Automated Social Science: Language Models as Scientist & Subjects

Benjamin S. Manning^{1*}
Kehang Zhu^{2*}
John J. Horton^{1, 3}

¹MIT, ²Harvard, ³NBER *Equal Contribution Crap

What do we think of this idea
of "Automated Social Science"
(as interpreted by the reader)?

Best

thing

ever

Literal crap

What do we think of this idea of "Automated Social Science" (as interpreted by the reader)?

Best thing ever



Judea Pearl 🧇

@yudapearl

Fascinating and ambitious paper, but I couldn't go beyond these two statements:

"We know that:

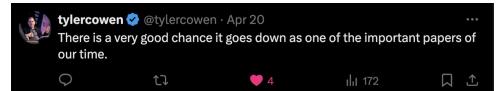
- 1. Machine learning can be used for automated hypothesis generation (e.g., 1; 2)
- 2. Large Language Models (LLMs) can simulate human subjects for testing hypotheses (e.g., 1; 2; 3; 4, and many others)

 Do we really know that?

What do we think of this idea of "Automated Social Science" (as interpreted by the reader)?

Best thing ever





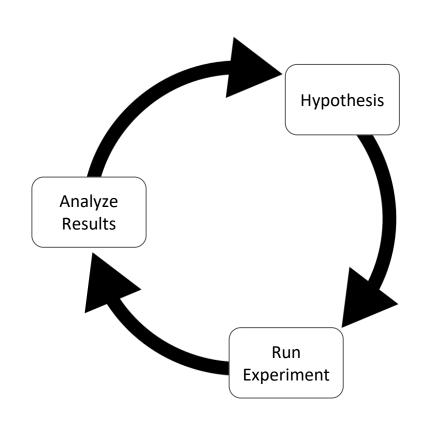


What do we think of this idea of "Automated Social Science" (as interpreted by the reader)?

Best thing ever



LLMs, AI, Automation, & Social Science



Large Language Models for Automated Open-domain Scientific Hypotheses Discovery

Zonglin Yang¹, Xinya Du², Junxian Li¹, Jie Zheng³, Soujanya Poria⁴, Erik Cambria¹

Nanyang Technological University ² University of Texas at Dallas

Huazhong University of Science and Technology ⁴ Singapore University of Technology and Design
(zonglin001, junxian001, cambria)@ntu.edu.sg, xinya.du@utdallas.edu
jie.jay.zheng@mail.com, sporia@sutd.edu.sg

Abstract

Hypothetical induction is recognized as the main reasoning type when scientists make observations about the world and try to propose hypotheses to explain those observations. Past research on hypothetical induction has a limited setting that (1) the observation annotations of the dataset are not raw web corpus but are manually selected sentences (resulting in a close-



Figure 1: Overview of the new task setting of hypothetical induction and the role of our proposed MOOSE framework

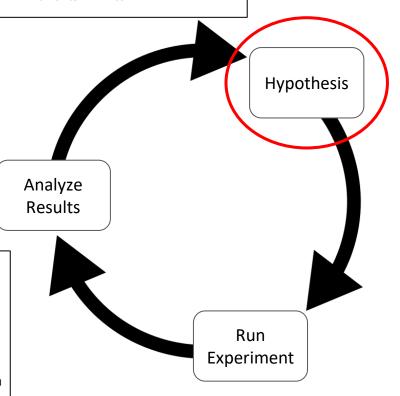
SCIMON : Scientific Inspiration Machines Optimized for Novelty

Qingyun Wang¹, Doug Downey², Heng JI¹, Tom Hope^{2,3}

¹ University of Illinois at Urbana-Champaign ² Allen Institute for Artificial Intelligence (AI2)

³ The Hebrew University of Jerusalem

{tomh, doug}@allenai.org, {qingyun4, hengji}@illinois.edu



Research Agent: Iterative Research Idea Generation over Scientific Literature with Large Language Models

Jinheon Baek 1 Sujay Kumar Jauhar 2 Silviu Cucerzan 2 Sung Ju Hwang 1,3 KAIST 1 Microsoft Research 2 DeepAuto.ai 3 {jinheon.baek, sjhwang82}@kaist.ac.kr {sjauhar, silviu}@microsoft.com

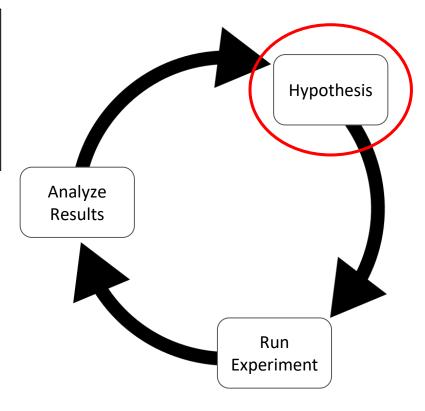
MACHINE LEARNING AS A TOOL FOR HYPOTHESIS GENERATION

Jens Ludwig Sendhil Mullainathan

Working Paper 31017 http://www.nber.org/papers/w31017

From Predictive Algorithms to Automatic Generation of Anomalies*

Sendhil Mullainathan Ashesh Rambachan[†]
May 5, 2023



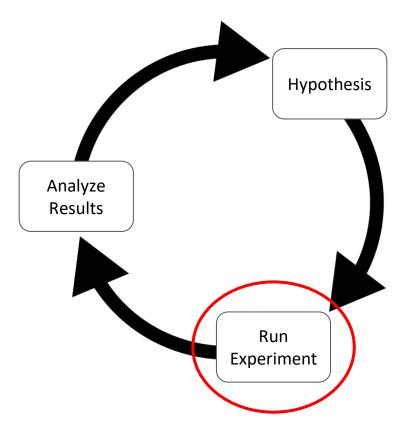
Social Simulacra: Creating Populated Prototypes for Social Computing Systems

