Association *of* Internet Research Specialists

for PROFESSIONAL

ONLINE RESEARCH

A COMPLETE TRAINING MANUAL FOR MODERN ONLINE RESEARCHERS

Recommended Training Manual for
CIRS™ | Certified Internet Research Specialists

BY NAVEED MANZOOR

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Professional Online Research

CIRS TRAINING GUIDE

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TABLE OF CONTENT

AUTHOR 22

FOREWORD 23

ABOUT CIRS™ CERTIFICATION 25

THE STRUCTURE OF CIRS EXAMS 26

CIRS™ QUALIFYING EXAMINATIONS OVERVIEW 26

ELIGIBILITY FOR THE CIRS™ QUALIFYING EXAMINATIONS 26

ENROLLMENT AND PREPARATION FOR THE CIRS™ EXAMINATIONS 26

ONLINE SEARCH & RESEARCH – EXAM MODULE 1 27

CHAPTER 1-1 | WEBSITE PAGES LAYOUT AND HTML CODING 28

TECHNOLOGY OF CONSTRUCTING WEB PAGES 28

QUESTIONS ANSWERED WITH HTML KNOWLEDGE IN TARGETED SEARCH 28
WHAT IS HTML TAG? 29
CLASSIFICATION OF HTML TAGS 29
SEARCH ENGINE INTERACTION WITH HTML 31

DESIGN OF A WEB PAGE WITH HTML TAGS 33

WEBPAGE HEADER CONTENT 34
THE BODY OF TEXT 34
FOOTER 35
WEBPAGE AND THE CLIENT/SERVER RELATIONSHIP 36
STRUCTURE OF WEBPAGES DIRECTORY 37

CHAPTER 1-2 | WEBPAGE QUERYING & INDEXING BY SEARCH ENGINES 39

MATCHING SEARCH QUERY TERMS WITH THE SEARCH RESULT PAGES 39

DECONSTRUCTING SEARCH RESULT SNIPPETS 39

WEBPAGE DESIGN, LAYOUT INTERPRETED BY SEARCH CRAWLERS 40

WEBPAGE AND HTML 41

SEARCH CRAWLERS READING & INDEXING PROCES **45**

EMULATION OF SEARCH CRAWLERS ON A LIVE-SITE 45

CHAPTER 1-3 | SEARCH ENGINE TEXTUAL DATABASE & QUERY RECOGNITION INTELLIGENCE **55**

TEXTUAL DATABASE AND SEARCH INTELLIGENCE (SEMANTICS) **55**

SEARCH INTELLIGENCE (SEMANTICS) 55

CHAPTER 1-4 | QUERY INTENT DETERMINATION WITH CONTEXT **61**

RECAPPING - INTENT, CONTEXT, AND CONTEXTUAL MEANING **61**

TYPES OF INTENT-BASED SEARCH QUERIES 61
THE CONTEXT IN TEXTUAL SEARCH 63
ENTITY RELATIONSHIPS CONTEXT IN SEARCH QUERY INTENT REFINEMENT 70

CHAPTER 1-5 | SEARCH ASSIST & PREDICTIVE SEARCH **73**

SEARCH ASSISTIVE TOOL **73**

THE "AUTOCOMPLETE" PREDICTION OF SEARCH TERMS 73

CHAPTER 1-6 | KEYWORDS & SEARCH PHRASES **78**

WHAT ARE KEYWORDS AND SEARCH PHRASES? **78**

KEYWORDS MATCH TYPES: BROAD SEARCH VS. NARROW SEARCH 79
PRIMARY AND SECONDARY KEYWORDS 80
BUILDING KEYWORDS & PHRASES FOR SEARCH 83
TYPES OF SEARCH QUERY BASED ON SEARCH QUERY PHRASE STRUCTURE 84

CHAPTER 1-7 | INTRODUCTION TO PROXIMITY SEARCH **87**

MEANING OF PROXIMITY SEARCH **87**

ROLE OF THE PROXIMITY SEARCH IN QUERY INTENT TRANSLATION 87

TRUNCATION, OR WILDCARD WITH THE ASTERISK SYMBOL (*) **91**

TYPES OF TRUNCATIONS 92

CHAPTER 1-8 | BASIC SEARCH OPERATORS – BOOLEANS, SYMBOLS, AND NOTATIONS 93

INTRODUCTION TO BASIC SEARCH QUERY BUILDING UNITS 93

DIFFERENCE BETWEEN BOOLEANS, SYMBOLS, AND NOTATIONS 93

SEARCHES WITH SYMBOLS AND NOTATIONS 110

USING AT THE RATE OF SIGN [@] 110
SYMBOL OF HASHTAG [#] FOR SOCIAL MEDIA SEARCH 111
NUMERIC OPERATOR RANGE REPRESENTED WITH TWO DOTS (..) 112
NUMERIC OPERATOR PRICE REPRESENTED WITH THE DOLLAR SIGN ($) 112

