5 Mar 2025 • Vol 11, Issue 10

**Opinion**  
Artificial intelligence (AI)

Thu 27 Feb 2025 14.00 GMT

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 **57**

# AI is 'beating' humans at empathy and creativity. But these games are rigged

MJ Crockett

Research pitting people against AI systems gives AI an edge by asking us to perform in machine-like ways



 Some scientists claim AI can already outperform humans, even in domains previously thought to be exclusively human. Photograph: Héctor Retamal/AFP/Getty Images



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# Experimental Evidence of the Effects of Large Language Models versus Web Search on Depth of Learning

*The Wharton School Research Paper*

20 Pages • Posted: 21 Jan 2025

[Shiri Melumad](#)

University of Pennsylvania - The Wharton School

[Jin Ho Yun](#)

University of Pennsylvania - The Wharton School

Date Written: January 20, 2025

**E agora?**



**A IA pode ser tanto uma  
ferramenta para detectar fraudes  
quanto um instrumento para  
criá-las**

**A diferença está nas mãos de  
quem a utiliza**

**E para  
editores  
científicos?**

# 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.

# Principais Pontos

IA como Editor Chefe?

Aplicações e Implicações da IA

Perspectivas Futuras e Considerações Éticas

Editor versus Gerente Editorial

## Commentary

Mental Accounting and Consumer Choice:  
Anatomy of a Failure

Richard H. Thaler

Graduate School of Business, University of Chicago, Chicago, Illinois 60637, thaler@chicagosb.edu

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 University of Rochester and I had been at the



**Richard H Thaler**

@R\_Thaler

The work that won today's Nobel in medicine (and saved millions of lives) "was summarily rejected by the journals Nature and Science". Keep trying. Journals are often resistant to new ideas.

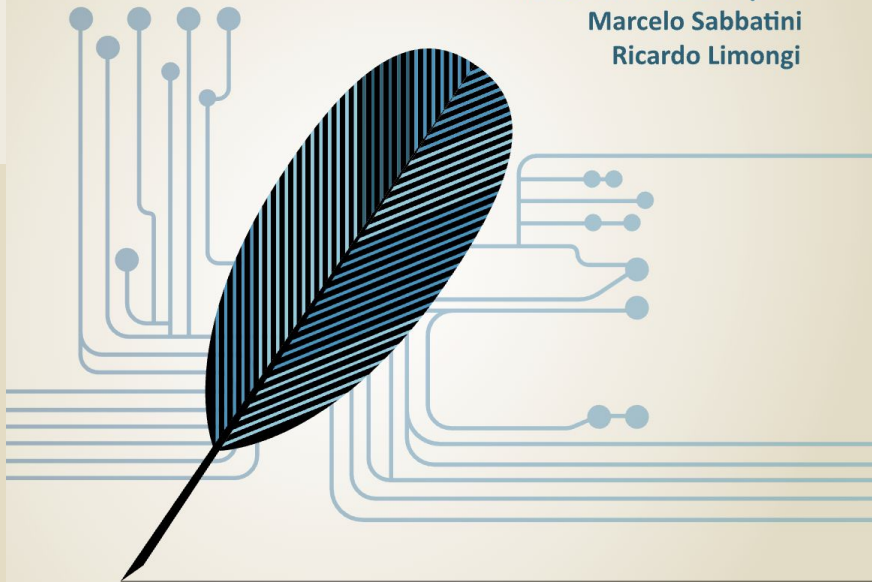
7:58 AM · Oct 2, 2023 · **850.3K** Views

Estamos vivendo um **momento único** na história da ciência, onde a **inteligência artificial** não é apenas um **objeto de estudo**, mas uma **parceira** ativa no processo de **descoberta científica**

# Diretrizes para o uso ético e responsável da Inteligência Artificial Generativa

um guia prático para  
pesquisadores

Rafael Cardoso Sampaio  
Marcelo Sabbatini  
Ricardo Limongi





# Algumas estatísticas

- **47%** já adotam alguma forma de IA no processo editorial, principalmente para **triagem inicial** e escolha de revisores
- Redução em **34%** do tempo médio de **processamento de manuscritos** durante o fluxo editorial

# Recomendações

- **Experimentação gradual**
- **Desenvolvimento de competências**
- **Colaboração entre publicações**
- **Diálogo com pesquisadores**



"Free access to knowledge is a right, not a privilege."

# Transformações

- **Triagem automatizada de submissões**
- **Verificação preliminar manipulação de imagens e inconsistências estatísticas**
- **Matching otimizado entre manuscritos e revisores**
- **Assistência na padronização técnica e formatação**
- **Análise de tendências emergentes para edições especiais**

# Princípios Gerais

- **IA não como autora**
- **Transparência e divulgação**
- **Responsabilidade humana**

# Desafios e Tendências

- **Detecção de IA**
- **Evolução das Diretrizes**
- **Harmonização das diretrizes entre as editoras**

# Check List

- **Avaliação Inicial e Planejamento**
- **Desenvolvimento de Políticas e Diretrizes**
- **Capacitação da Equipe Editorial**
- **Implementação Tecnológica**
- **Adaptação do Fluxo Editorial**
- **Comunicação com Envolvidos**
- **Monitoramento e Avaliação Contínua**
- **Promoção da Ciência Aberta**

# Futuro da Publicação Científica

- Mudança da distribuição para a descoberta
- Descolonizar a publicação
- Pré-impressões podem melhorar a publicação
- Eliminar a revisão por pares
- Desigualdades globais
- Diversidade geográfica
- Combater a publicação fraudulenta
- Editores e revisores precisam fazer melhor
- Ser corajoso e dizer a verdade



**Muito  
Obrigado**

**Ricardo Limongi**