Joon Sung Park Stanford University Stanford, USA joonspk@stanford.edu

Meredith Ringel Morris Google Research Seattle, WA, USA merrie@google.com Lindsay Popowski Stanford University Stanford, USA popowski@stanford.edu

Percy Liang Stanford University Stanford, USA pliang@cs.stanford.edu Carrie J. Cai Google Research Mountain View, CA, USA cjcai@google.com

Michael S. Bernstein Stanford University Stanford, USA msb@cs.stanford.edu



Large Language Models as Simulated Economic Agents: What Can We Learn from *Homo Silicus*?*

Apostolos Filippas Fordham John J. Horton MIT & NBER Benjamin S. Manning MIT

April 23, 2024

Abstract

Large language models (LLM)—because of how they are trained and designed—are implicit computational models of humans—a homo silicus. LLMs can be used like economists use homo economicus: they can be given endowments, information, preferences, and so on, and then their behavior can be explored in scenarios via simulation. Experiments using this approach, derived from Charness and Rabin (2002), Kahneman et al. (1986), and Samuelson and Zeckhauser (1988) show qualitatively similar results to the original, but it is also easy to try variations for fresh insights. LLMs could allow researchers to pilot studies via simulation, first improving their experimental design and searching for novel social science insights to test in the real world.

Using GPT for Market Research*

James Brand[†]

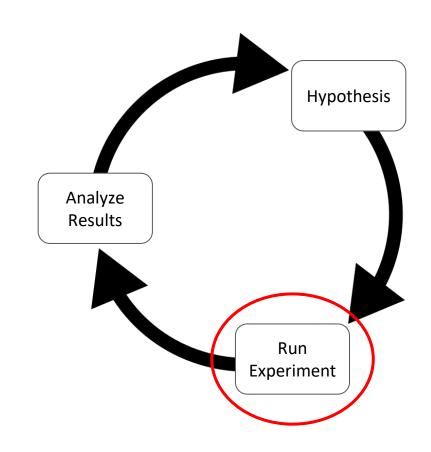
Avelet Israeli‡

Donald Ngwe[†]

July 7, 2023

Abstract

Large language models (LLMs) have quickly become popular as labor-augmenting tools for programming, writing, and many other processes that benefit from quick text gener-



Turning large language models into cognitive models

Marcel Binz

MPRG Computational Principles of Intelligence
Max Planck Institute for Biological Cybernetics, Tübingen, Germany
marcel.binz@tue.mpg.de

Eric Schulz

MPRG Computational Principles of Intelligence Max Planck Institute for Biological Cybernetics, Tübingen, Germany

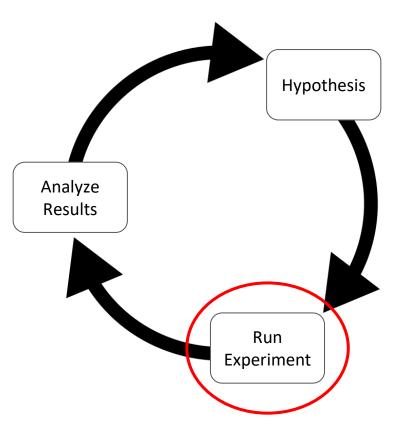


MARKETING SCIENCE

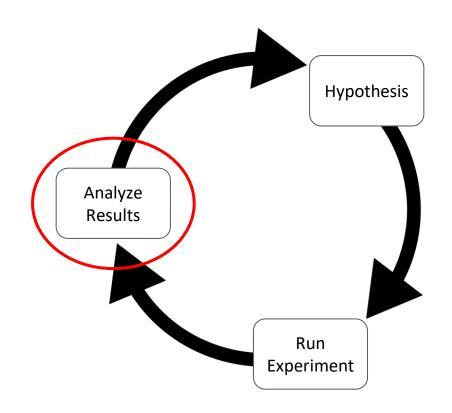
Articles in Advance, pp. 1–13 ISSN 0732-2399 (print), ISSN 1526-548X (online)

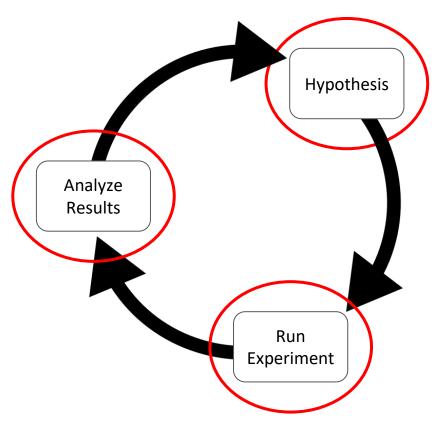
Frontiers: Determining the Validity of Large Language Models for Automated Perceptual Analysis