SEARCH WITH CONTEXTUAL SEARCH WORDS 113

CHAPTER 1-9 | INTRODUCTION TO GOOGLE ADVANCED SEARCH OPERATORS 116

PRECISION SEARCH QUERY 116

UNDERSTANDING THE BASIC STRUCTURE OF ADVANCED SEARCH OPERATORS 117

RULES FOR QUERIES WITH ADVANCED OPERATORS - PART 1 119

MIND SPACES BETWEEN THE SEARCH OPERATOR AND THE SEARCH TERMS 119
WHEN CERTAIN KEYWORDS AND SEARCH TERMS HAVE FORCED A PRESENCE IN SEARCH RESULTS 119
PRECISION SEARCH RESULTS WITH SEARCH TERMS INSIDE QUOTES VS. OUTSIDE QUOTES 120
SEARCH APPLIES DIFFERENT COMBINATIONS OF WORDS IN A QUERY STRING OUTSIDE QUOTES. 121
SEARCH WORKS BETTER WHEN WORDS AND SEARCH TERMS ARE LINGUISTICALLY MEANINGFUL 121
SEARCH REPLACES ALTERNATE WORDS IN QUERY STRINGS, WHETHER INSIDE OR OUTSIDE QUOTES. 122

RULES FOR QUERIES WITH ADVANCED OPERATORS - PART 2 122

CHANGING PLACEMENT (POSITIONS) OF SEARCH PHRASE AND KEYWORDS IN SEARCH QUERY 122
SEARCH TERMS RESHUFFLING AND REARRANGEMENTS 123
THE SEARCH MAY REQUIRE FURTHER PRECISION AND QUERY REFINEMENT AS A MULTI-STEP PROCESS 123
WHEN EXPANDING A QUERY WITH MULTIPLE KEYWORDS AND SEARCH PHRASES 123

CHAPTER 1-10 | SEARCH FOR FILE TYPES AND FILE FORMATS 125

INDEXABLE AND SEARCHABLE FILE FORMATS 125

WHAT ARE FILE FORMATS? 125
LIST OF SEARCHABLE FILE TYPES INDEXED BY GOOGLE 125
FREQUENTLY SEARCH FILE FORMATS: THEIR PURPOSE, USE, AND ADVANTAGES FOR SEARCH 126
INDEXING OF FILE FORMATS IN HTML WEBPAGES 126
FILE FORMAT SEARCH WITH OPERATOR FILETYPE: 127
SEARCHING FOR FILE FORMATS WITHOUT OPERATOR FILETYPE: 129

CHAPTER 1-11 | SEARCHING SNIPPETS – THE TITLE, URL/LINK & DESCRIPTION 133

ELEMENTS OF A SNIPPET 133

MAKING OF A SNIPPET TITLE, URL & DESCRIPTION 134
SNIPPET TITLE SEARCH WITH INTITLE: AND ALLINTITLE: 135
DIFFERENCE BETWEEN INTITLE: AND ALLINTITLE: FOR USE IN SEARCH 135
EXAMPLES OF SEARCH WITH INTITLE: 137
WHEN AN INTITLE: SEARCH OPERATOR FAILS TO EXECUTE 140
SNIPPET TITLE SEARCH WITH INURL: AND ALLINURL: 147
SEARCH WITH INURL: AND ALLINURL: 149
DIFFERENCE BETWEEN INURL: AND ALLINURL FOR USE IN SEARCH 150
ILLUSTRATION AND EXAMPLES OF INURL: USED IN A SEARCH QUERY 152
SEARCH WITH INTEXT: AND ALLINTEXT: 155
DIFFERENCE BETWEEN INTEXT: AND ALLINTEXT: 155
TEXT MATCHING WITHIN META TAG DESCRIPTION USING INTEXT: OPERATOR 158
TEXT MATCHING WITHIN BODY OF TEXT USING INTEXT: OPERATOR 159
EXAMPLES OF OPERATOR INTEXT: FOR SEARCH 169

CHAPTER 1-12 | CONSTRUCTING A DOMAIN SEARCH QUERY 173

SIMPLIFIED SEARCH WITH THE SITE: OPERATOR 173
RESTRICT DOMAINS FROM RETURNING RESULT PAGES WITH SITE: 173
USING MULTIPLE SITE: RESTRICTIONS IN THE SAME QUERY STRING 173
FIND SPECIFIC DOMAIN EXTENSIONS WITH THE SITE: OPERATOR 174
SITE: QUERY KEEPS THE STEM ELEMENTS OF A URL INTACT 174
USING SITE: TO QUERY LONG STEM URLS INCLUDING SUB-DOMAINS 175
SOCIAL MEDIA ACCOUNTS SEARCH WITH SITE: 176
SEARCH FOR BUSINESS AND CORPORATE INFO WITH SITE : 176
SEARCH FOR BLOGS WITH SITE: 176
SITE: VS. INURL: WHEN RESTRICTING SEARCH TO SPECIFIC DOMAINS 176

CHAPTER 1-13 | DATE RANGE OPERATORS 179

GOOGLE DATE-RANGE OPERATOR AFTER: & BEFORE: 179

CHAPTER 1-14 | FIND NAMES, EMAIL, CONTACT, TELEPHONE, OPPORTUNITIES, JOBS AND RESUMES 180

SEARCH FOR A PERSON'S EMAIL ADDRESS 180

EMAIL TOOLS THAT FIND AND VERIFY EMAIL ADDRESSES 181

SEARCH CONTACT INFO OF PERSON WHERE FULL NAME IS UNKNOWN 183

SEARCH WITH/FOR TELEPHONE NUMBER OF AN INDIVIDUAL 183

SEARCH FOR INDIVIDUALS CONTACT DETAILS TO GATHER LEADS **186**

SEARCH PERSON'S NAME BY QUERYING THEIR PHYSICAL LOCATION 188

SEARCH FOR EMPLOYMENT OPPORTUNITIES AND CONTRACT WORK **191**

SEARCHING FOR JOBS, CONTRACT OPPORTUNITIES, RESUMES FOR HR PROCUREMENT **192**

CHAPTER 1-15 | BUSINESS & INDUSTRY SEARCH – COMPETITION, B2B LEADS, PRODUCT & SERVICES INFO **197**

SEARCH PEOPLE IN BUSINESSES FOR CONTACT AND BUSINESS-RELATED INFORMATION **197**

SEARCH FOR SALES LEADS WITH JOB TITLES FOUND INSIDE SPECIFIC FILE FORMATS 198
SEARCH FOR LISTS PUBLISHED ONLINE IN HTML AND OTHER FILE FORMATS 199
SEARCH FOR INFORMATION ON COURT CASES, JUDGEMENTS, ACTS AND CITATIONS FOR A BUSINESS OR A CLIENT 199
FIND LEGAL ACTS, CLAUSES, AND CITATIONS 199

