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Specialists

CIRS COURSE & CERTIFICATION

UPDATED VER 5.0 [English]

CERTIFIED INTERNET RESEARCH SPECIALIST [CIRS™]



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Included Free Books – 26 e-Books [Ver 5.0.1]

1



Networks & Internet
Technology

2



Research Methods
& Online Research

3



Research in Bus & Bus of
Online Research

4



Internet Law &
Internet Ethics

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[English 2021]

Networks & Internet Technology

1

- 1 101BKLT Introduction to Networks & Networking
- 2 102BKLT Internet Technology - Basic Concepts
- 3 103BKLT Web Applications, Web Browser & Search Engines - Introduction
- 4 104BKLT How Search Engine Reads Searched Web Pages?
- 5 105BKLT Web Pages Indexing & Retrieval System
- 6 106BKLT Types of Search Engines

Research Methods & Online Research

3

- 15 301BKLT Research in Business
- 16 302BKLT Research Planning & Research Reports
- 17 303BKLT Business of Research
- 18 304BKLT Research Costing, Pricing and Budgeting
- 19 305BKLT Research Contracting & Documentations
- 20 306BKLT Research Opportunities for Independent Research Specialists

Research in Business & Business of Online Research

2

- 7 201BKLT Keywords and Search Phrase Search
- 8 202BKLT Search Query Intent Translation & Textual Content Explained
- 9 203BKLT Proximity Search Queries
- 10 204BKLT Basic Search Queries with Booleans, Symbols & Notations
- 11 205BKLT Search Queries with Advanced Search Operators
- 12 206BKLT Complex Search Queries with Advanced Search Operators
- 13 207BKLT Internet Information Sourcing & Challenges
- 14 208BKLT Traditional Research Methods, Planning, Data Collection & Analytics

Internet Law & Ethics

4

- 21 401BKLT Internet Legal Jurisdictions
- 22 402BKLT Cyber Laws Important Provisions - Canada
- 23 403BKLT Cyber Laws Important Provisions - USA
- 24 404BKLT Cyber Laws Important Provisions - International
- 25 405BKLT Ethical Issues of the Internet
- 26 406BKLT Case Laws - North America

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Online Classes [English 2021]



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TOPICS

01 | INTERNET TECHNOLOGY – HOW INTERNET WORKS?

HR:MIN

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 On-time Research Skills



10 Training Topics

30 HOURS of LECTURES
04 WEEKS COMMITMENT

-  Technical [IT] Related
-  Web Search Skills
-  Research Methods
-  Business of Research
-  Law & Ethics

01 | INTERNET TECHNOLOGY



How the Internet Works?

What is the Internet? How do networks combine to build an Internet 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?

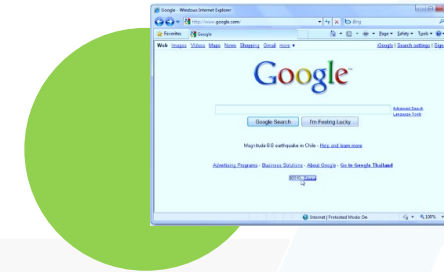
The online researcher will gain knowledge and understanding of how the Internet-connect with millions of different types of network and how basic networks work?



Lecture_3

Web Applications & Websites

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



Lecture_2

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

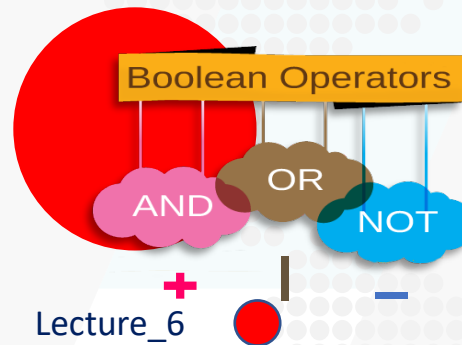
Effective use of Boolean operators and keyword search phrases in query building. Illustrations of various search query applied in deep search.



