

# CERTIFIED INTERNET RESEARCH SPECIALIST



[CIRS™]

Rapid Learning Program

## Online Classes

### Program

10 Learning Topics  
01 Certification  
30 Hours  
15 Live Classes  
04 Weeks  
04 Free Books  
Price US\$695



### Schedule [SPRING 2020]

#### Online Classes

Week\_1: April 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> – 06:00 PM to 08:00 PM EST

Week\_2: April 21<sup>st</sup>, 22<sup>nd</sup>, 23<sup>rd</sup>, 24<sup>th</sup> – 06:00 PM to 08:00 PM EST

Week\_3: April 27<sup>th</sup>, 28<sup>th</sup>, 29<sup>th</sup>, 30<sup>th</sup> – 06:00 PM to 08:00 PM EST

Week\_4: May 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> – 06:00 PM to 08:00 PM EST

#### Online Exam

May 20<sup>th</sup> – 06:00 PM to 08:00 PM EST

Includes CIRS Training Guide + Workbook + Free Reference Training Material,  
Exam 3 Attempts and Certificate of Proficiency on passing the exam only

**EARLY REGISTRATION by April 8<sup>th</sup>, 2020 PRICE \$595.00 AFTER**

**04|08|2020 REGULAR PRICE \$695.00**

**MEMBERS DISCOUNT 20% OFF COUPON AVAILABLE ON REQUEST**

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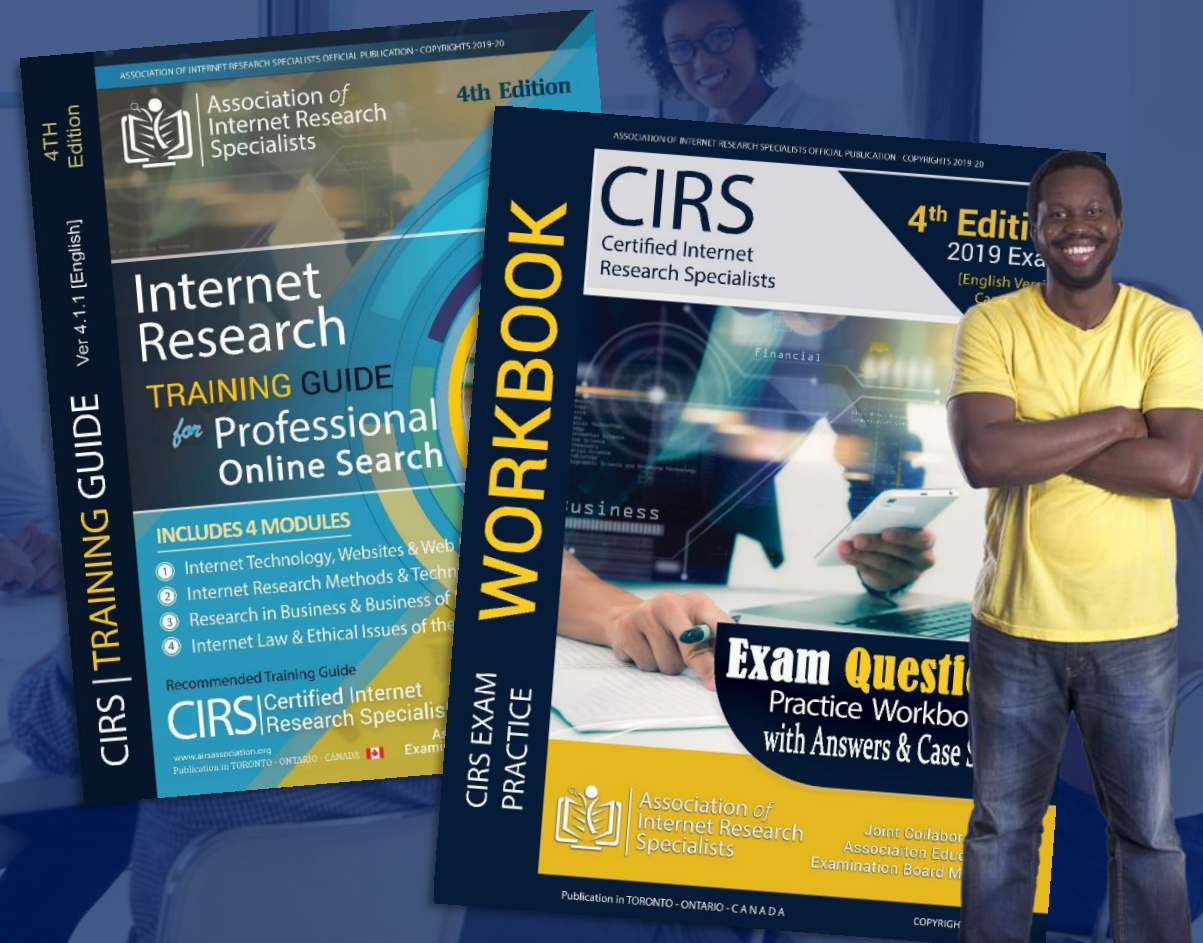
# CERTIFIED INTERNET RESEARCH SPECIALIST [CIRS™]