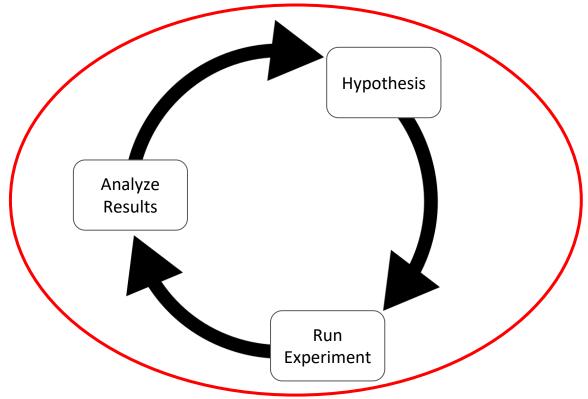
Peiyao Li,^a Noah Castelo,^b Zsolt Katona,^{a,*} Miklos Sarvary^c



- Don't need AI to automate analysis
- Can condition analysis based on the hypothesis
- I.e, pre-registration







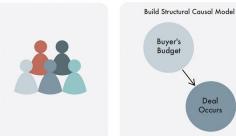
How far can we push automation of the scientific process?

Our Goal/Contribution

- Give LLM topic
- Have it generate ideas
- Design experiment to test ideas
- Run experiment on independent LLM subjects
- Collect the data
- Analyze the results; rinse and repeat
- Now possible, no human at any step

Computational System

1. Specify Social Scenario



2. Hypothesis Generation

Deal

Occurs



4. Design Interaction



7. Model Estimation



6. Data Collection



5. Experiment Running



1. Specify Social Scenario



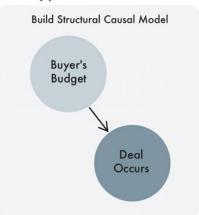
A user-provided open-ended description of some social scenario of interest, e.g.,

- Two people bargaining over an item
- A job interview
- A legal proceeding
- An auction
- Anything else you can think of!

1. Specify Social Scenario



2. Hypothesis Generation



Hypothesis as Structural Causal Model (SCM)

- Mathematical model of cause and effect
- Tells us exactly how to design experiment to test hypothesis
- And exactly what data analysis to do after experiment

Two people bargaining over a mug

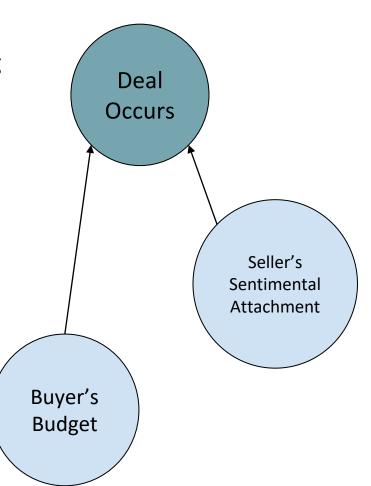
Two people bargaining over a mug

What is an outcome we might care about?



Two people bargaining over a mug

What causes might affect this outcome?



Two people bargaining over a mug

How do we operationalize these variables?

Operationalization: Dollar value

willing to pay

Type: Continuous

Deal Occurs Seller's Sentimental Attachment Buyer's Budget

Operationalization: 1 if a deal

occurred, otherwise 0

Type: Binary

Operationalization: How the

mug was acquired

Type: Categorical

Two people bargaining over a mug

How do we induce variation in the causes?

Operationalization: Dollar value

willing to pay

Type: Continuous

Variation: [\$5, \$10, \$20, \$40]

Buyer's Budget Deal

Occurs

Operationalization: 1 if a deal

occurred, otherwise 0

Type: Binary

Seller's Sentimental Attachment

Operationalization: How the

mug was acquired

Type: Categorical

Variation: [indifferent, low

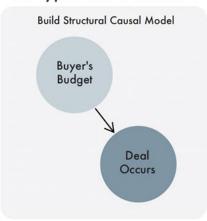
attachment, medium

attachment, highly attached]

1. Specify Social Scenario



2. Hypothesis Generation



3. Agent Building



Using model from Step 2 create agents with instructions on their roles, the situation and their attributes





Basic	
Information	١

Your role is: Seller

Your role is: Buyer

Your name: Samuel

: Samuel

Your name: Beatrice

Goals & Constraints

Goal: Your goal is to sell the mug at

Goal: Try to purchase the mug at

the highest price possible

the lowest price possible

Constraint: Must not accept a price below your minimum selling price

Constraint: Do not offer a price higher than your maximum budget

Exogenously

Varied

attachment, ..., extreme attachment]

Your sentimental attachment: [no

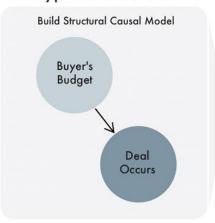
Your budget: [\$5, \$10, \$20, \$40]

Attributes

1. Specify Social Scenario



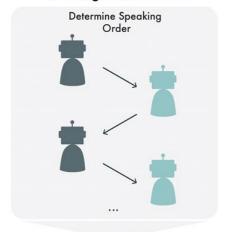
2. Hypothesis Generation



3. Agent Building



4. Design Interaction

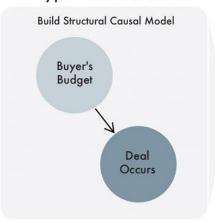


- System determines how the agents will interact
- Each agent sends output and receives inputs from other agents.
 - In bargaining scenario, 2 agents alternate, making offers and counter-offers

1. Specify Social Scenario



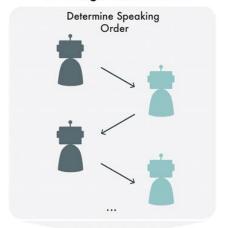
2. Hypothesis Generation



3. Agent Building



4. Design Interaction



 The system them launches hundreds or thousands of simulated conversations between independent agents

5. Experiment Running



Buyer's Budget: \$10

"Hello Beatrice, I see you're interested in this mug. It's unique, I can let it go for \$15."