Lecture_5 ●

SELECTION of KEYWORDS & SEARCH PHRASES

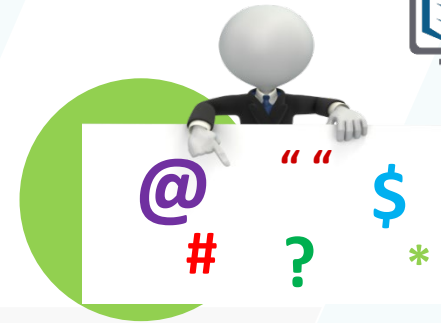
How to select search keywords? How to build search phrases? How to perform search with "Google's "Basic Search Operators" in a search query, such as Boolean Operators?



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.

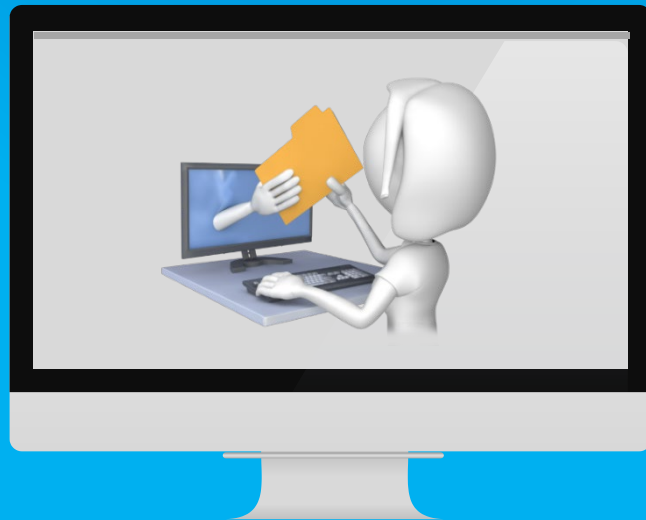


Lecture_10

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?

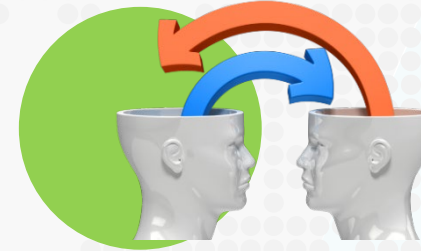


Lecture_15



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?

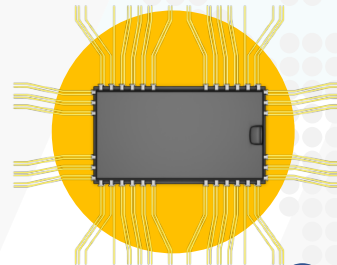


Lecture_17



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?



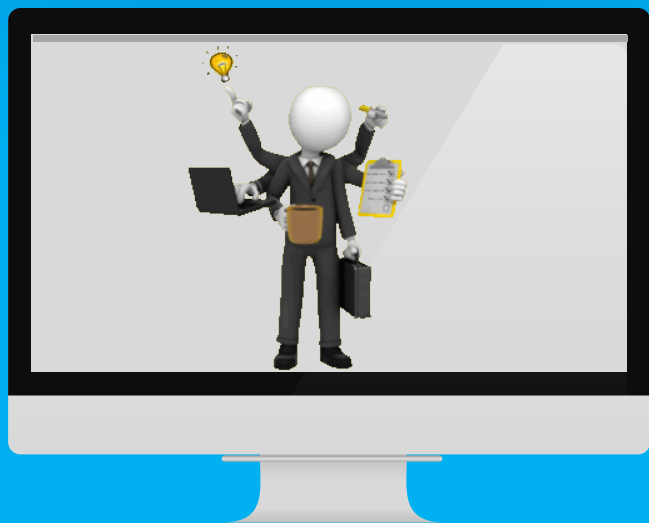
Lecture_16



Textual Semantics in Web Search

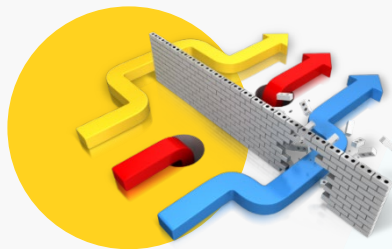
Textual semantics is explained in more detail to students. Semantics is a science with its roots in Linguistics. Students learn about Lexicon, Ontology, Stemming and Lemmatization in Semantics.

