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

GB/T 26316-2023

Replacing GB/T 26316-2010

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

市场、民意和社会调查（包括洞察与数据分析）术语和服务要求

(English Translation)

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part 1: Structure and Drafting Rules of Standardization Documents" Drafting:

This document replaces GB/T 26316.1-2010 "Market, Public Opinion and Social Survey Service Requirements" and is consistent with GB/T 26316.1-2010 in addition to structural adjustments and editorial changes, the main technical changes are as follows:

- a) This document has re-changed, added or deleted the original technical content (see each chapter);
- b) Added a chapter on terminology, with a total of 109 terms (see Chapter 3);
- c) Chapter 4 has been changed, changing "Quality Management System Requirements" to "Core Requirements" (see Chapter 4);
- d) Some technical content has been added to reflect new or improved research practices (see Appendix A~Appendix D):

This document is equivalent to ISO 20252:2019 "Market, Public Opinion and Social Survey (Including Insights and Data Analysis) Terminology and Service Requirements" beg":

This document has made the following minimal editorial changes:

- a) Added the sources of some terms (see 3.2, 3:41, 3:70, 3:78, 3:86, 3:99, 3:104) and notes (see 3.92);
- b) The error in ISO 20252:2019 has been changed, and the "respondent" entry number in the definition of 3:1 "Accessible Sample Library" has been changed from 3:64 Change to 3:62;

Please note that some content in this document may be subject to patents: The publisher of this document assumes no responsibility for identifying patents:

Introduction

The International Organization for Standardization formulates international standards for market, public opinion and social surveys (hereinafter referred to as "surveys"), aiming to promote the formation of an applicable Globally consistent industry standards for different countries and regional markets: We transform international standards into national standards in order to coordinate with global research the industry follows the same standard system to promote the continuous improvement of service quality in the research industry:

As ISO 20252:2019 comprehensively adjusts the technology and structure of the original standard, this document has also changed significantly compared with the previous version:

change: A new chapter on terminology is added; Chapter 4 proposes the core framework requirements for research business, namely the Statement of Applicability (SoA); 6 new specifications are added the sexual appendix is a globally recognized specific requirement for research methods, and service providers need to adjust their research behavior in accordance with the corresponding appendix requirements:

For any certification of a service provider complying with the requirements of this document, the requirements of Chapter 4 will need to be used as a mandatory framework and at least Meet the requirements of an appendix: Any certification statement needs to clearly indicate which appendix(s) of this document complies with the requirements:

Regardless of whether the research project is performed in-house or outsourced, the service provider is responsible for ensuring that the final research activity complies with the requirements of this document:

Therefore, the Statement of Applicability (SoA) given in accordance with the requirements of Chapter 4 needs to reflect the applicable scope and boundaries of this document, including appropriate management Appendix corresponding to the process to comply with the requirements of this document:

Market, public opinion and social research (including insights and Data Analytics)
Terminology and Service Requirements

1 Scope

This document is for service providers who conduct market, public opinion and social surveys (including insights and data analysis) (hereinafter referred to as "service providers"):

"provider") establishes terminology and service requirements:

Non-market research activities, such as direct marketing, are not included in the scope of this document:

2 Normative reference documents

This document has no normative references:

3 Terms and definitions

The following terms and definitions apply to this document:

Accessible sample library accesspanel A sample (3:86) pool composed of potential respondents (3:62), who stated that they could cooperate with future data collection work:

Note: Excludes fixed sample databases for continuous surveys (such as TV ratings sample groups) and re-contactable databases (agreeing to accept follow-up interviews):

Accuracy

How close the estimate is to the corresponding parameter value:

[Source: GB/T 26315-2010,5:2:30] 3.3 Sample library active memberactivepanel in the last 12 months, sample database members (3:61) were invited to participate in at least one research project, or updated their background information, or registered to participate Access to the sample library (3:1):

ad display adimpression Advertising displays on the device:

Algorithm

A process or rule followed in calculating or solving other problems:

anonymize

Deletion, obfuscation, aggregation or change of identification in order to prevent the identification of personal information associated with the original data:

evaluateappraisal

The process of monitoring the ability of an individual or group to perform work: