INTERNATIONAL STANDARD

ISO 20252

Third edition
2019-02

Market, opinion and social research, including insights and data analytics — Vocabulary and service requirements

Études de marché, études sociales et d'opinion, y compris insights et analytique de données — Vocabulaire et exigences de service

© ISO 2019

iTeh STANDARD PREVIEW
(standards.iteh.ai)

ISO 20252:2019
https://standards.iteh.ai/catalog/standards/sist/235b612c-3845-41cf-92dc-
55a24ace40f4/iso-20252-2019

COPYRIGHT PROTECTED DOCUMENT

Contents

Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 225, *Market, opinion and social research*.

This third edition cancels and replaces the second edition (ISO 20252:2012), which has been technically revised, and ISO 26362:2009 whose technical content has been included in this document. The main changes to the previous edition are as follows:

— the document has been completely restructured, with a core clause (Clause 4) applicable to all service providers, regardless of methodologies provided, and six separate annexes (Annexes A to F), each covering requirements relating to one of the globally-recognized research methodologies;

— Clause 3 has been updated;

— technical content has been updated to reflect new or modified research practices and new content has been added to Annex A and Annex D.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

The principal objective of international standardization within the market, opinion and social research (henceforth referred to as "research") is the facilitation of global and consistent industry standards applicable to different national and regional markets. The intent of this document is to follow a structure to ensure that its implementation leads to continual improvement of research and to harmonize other national standards and industry codes already available.

With the emergence and general acceptance of online samples for market, opinion and social research, a primary source of online samples, online access panels, have evolved in their use and have been augmented with other online sample sources. ISO 26362:2009 has been withdrawn and incorporated into this document which now covers access panels, both online and offline.

The research business core framework is established and documented as Clause 4 of this document. The normative annexes provide the specific framework for various globally recognized research methodologies. The service provider can align their practices to the requirements as stated within each annex in order to attest conformity to the particular research methodology or functions.

The intent is to apply the requirements specified in Clause 4 as the mandatory framework for any attestation by a service provider conforming with this document, supported by at least one annex. The structure and scope of this document does not permit any attestation to this document without also meeting the requirements of at least one annex.

Regardless of whether a business undertakes research activities as an in-house or outsourced function, the service provider is ultimately responsible for ensuring that research activities meet the requirements of this document. Therefore, the scope and boundaries of the applicable disciplines need to be reflected in the statement of applicability (SoA) including the annexes with management processes in place to ensure the requirements of this document are met.

Any claim of attestation will state clearly and unambiguously which annexes conform with this document. The long-term aim is that businesses will attest the majority, if not all, of their research activities to this document.

ISO 20252:2019
https://standards.iteh.ai/catalog/standards/sist/235b612c-3845-41cf-92dc-
55a24ace40f4/iso-20252-2019

Market, opinion and social research, including insights and data analytics — Vocabulary and service requirements

1 Scope

This document establishes terms, definitions and service requirements for service providers conducting market, opinion and social research, including insights and data analytics (hereinafter referred to as "service providers").

Non-market research activities, such as direct marketing, are outside the scope of this document.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

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

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

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at http://www.electropedia.org/

3.1
access panel
sample (3.86) database of potential *participants* (3.64) who declare that they will cooperate for future data collection if selected

Note 1 to entry: This does not include continuously reporting panels (e.g. TV-rating panels) or re-contact databases (asking for permission for follow-ups).

3.2
accuracy
degree of closeness between the estimate and the agreed parameter value

3.3
active panel member
panel member (3.61) who, within the last 12 months, has participated in at least one research study if requested, updated their profile data, or registered to join the *access panel* (3.1)

3.4
ad impression
display of an advertisement on a device

3.5
algorithm
process or set of rules to be followed in calculations or other problem solving operations

3.6
anonymize
remove, obscure, aggregate or alter identifiers with the aim of preventing the identification of individuals to whom data originally related

3.7
appraisal
process of monitoring the competency of an individual or group of individuals in carrying out their work

3.8
attestation
declaration of conformity by the *service provider* (3.92) related to the statement of applicability (SoA)

3.9
audit
systematic, independent and documented process for obtaining evidence and evaluating it objectively to determine the extent to which a standard's requirements are fulfilled

3.10
auditor
person with the competence to conduct an *audit* (3.9)