CHAPTER 1-16 | SEARCH PROPERTY, OWNERSHIP, RENTAL, FOR SALE PROPERTIES **202**

PROPERTY VALUE, OWNERSHIP, RENT AND RELATED INFORMATION **202**

PROPERTY LIENS, DELINQUENCIES ON RECORD 202
PROPERTY AVAILABLE FOR RENT AND AIRBNB INVENTORY LISTED PREMISES 203

CHAPTER 1-17 | SEARCH NEWS, ARTICLES, BLOGS, GROUP, FORUM, RESEARCH, VIDEOS, PRODUCT, SERVICES **204**

NEWS AND ARTICLES SEARCH IN GOOGLE CHROME **204**

SEARCH IN NEWS MODE 204
NEUTRALIZING NEWS BIAS BY BROWSER ADJUSTMENT OPTIONS 205
GOOGLE SEARCH QUERIES FOR NEWS AND INTERNET PUBLISHED ARTICLES 205
SEARCH QUERY USING DATE RANGE IN PRESCRIBED FORMATS 206
THE INTERNET PUBLISHED NEWS STORY, NEWS ARTICLES WITH MISSING TIME-DATE STAMP DILEMMA 211
THE KEY ELEMENTS OF TIME-DATE STAMP IN INTERNET PUBLICATIONS 212
IMPORTANCE OF LOCATION AND TIME-DATE STAMP IN ELECTRONIC MEDIA 213
TIME STAMP IN THE SAME NEWS STORY FOUND INSIDE THE NYT ARTICLE WITH A KNOWN PUBLISHING DATE 215
RESTRICTING NEWS SEARCH REGIONALLY 221
IMPACT OF BROWSING FOR NEWS IN DIFFERENT LANGUAGES 223

SEARCH FOR INFORMATION PAGES IN BLOGS & GROUPS **230**

SEARCH IN SOCIAL GROUPS 235
SEARCH JOURNALS, RESEARCH PAPERS & CITATIONS 236
SEARCH FOR BOOKS, AUTHORS, LITERATURE & SPEECHES 238

Search Queries for Images and Video Search 238
Search Specific Goods and Services 239
Search for professional services businesses 240
Search product and services reviews, opinions and reputation 240

RESEARCH METHODS & SEARCH METHODOLOGY – MODULE 2 242

CHAPTER 2-1 | INTRODUCTION TO ONLINE RESEARCH 244

Foundation of Online Research 244

Problems and Barriers in Performing Online Research 244

Information Overload 245
Quality and Credibility of Sources 245
Access to Restricted Content 245
Search Engine Biases and Limitations 245
Data Privacy and Security 245
Lack of Standardization in Data Formats 245
Language and Cultural Barriers 246
Skills and Training Requirements 246
Ethical and Legal Considerations 246
Dependency on Technology 246

Skills Required for Professional Online Research 246

Traditional Research Methods Vs Internet Inducted Research 247

Fundamentals of a Traditional Research Methods 247
Impact of the Internet on Traditional Research Methods 248

Types of Research 249

Descriptive Research 249
Exploratory Research 249
Explanatory Research 249
Analytical Research 249
Qualitative Research 250
Quantitative Research 250
Experimental Research 250
Correlational Research 250
Evaluation Research 250
Action Research 250

Forms of Professional Online Research 251

Freeform Internet Research (Exploratory) 251
Target Data Access (Navigational) 251
Online Data Collection 252

Social Media Research 252
Internet-based Collaboration Research 252
Consumer Insights, Trends, and Behavior via Browsing Data Collections 253
Facts Verification Research 253
Online Investigative Research 254
Online Market Research 255

Advantages of the Internet for Research 256

Challenges of the Internet Information 257

Easy and Fast Information: Haste Makes Waste 258
Information Timelines 258
Information Context 258
Predictive Technology in Search Engines 258
Multicultural and Language Barriers 259
Easy and Fast Information aka Haste Makes Waste 259
Information Timelines 259
Information Context 260
Predictive Technology in Search Engines 260
Multicultural and Language Barriers 261
Region Specific Default Browsing (Internet Filter Bubble) 261
The Question of Net Neutrality 261
Complex Legal Issues 262
Cyber Vandalism and Online Information Sabotage 263
Corporate Advertisements 263
Tabloids and Magazine Sites 263
Religious Beliefs 264
Political Material 264
News Media 264
Propaganda Groups 264
Technology Misuse 264
False Reviews 264
Raves and Rants 265
False Surveys and Polls 265
Self-Entitlement of Opinions 265
The Consequence of Rapid Internet Spread 265
Social Media and Information Sabotage 266
Ghost Writers on Internet Forums 266
Data Generalizability with Internet Research 267
Human Subjects & Privacy 267