Includes CIRS Training Guide + Workbook + Free Reference Training Material, Exam 3 Attempts and Certificate of Proficiency on passing the exam only

Schedule [SPRING 2020]

## Online Classes



# CERTIFIED INTERNET RESEARCH SPECIALIST [CIRS™]

The First of its kind - A Gold Standard Certification for Practitioners of Online Research.



Association of  
Internet Research  
Specialists

#	COURSE NAME	HR:MIN
01	INTERNET TECHNOLOGY – HOW INTERNET WORKS?	04:00
02	SEARCH WITH KEYWORDS & BASIC GOOGLE SEARCH OPERATORS	02:00
03	SEARCH QUERIES with ADVANCED GOOGLE SEARCH OPERATORS	04:00
04	HOW SEARCH ENGINE READS WEB PAGES?	02:00
05	HOW SEARCH ENGINE UNDERSTAND SEARCH QUERY?	02:00
06	TECHNIQUES IN BUILDING COMPLEX SEARCH QUERIES	04:00
07	ONLINE INFORMATION SOURCING & DATA COLLECTION	02:00
08	TRADITIONAL RESEARCH – METHODS & METHODOLOGY	02:00
09	RESEARCH IN BUSINESS & BUSINESS OF RESEARCH	04:00
10	INTERNET LAWS & INTERNET ETHICS	04:00

Learn Web Search Skills – Get More Done - CIRS for Ontime Research Skills



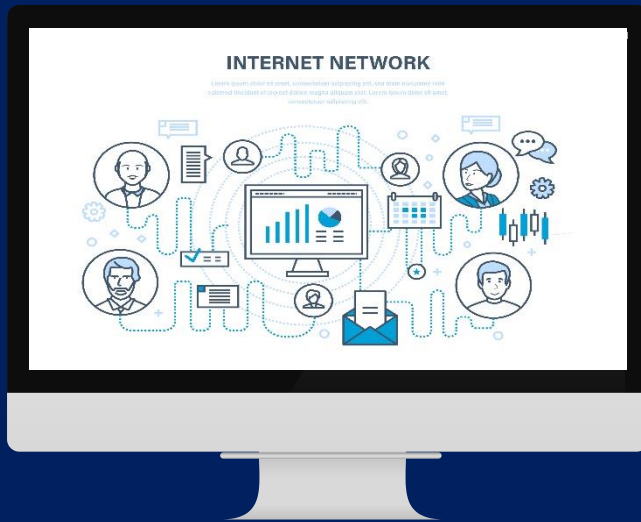
**10 Training Topics**

**30 HOURS of LECTURES**

**04 WEEKS COMMITMENT**



# 01 | INTERNET TECHNOLOGY



## How the Internet Works?

What is the Internet? How do networks combine to build an Internetworks or the Internet? What are Web-applications, Web Browser & Indexed Web Pages? and how they communicate on the Internet.