3.11
automated coding
form of coding where manual coding is replaced, totally or in part, by various forms of computer coding or computer-assisted coding using computer-stored code lists, dictionaries, automated systems, machine learning, artificial intelligence or other technologies

3.12
bias
systematic deviation between the estimate and the agreed parameter value

3.13
bot
autonomous software that operates as an agent for a user or a program or simulates a human activity

3.14
client
individual, organization, department or division, whether it is internal or external, that requests or commissions a research project

3.15
code
character or combination of numeric, alphabetic or other types of characters associated with each response category

3.16
code frame
list of categories with associated *codes* (3.15) for classifying responses

3.17
completion rate
number of *participants* (3.62) who fully complete a research project divided by the number of participants who were invited to participate

3.18
computer-assisted interviewing
CAI
interviews where responses are keyed directly into a computer and where the administration of the interview is managed by a specifically designed program

EXAMPLE   Computer-assisted personal interviewing (CAPI); computer-assisted telephone interviewing (CATI); computer-assisted self-interviewing (CASI); computer-assisted interviewing via web/internet (CAWI).

3.19
confidentiality
requirement that information, materials and data collected are protected from unauthorized access

3.20
consent
freely given agreements based on adequate information obtained prior to the collection/use of *participant* (3.62) data

3.21
cookie
small piece of information (i.e. program code) that is stored on a browser for the purpose of identifying that browser during activities and between visits or sessions

3.22
dashboard
software application with which a number of mini-applications can be reviewed or managed and reported

EXAMPLE   Mini-applications could include app to export data or allow API access.

3.23
data cleaning
process of identifying, correcting or removing unneeded or inaccurate data for research quality purposes

3.24
data collection instrument
tool created for the purpose of gathering information from *participants* (3.62)

EXAMPLE   Questionnaire, discussion guide, biometric device, webscraping technology, camera.

3.25
data editing
set of methods for verifying the collected data and, if necessary, correcting the data

3.26
data entry
process step where data collected are converted into computer-readable form or other types of standardized forms

Note 1 to entry: Simple data entry is data entry containing no built-in logic checks.

Note 2 to entry: Logic data entry is a data entry process that uses automated checks for the logic of data on elements such as data types, filters, question skips and response options.

3.27
data processing
management and converting of data from their raw state through to a required output

3.28
data record
set of data derived from a reporting or observed unit

3.29
de-duplication
process to remove *data records* (3.28) corresponding to a *participant* (3.62) or *record* (3.76) that appears more than once in a research dataset or *access panel* (3.1)

3.30
depth interview
in-depth inverview (IDI)
semi-structured or unstructured interview conducted to understand the underlying motivations, beliefs, attitudes behaviours and feelings of a *participant* (3.62)

3.31
derived data item
data item calculated or recoded from one or more sources and/or categories

3.32
device ID
device identification
machine ID
distinctive alphanumeric string associated with a computer, smartphone, tablet or other computing device

Note 1 to entry: A device can have multiple device IDs for a different purpose. These include device IDs to enable Wi-Fi or Bluetooth or identify a device on a mobile carrier network. Other device IDs, such as Apple's UDID or Android's Android ID, are used by apps, developers and other companies to identify, track and analyse devices and their users for a number of purposes, including online advertising.

Note 2 to entry: For a PC or laptop computer the MAC (Media Access Control) address can be used as a device ID.

Note 3 to entry: A device ID can be personally identifiable.

3.33
digital analytics
analysing and reporting of electronic data for the purpose of measuring and understanding people and their behaviour

3.34
digital device
mobile device

electronic device intended to be portable which can collect data, either directly or indirectly, that can be uploaded to a *third party* (3.101) either immediately or upon syncronization with appropriate software

Note 1 to entry: Digital devices include smartphones, smart watches, fitness or health tracking devices, tablets, geo-location devices and biometric data gathering devices.

3.35
digital fingerprint
device fingerprint
machine fingerprint
browser fingerprint
information collected about a computer, tablet, smartphone or other computing device for the purpose of identification of individual research participants or devices

Note 1 to entry: Digital fingerprints are typically created using web browser configuration parameters along with other device parameters that can be obtained from a device. These parameters are used to create a single string that comprises the digital fingerprint.

Note 2 to entry: A digital fingerprint may be personally identifiable.

