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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 26315-2025

Replacing GB/T 26315-2010

Market, opinion and social research - Vocabulary

市场、民意和社会调查 术语

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting.

This document replaces GB/T 26315-2010 "Terms of Market, Public Opinion and Social Surveys".

In addition to structural adjustments and editorial changes, the main technical changes are as follows.

a) Change the term "survey" to "research/investigation/survey", "secondary information" to "secondary data/secondary information", and "intercept "Investigation" was changed to "Interception of access", "Internet investigation" was changed to "Network investigation", and "PPS sampling" was changed to "PPS sampling/with Probability proportional to size sampling", "filtering questions" changed to "filtering questions", and "interview guide" changed to "discussion outline/interview guide".

"South", "bias" is changed to "bias/bias" (see 3.1, 3.19, 5.1.13, 5.1.15, 5.1.23, 5.2.26, 5.3.5, 5.3.9, 5.4, 7.19, see 3.1, 3.16, 5.1.10, 5.1.12, 5.1.20, 5.2.20, 5.3.5, 5.3.9, 5.4, 7.11 of the 2010 edition);

b) Changed "quantitative research", "qualitative research", "survey service provider", "subcontractor", "field staff", "confidentiality", "target population" "Questionnaire survey", "In-depth interview", "Focus group interview", "Second-hand data", "Intercept survey",

"Mystery shopper survey", "Individual", "Sampling frame", "sample", "regional sampling", "accuracy", "questionnaire", "filtering questions", "reliability", "validity", "interview guide", "interviewer", "host" "person", "booker", "record", "survey round", "trial visit", "reward", "original record", "review", "coding", "data entry", "weighting", "bias" Definition of "dependence" (see 3.2, 3.3, 3.4, 3.16, 3.18, 3.22, 4.7, 5.1.6, 5.1.7, 5.1.8, 5.1.13, 5.1.15, 5.1.24, 5.2.2, 5.2.5, 5.2.6, 5.2.32, 5.2.36, 5.3.1, 5.3.9, 5.3.14, 5.3.15, 5.4, 3.18, 6.2, 6.3, 6.7, 6.10, 6.12, 6.34, 6.8, 6.36, 7.1, 7.4, 7.17, 7.19, see 3.2, 3.3, 3.9, 3.13, 3.15, 3.16, 3.17, 4.4.4, 2010 edition 5.1.6, 5.1.7, 5.1.8, 5.1.10, 5.1.12, 5.1.21, 5.2.2, 5.2.5, 5.2.6, 5.2.26, 5.2.30, 5.3.1, 5.3.9, 5.3.13, 5.3.14, 5.4, 6.2, 6.3, 6.4, 6.8, 6.9, 6.11, 6.20, 6.21, 6.24, 7.1, 7.3, 7.8, 7.11);

c) Deleted the words "independent research", "commissioned research", "funded research", "self-helper", "quality management", "operationalization", "implementation process evaluation", "review", etc.

The terms and definitions of "core standard", "open coding", "axial coding", "selective coding" and "public microdata file" (see 2010 version 3.4, 3.5, 3.6, 3.8, 3.18, 4.4.3, 6.22, 6.25, 7.13, 7.14, 7.15, 8.13);

d) Added "third party", "digital analysis", "network analysis", "social media", "traces", "emotions", "vulnerable groups", and "dishonest respondents" "Information security", "Quality inspection", "Sample provider", "Text analysis", "Field observation research", "Observational research", "Personal data" "Sample pool members", "Active sample pool members", "Random respondents", "Unique visitors", "Background information", "Index", "Open questions" Grouping", "Data Recording", "Anonymous", "Consent", "Confirm Exit", "Passive Data Collection", "Pre-screening", "Data Collection Tools", "Equipment "Logo", "digital device", "digital fingerprint", "flattering", "no response", "participation rate", "completion rate", "internal review", "evaluation", "data cleanup" terms such as "data processing", "data editing", "data manipulation", "de-duplication", "derived data", "duplicate data", "exclusion requirements", and "validation".

and definitions (see 3.5, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.20, 3.21, 3.23, 4.12, 5.1.10, 5.1.11, 5.1.12, 5.2.11, 5.2.13, 5.2.14, 5.2.15, 5.2.16, 5.2.17, 5.2.37, 5.3.10, 6.9, 6.13, 6.14, 6.15, 6.16, 6.17, 6.18, 6.19, 6.20, 6.21, 6.28, 6.30, 6.32, 6.33, 6.38, 6.43, 7.5, 7.6, 7.7, 7.8, 7.9, 7.10, 7.11, 7.12).

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

This document is proposed and coordinated by the National Technical Committee for Standardization of Market, Public Opinion and Social Surveys (SAC/TC320).

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The previous versions of this document and the documents it replaces are as follows.

- First published in 2010 as GB/T 26315-2010;
- This is the first revision.

Market, opinion and social research terms

1 Scope

This document defines terms and definitions commonly used in market, opinion and social research.

This document is applicable to organizations and personnel engaged in market, public opinion and social survey services to carry out related work.

2 Normative references

This document has no normative references.

3.1 Research

Research The process of collecting, organizing, analyzing and presenting information based on specific purposes and in accordance with certain standards.

Note. Research is also called "insight" or "study" in practical applications. Compared with survey, research also includes the analysis process.

3.2 Quantitative research

Describe and explain the observed results in numerical form, such as using questionnaires (5.3.1), opinion polls, market surveys and experimental research.

Research and other research techniques.

Note. Also known as quantitative research.

[Source. GB/T 26316-2023, 3.73, modified]

3.3 Qualitative research

Through focus group discussions (5.1.8), in-depth interviews (5.1.7), discourse analysis

and qualitative observation research methods, motivation, Analyze thinking patterns, opinions, attitudes, evaluations or behaviors.

Note. Also known as qualitative research.

[Source. GB/T 26316-2023, 3.72, modified]

3.4 Service Provider serviceprovider

Conduct all or part of a project in the field of market, public opinion and social research using statistical data and/or social science methods and techniques organization.

Note 1. These organizations include. private research institutions, academic institutions and universities, corporate research departments, local governments, official statistical agencies or individual researchers. Members, etc.

Note 2. The survey and research project includes some research tasks within the overall project.

[Source. GB/T 26316-2023, 3.92, modified]