## Lecture\_1

### What are Networks? And what makes the Internet?

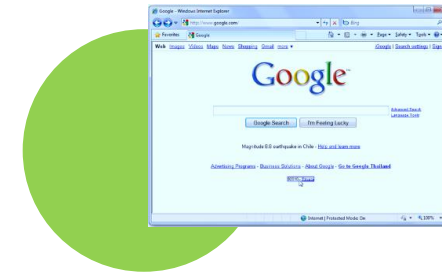
The online researcher will gain knowledge and understanding of how the Internet-connect with millions of different types of network and how basic networks work?



## Lecture\_2

### Web Applications & Websites

Understanding of Web Applications Vs Desktop and Mobile Applications. What makes a website work on the Internet?



## Lecture\_3

### Web Browsers & Search Engines

How do the browsers work? And what are the different components and structure of a browser? How are the Browsers different from the Search Engines?



## Lecture\_4

### How Web Pages are Read by Search Engines & Indexed?

The knowledge of how pages are indexed (stored) and reached via web browsers is useful to the online researchers, especially when they apply search queries in finding relevant information pages.

## 02 | SEARCH WITH KEYWORDS & BASIC GOOGLE SEARCH OPERATORS



### Learn Basic search methods with keywords and search phrase using Boolean Operators, Symbols & Notations

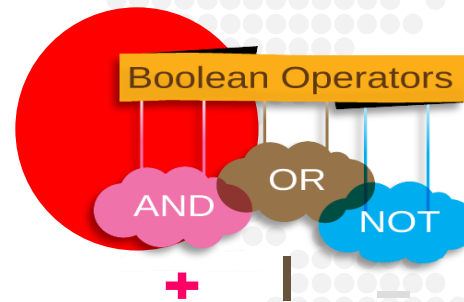
Effective use of Boolean operators and keyword search phrases in query building. Illustrations of various search query applied in deep search.



Lecture\_5

### SELECTION of KEYWORDS & SEARCH PHRASES

How to select search keywords? How to build search phrases? How to perform search with "Google's "Basic Search Operators" in a search query, such as Boolean Operators?



Lecture\_6

### BOOLEAN SEARCH OPERATORS

The Boolean search operators are most useful when applied in search terms along with search symbols and notations. Booleans are used in combination with Advanced Search operators to deliver precision search results.



Lecture\_7

### SEARCH with SYMBOLS, NOTATIONS

Symbols and notations form part of a search query that executes the powerful search. You will learn how to apply these symbols and notations in an optimized manner?



Lecture\_8

### SEARCH QUERIES EXAMPLES & ILLUSTRATIONS

Examples of search queries using Basic Search conventions and operators are applied in different types of searches. These are specially crafted illustrations that gives student a hands-on practice opportunities.

## 03 | SEARCH QUERIES with ADVANCED GOOGLE SEARCH OPERATORS



### Learn Effective use of “Advanced Search Operators” in Google Search Query

Teaches, advanced search methods and techniques with a combination of Booleans, Advanced Operators. Illustrates best use practices and rules in using search operators to build complex multi-search queries.



#### Lecture\_9

### STRUCTURE OF GOOGLE ADVANCED SEARCH OPERATORS

Find out, how advanced search operators are structured? And how they work on web content search?



#### Lecture\_11

### METHODS IN BUILDING ADVANCED SEARCHES FOR “PRECISION SEARCH”

Learn rules and conventions applied when building complex search queries in a single search query string? - Numerous Illustrations applied in a learning module to show how these rules of query building affect search results.



#### Lecture\_10

### SEARCH WITH ADVANCED GOOGLE SEARCH OPERATORS

What are the Google “Advanced Search Operators”? And how to apply them in building precision search and proximity searches? Learn to build search advanced queries using a mix of basic and advanced search operators and notations? – Apply with the practical application of search queries in different searches. For instance, you can find people, contacts, businesses, free float online data, articles, forums, groups, social media.