"Hello Samuel, it's a unique piece, but, I was hoping to spend around \$7 for it."

. . .

"Samuel, \$10 is really the best I can do. Can we meet at this price point?"

"Beatrice, I must stick to my minimum price of \$15. This mug's worth every penny. I'm sure you understand."

Buyer's Budget: \$40

"Hi Beatrice, I see you want this mug. It's a unique, and I'm asking for \$15 for it."

"Samuel, it's a nice mug indeed. Would you consider selling it for \$10?"

...

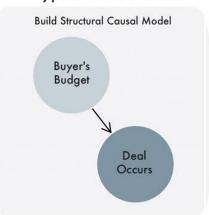
"Beatrice, I understand your position, but I must insist on a price of \$15 due to the mug's rarity and excellent condition."

"Samuel, I appreciate your stance. Considering your insistence on the price, I'll agree to purchase the mug for \$15."

1. Specify Social Scenario



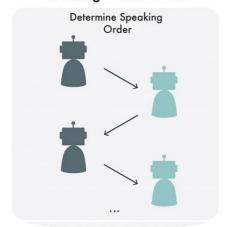
2. Hypothesis Generation



3. Agent Building



4. Design Interaction



- Data is collected by simply asking the agents what happened
- (they have memory).

6. Data Collection



5. Experiment Running



Buyer's Budget: \$10

"Hello Beatrice, I see you're interested in this mug. It's unique, I can let it go for \$15."

"Hello Samuel, it's a unique piece, but, I was hoping to spend around \$7 for it."

...

"Samuel, **\$10** is really the best I can do. Can we meet at this price point?"

"Beatrice, <u>I must stick to my</u> minimum price of \$15. This mug's worth every penny. I'm sure you understand."

- Did you buy the mug?
- Buyer: "No"

Buyer's Budget: \$40

"Hi Beatrice, I see you want this mug. It's a unique, and I'm asking for \$15 for it."

"Samuel, it's a nice mug indeed. Would you consider selling it for \$10?"

"Beatrice, I understand your position, but I must insist on a price of \$15 due to the mug's rarity and excellent condition."

"Samuel, I appreciate your stance. Considering your insistence on the price, I'll agree to purchase the mug for \$15."

- Did you buy the mug?
- Buyer: "Yes"

1. Specify Social Scenario



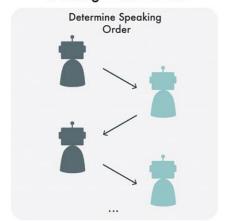
2. Hypothesis Generation



3. Agent Building



4. Design Interaction



Fit the model to the data

7. Model Estimation



6. Data Collection



5. Experiment Running



- If totally unfamiliar with SEM/SCM, think of as equivalent to linear regression
- For a simple linear SCM (no mediators)
 - o "Path estimate = coefficient estimate"
- DealOccurs = 0.37 x BuyerBudget

7. Model Estimation



Now the real thing

Input: "Two people bargaining over a mug"

Two people bargaining over a mug

SIMULATION DETAILS

Agents: Buyer, Seller

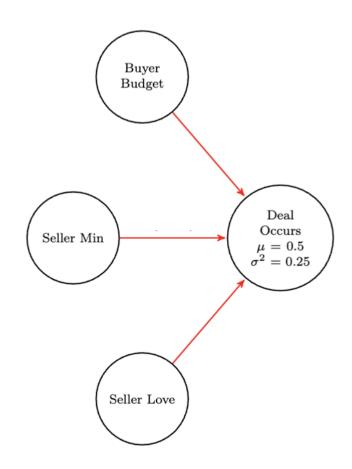
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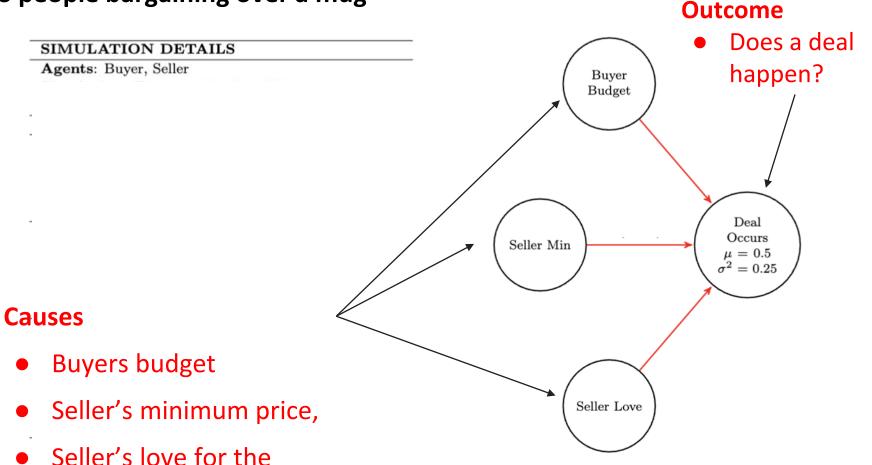
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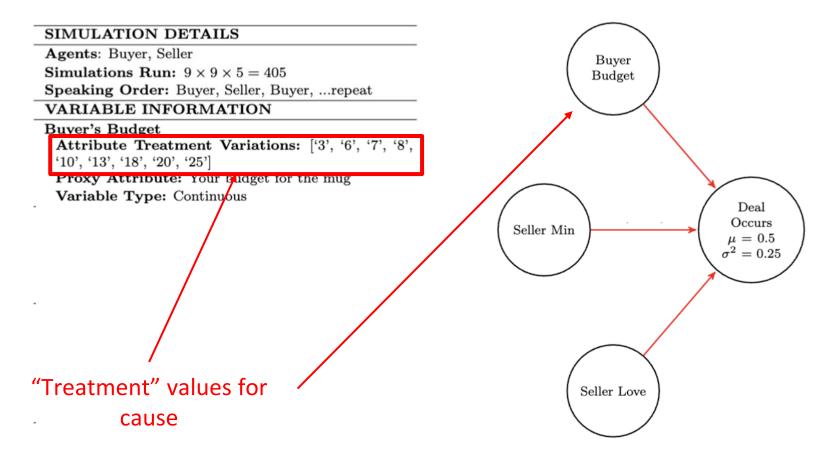


