
**Digital analytics and web analyses
for purposes of market, opinion and
social research — Vocabulary and
service requirements**

*Analytique numérique et analyses web pour les besoins d'études de
marché, études sociales et d'opinion — Vocabulaire et exigences de
service*

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Foreword

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Introduction

Analyses of digital behaviour and online digital statements by persons and companies have rapidly increased in importance. Examples are the measurement of the behaviour of website visitors, the measurement of behaviour by means of cookies, and the registration and measurement of statements and sentiments of users of social media.

This document provides insight into the working methods of service providers in the fields of digital analytics and web analyses research and, in this way, provides clients with transparency regarding the services they offer. This document is intended to supplement and be used in conjunction with ISO 20252.

Digital analytics and web analyses for the purpose of market, opinion and social research can be separated from the equivalent analyses carried out for non-research purposes. In both cases, the protection of privacy of the persons analysed is regulated by legal provisions that apply to the particular project and, furthermore, by the relevant professional codes of conduct and other ethical guidelines.

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Digital analytics and web analyses for purposes of market, opinion and social research — Vocabulary and service requirements

1 Scope

This document specifies the terms and definitions, as well as the service requirements, for organizations and professionals that conduct digital analytics and web analyses for collecting, analysing and reporting of digital data for purposes of market, opinion and social research by various methods and techniques. It provides the criteria against which the quality of such services can be assessed and evaluated.

This document applies to digital analytics and web analyses conducted by service providers on their own initiative, commissioned by clients or conducted by clients themselves.

This document applies to digital and web analysis research activities such as:

- understanding the usage of websites via the use of cookies, page impressions and other means, navigation across sites, time spent by visitors and their actions;
- online metered panels, e.g. on-going measurement of web visitation via meters installed on panellists' desktop, mobile or tablet devices;
- tag-based solutions to measure online usage at universe level, which can be integrated with metered panel data to provide a hybrid measurement;
- social media analytics which collect, aggregate and analyse online comments, and user-generated content such as blogs, forums and comments on news sites or other sites.

NOTE Universe can also be known as population.

This document can be construed to cover all forms of digital data collection including from desktop computers, tablets, mobile devices and over the top (OTT) devices as well as internet of things (IoT) devices where applicable.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements 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, *Market, opinion and social research — Vocabulary and service requirement*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 20252 and the following apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <http://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org/>

3.1

ad impression

display of an advertisement on a device

**3.2
algorithm**

process or set of rules to be followed in calculations or other problem solving operations

**3.3
anonymization**

process of removing, obscuring, aggregating, or altering identifiers with the aim of preventing the identification of individuals to whom data originally related

**3.4
application programming interface
API**

set of definitions on the basis of which a computer programme can communicate with another programme or component, and which can also support access/data exchange internally or externally

**3.5
audit**

systematic, independent and documented process for obtaining evidence and evaluating it objectively to determine the extent to which *audit criteria* (3.6) are fulfilled

[SOURCE: ISO 20252:2012, 2.5]

**3.6
audit criteria**

set of policies, procedures or requirements used as a reference

[SOURCE: ISO 20252:2012, 2.6]

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**3.7
bot**

autonomous software that operates as an agent for a user or a program or simulates a human activity

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**3.8
client**

individual, organization, department or division, internal or external, that requests or commissions a research project

[SOURCE: ISO 20252:2012, 2.10]

**3.9
code**

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

[SOURCE: ISO 20252:2012, 2.11]

**3.10
code frame**

list of categories with associated *codes* (3.9) for classifying observations or statements

[SOURCE: ISO 20252:2012, 2.12, modified]

**3.11
consent**

freely given agreement based on adequate information obtained prior to the collection of *participant* (3.27) data

Note 1 to entry: When conducting research with children, additional consent requirements apply, e.g. permission from a responsible adult.

3.12**cookie**

small piece of information (i.e. programme code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions

3.13**dashboard**

software application with which a number of mini-applications can be reviewed or managed and reported

EXAMPLE Offer data exports, allow API access.

3.14**data collection**

process for gathering information by different means

Note 1 to entry: This includes activities such as web monitoring.

