# 🌻 Intro

Chapter contents.

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📅 **5 Oct 2025**

> How can we improve rigour and even reproducibility when using AI in social science? This chapter suggests some answers.

## PAGES IN THIS CHAPTER

### 📄 Just add rigour Three do's and don'ts

A lot of evaluation work is a kind of text analysis: processing reports, interview transcripts, etc. A bit like qualitative social science research. So this little piece is for evaluators in particular and (qualitative) social scientists in general.

### 📄 Trust the algorithm, not the AI

I often hear concerns about algorithms and AI, in everyday life as well as in evaluation, taking over our lives or making us submit to decisions made by machines.

### 📄 What's your positionality, robot

Nowadays, people are using AI for text analysis. Many of us worry about AI's "**hidden biases**". What to do about that?

### 📄 You have to tell the AI what game we are playing right now

It's strange how often this happens:

### 📄 Scare quotes, the Turing test, and memory

I just found myself writing:

### 📄 Put down that thesaurus – an open call to qualitative researchers

### 📄 The Chinese Room, the Stochastic Parrot and the Anthill

Who said philosophy was a waste of time? When I was studying philosophy in the 80s, I was fascinated by John Searle's Chinese Room Argument, and by Douglas Hofstadter's fantastic book "Gödel, Escher, Bach" which is, amongst other things, a refutation of it.