Two people bargaining over a mug

mug



Two people bargaining over a mug



Two people bargaining over a mug

SIMULATION DETAILS

Agents: Buyer, Seller

Simulations Run: $9 \times 9 \times 5 = 405$

Speaking Order: Buyer, Seller, Buyer, ...repeat

VARIABLE INFORMATION

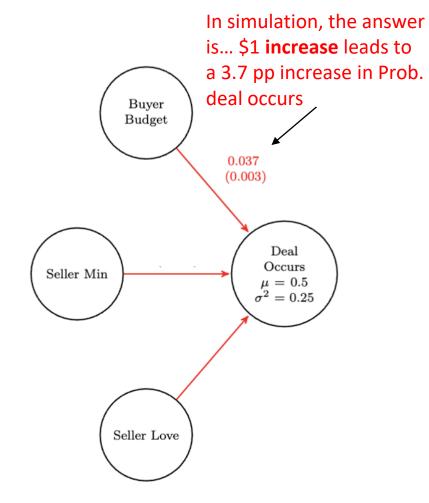
Buyer's Budget

Attribute Treatment Variations: ['3', '6', '7', '8',

'10', '13', '18', '20', '25']

Proxy Attribute: Your budget for the mug

Variable Type: Continuous



Two people bargaining over a mug

SIMULATION DETAILS

Agents: Buyer, Seller

Simulations Run: $9 \times 9 \times 5 = 405$

Speaking Order: Buyer, Seller, Buyer, ...repeat

VARIABLE INFORMATION

Buyer's Budget

Attribute Treatment Variations: ['3', '6', '7', '8',

'10', '13', '18', '20', '25']

Proxy Attribute: Your budget for the mug

Variable Type: Continuous

Seller's minimum acceptable price

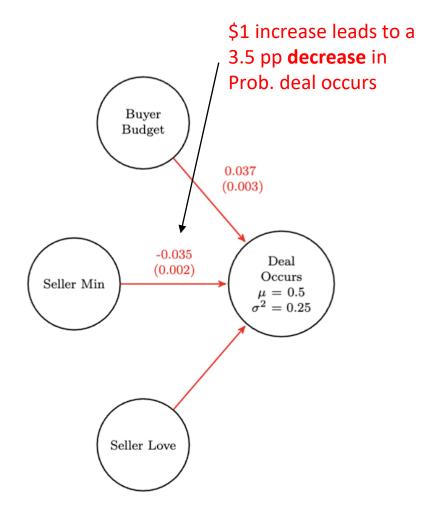
Attribute Treatment Variations: ['3', '5', '7', '8',

'10', '13', '18', '20', '25']

Proxy Attribute: Your minimum acceptable price for

the mug

Variable Type: Continuous



Two people bargaining over a mug

SIMULATION DETAILS

Agents: Buyer, Seller

Simulations Run: $9 \times 9 \times 5 = 405$

Speaking Order: Buyer, Seller, Buyer, ...repeat

VARIABLE INFORMATION

Buyer's Budget

Attribute Treatment Variations: ['3', '6', '7', '8',

'10', '13', '18', '20', '25']

Proxy Attribute: Your budget for the mug

Variable Type: Continuous

Seller's minimum acceptable price

Attribute Treatment Variations: ['3', '5', '7', '8',

'10', '13', '18', '20', '25']

Proxy Attribute: Your minimum acceptable price for

the mug

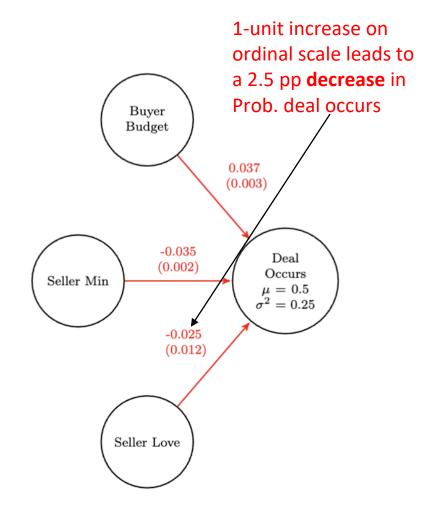
Variable Type: Continuous

Seller's feelings of love towards the mug

Attribute Treatment Variations: ['no emotional attachment', 'slight emotional attachment', 'moderate emotional attachment', 'high emotional attachment', 'extreme emotional attachment']

Proxy Attribute: Your feelings of love for the mug

Variable Type: Ordinal



Do these simulations match the "real world"?