3.15**device ID**

distinctive number or *code* (3.9) associated with a specific digital device which can be personally identifiable

Note 1 to entry: Such devices can have multiple device IDs, each used for different purposes, for example to enable services such as WiFi or Bluetooth, or to uniquely identify specific devices operating on a mobile carrier network.

3.16**digital analytics**

analysing and reporting of electronic data for the purpose of measuring and understanding humans and their behaviour

3.17**digital fingerprint**

technology that deploys *algorithms* (3.2) that analyse a large number of technical characteristics and settings on devices to generate unique identifiers that can identify a specific computing device producing a machine ID, and which can be personally identifiable

Note 1 to entry: This ID can change over time depending on actions taken on the device.

Note 2 to entry: Also known as device, machine, or browser fingerprint.

3.18**dongle**

small piece of hardware, often a USB device, that can be connected to other electronic equipment, to enable additional services such as access to the internet

3.19**incentive**

gift, payment, or other considerations offered to potential *participants* (3.27) to increase cooperation

[SOURCE: ISO 20252:2012, 2.31]

3.20**internal audit**

periodic checks carried out by a company's own trained employees as to whether projects within the company have been carried out in accordance with the described procedures

3.21**internet of things****IoT**

infrastructure of interconnected objects, people, systems, and information resources together with intelligent services to allow them to process information of the physical and the virtual world and react

3.22

machine learning

technology of getting computers to act without being explicitly programmed

EXAMPLE Speech recognition, effective web search.

3.23

malware

variety of forms of hostile or intrusive software, including computer viruses, worms, Trojan horses, ransomware, spyware, adware, scareware and other malicious programs

3.24

mobile device

portable electronic device which can collect data that can be uploaded to a third party either immediately or upon syncing with appropriate software

Note 1 to entry: Mobile devices might include smartphones, smart watches, fitness or health tracking devices, tablets, and geo-location devices.

3.25

nearfield communication

NFC

short-range wireless technology that enables communication between devices over a short distance

3.26

over the top

OTT

digital services delivered over the internet rather than via a service provider's own dedicated, managed internet protocol television (IPTV) network

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Note 1 to entry: Examples of digital services include Amazon Fire, Apple TV, Chromecast, Roku, Netflix or Slingbox¹⁾.

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3.27

participant

person from whom or about whom data are collected

3.28

quality manager

person who is responsible for the formulation of quality requirements within an organization and for the procedures and measurements aimed at the implementation of quality controls

3.29

robot instruction file

file that defines how a search engine should interact with the pages and files of a web site and is often used to define where automated systems are not allowed to go

3.30

sample

subset of the *target population* (3.36) from which data are to be collected

[SOURCE: ISO 20252:2012, 2.58]

3.31

sentiment

mood associated with, for example, a sound, image, or statement, usually on a continuum from positive to neutral to negative

1) This information is given for the convenience of users of this document and does not constitute an endorsement by ISO of these products.

3.32**service provider**

organization that conducts research projects or parts of research projects in market, opinion and social research

[SOURCE: ISO 20252:2012, 2.55, modified]

3.33**social media**

online technologies and practices that people use to share opinions, insights, experiences and perspectives with each other, transforming traditional one-to-many interactions into many-to-many interactions

[SOURCE: ISO 20252:2012, 2.63]

3.34**spyware**

devices or software that capture a *participant's* (3.27) behaviour without obtaining *consent* (3.11)

3.35**subcontracting**

outsourcing

passing responsibility for executing an element of the project to a third-party service provider

[SOURCE: ISO 20252:2012, 2.64, modified]

3.36**target population**

population of interest in the research project to which inferences are to be made

[SOURCE: ISO 20252:2012, 2.66]

3.37**text analysis**

method used to describe the characteristics of a message

Note 1 to entry: This may also be referred to as content analysis.

3.38**unique visitor**

unique user

inferred measure that signifies a distinct, unduplicated, individual requesting page from the website during a given period, regardless of how often they visit

3.39**validation**

process of using objective evidence to confirm that the requirements which define an intended use, application or outcome have been met

Note 1 to entry: Validation can be carried out under realistic use conditions or within a simulated use environment.

3.40**web analysis**

analysing and reporting of behaviour, statements and *sentiments* (3.31) from users/*participants* (3.27) of online platforms

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