

Training

Mastering information in the age of AI

Search, verify and use AI and other research tools with a rigorous, critical approach

Overview

Finding an answer has never been easier. Knowing whether it is reliable, relevant and properly sourced is another matter. This course teaches participants how to combine artificial intelligence, web search, open sources and verification tools to work more efficiently without sacrificing rigour.

The aim is not to learn one more tool, but to know how to choose the right tool at the right time, ask the right questions, verify what is produced and remain in control of the final judgement. The course is fully customisable and adapted to participants' level, professions and needs.

Target audience

Journalists, information and communication professionals, teachers, trainers, researchers, as well as any team wishing to strengthen its research, verification and critical use of AI.

Prerequisites

No specific technical prerequisites are required for introductory formats beyond everyday use of the Internet. Advanced modules are adapted to participants' level and existing practices.

Learning objectives

Depending on the needs identified, the course will help participants to:

- build an effective research strategy, with or without artificial intelligence.
- identify the most relevant sources, trace information back to primary sources and cross-check them.
- use AI to explore, analyse or synthesise information while verifying its answers, citations and sources.
- verify text, images, videos, websites and social media content using appropriate methods and tools.
- develop a critical, transparent and reproducible workflow without delegating judgement to a tool.

Course content

The course is tailored around five main areas, combined according to the objectives and time available.

1. Find the right information

Start with a clear question, choose the right entry point and use advanced search, filters, primary sources, archives and specialised resources to reach useful information more quickly.

2. Turn AI into a genuine research assistant

Explore a topic, generate leads, compare or synthesise documents and improve prompts and queries, while knowing when and how to check the results obtained.

3. Verify before using

Trace information back to its source, cross-check claims, verify dates, citations and context, and identify errors or hallucinations that AI systems can produce.

4. Investigate digital content

Verify images, videos, websites, accounts and posts using reverse search, web archives and available digital traces.

5. Maintain a critical mindset

Identify cognitive biases and the pitfalls of automation, distinguish facts, interpretations and uncertainties, and document a research or verification process clearly.

A short session can focus on just one of these areas; a longer course can combine them through practical exercises and case studies tailored to participants.

Tools and platforms covered

Tools are selected according to the objectives of each session and evolve with current practices. They may include:

- AI and research assistants such as ChatGPT, Claude, Gemini, Perplexity or NotebookLM, as well as equivalent tools where appropriate.
- search engines and their advanced functions, including operators, filters and specialised searches.
- web archiving and traceability tools, including the Wayback Machine.
- visual verification tools such as Google Lens and various reverse image search engines.
- open-source resources and tools for analysing websites, documents, accounts, metadata and other digital traces.

This list is indicative: the platforms used are kept up to date and selected for their educational relevance rather than to cover the largest possible number of tools.

Duration

From 2 hours to several days, depending on the objectives and participants' level. A focused workshop can be organised in 2 to 3 hours; an in-depth practical course generally requires one or two days. The final duration is specified in the training proposal.

Delivery format

Training can be delivered in person or remotely by videoconference. The format, number of participants and organisation of sessions are agreed with the client organisation according to the objectives and constraints of the group.

Access arrangements and lead time

Requests can be made by phone or email. A discussion with the client organisation, supplemented where necessary by a participant questionnaire, is used to assess needs and prepare the programme, duration and quotation. The date is agreed jointly according to availability.

Equipment required

Each participant needs a computer with Internet access and an up-to-date web browser. Any accounts, software or browser extensions required are specified before the course. For in-person sessions, a projector or display and a reliable Internet connection are required.

Teaching methods

The course prioritises hands-on practice and combines:

- methodological input and guided demonstrations based on concrete cases.
- practical exercises and scenarios, first guided and then completed independently.
- discussion, collective analysis and feedback tailored to participants' professions.

Assessment methods

Assessment is adapted to the selected objectives and may include:

- an assessment of needs and current level before the course.
- exercises, scenarios or quizzes during the course.
- an assessment of whether the objectives have been achieved at the end of the session.
- a separate satisfaction questionnaire.

Accessibility for people with disabilities

Individual accessibility needs are identified in advance so that possible adjustments can be considered. For in-person training, accessibility of the venue is arranged with the host organisation; materials and teaching methods can be adapted where possible.

Course recognition

This is a non-certifying course. Participants who complete the session receive a certificate of completion.

Funding

Funding may be requested from an employer or funding body, subject to the applicable rules. A quotation and customised programme can be provided.

Performance indicators

Satisfaction and achievement indicators are based on end-of-course evaluations and are published periodically on bourgoing.com.

Fees

Fees are quoted individually, depending on duration, number of participants, format, degree of customisation, specific preparation and any travel expenses.

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