Let's take a domain where economists are confident they know what happens: auctions.

Input: "Three bidders participating in an auction for a piece of art starting at fifty dollars."

3 bidders participating in an auction for a piece of art starting at \$50

SIMULATION DETAILS

Agents: Bidder 1, Bidder 2, Bidder 3, Auctioneer

Simulations Run: $7 \times 7 \times 7 = 343$

Speaking Order: Auctioneer, Bidder 1, Auctioneer,

Bidder 2, Auctioneer, Bidder 3, ... repeat

VARIABLE INFORMATION

Bidder 1's maximum budget

Attribute Treatment Variations: ['\$50', '\$100',

'\$150', '\$200', '\$250', '\$300', '\$350']

Proxy Attribute: Your max budget for the art

Variable Type: Continuous

Bidder 2's maximum budget

Attribute Treatment Variations: ['\$50', '\$100', '\$150', '\$250', '\$300', '\$350']

Proxy Attribute: Your max budget for the art

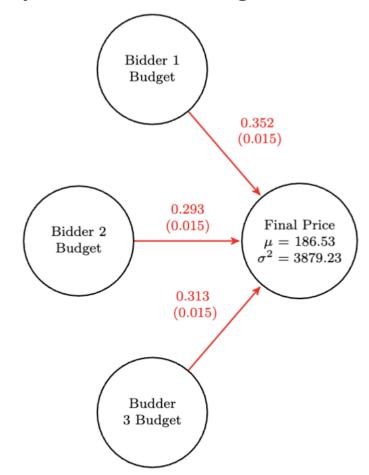
Variable Type: Continuous

Bidder 3's maximum budget

Attribute Treatment Variations: ['\$50', '\$100', '\$150', '\$250', '\$300', '\$350']

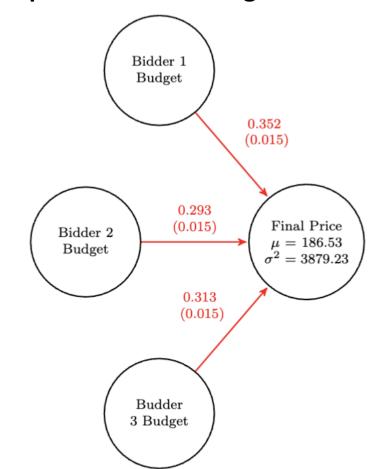
Proxy Attribute: Your max budget for the art

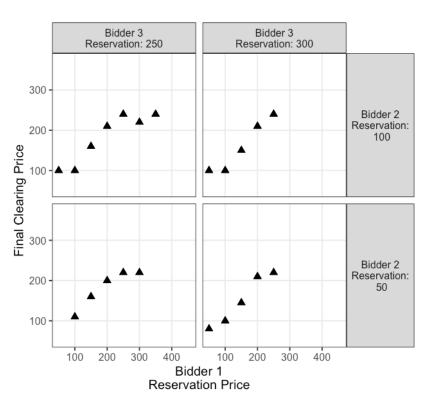
Variable Type: Continuous



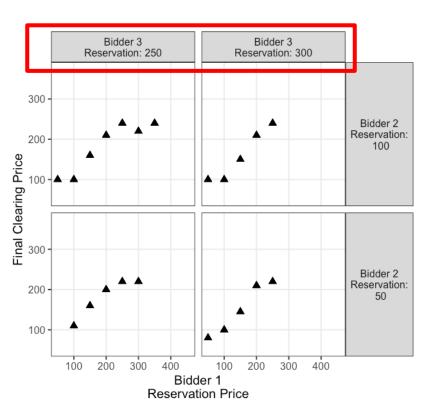
3 bidders participating in an auction for a piece of art starting at \$50

Note that coefficient of ~ ½ on valuation is sensible, each bidder has a ½ chance of being marginal (i.e. having the second highest valuation)