3.36
discussion guide
list of points or topics which are to be covered in a *depth interview* (3.30), *focus group* (3.42) or other qualitative method

3.37
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

3.38
duplication
situation where a *participant* (3.62) is invited or attempts to complete more than one response for a specified research project

3.39
exclusion request
excluding a potential *participant* (3.62) from a research project based on their participation in a research project involving the same or similar product/service category and/or methodology

3.40
fieldworker
interviewer
person involved in the collection of data for market, opinion and social research

Note 1 to entry: Fieldworkers include, but are not limited to, face-to-face and telephone interviewers, recruiters for qualitative or other research, *"mystery shoppers"* (3.54) and other people carrying out data collection by observation, and persons collecting data from retail outlets, following instructions from the *service provider* (3.92).

3.41
filter
question or instruction in a data collection instrument that restricts answers to a subgroup of *participants* (3.62)

3.42
focus group
group discussion
open discussion with a small number of selected *participants* (3.62) conducted by a *moderator* (3.53)

iTeh STANDARD PREVIEW
(standards.iteh.ai)

Note 1 to entry: Focus groups can be conducted face-to-face, by telephone, online or by a combination of these. Online focus groups can be synchronous or real-time (e.g. chat sessions), or asynchronous over an extended period of time (e.g. message and/or bulletin boards).

ISO 20252:2019
https://standards.iteh.ai/catalog/standards/sist/235b612c-3845-41cf-92dc-
55a24ace40f4/iso-20252-2019

3.43
fraudulent participant
participant (3.62) or *panel member* (3.61) who deliberately misrepresents their identity, profile data or responses

3.44
frequency count
hole count
marginals
summary count of individual data items on a computer file

3.45
imputation
procedure where missing data are replaced by estimated or modelled data

3.46
inattentive participant
inattentive panel member
panel member (3.61) or *participant* (3.62) who does not give an adequate level of thought to the responses they provide

Note 1 to entry: A poor quality of response is not necessarily the *panel member's* (3.61) or *participant's* (3.62) fault, and could reflect poor data collection instrument design.

3.47
incentive
gift, payment or other considerations offered to potential *participants* (3.62) to increase participant cooperation

3.48
indexing
numerical scale used to compare variables with one another or with a reference number

3.49
information security
preservation of confidentiality, integrity and availability of information

3.50
intercept
type of interviewing where *participants* (3.62) are approached, without prior consent, either in person or online

3.51
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

3.52
machine learning
computer technology with the ability to automatically learn and improve from experience without being explicitly programmed

EXAMPLE   Speech recognition, predictive text, spam detection, artificial intelligence.

3.53
moderator
individual responsible for facilitating the interactions among *participants* (3.62) of a *focus group* (3.42) or other qualitative forum

3.54
mystery shopping
study using *fieldworkers* (3.40), researchers or *participants* (3.62) (consumers or general public) in the role of customers/users in order to evaluate a business/service performance

3.55
near field communication
NFC
wireless technology that enables communication between devices over a short distance

3.56
netting
method of treating *codes* (3.15) assigned to multiple-response questions, which can include open-ended codes, where the net refers to the total number of *participants* (3.62) responding with the same group of codes, even when each participant has given more than one response within the same group of codes

3.57
non-response
absence of measurements on some *sample* (3.86) or census members for all or some questions or variables

3.58
observational data collection
observational research
observational methodologies
collection of data by observation of the behaviour, habits, activities, relations, expressed opinions or performance of individuals or groups, as well as phenomena, including the use of passive techniques, without the use of direct questioning

Note 1 to entry: See also *passive data collection* (3.64) and *physical observational data collection* (3.66).

3.59
open-ended question
open-ended response
type of question where *participants* (3.62) are asked to answer in their own words

3.60
opt out
explicit request to terminate participation in a research activity

3.61
panel member
individual recruited from a documented source who has provided profile data and appropriate information for validation of identity, given explicit consent to participate in research according to the terms and conditions of panel membership, and not opted out

3.62
participant
respondent
data subject
person or organisation from whom or about whom data are collected for research

3.63
participation rate
start rate
number of *participants* (3.62) providing a usable response divided by the total number of initial personal invitations requesting members to participate

3.64
passive data collection
passive methodologies
process of data collection that avoids or minimizes active interaction with the *participant* (3.62)

3.65
personal data
information relating to a natural living person that can be used to identify an individual

Note 1 to entry: The identification can be made for example by reference to direct identifiers (e.g. name, specific geographic location, telephone number, picture, sound, video recording or biometric data) or indirectly by reference to an individual's physical, physiological, mental, economic, cultural or social characteristics.