CHAPTER 2-2 | INTERNET'S FREE INFORMATION VERIFICATION 269

Free Information and Copyrights 269

Authored Content of the Web 269

Evaluating, Verifying, and Authenticating Internet's Free Information 270

Author Verification 270
Purpose of Information in Review 270
Information Objectivity Evaluation 271
Accuracy of Information 271
Reliability and Credibility of Information Presented 271
Currency of Time 271
Verification of Links 271

CHAPTER 2-3 | INFORMATION RELIABILITY & ASSOCIATED RISKS 273

Information Reliability & Quality 273

Credentials of the Author 273
Footnotes and Bibliography 273
Observing the Objectivity and Accuracy of a Website 273

CHAPTER 2-4 | RESEARCH PLANNING 277

Research Planning – Introduction 277

Research Work Assessment and Approach 277

CHAPTER 2-5 | INDEPENDENT RESEARCH BUSINESS 284

What is Independent Consulting Business? 284

Independent Research Specialists as Consultants 284

Consideration in Starting Own Business 284

Entrepreneurship Skills 285
First-time Research Business Owners Risks Evaluation 285
Research Work Collaboration (Partnering in Collaborative Research) 286
People Skills and Client Relationship 286
Build Client Relationships 287
Meet Project Delivery Commitments 287
Project Price and Cost Determination 287
Sizing of the Research Project 288
The complexity of the Research Project 289
The Volume of Data and Information Assessment 289
Consider Hiring of Outside Contractors 290
Establishing Project Pricing 290
Build Contract Negotiation Skills 292
Establish Professional Value as a Researcher 293
Develop Marketing Strategy 293

MAKE REALISTIC FINANCIAL PROJECTIONS AND BUDGETS 294
CALCULATE INDEPENDENT CONTRACTOR HOURLY RATES 294

CHAPTER 2-6 | CLIENT ENGAGEMENT DOCUMENTS 301

REQUEST FOR RESEARCH PROPOSAL 301

RESEARCH PROPOSAL FOR CLIENT 301

RESEARCH SERVICES CONTRACT 301

RESEARCH REPORT 301

RESEARCH WORK INVOICING 302

RESEARCH ASSIGNMENTS PROCESS AND DOCUMENT FLOW 303

SPECIMEN "A" – RESEARCH REQUEST PROPOSAL 304

SPECIMEN "B" – RESEARCH PROPOSAL 308

SPECIMEN "C" – RESEARCH AGREEMENT 319

ARTIFICIAL INTELLIGENCE (AI) IN ONLINE RESEARCH – EXAM MODULE 3 329

CHAPTER 3-1 | INTRODUCTION TO ARTIFICIAL INTELLIGENCE (AI) 330

WHAT IS ARTIFICIAL INTELLIGENCE (AI)? AND ITS RELATIONSHIP TO DEEP LEARNING? 330

WHAT IS CHATGPT? AND ITS RELATED TERMS AND DEFINITIONS 332

ARTIFICIAL INTELLIGENCE (AI) DEFINITIONS AND TERMINOLOGIES 332

MACHINE LEARNING (ML) 332
AI MODEL 332
TRAINING DATA 332
ALGORITHMS 332
NEURAL NETWORKS 333
TRANSFORMERS 333
FINE TUNING 333
NATURAL LANGUAGE PROCESSING (NLP) 333
GENERATIVE PRE-TRAINED TRANSFORMERS 333
GENAI – GENERATIVE AI 333
TOKEN AND TOKENIZATION 333
LLMS - LARGE LANGUAGE MODELS 334
PROMPT 335

GPT TOOLS (LLMS) VS. ONLINE RESEARCH **336**

DISTINGUISHING GPT TOOLS AND ONLINE RESEARCH 336
HOW GPT TOOLS (LLMS) SHOULD NOT BE CONFUSED WITH ONLINE RESEARCH WORK? 341

USEFUL FUNCTIONS OF LLMS FOR ONLINE RESEARCH PRACTICE **350**

SUMMARIZATION 351

CHAPTER 3-2 | INFORMATION RETRIEVAL WITH GPT TOOLS **359**

PROVIDE REFERENCES TO THE RELEVANT WEB SOURCES **359**

INFERRING SENTIMENTAL ANALYSIS 363
TEXT TRANSFORMING 368
TEXT GENERATION 378
CODE CREATION 380

ISSUES AND LIMITATIONS OF APPLYING GENERATIVE AI TOOLS FOR ONLINE RESEARCH PRACTICES **383**

COPYRIGHT VIOLATION 383
COPYRIGHT POLITICY FOR GENAI CONTENT IN U.S. 383
COPYRIGHT POLITICY FOR GENAI CONTENT IN EU (EUROPEAN UNION) 384
COPYRIGHT POLITICY FOR GENAI CONTENT IN JAPAN 384
COPYRIGHT POLITICY FOR GENAI CONTENT IN PEOPLE'S REPUBLIC CHINA 384
COPYRIGHT POLITICY FOR GENAI CONTENT IN CANADA 384
HALLUCINATIONS 385
LOGIC AND REASONING ISSUES 385
BIAS AND TOXICITY ISSUES 390
FACTUAL INCONSISTENCY 392
KNOWLEDGE CUTOFFS 392
LENGTH LIMITATIONS OF INPUT AND OUTPUT CONTEXT LIMITATIONS (INPUT PLUS OUTPUT) 392
DON'T WORK GOOD WITH STRUCTURED (TABULAR) DATA (DATA STORED IN EXCEL OF GOOGLESHEETS) 392
LACK OF ETHICAL AWARENESS 392