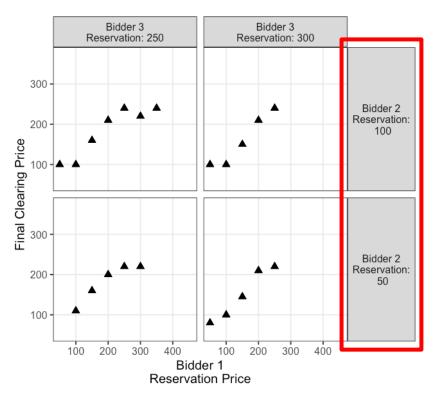


Subset of Bidding simulation results

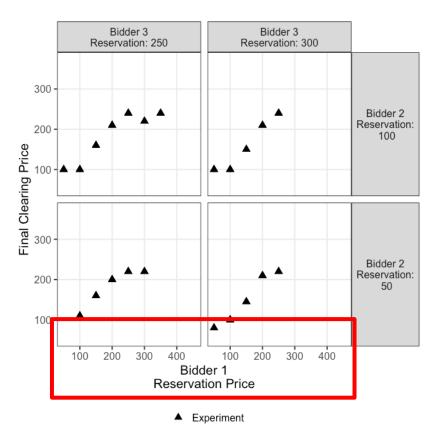


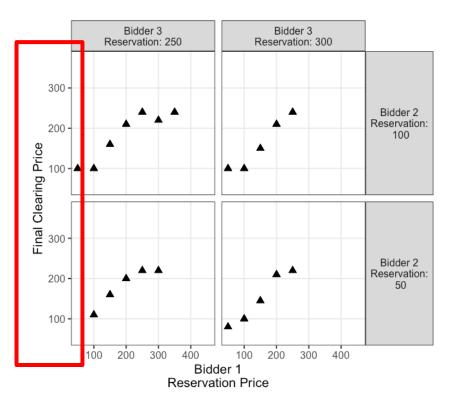
Columns are Bidder 3's value

Row are Bidder 2's value

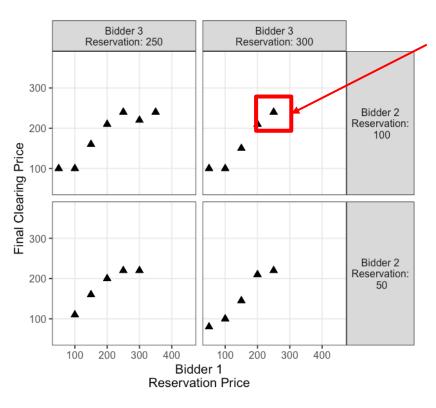


x-axis is Bidder 1's value





y-axis is final clearing price



Bidder 1 value: 250

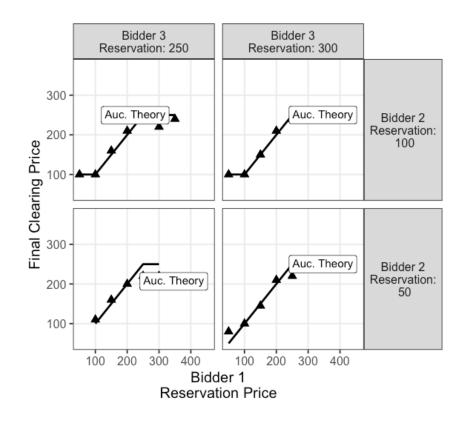
Bidder 2 value: 100

Bidder 3 value: 300

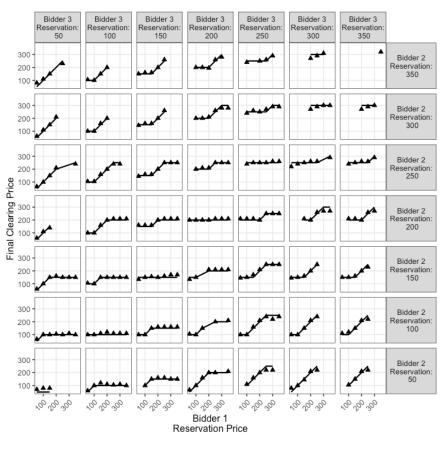
Clearing Price ~ 250

Auction Experimental Results - Theory Predictions

- Open-ascending price auction with private values
- Clearing price = Second highest value
- Why? Intuitively, once 2nd highest valuation is hit, highest bidder won't bid against themselves, takes that price



Auction Experimental Results - Theory Predictions

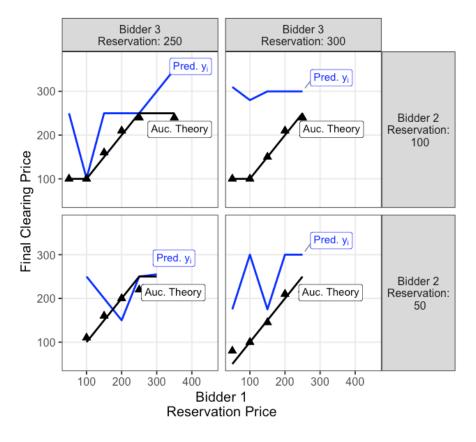


Very good agreement between simulation and theory.
But does the LLM just "know" what will happen? Is all this simulation necessary?

Directly asking the LLM to make a prediction

To LLM: "Bidder 1 has a reservation price of {{XX}}, bidder 2 has a reservation price of {{XY}}, bidder 3 has a reservation price of {{XZ}}. Given the experimental setup, what do you think the final clearing price will be?"

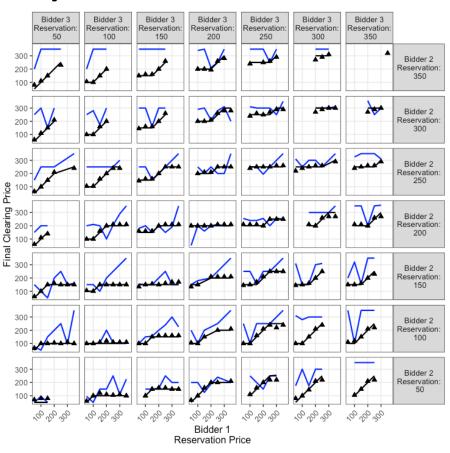
LLM Prediction (in Blue)



LLM Prediction (in Blue)

MSE for prediction: 8628

MSE for theory: 128



Very good agreement between simulation and theory.