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 ●

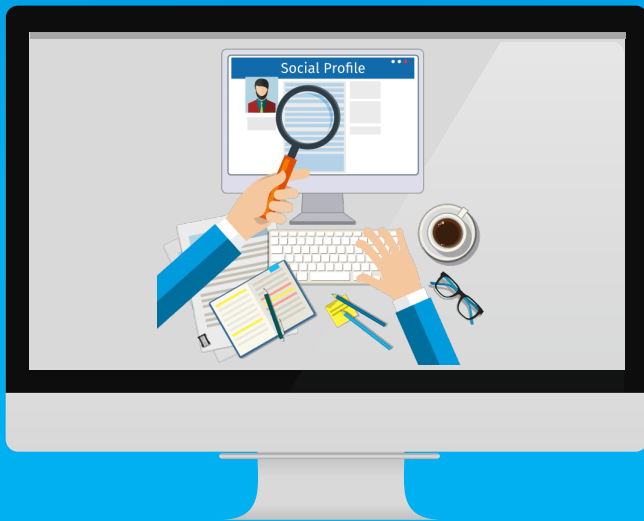
COMPLEX SEARCH QUERIES USED IN INVESTIGATIVE RESEARCH

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?



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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

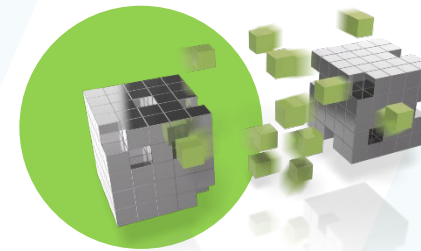
What are the different challenges an online researcher face to identify fakes, fabricated and biased content pages?



Lecture_27

METHODS IN EVALUATING AND VERIFYING INFORMATION SOURCES

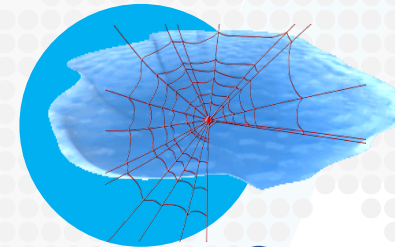
A research specialist depends on reliable information to apply in their research work. A research specialist must apply various methods and techniques to verify, collect and apply information after vetting source, medium, citations and corroborative evidence.



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.



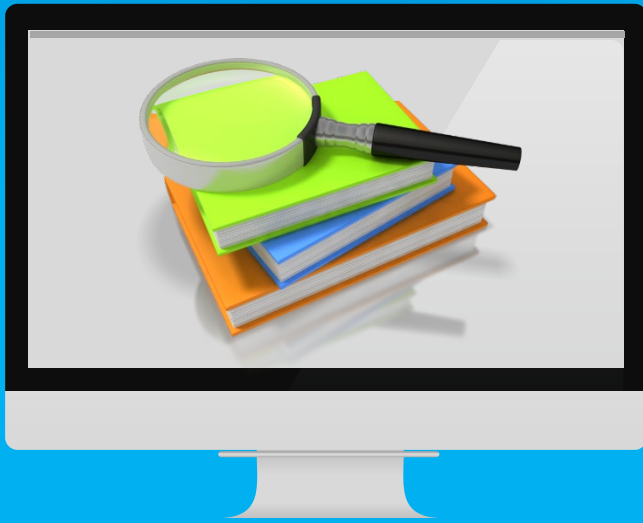
Lecture_26

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.



Lecture_39 ●

INTERNET ETHICS & ETHICAL CONCERNS FOR ONLINE RESEARCH SPECIALISTS

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



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CIRS™ Exam & Certification

Four (4) CIRS Examination Modules

01 | Networks & Internet Technology

02 | Research Methods & Online Research

03 | Research in Business & Business of Research

04 | Internet Law & Ethics

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