CHAPTER 3-3 | GENERAL PRINCIPLES OF PROMPT WRITING **394**

PROMPT WRITING TECHNIQUES 396

DATA ANALYSIS & DATA ANALYTICS FOR RESEARCH WORK – MODULE 4 **413**

CHAPTER 4-1 | INTRODUCTION TO DATA ANALYSIS AND ANALYTICS **415**

OVERVIEW OF DATA ANALYSIS AND DATA ANALYTICS **415**

IMPORTANCE OF DATA ANALYSIS AND ANALYTICS IN TODAY'S DATA-DRIVEN WORLD OF ONLINE RESEARCH 415

SIMPLIFIED USE CASE EXAMPLE: PREDICTIVE ANALYSIS AND NEW OPPORTUNITIES IN A PRODUCT LAUNCH 416

TYPES OF DATA ANALYTICS 418

DESCRIPTIVE ANALYTICS 418
DIAGNOSTIC ANALYTICS 418
PREDICTIVE ANALYTICS 418
PRESCRIPTIVE ANALYTICS 418

FORMS AND FORMATS OF PERFORMING DATA ANALYTICS 419

REAL-TIME ANALYTICS 419
BATCH ANALYTICS 419
VISUAL ANALYTICS 419
TEXT ANALYTICS 419
STATISTICAL ANALYTICS 419

DEPENDENCIES ON QUALITATIVE AND QUANTITATIVE DATA 419

METHODS OF DATA COLLECTION FOR RESEARCH 420

SURVEYS AND QUESTIONNAIRES 420
INTERVIEWS AND FOCUS GROUPS 420
OBSERVATIONS AND FIELDWORK 420
DIGITAL DATA COLLECTION 420
EXPERIMENTAL DATA 420

CHAPTER 4-2 | DATA TYPES AND DATA MANAGEMENT 421

INTRODUCTION: DATA VS INFORMATION 421

CLASSIFICATION OF DATA TYPES IN RESEARCH 422

QUANTITATIVE DATA 422
QUALITATIVE DATA 422
STRUCTURED DATA 422
UNSTRUCTURED DATA 423
SEMI-STRUCTURED DATA 423

TYPES OF INFORMATION 423

DESCRIPTIVE INFORMATION 423
DIAGNOSTIC INFORMATION 423
PREDICTIVE INFORMATION 423
PRESCRIPTIVE INFORMATION 424
EXPLANATORY INFORMATION 424
PROCESSED INFORMATION 424

INTERDEPENDENCE OF DATA AND INFORMATION TYPES 424

TYPES OF DATA WITHIN QUALITATIVE AND QUANTITATIVE DATA **424**

QUANTITATIVE DATA TYPES 425
QUALITATIVE DATA TYPES 425
ADDITIONAL CLASSIFICATIONS 426

WHAT IS DATA MANAGEMENT? **426**

KEY ASPECTS OF DATA MANAGEMENT 427
IMPORTANCE OF DATA MANAGEMENT 428
EXAMPLES OF "KEY ASPECTS OF DATA MANAGEMENT". 428

WHAT IS INFORMATION MANAGEMENT? **430**

INFORMATION MANAGEMENT VS DATA MANAGEMENT IN COMPARISON. 431
OVERALL COMPARISON AND CONTRAST 431

WHAT IS DATA MINING IN RESEARCH? **432**

KEY COMPONENTS OF DATA MINING IN RESEARCH 432
APPLICATIONS OF DATA MINING IN RESEARCH 433
BENEFITS OF DATA MINING IN RESEARCH 433
CHALLENGES IN DATA MINING 433
USE CASE EXAMPLE: DATA MINING IN RETAIL CUSTOMER SEGMENTATION 434

CHAPTER 4-3 | DATA COLLECTION AND DATA SAMPLING **435**

INTRODUCTION TO DATA TYPES **436**

DATA COLLECTION 436
DATA TYPES 442
DATA SAMPLING METHODS 444

CHAPTER 4-4 | ONLINE DATA COLLECTION METHODS **452**

ONLINE SURVEYS, INTERVIEWS, FOCUS GROUPS, ETHNOGRAPHY, CLINICAL TRIALS AND EXPERIMENTS **452**

SURVEYS AND POLLS 452
PREPARING THE SURVEY 460
ONLINE SURVEYS PLATFORMS 461

WEB SCRAPING **474**

WEB SCRAPING TOOLS 475
WEB SCRAPING VIA LLMS 475
WEB SCRAPING VIA APIS 479

CHAPTER 4-5| DATA ANALYSIS AND ANALYTICS **483**

DATA ANALYSIS - INTRODUCTION **483**

DATA ANALYSIS PLANNING – OVERVIEW **483**

EXAMPLE OF DATA ANALYSIS PLAN 483

QUANTITATIVE & QUALITATIVE DATA ANALYSIS **484**

QUANTITATIVE DATA ANALYSIS 484
CHOOSING THE RIGHT TECHNIQUES 486
METHODS IN ANALYZING QUANTITATIVE DATA 489
UNIVARIATE, BIVARIATE, AND MULTIVARIATE ANALYSIS 493
EXPLORATORY DATA ANALYSIS (EDA) 494
DATA PREPARATION 509

