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Raziskave tiskanih medijev - Slovar in zahteve za storitve

Print media surveys - Vocabulary and service requirements

Printmedienanalysen - Begriffe und Dienstleistungsanforderungen

Mesure d'audience de la presse écrite - Vocabulaire et exigences de service

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Print media surveys - Vocabulary and service requirements

Mesure d'audience de la presse écrite - Vocabulaire et exigences de service

Printmedienanalysen - Begriffe und Dienstleistungsanforderungen

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Foreword

This document (EN 15707:2008) has been prepared by Technical Committee CEN/TC 376 "Project Committee - Print media analyses services", the secretariat of which is held by DIN.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by May 2009, and conflicting national standards shall be withdrawn at the latest by May 2009.

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EN 15707:2008 (E)**1 Scope**

This European Standard specifies the vocabulary and service requirements for media surveys in the field of print media.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 20252:2006, *Market, opinion and social research — Vocabulary and service requirements*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

3.1 client
individual, organization, department or division, internal or external, which requests or commissions a research project

[ISO 20252:2006, 2.8]

3.2 code
numeric or alpha character or combination of characters associated with each response category

[ISO 20252:2006, 2.9]

3.3 code frame
list of categories with associated codes for classifying responses

[ISO 20252:2006, 2.10]

3.4 first reading yesterday (FRY)
variation of the “Recent Reading” model in which for all titles being read a question follows if a particular copy (issue) has been read yesterday for the first time

3.5 first reading in publishing interval (FRIP)
variation of the FRY-model in which for all titles being read a question follows if the particular titles has been read within the last publication interval for the first time

3.6 frequency
frequency of being exposed to a medium within a specific time period

3.7 interview
activity of collecting information from respondents

3.8**print medium**

newspaper or magazine either sold or freely distributed

3.9**questionnaire**

structured tool for collecting data consisting of a series of questions

[ISO 20252:2006, 2.44]

3.10**quota sampling**

method of constructing a sample so that it conforms to a predefined structure with respect to certain variables

[ISO 20252:2006, 2.45]

3.11**random sampling**

procedure such that each member of the sampling frame has a specific positive chance of being included in the sample

[ISO 20252:2006, 2.40]

3.12**reach**

share of target persons within a universe exposed to a medium within a specific time period

3.13**readership projection**

projection in absolute figures of the share of target persons exposed to a medium within a specific time period

3.14**readership profile**

structure of the readership of a particular title

3.15**recent reading**

reading within a specific time period

3.16**representativeness**

extent to which a sample represents the defined target population

[ISO 20252:2006, 2.47]

3.17**research service provider**

individual, organization, department or division, internal or external, which conducts research projects or parts of them

3.18**respondent**

person from whom data are collected

3.19**sample**

subset of the target population from which data are to be collected

[ISO 20252:2006, 2.52]

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EN 15707:2008 (E)**3.20****sampling frame**

list of population elements or other appropriate sources from which sample members are selected

[ISO 20252:2006, 2.53]

3.21**subcontractor**

individual, organization, department or division, internal or external, which takes responsibility for executing an element of the research project on behalf of the research service provider

3.22**target population**

population of interest to which inferences are to be made

[ISO 20252:2006, 2.60]

3.23**universe**

synonym for target population

4 Requirements**4.1 Cooperation with clients****4.1.1 Client briefing for research service provider**

If the objectives of the research projects and/or other requirements do not appear to be described fully enough in the client's documents, the research service provider shall request a more detailed briefing from the client. Any briefing shall be documented.

4.1.2 Changes in the specification of work

The research service provider shall be responsible for agreeing and confirming in writing with the client any changes that will affect the project or client requirements, which may include the cost, timing and any other agreements stated in the research proposal, cost quotation or contract.

4.1.3 Use of subcontractors

The research service provider shall inform the client which subcontractors, if any, are to be used, for any part of the research process, before these subcontractors undertake the work. Any subsequent changes in subcontractors to be used shall also be communicated to the client.

4.1.4 Client review of questionnaire

The research service provider shall give the client the opportunity to participate in the design and/or the review of the questionnaire. The research service provider shall obtain the approval of the questionnaire unless it is waived by the client. This approval shall be documented.

4.1.5 Checking of data quality

The research service provider shall allow the client to check the quality of data collection as well as data editing. Clients shall be informed if their checking could affect the quality of the data collected. The research service provider shall take adequate steps to ensure that the identity of respondents and interviewers is protected and that clients agree to respect this.

4.1.6 Code frame and data analysis

The research service provider shall make available to the client the code frame and the methods used to analyse the data, if requested by the client.

4.1.7 Presentation of results to the client

The research service provider shall agree with the client the way the research results are presented.

4.1.8 Copyrights

It shall be discussed in advance and in writing with each client individually the rights of the research service provider and the client concerning the method, questionnaire, materials and results.

