

Mini Conference

AI and Machine Learning in Social Science: Promises and Potentials for Future Research

About

This workshop brings together scholars to discuss the integration of generative AI and large language models (LLMs) within social science research. Participants will explore how these technologies intersect with substantive research topics and innovative methodologies to advance social science inquiry. Each panel will critically address the methodological frontiers of AI, balancing an analysis of research opportunities against the ethical and systemic challenges inherent in these emerging applications.

Date

Oct 30 (Fri), 2026

Location

POSCO Hall, [Ewha Womans University](#)

Languages

English and Korean (AI Interpretation will be available)

Tentative Schedule

Time	
9:30-9:50	Registration
9:50-9:55	Welcoming Remarks: Min Hee Go (Ewha)
10:00 - 11:50	Panel 1: AI in Social Science Research Chair: Jacob Reidhead (NCCU) Presenters Tetsuro Kobayashi (Waseda University) Helen K. Liu (National Taiwan University) Yejin Chung (Kookmin Univresity) Discussants Jin Woo Kim (Kookmin University) ByeongHwa Choi (Dongguk University) Sung Mi Kim (Ewha)
12:00 - 1:00	Lunch
1:00 - 2:50	Panel 2: LLM in Social Science Research: Methods & Applications

	Chair: Min Hee Go (Ewha) Presenter: Jacob Reidhead (NCCU) Title: AI-Human Workflow for Extracting and Validating Datasets from Large Media Corpora Abstract: I will introduce a four-step procedure developed by our lab to extract and validate entity and sentiment databases from large media corpora. In the first three steps, LLM-based NER (Named Entity Recognition) is used to explore the corpus, examine possible variables and measures, and extract a dataset that best aligns with our research design. In the fourth validation step, we implement a multiple AI and human intercoder reliability protocol to validate extracted data. I will demonstrate this procedure with a Rodong Sinmun corpus, Kazakhstan media corpus (1.6M articles), or the Epstein Files (3M documents). Presenter: Junmo Song (Ewha) Title: Understanding Digital Polarization: Analyzing Political YouTube Channels and Comments in South Korea Abstract: This presentation introduces the process of collecting and classifying user comments on political YouTube channels in Korea. We will present a dataset of more than 350 million comments along with our LLM-based classification methods. Specifically, this session will demonstrate novel ways to extract emotion scores for each comment and pair them with anonymous user behavior data. Presenter: Yesola Kweon (SKKU)? Discussants: Jehyuk Lee (Kookmin University)
3:00 - 5:00	From Corpus to Dataset AI-Human Workflow for Extracting and Validating Data from Large Text and Media Corpora Data: • North Korean enterprises in KCNA and Rodong: KCNA and Rodong news articles referencing North Korean enterprises Instructor: Jacob Reidhead (NCCU)

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