ANALYZING QUALITATIVE DATA **512**

TYPES OF QUALITATIVE ANALYSIS **512**

CONTENT ANALYSIS 512
THEMATIC ANALYSIS 512
NARRATIVE ANALYSIS 512
DISCOURSE ANALYSIS 513
GROUNDED THEORY 513
PHENOMENOLOGICAL ANALYSIS 513
ETHNOGRAPHIC ANALYSIS 513
CASE STUDY RESEARCH 513
USE-CASE: EXPLORING REMOTE WORK EXPERIENCES POST-PANDEMIC 514
USE-CASE: EVALUATING CUSTOMER EXPERIENCE IN A MULTICHANNEL RETAIL ENVIRONMENT 516
TYPES OF QUALITATIVE DATA ANALYSIS 518
QUALITATIVE DATA ANALYTICS 519

ADVANCED TECHNOLOGIES AND TRENDS IN DATA ANALYTICS **520**

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN DATA ANALYTICS 520
APPLICATIONS OF AI AND ML IN DATA ANALYTICS 521
BIG DATA TECHNOLOGIES 536
DATA ANALYTICS TOOLS AND SOFTWARE 540

DATA ETHICS AND PRIVACY **554**

WHAT IS DATA ETHICS? 554
WHAT IS DATA PRIVACY? 555
LEGAL FRAMEWORKS AND REGULATIONS 556
USE CASE: HEALTHCARE ANALYTICS FOR PERSONALIZED MEDICINE 558

FUNDAMENTALS OF INTERNET LAW & ETHICS – MODULE 5 **561**

CHAPTER 5-1 | INTRODUCTION TO CYBER LAW OR INTERNET LAW **563**

INTERNET LAW: DEFINITION **563**

NEED FOR INTERNET LAWS **563**

LEGAL ISSUES IN EMERGING INTERNET TECHNOLOGY **563**

THE PRIMARY AREAS OF INTERNET LAW THAT ARE RELEVANT TO ONLINE RESEARCH. **564**

PRIVACY AND DATA PROTECTION LAWS 564
INTELLECTUAL PROPERTY (IP) LAWS 565
OTHER RELEVANT LAWS AND CONSIDERATIONS 565

THE ESSENTIAL ELEMENTS OF A SERVICE LEVEL (SLA) AGREEMENT BETWEEN RESEARCHER AND THE CLIENT **566**

THE ESSENTIAL ELEMENTS OF A RESEARCH SERVICES AGREEMENT BETWEEN RESEARCHER AND THE CLIENT IN CANADA AND USA **567**

INTERNET'S LEGAL JURISDICTIONS **569**

INTRODUCTION TO "INTERNET'S LEGAL JURISDICTION" 569
MAIN ASPECTS OF HOW LEGAL JURISDICTION IS DETERMINED FOR INTERNET-RELATED CASES. 570

INTERNET'S PUBLIC USE OF INFORMATION - LAWS AND LICENSES **572**

COPYRIGHT LAW 573

INTERNET OBTAINED CONTENT USE BY RESEARCHER IN CANADA AND USA **574**

CHAPTER 5-2 | INTELLECTUAL PROPERTY LAWS OF THE INTERNET **577**

COPYRIGHTS **577**

COPYRIGHT: MEANING 577
COPYRIGHT – SOME STRAIGHT FACTS TO NOTE 577
THE COPYRIGHT LAW 578
COPYRIGHT INFRINGEMENT 579
COPYRIGHTS AND OWNERS RIGHTS – SHORT POINTS 579
FORMS OF COPYRIGHT INFRINGEMENT 579

COPYRIGHT INFRINGEMENT ON THE INTERNET **580**

PIRACY OF CONTENT 580
CACHING OF WEB PAGES 580
LINKING TO OTHER WEB PAGES 581

FAIR USE AND COPYRIGHT **582**

TEST FOR FAIR USE 583

METHODS FOR DETECTING COPYRIGHT INFRINGEMENT ON THE INTERNET **583**

WHAT IF YOU WANT TO USE SOMETHING FROM THE WEB? **584**

WHEN CAN I USE SOMEONE ELSE'S WORK WITHOUT THEIR PERMISSION? **584**

CHAPTER 5-3 | TRADEMARK LAWS FOR THE INTERNET **586**

TRADEMARKS **586**

DEFINITION: TRADEMARK 586
TRADEMARK LAW 586

CHAPTER 5-4 | PATENT LAWS **589**

DEFINITION: PATENT 589
REQUIREMENT FOR PATENTABILITY 589
PATENT INFRINGEMENT. 589

HOW TO PERFORM PATENT'S RESEARCH? **590**

CHAPTER 5-5 | INTRODUCTION TO INTERNET ETHICS **593**

INTERNET ETHICS BACKGROUND **593**

DEFINITION: ETHICS 593
APPROACHES TO ETHICS 593
DEFINITION: INTERNET RESEARCH ETHICS 594
KEY GUIDING PRINCIPLES FOR INTERNET ETHICS 595
DIVISIONS IN ETHICS OF INTERNET RESEARCH 596
INTERNET - RESEARCH TOOL VS. RESEARCH VENUE 596
ENGAGED VS. NON-INTRUSIVE WEB-BASED RESEARCH 596
KEY ETHICAL ISSUES IN INTERNET RESEARCH 596

INDEX **603**

AUTHOR

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With over a decade of leadership at the Association of Internet Research Specialists (AOFIRS), Naveed Manzoor has played a pivotal role in shaping the field of internet research. His innovative methodologies have fostered a strong community of professionals skilled in advanced tools and techniques, empowering them to drive progress in their respective research fields. Mr. Manzoor's career spans over 30 years, with a solid foundation in software engineering, particularly in Information Semantics. As a lead architect, he helped design groundbreaking algorithms for textual semantics technologies, laying the groundwork for modern AI applications such as SIRI.