The General Business Terms of the research service provider shall not contain anything contradictory to this requirement.

4.1.9 Declaration of own interests and/or relevant parallel work

The research service provider should inform the client if he is already working for a direct competitor of the client or if he has own interests in the field he tenders for or if he is already working on a similar research project for another client or self.

4.2 Privacy

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4.2.1 General

The research service provider shall observe the privacy of respondents, interviewers and clients according to applicable European and national laws and relevant principles and rules of professional conduct.

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4.2.2 Privacy rights of the respondents

When asking for participation in a research project it shall be obvious for the respondents that their participation is completely voluntary and that they can break off the interview at any stage.

The respondents shall be told the general purpose of the research project and should not be misled about the presumed duration of the interview and the kind of questions to be asked.

If any follow-up or repeated interviews are intended, the respondents shall be asked for permission to re-contact them at the end of the first interview at the latest. This permission shall include consent to the necessary storage of address details.

The research data and the address data shall be separated from each other as soon as possible and stored accordingly. The list of keys that link research and address data shall be stored separately. The address data shall be destroyed or deleted at the earliest possible moment.

4.2.3 Privacy rights of the interviewers

The research service provider shall provide the interviewers in an appropriate way with the general information that their work will be reviewed.

The research service provider shall inform the interviewer about any discrepancies or problems identified by the review and shall give him the opportunity to comment on them, before any action is taken.

EN 15707:2008 (E)**4.2.4 Privacy rights of the clients**

The identity of the client shall not be revealed to the interviewers and respondents unless the client requests for this to be revealed. If this might cause methodological problems the research service provider shall inform the client accordingly.

The research service provider shall not reveal the identity of a client to any third party including other clients without prior permission.

The research service provider shall not reveal documents, materials, products, records etc. which have been provided to him by the client or have been prepared by him to conduct a research project to any third party including other clients without prior permission.

4.3 Universe and sample**4.3.1 Definition and description of the universe**

The universe shall be limited regionally and temporally as well as comprehensibly defined.

Possible universes can be:

- physical persons;
- private households;
- institutions/companies;
- recipients of specific media.

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The universe description shall be extensive. The description shall be objective as well as regionally and temporally defined. The following specifications shall be included:

- verifiable characteristics which define the members of the universe;
- geographic area of the survey;
- date of establishment of the reference data base for addresses and projection.

In the case of audience measurement surveys the universe shall be defined independently from the media whereas in the case of media profile surveys the universe shall include the recipients of specific media.

The following preconditions are essential to build and describe the universe:

- inclusion of a comprehensible definition and its absolute size (projection);
- most recent available and reliable data shall be used (including source and date);
- characteristics and data used to define the universe and its projection shall be described in detail.

4.3.2 Samples

4.3.2.1 Sampling procedures: probability vs. non-probability samples

4.3.2.1.1 General

A sample shall be representative either for the defined universe or for a relevant subset of it in order to draw a conclusion from the sample to the universe.

The size of the sample shall be chosen in such a way that the sampling variation achieved both in the overall sample and in the subgroups relevant to the analysis is acceptable for the purposes of the research project. Not only the distribution of socio-demographic variables should be evaluated but also other variables which may influence the results.

NOTE Representativeness is only possible when special methods are applied, e.g. strict probability selection or strict adherence of specified quotas.

4.3.2.1.2 Stratification

The quality of random samples and quota methods can be improved by stratification.

NOTE 1 These samples are distinguished by procedures in which the universe is divided into disjunctive subsets and a sample of elements is drawn independently from each subset. The sample quality is improved to the degree that the characteristics of stratification correlates with the survey subject.

In order to make a statement about the total sample all under claimed and over claimed groups shall be balanced according to the distribution within the universe from which the sample was drawn.

A disproportionate selection for different groups should enable the realisation of a specific case size that is independent of the real ratio within the total universe.

NOTE 2 If the selection leads to regional and/or temporal sample clusters this clustering enlarges the sampling error.

4.3.2.1.3 Characteristics of random/quota samples

In case of random sampling each element of the universe shall have a calculable non-zero chance of being included in the sample and without selection bias on the determination of the sampling unit (e.g. through the interviewer).

NOTE 1 This probability theory model allows the calculation of sampling errors.

In the case of quota sampling the elements of the universe shall be selected in such a way that the proportion of sample elements are reflecting the proportion of these elements in the universe.

NOTE 2 The theoretical basis to calculate sampling errors is missing.

NOTE 3 The differentiation between random and quota is also valid for the selection and recruiting of panels.

4.3.2.1.4 Methods of random sampling

4.3.2.1.4.1 General

Basis for a random sample can be registers, regional units (area sampling), telephone number circles, public places, event places or entrances (for certain time slots if necessary) or measured operations. In order to consider the selection of survey units in a random selection all units shall have the same non-zero or calculable chance to be part of the sample. This shall be true for the respondents or operations out of these units that are to be selected.