3.66
physical observational data collection
physical observational research
collection of data through observation, whether in person or by video, including behaviour, habits, activities, relations, expressed opinions or performance of individuals or groups without the use of direct questioning and undertaken in the physical environment

Note 1 to entry: Physical observational data collection excludes online observation, such as digital behaviour.

3.67
prescreening
initial questions in a *data collection instrument* (3.24) used to establish eligibility of *participants* (3.62)

3.68
pretest
small-scale test to check the performance of a *data collection instrument* (3.24) or methodology before embarking on full-scale fieldwork

3.69
primary record
data collected directly from the source and in their original state

Note 1 to entry: This can include *survey* (3.98) data, interview transcripts, field notes, biometric measurements and recordings.

3.70
probability sample
random *sample* (3.86) from a population wherein each member has a known and non-zero probability of being included and allows for the calculation of margin of error

EXAMPLE   Simple random sampling (SRS); stratified sampling; cluster sampling; systematic sampling; and multistage sampling (in which some of the methods above are combined in stages).

3.71
profile data
descriptive characteristics of a *panel member* (3.61)

3.72
qualitative research
analysis of motivations, patterns of thought, opinion, attitude, assessment or behaviour, via research techniques such as *focus groups* (3.42), *depth interviews* (3.30), discourse content analysis and qualitative *observational research* (3.58)

3.73
quantitative research
numerical measurement of observations via research techniques such as *questionnaires* (3.74), opinion polls, *surveys* (3.98) and experimental research

3.74
questionnaire
structured or partly structured tool or instrument for collecting data, consisting of a series of questions

Note 1 to entry: Questionnaires can be self-completion or administered by a *fieldworker* (3.40).

3.75
quota sample
sample (3.86) drawn using a non-probabilistic method such that it conforms to a predefined structure with respect to certain variables

Note 1 to entry: These types of samples do not allow for a margin of error to be calculated.

Note 2 to entry: Examples of non-probability samples include convenience samples, accidental samples and river samples.

3.76
record
special type of document that provides historical evidence of an event, activity or fact

Note 1 to entry: For example, a *questionnaire* (3.74) is a document, but once it is completed by a *participant* (3.64) or a fieldworker, it becomes a record.

Note 2 to entry: Records can be physical or digital.

3.77
recruiter
person who identifies and invites potential *participants* (3.62) to take part in a research project

3.78
reliability
overall consistency among replicated measures

Note 1 to entry: In this context, measurement has a high reliability if it can be repeated with the same or similar results under the same or similar conditions.

3.79
representativeness
degree to which a *sample* (3.86) reflects the target population being studied

Note 1 to entry: A representative sample is one in which the distribution of important characteristics is approximately the same as in the target population.

Note 2 to entry: The definition of 'important characteristics' is generally a function of the research topic.

3.80
response rate
calculation of the proportion of people responding to a *survey* (3.98) based on a probability sample

3.81
retail audit
collection of data from retail outlets using documentary (e.g. paper or digital) and/or observational methods

3.82
review
determination of the suitability, adequacy or effectiveness of an object to achieve established objectives

3.83
river sampling
dynamic sampling
real-time sampling
web intercept
online sampling method that drives potential *participants* (3.62) for *surveys* (3.98) or other research activities from advertisements on *social media* (3.95) and other websites to an online portal where they are screened for research projects in real time

Note 1 to entry: Unlike access panels, river sampling *participants* (3.62) are not part of a database of people who have agreed to participate in research activities on a regular basis.

3.84
robot instruction file
file that defines how an internet 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

3.85
router
online software application that screens incoming research *participants* (3.62) and then uses those results to assign research *participants* to one of multiple available research projects

Note 1 to entry: A router can also offer *participants* (3.62) additional screeners and *surveys* (3.98) after screener qualification failure or *survey* (3.98) completion.

Note 2 to entry: It differs from "hardware router" as a communication equipment that relays data between two or more different networks.

3.86
sample
subset of the *target population* (3.99) from which data are to be collected