Mr. Manzoor's expertise also includes developing advanced speech-to-text and text-to-speech algorithms, grounded in linguistics, artificial intelligence, and machine learning. He understands the language that enables search engines to process and respond to human queries, connecting human communication with cutting-edge digital systems.

A seasoned educator, Mr. Manzoor teaches practical skills in search engine response, semantic analysis, web application behavior, and large machine learning models (LLMS). He continues to influence the industry by creating and delivering certification courses for professional researchers. As the architect of the curriculum and principal author of the Certified Internet Research Specialist (CIRS) Training Guide,

Mr. Manzoor is dedicated to elevating the standards of online research and technology. His pioneering work in "Natural Language Recognition by Search Engines," featuring patent-pending technology, cements his role as an innovator in the field.

His authored books and training manuals are used by researchers, analysts, and investigative professionals worldwide. His work connects traditional academic disciplines with the fast-paced needs of modern, data-rich environments, allowing professionals to conduct research that is precise, ethical, and actionable.

Mr. Manzoor is also the founder and chief executive of the non-profit “Association of Internet Research Specialists” (AOFIRS.org). According to him, the association was established on the belief that the vast, unstructured pool of internet-based information is becoming increasingly difficult to manage, filter, vet, and retrieve. This challenge makes it even more difficult for search engines to deliver accurate results.

Mr. Manzoor emphasizes that, currently, no comprehensive educational curriculum addresses this issue, aside from the CIRS program, which equips professionals with the knowledge needed to navigate and interpret this complex digital landscape.

If you have any questions regarding the content of this book, you may contact Mr. Manzoor via email at naveedm@aofirs.org.

FOREWORD

The digital transformation has fundamentally altered the research landscape. The internet now serves as the primary hub for accessing vast sources of information, but as data grows, so does the difficulty of extracting meaningful insights. This is where Artificial Intelligence (AI) and advanced data analytics play a vital role, complementing traditional search methods to make the research process more powerful and efficient.

Online Search & Research is more than just a guide to conducting searches — it is a comprehensive resource that examines how Google search queries and AI-based techniques can be effectively combined to optimise research efficiency. For students preparing for the Certified Internet Research Specialist (CIRS™) exam offered by the "Association of Internet Research Specialists" AOFIRS®, this book will provide not only the foundational techniques necessary to pass the exam but also equip you with advanced methods to stay ahead in professional research.

Google search queries are the most common tool for retrieving information from the internet. By using specific keywords and operators such as AND, OR, NOT, and advanced filters, researchers can quickly locate relevant documents, articles, and resources. Google's search engine is powerful, but it operates within the limits of keyword matching and query structure. It is highly effective for finding documents, news, or basic facts, but it cannot perform in-depth analysis or understand context in the same way a human or AI system can.

In contrast, AI methods present a revolutionary approach to online research. With Natural Language Processing (NLP), AI can understand the context of a query and provide insights based on meaning, not just keywords. Machine Learning (ML) techniques can detect patterns in large datasets, enabling predictive analysis and automation of data extraction. For instance, AI can scan academic papers, news articles, or social media posts to determine sentiment, identify emerging trends, and extract key data points, often with greater accuracy than manual searching.

The strength of this book lies in its ability to demonstrate how both approaches can be used together. Traditional Google search queries still have value for pinpointing specific documents or answers. However, when analysing large datasets, extracting insights from unstructured content, or identifying trends, AI-powered research tools are essential. AI enhances traditional search methods by offering deeper, more comprehensive analysis and more accurate results, saving time and boosting productivity.

This book demonstrates how you can integrate Google search queries and AI-driven research tools into your workflow, creating a seamless and highly effective research process. Whether you're analysing market trends, collecting scientific data, or conducting academic research, learning to combine these two methods will make you a more efficient, informed, and capable researcher.

As AI continues to develop, knowing how to utilise its potential for online research is essential. Incorporating AI into research workflows not only speeds up the process but also allows researchers to produce more data-driven and scientifically rigorous conclusions. Online Search & Research equips you to navigate both traditional search engines and AI-driven research, ensuring you have the skills to succeed in any research task.

Summary of Key Points Covered in the Book:

- **Foundations of Online Research**: Learn the basics of web page structures, HTML coding, and search engine indexing.
- **Traditional Search Techniques with Google**: Master Boolean operators, advanced Google search commands, and keyword strategies.
- **AI-Powered Search and Data Analysis**: Explore how AI technologies like natural language processing, machine learning, and predictive research enhance online research by automating processes, improving accuracy, and extracting deeper insights.
- **Data Collection, Compilation, and Analysis**: Understand how to effectively gather, assess, and analyse data from the internet to derive meaningful research inferences and scientific conclusions.
- **Combining Traditional and AI Research Methods**: Learn to seamlessly integrate Google search queries with AI tools for a more efficient and comprehensive research approach.
- **Ethical and Legal Considerations**: Focus on responsible and ethical practices in online research, ensuring that data collection and analysis uphold the highest standards.

ABOUT CIRS™ CERTIFICATION

In today's fast-moving, information-driven society, the ability to conduct efficient and accurate research is more vital than ever. Whether you're in academia, business, healthcare, law, or marketing, research remains fundamental to decision-making, strategy formulation, and innovation. As the internet now serves as the main resource for information, the need for professionals who can navigate the vast digital landscape to locate trustworthy, pertinent, and high-quality data has never been more crucial. This is where the Certified Internet Research Specialist (CIRS™) certification proves to be invaluable.