## 04 | HOW SEARCH ENGINE READS WEB PAGES?



**Search engines read Web pages different from common users. Find out how search is read and matched by search engines?**

Gives insight into the hidden secret of how a search engine responds to search by matching and retrieving information pages. Teaches students about the content encapsulated text inside HTML Tags and how it is read?



Lecture\_12

### **SIMULATION OF SEARCH ENGINE INDEXING of WEB PAGES & MATCHING SEARCH TERMS**

Search engine BOTS are introduced to illustrate how a search engine captures Web pages? How it uses its algorithms to index and retrieve information pages to match search queries?



Lecture\_13

### **HTML CODES THE LANGUAGE A SEARCH ENGINES UNDERSTANDS**

The search engine understands the HTML program that runs behind Web pages. It reads the content inside HTML Meta Tags and identifies content (text) with the help of HTML Tags and Syntax/Notations. Students can build effective search queries by gaining knowledge on which Tags/Syntax/Notations the search reads and applies in querying textual index?



Lecture\_14

### **HOW SEARCH RECOGNIZE WEB CONTENT MATCHING TEXT?**

Learn how the search uses semantics intelligence in combination with intent recognition machine learning to match search terms?



## 05 | HOW SEARCH ENGINE UNDERSTAND SEARCH QUERY?



### Search terms are understood by the Search Engine by knowing user intent behind the search

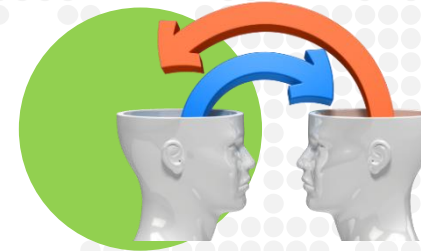
Search terms interpretation by the search algorithms is what translates your search for search engines. It affects your search results and results in accuracy. Learn how the search understands user intent based on context. Consequently, results are delivered based on Web page relevance and authority it holds. Find out how these concepts work for the most relevant and reliable search results?



### Lecture\_15

#### Search Intent Interpretation by Search Engine

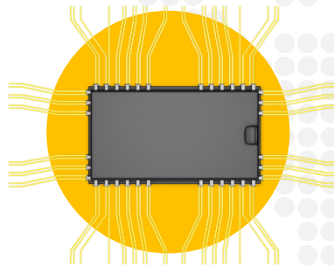
Gives an introduction to Algorithms, Machine Learning, Artificial Intelligence that is used by the search to provide relevant results. Students are introduced to contextual relevance applied in search and how the algorithms give implicit meaning to the query?



### Lecture\_17

#### Predictive Search & Suggestions by Search Engine

Teaches how the different textual semantics are applied by the search engine in the understanding structure of search phrases. Situational examples of how different search phrases respond in bringing search results? and teaches how are “Predictive and Suggestive Search” works?



### Lecture\_16

#### Textual Semantics in Web Search

Textual semantics is explained in more detail to students. Semantics is a science with its roots in Linguistics. Students learn about Lexicon, Ontology, Stemming and Lemmatization in Semantics.

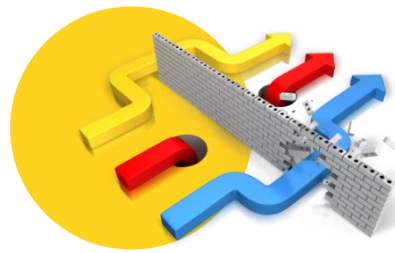


# 06 | TECHNIQUES IN BUILDING COMPLEX SEARCH QUERIES



## Build complex search queries at experts' level in different search situations

Search with expert level queries using complex search query building methods. What are some of the hidden content that can be queried with advanced search operators and using investigative search tools?



### Lecture\_18

## RULES OF BUILDING COMPLEX SEARCH

What are some of the ways an online researcher selects search operators in creating complex search query strings? – How do we plan to build complex query structures?



### Lecture\_19

## COMPLEX SEARCH QUERY TO FIND, DATA, PEOPLE & BUSINESS INFO

Building precision search queries in finding, person, business and other useful online information



### Lecture\_20

## COMPLEX SEARCH QUERIES APPLIED IN FINDING ARTICLES, NEWS STORY, BLOGS, FORUMS & GROUPS

Methods of performing quick searches for specific news, articles, research papers, forums, groups, Etc? – How to verify dates, publishing and uploads Time/Date Stamp?



### Lecture\_21

## COMPLEX SEARCH IN FINDING SOCIAL MEDIA DATA

How do we tap into the information pages of social media and find profile info and other data?



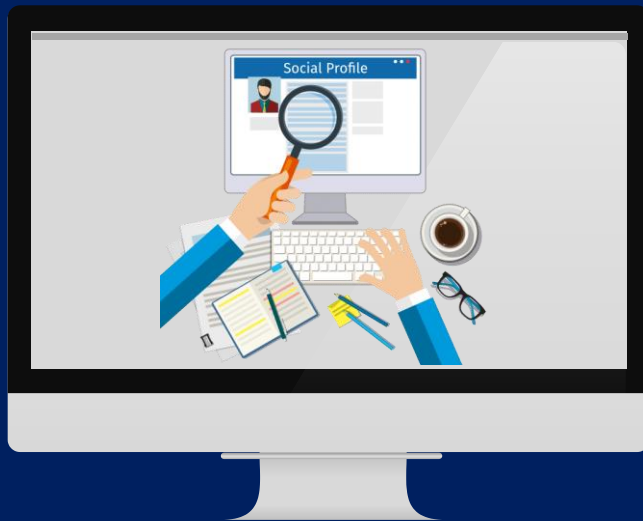
### Lecture\_22

## COMPLEX SEARCH QUERIES USED IN INVESTIGATIVE RESEARCH

Students are introduced to online investigative research methods. Gives insight in to finding contacts, trace emails, locate trolls and perform due-diligence on people and businesses?



## 07 | ONLINE INFORMATION SOURCING & DATA COLLECTION



### Sourcing online information pages and online databases for research

Internet information challenges, their types and virtual locations. How to process information analytically? and methods of verifying primary, secondary information sources of the Internet content.



### Lecture\_23

#### TYPES OF ONLINE AVAILABLE INFORMATION

What are the different types of online information sources? And where to find these sources on the Internet?



### Lecture\_24

#### ONLINE INFORMATION CHALLENGES

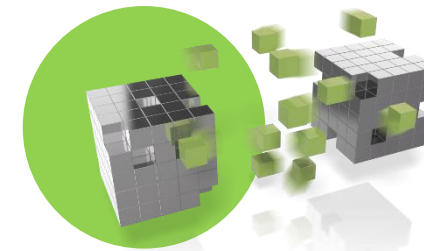
What are the different challenges an online researcher face to identify fakes, fabricated and biased content pages?



### Lecture\_27

#### METHODS IN EVALUATING AND VERIFYING INFORMATION SOURCES

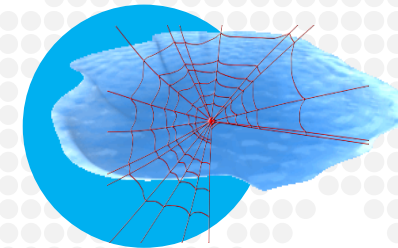
A research specialist depends on reliable information to apply in their research work. A research specialist must apply various methods and techniques to verify, collect and apply information after vetting source, medium, citations and corroborative evidence.



### Lecture\_25

#### DATA ANALYTICS IN RESEARCH REPORTS

Teaches different methods of online digital data collection, both raw and structured. Students learn types of data and how they are applied in deriving inferences and conclusions.

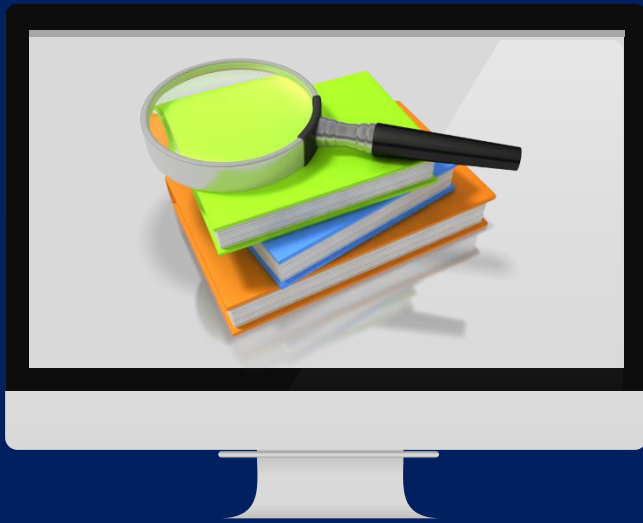


### Lecture\_26

#### TAPPING INFORMATION RESOURCES OF THE "DEEP WEB"

A "Deep-web" or "Hidden Web" is the most valuable resource for online research because this is where tons of information pages and data is hidden from Search Engine Bots. Students will learn more about accessing these hidden Web resource.

## 08 | RESEARCH METHODS & METHODOLOGY



### Traditional research methods that drive core research work and define research reporting standards

The Research Methods includes fundamentals of conventional research. The approach explained in this section covers the industry's research standards, conventions and methods applied by traditional research practitioners.



#### Lecture\_28

### CONVENTIONAL RESEARCH METHODS

The Research Methods includes fundamentals of conventional research. The approach explained in this section covers the industry's research standards, conventions and methods applied by traditional research practitioners.



#### Lecture\_29

### ONLINE DATA TYPES & TYPICAL DATA COLLECTION METHODS

Online Data-collection Process and Methods – Includes Online Surveys, Opinion Polls, Online Interviews, Online Focus Groups, Ethnography, Clinical Trials, and, Social Experiments etc.



#### Lecture\_30

### DATA ANALYTICS (QUALITATIVE & QUANTITATIVE)

Methods applied to identify qualitative and quantitative data. How to perform analytics of qualitative and quantitative data?



#### Lecture\_31

### DATA ANALYTICS IN RESEARCH REPORTS

What are the methods of reporting conclusions, inferences and opinions based on data analysis results?



## 09 | RESEARCH IN BUSINESS & BUSINESS OF RESEARCH



### Research business opportunities, formation issues, operations and documentation

Research business corporate structure, documentation,  
tools and opportunities for Independent research  
business Professionals



#### Lecture\_32

### RESEARCH IN BUSINESS ENVIRONMENT

What are the various business research reports that are used by senior management? – What are the research involved and the data required to build these reports?



#### Lecture\_33

### RESEARCH PLANNING & REPORTING

Research cycle is discussed in detail from the research problem and scope to the conclusion, analysis and inferences derivations.



#### Lecture\_36

### INDEPENDENT INFORMATION BUSINESS – DOCUMENTATION & REPORTS

Learn how to build research contracts, proposals? How to respond to research proposals? and finally, how to build research contracts?



#### Lecture\_34

### HOW TO SET-UP AN INDEPENDENT RESEARCH BUSINESS

Students learn about the corporate structures, tools requirements, pricing, costing and billing models.



