



ASSOCIATION OF INTERNET
RESEARCH SPECIALISTS—
EDUCATION INITIATIVE
2025-2026

WEBINAR EVENT

**INTRODUCTION TO ARTIFICIAL
INTELLIGENCE (AI)**
DETAILS OF EDUCATIONAL CONTENT



Event Reference :
WBR11182025-3

Prepared By :
BOARD OF EDUCATION AOFIRS

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Webinar: Introduction to Artificial Intelligence (AI) for Online Research

Duration: 120 Minutes **Target Audience:** Students, academics, journalists, and professionals who conduct frequent online research and want to leverage AI tools effectively and ethically.

Module 1: The AI Landscape and Foundational Concepts (25 Minutes)

Time	Topic	Key Learning Objectives	Format
00:00 - 00:05	Welcome & Objectives	Set expectations; define "AI for research" (focus on generative and augmented intelligence).	Slides, Poll/Quick Survey
00:05 - 00:15	What is AI (and what is it not)?	Differentiate between Artificial General Intelligence (AGI) and Narrow AI. Introduce core AI types relevant to research: Machine Learning (ML) and Generative AI (LLMs).	Slides, Definitions
00:15 - 00:25	Augmented Intelligence vs. Automation	Explain how AI <i>augments</i> the researcher (e.g., speed, scale) rather than replacing them. Identify research areas most impacted: literature review, data synthesis, coding qualitative data.	Case Studies

Module 2: Generative AI for Research Workflow (45 Minutes)

Time	Topic	Key Learning Objectives	Format
00:25 - 00:40	Mastering Prompt Engineering for Research	Learn the P.A.R.T. Framework (Persona, Action, Result, Tone) for precise output. Focus on prompts for summary, extraction, and comparison tasks.	Live Demo, Exercises
00:40 - 00:55	AI for Discovery and Literature Review	Use AI tools (e.g., specialized research search engines/LLMs) to identify key papers, summarize abstracts, and create annotated bibliographies. (Hands-on Activity: Draft a structured prompt)	Tool Showcase
00:55 - 01:10	AI for Data Synthesis and Analysis	Apply AI to structure unstructured data (e.g., meeting transcripts, open-ended survey responses). Discuss AI's role in thematic coding and trend identification (with human oversight).	Example Walkthrough

Module 3: Critical Thinking and Responsible AI (35 Minutes)

ARTIFICIAL INTELLIGENCE INTRODUCTION EVENT SYLLABUS

Time	Topic	Key Learning Objectives	Format
01:10 - 01:20	The Hallucination Problem & Fact-Checking	Understand why LLMs "hallucinate." Implement a "Trust but Verify" workflow using citation grounding and manual verification.	Discussion, Best Practices
01:20 - 01:30	Ethics: Bias, Privacy, and Data Security	Recognize sources of algorithmic bias (training data). Discuss copyright/plagiarism concerns and institutional policies for sensitive data use with public AI models.	Ethical Scenarios
01:30 - 01:45	Citing AI in Research	Learn current academic standards (e.g., APA, MLA) for citing AI tools used in generating content or code. Establish a clear documentation habit (what was the input, what was the output).	Checklist, Q&A Prep

Module 4: Q&A, Next Steps, and Resources (15 Minutes)

Time	Topic	Key Learning Objectives	Format
01:45 - 01:55	Live Q&A Session	Address attendee questions about specific use cases, tools, and institutional concerns.	Interactive Q&A
01:55 - 02:00	Summary & Next Steps	Recap key takeaways (Prompting, Verification, Ethics). Provide a list of next steps and further learning resources.	Call-to-Action, Closing

Total Time: 120 Minutes

Included in Package

- **E-book:** Fundamentals of Prompt Engineering in Online Research
- PowerPoint PDF
- Discount Coupon 20%

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