



Getting started with deep research

Conduct multi-step
research in minutes



1. In ChatGPT, select 'deep research' in the message composer

What can I help with?

Message ChatGPT



Search



Deep research



2. Tell ChatGPT what you need as if it were your research assistant

What's a **question** you'd like a PhD student to research for you?

Or a big **research assignment** on your to-do list you want help getting started on?



3. Specify your sources in your prompt

Do you want to **limit sources** to academic research, randomized controlled trials and empirical studies?

Any specific **timeframe** for the literature?

Do you have documents or spreadsheets that you want to **add for context**?



4. Request an output format

You can ask for the research to be presented in the form of a **structured report** with headings and citations, a graduate-level **discussion guide**, or even a **table**.

Table: Key Biomarkers in Lung Cancer and their Clinical Significance

Biomarker / Genetic Alteration	Prevalence	Associated Targeted Therapy	Clinical Significance
EGFR mutation (exon 19 del, L858R)	~10–15% of NSCLC in Western patients (up to ~40% in Asian NSCLC) <small>PMC.NCBI.NLM.NIH.GOV</small> More common in adenocarcinoma, never-smokers, females.	EGFR tyrosine kinase inhibitors (TKIs): erlotinib, gefitinib, afatinib (1st/2nd-gen); osimertinib (3rd-gen)	Dramatic versus response: PFS (months) vs osimertinib TKIs) also extends months. Resistant to T790M can predict for market.
ALK rearrangement (e.g. EML4-ALK fusion)	~5% of NSCLC (especially adenocarcinoma in younger non-smokers) <small>PMC.NCBI.NLM.NIH.GOV</small>	ALK inhibitors: crizotinib (1st-gen); alectinib , ceritinib, brigatinib (2nd-gen); lorlatinib (3rd-gen)	Very high 2nd-gen disease months. <small>ALECSIS</small> quality to chemotherapy PFS ~7 of new metastatic resister G1202F (lorlatinib)
PD-L1 expression (tumor proportion)	~30% of NSCLC have high PD-L1 (TPS ≥50%); ~30% have 1–49%; ~40%	Immunotherapy (immune checkpoint inhibitors targeting	Predictive of response to immune inhibitors. High PD-L1 (≥50%) – associated with high response rates to single-agent immunotherapy;

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Table

ChatGPT 4o

Debate Thread: Disruptive vs. Incremental Innovation – Which Drives Long-Term Success?

Professor (Moderator): Welcome to this week's discussion on innovation strategy. Our debate prompt: *"Disruptive vs. Incremental Innovation – Which drives long-term business success?"* 🚀 In innovation management theory, **disruptive innovation** refers to breakthroughs that create new markets or value networks, often eventually displacing established market leaders ONLINE.HBS.EDU. In contrast, **incremental innovation** means continual improvement of existing products, services, or processes – think refinements and small upgrades over time INNOVATIONMANAGEMENT.SE. Both approaches appear in business history: for example, Netflix's streaming model disrupted Blockbuster's video rental business, while Toyota's *kaizen* philosophy of continuous improvement helped it dominate auto manufacturing.

Let's explore which approach better ensures a company's long-term success. Consider real-world examples and research findings to back up your stance. Do disruptive "big bang" innovations secure enduring competitive advantage, or do steady incremental improvements build a more sustainable path to success? Feel free to cite theories (e.g. Clayton Christensen's *Innovator's Dilemma*) or industry cases. Looking forward to a

Discussion



5. Watch your research tasks run

Once it starts running, a sidebar appears with a summary of the steps taken and sources used.



Great! I'll research that for you and I'll let you know when the research is ready!

Starting research