#### Lecture\_35

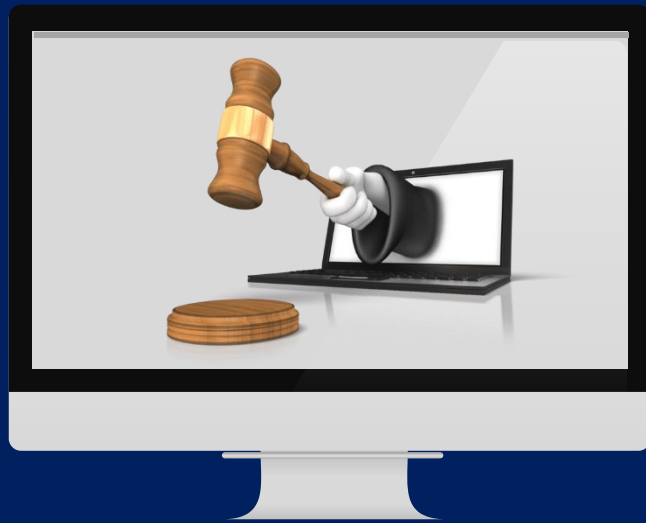
### INDEPENDENT INFORMATION BUSINESS RISKS & OPPORTUNITIES

Possible business risks involved are discussed. Opportunities are explored for Independent research businesses.



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# 10 | INTERNET LAWS & INTERNET ETHICS



## Internet laws affecting online research and Ethics of the Internet

Basic knowledge of Intellectual property, Spamming, Defamation, Privacy, Contracts, e-Commerce and Jurisdiction in Cyberspace.



Lecture\_37

## INTERNET LAW JURISDICTION

Issues of Jurisdiction and prosecutions in Cyberspace. What are International conventions and regulations for legal issues?



Lecture\_38

## IMPORTANT PROVISIONS OF THE CYBER LAWS FOR ONLINE RESEARCHERS

Gives a basic understanding of laws that apply to IP, Cyber Crime, Defamations, Privacy, Contracts, Piracy and e-Commerce.

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Lecture\_39

## INTERNET ETHICS & ETHICAL CONCERNS FOR ONLINE RESEARCH SPECIALISTS

Ethical issues of human subjects and online recruitments and social media.

## THANK YOU FOR WATCHING

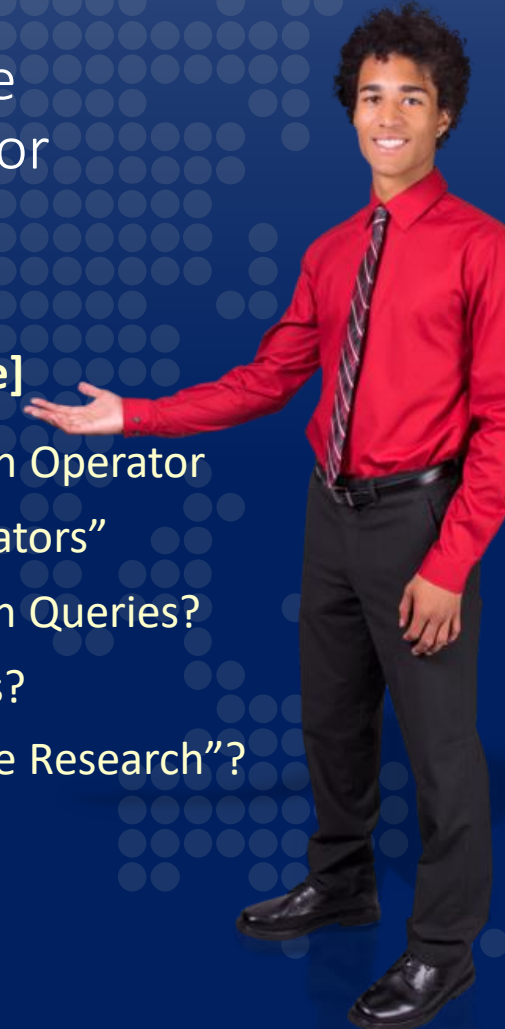
Here are some of our other upcoming Webinars and Online Classes – Simply “Click” on area of your interest and view the offered curriculum and schedules – Once again “Thank you” for your support and interest!

### **Certified Internet Research Specialist [CIRS]**

- Internet Technology - Introduction
- Online Research Methods & Methodology
- Online Research in Business & Business of Online Research
- Internet Law & Internet Ethics

### **Webinars Series [Certificate of Attendance]**

- Search with Keywords & Basic Search Operator
- Search with “Advanced Search Operators”
- How to Build Complex Google Search Queries?
- How to Build Online Search Business?
- How to conduct “Online Investigative Research”?







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