What is CIRS Certification?

The Certified Internet Research Specialist (CIRS™) certification is a globally recognized credential designed to verify the skills of professionals who utilizes the internet as a research tool. It guarantees that candidates have mastered the ability to conduct advanced searches, assess online information sources, and employ specialized search techniques to deliver reliable, accurate, and comprehensive research outcomes. Offered by the Association of Internet Research Specialists (AOFIRS®), this certification is not solely for researchers — it is an essential qualification for professionals across various fields who rely on precise online information to make well-informed decisions.

Why Should Professionals Consider CIRS Certification?

Regardless of the industry, the ability to conduct thorough and effective online research is a skill that can boost a professional's capabilities and performance. Here's why earning a CIRS certification is a wise investment for anyone who carries out research as part of their role.

The Certified Internet Research Specialist (CIRS) certification is a transformative qualification that enables professionals across various industries to utilise the internet for gathering, analysing, and applying data effectively. In a world where high-quality research is essential for success, obtaining this certification helps you establish a solid foundation of skills that will not only enhance your professional credibility but also improve your research efficiency and effectiveness.

Whether you aim to enhance your research skills, progress in your career, or stay at the forefront of your field, CIRS certification provides a comprehensive solution. By mastering both traditional search techniques and advanced technologies like AI and data analytics, you'll be ready to succeed in today's evolving research environment.

For professionals aiming to unlock the full potential of internet research, CIRS certification is the key to becoming a highly skilled, reliable, and in-demand research specialist.

THE STRUCTURE OF CIRS EXAMS

CIRS™ QUALIFYING EXAMINATIONS OVERVIEW

Becoming a Certified Internet Research Specialist (CIRS) requires specialized training and expertise in conducting efficient and accurate web searches. The CIRS™ qualification is regarded as a prestigious credential within the rapidly growing, internet-focused knowledge sector, providing a high standard of professional recognition through the AOFIRS (Association of Internet Research Specialists).

The CIRS examination is conducted online and consists of five separate modules. Students complete each module individually, one at a time. The passing score required for each module varies according to the exam schedule provided below.

These exams are accessible online 24/7, enabling students to undertake them from anywhere with internet connectivity. Results are instantaneously available once the exam is completed, allowing for prompt performance review. To pass, students need to score between 65% and 75% in each module. It is essential that answers are fully correct; partial answers will not be accepted. The exams include multiple-choice questions, true/false questions, and cross-reference items designed to evaluate the candidate's understanding of the content.

ELIGIBILITY FOR THE CIRS™ QUALIFYING EXAMINATIONS

There is no specific educational requirement for taking the CIRS™ exams. However, candidates should have a good understanding of internet searching and browsing. Ideally, they should be regular users of the internet, especially for gathering, analyzing, and evaluating information. A strong foundation in internet research is expected to help candidates succeed in the exams.

ENROLLMENT AND PREPARATION FOR THE CIRS™ EXAMINATIONS

Enrolling in the CIRS™ examinations is simple. To qualify for the exams, candidates must become an Associate Member of AOFIRS. After gaining membership, candidates can choose from two main options to prepare for the exams:

1. **Instructor-led Online Live Classes**: Candidates can enroll in live, instructor-led sessions that provide a structured approach to exam preparation.

2. **Self-paced Learning Program**: Candidates can prepare independently by purchasing course materials such as books and practice exercises, allowing them to study at their own pace.

To sit for the exams, candidates must be members of AOFIRS and have either attended the live online classes or used self-paced materials. The exams are free for members who have enrolled in either the instructor-led classes or the self-paced learning program.

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Practical Guide for Mastering Professional Online Research, & for CIRS certification exams.

Add a little bit of the Online Search and Research Training Guide is a comprehensive manual designed to equip readers with both foundational and advanced skills for professional online research. It begins with an in-depth understanding of how web pages are structured using HTML and how search engines index and retrieve content, guiding readers through essential concepts like query formulation, keyword strategies, Boolean logic, and advanced Google search operators. These topics are critical for enhancing precision and efficiency in finding relevant information and form the basis for the Certified Internet Research Specialist (CIRS) exam. Beyond traditional methods, the guide introduces cutting-edge techniques using Artificial Intelligence (AI) and Machine Learning (ML), covering tools for data analysis, text summarization, sentiment detection, and predictive research. It also explores responsible data collection, research ethics, and legal frameworks such as copyright and intellectual property law. Concluding with practical insights on launching a research business and managing client engagement, the guide effectively bridges traditional and modern methodologies, empowering professionals to navigate the digital information landscape with skill and confidence.

The book is also carefully structured to align with the five core modules of the Certified Internet Research Specialist (CIRS) examination. Module 1, Online Search and Research, focuses on web structure, HTML, indexing, and the formulation of search queries. Module 2, Research Methods and Methodology, addresses source evaluation, research planning, and credibility assessment. Module 3, Artificial Intelligence in Online Research, examines AI and machine learning tools, as well as their applications in contemporary research. Module 4, Data Analysis and Analytics, covers data collection, analytics techniques, and the interpretation of research results. Module 5, Internet Law and Ethics, outlines essential legal considerations, including copyright, privacy, and ethical standards in digital research. Together, these modules make the guide a complete and practical resource for mastering CIRS certification and advancing professional research capabilities.

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