



Association of
Internet Research
Specialists

5th Edition

CIRS™ | Certified Internet
Research Specialist
Recommended Learning Program

TRAINING GUIDE

For PROFESSIONAL **ONLINE** RESEARCH

Covers CIRS Exam Modules

1. Internet, Web Browsers & Search Engines
2. Research Methods & Online Research Techniques
3. Research in Business & Business of Research
4. Internet Law & Ethical Issues of the Internet



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Online research has become a necessary skill for everyone looking for quick, actionable information. The Internet is changing what used to happen in libraries, over the phone, or in person visits to specialists in the field. Ironically, despite the fact that Internet research has been going on for a long time, the "Internet Research Specialist" is still a relatively new career that has yet to make its way into formal libraries of new job descriptions. There was no formal curriculum for their education and training because it was so new. Our flagship certification called CIRS [Certified Internet Research Specialists] is by far the only professional credentials that meets this challenge. The CIRS Certification objective is to educate and train online researchers that now form a significantly large group within different market verticals. Thus far our courses and syllabus have proven to have the most comprehensive curriculum that fulfils the current industry requirements. In the time since the publication of the CIRS Training fourth Edition, AofIRS has received thousands of valuable recommendations from the global online research community for improvements and clarifications that have been reviewed and, as appropriate, incorporated into the 5th edition.

The AofIRS is a **non-profit, professional body** registered in the province of Ontario, Canada. The association is formed under the *Charter of Associations* authorized by the Government of Canada, and its primary goal is to serve its members and knowledge professionals. We believe that *Online Research* is a learned skill like any professional occupation, and therefore should be recognized as a full-time profession that requires education, training and certifications.

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