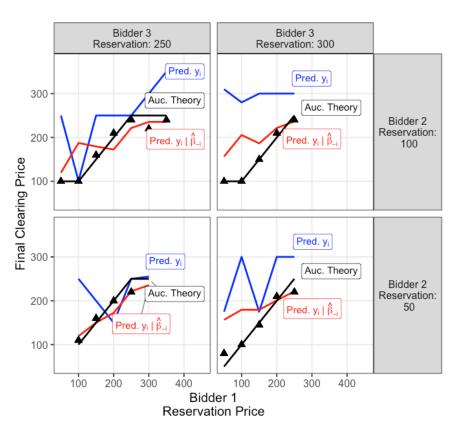
But does the LLM just "know" what will happen? Is all this simulation necessary?

The LLM doesn't know, but can it "learn" from the fitted model

What if we give the LLM access to the fitted model describing the situation...

To LLM: "Bidder 1 has a reservation price of {{XX}}, bidder 2 has a reservation price of {{XY}}, bidder 3 has a reservation price of {{XZ}}. Here's the fitted SCM: {{ fitted_model }}. Given the experimental setup, what do you think the final clearing price will be?"

Augmented predictions (in red) are much improved



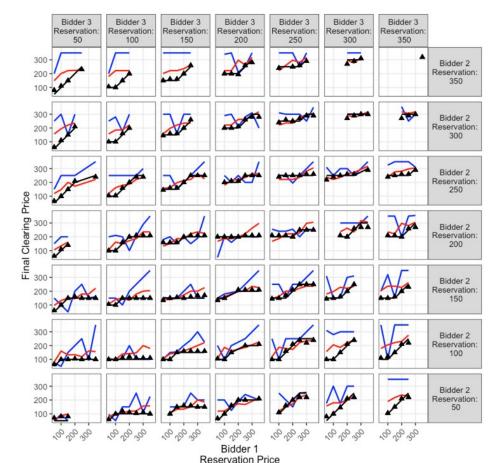
Augmented predictions (in red) are much improved

MSE pred: **8628**

MSE pred w/ SCM: 1505

MSE for theory: 128

Self-experimentation was helpful for incontext learning



Why might this be useful for social science?

- Trained to predict the next token in a sequence of text from a massive human-generated corpus
 - There is Latent information in these models and they are only getting better
- Imagine simulating 1000s of experiments while you sleep
 - querying LLMs for interesting patterns learned in training
 - Easy to interpret and design replications

Next Research Questions

- How can we build a better LLM scientist?
 - Make systems that propose novel hypotheses
 - O Make systems that construct more complicated experiment?
- Can we figure out when these LLMs are good (and bad) proxies for humans?
 - Iteratively explore the their behavior en masse
- Make predictions with LLM agents and verify on Human.
 - O Example: after intervention for 10 days, the outcome will change by $+30 \mp 3\%$

Thank you!



Link to Paper

bmanning@mit.edu benjaminmanning.io @BenSManning

kehangzhu@gmail.com Kehang-Zhu.github.io

Raw data



https://bit.ly/49xFsFR

Experiment Details

Bidder1: oliver - Value: \$50 Bidder2: emma - Value: \$100

Bidder3: liam - Value: \$250

Auctioneer: mason

Chat History

- mason: I'll start the bidding at fifty dollars for the piece of art.
- oliver: I'll bid fifty dollars for the piece of art.
- mason: Thank you, Oliver. The current bid is fifty dollars. Do I hear a higher bid? Emma, Liam, what do you say?
- emma: I'll raise the bid to fifty-five dollars.
- mason: Thank you, Emma. The current bid is now fifty-five dollars. Can anyone offer a higher bid? Oliver, Liam, do you want to raise the bid?
- · liam: I'll raise the bid to sixty dollars.
- mason: Thank you, Liam. The current bid is now sixty dollars. Emma, Oliver, can either of you offer a higher bid?
- oliver: I'm sorry, but I can't raise my bid any further.
- mason: I understand, Oliver. So, the current bid is sixty dollars from Liam. Emma, would you like to raise the bid?
- · emma: I'll raise the bid to sixty-five dollars.
- mason: Thank you, Emma. The current bid is now sixty-five dollars. Liam, would you like to raise the bid?
- liam: I'll raise the bid to seventy dollars.
- mason: Thank you, Liam. The current bid is now seventy dollars. Emma, would you like to raise the bid?
- oliver: I'll have to pass, the bid is beyond my budget.
- mason: I understand, Oliver. The current bid is seventy dollars from Liam. Emma, are you interested in raising the bid further?
- emma: I'll raise the bid to seventy-five dollars.
- mason: Thank you, Emma. The current bid is now seventy-five dollars. Liam, would you like to raise the bid?
- · liam: I'll raise the bid to eighty dollars.
- mason: Thank you, Liam. The current bid is now eighty dollars. Emma, would you like to raise the bid?
- oliver: I'm afraid I can't participate further, the bid has exceeded my budget.
- mason: I understand, Oliver. The current bid is eighty dollars from Liam. Emma, are you interested in raising the bid further?
- emma: I'll raise the bid to eighty-five dollars.
- mason: Thank you, Emma. The current bid is now eighty-five dollars. Liam, would you like to raise the bid?
- · liam: I'll raise the bid to ninety dollars.
- mason: Thank you, Liam. The current bid is now ninety dollars. Emma, would you like to raise the bid?
- oliver: I cannot raise the bid, it's beyond my budget.