



Market, opinion and social research— Vocabulary and service requirements



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Preface

This Standard was prepared by the Standards Australia Committee MB-005, Market Research, to supersede AS ISO 20252—2007, *Market, opinion and social research—Vocabulary and service requirements (ISO 20252:2006, MOD)*.

The objective of this Standard is to establish terms and definitions and service requirements for organizations and professionals conducting market, opinion and social research.

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

This Standard is identical with, and has been reproduced from, ISO 20252:2012, *Market, opinion and social research — Vocabulary and service requirements*.

As this document has been reproduced from an International Standard, the following applies:

- (a) In the source text 'this International Standard' should read 'this Australian Standard'.
- (b) A full point substitutes for a comma when referring to a decimal marker.

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The terms 'normative' and 'informative' are used in Standards to define the application of the appendices or annexes to which they apply. A 'normative' appendix or annex is an integral part of a Standard, whereas an 'informative' appendix or annex is only for information and guidance.

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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.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

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.

ISO 20252 was prepared by Technical Committee ISO/TC 225, *Market, opinion and social research*.

This second edition cancels and replaces the first edition (ISO 20252:2006), which has been technically revised.

Introduction

The principal objective of international standardization is to facilitate business development and growth, particularly between different national and regional markets. The intention of this International Standard is to follow a linear structure to ensure that its implementation leads to continual improvement of market, opinion and social research and to harmonize other national standards already available.

Market, opinion and social research is now a global industry. An increasing proportion of the expenditure of users of the industry is allocated to multi-national projects, whose objective is consistent regional and global measurement. An International Standard facilitates the achievement of this important economic and social objective by ensuring that the process elements of such research are undertaken to an appropriate standard and in a verifiable and consistent manner. This enables data arising from research studies carried out in accordance with this International Standard to be used to guide the provision of goods and services to citizens and institutions in a consistent and transparent fashion.

Subsidiary objectives in developing this International Standard include the need to define the level of requirement for service provision and common work procedures to be applied in processes, including across different countries. Requirements only apply when services are provided.

This International Standard contains extensive terms and definitions.

Australian Standard®

Market, opinion and social research—Vocabulary and service requirements

1 Scope

This International Standard establishes terms and definitions and service requirements for organizations and professionals conducting market, opinion and social research.

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

2 Terms and definitions

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

2.1

access panel

sample *database* (2.16) of potential *respondents* (2.56) 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) and re-contact databases (asking for permission for follow-ups).

2.2

accuracy

degree of closeness between the estimate and the true parameter value

2.3

ad hoc

(research) specifically designed to address a particular objective or issue

2.4

appraisal

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

2.5

audit

systematic, independent and documented process for obtaining evidence and evaluating it objectively to determine the extent to which *audit criteria* (2.6) are fulfilled

2.6

audit criteria

set of policies, procedures or requirements used as a reference

2.7

auditor

person with the competence to conduct an *audit* (2.5)

2.8

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 and dictionaries

2.9

bias

systematic deviation between the estimate and the true parameter value