ECON 30TH ANNIVERSARY
SEMINAR SERIES

Register here:

Welcome to join!

Lingnan University 嶺南大學 香港 Hong Kong

LINGNAN UNIVERSITY DEPARTMENT OF ECONOMICS 30TH ANNIVERSARY

Economic Measurement and Analysis with Large Language Models

18 June 2026 (Thu)
14:30-16:00

WYL314, 3/F, Dorothy Y. L. Wong Building, Lingnan University

Prof. WEI Lijia

Professor
Department of Mathematical Economics & Mathematical Finance
Wuhan University

BIOGRAPHY

Prof. Lijia Wei is Professor at the School of Economics and Management, Wuhan University. He is Head of the Department of Mathematical Economics and Mathematical Finance, and Executive Director of the Behavioral Science Experimental Center at Wuhan University. His research focuses on behavioral and experimental economics, digital economy, and the impact of artificial intelligence and algorithms on economic decision-making. He is the Principal Investigator of a National Natural Science Foundation of China Key Project on artificial intelligence and economic decision-making. His research has been published in leading international journals, including *Marketing Science*, *Econometric Theory*, *Journal of Health Economics*, *European Economic Review and Experimental Economics*.

ABSTRACT

Large language models (LLMs) are increasingly used as tools for economic measurement and social analysis. This seminar discusses how to evaluate the reliability and validity of LLM-based measurement, using the construction of a major-level LLM exposure rate as an example. I will examine reliability across repeated generations, different prompts, models, and time periods, as well as validity in relation to expert judgments, human-coded benchmarks, real-world data, and predictive outcomes. The seminar will further discuss indicator construction, robustness checks, temporal stability, and potential sources of bias in LLM-generated measures. The broader goal is to show how LLMs can be used as a new measurement tool in economics while maintaining rigorous standards of reliability, validity, and interpretability.

Enquiry: 2616 7047 (Joy)

EDUCATION for SERVICE
作育英才 · 服務社會