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

GB/T 43428-2023

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

市场、民意和社会调查中数字分析与网络分析 术语和服务要求

(English Translation)

Issued on: December 28, 2023

Implemented on: December 28, 2023

**Issued by: State Administration for Market Regulation, China National
Standardization Administration**

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Appendix NA (informative) Comparison table 14 between this document and relevant provisions of GB/T 26316-2023

Reference

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 is equivalent to ISO 19731:2017 "Terminology and Service Requirements for Digital Analysis and Network Analysis in Market, Public Opinion and Social Surveys":

This document has made the following minimal editorial changes:

- 1) Added the "source" of some terms (see 3.2, 3:41, 3:70, 3:78, 3:86, 3:92, 3:104):
- 2) Added informative appendix NA:

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 importance of digital behavior and online digital opinion analysis by individuals and companies is growing rapidly: For example, website visitors Measurement of behavior, measurement of behavior through libraries, and registration and measurement of social media users' speech and emotions:

This document provides an in-depth study of the working methods of service providers in the field of digital analytics and website analytics, thus increasing the Transparency of services to customers: This document is intended to supplement GB/T 26316 and be used simultaneously:

Numerical analysis and website analysis for market, public opinion and social survey purposes may be compared with equivalent analyzes carried out for non-research purposes:

distinguish: In both cases, the privacy protection of the analyzed persons is governed by the legal provisions applicable to the specific project and the relevant professional practices:

to be bound by the Code and other ethical principles:

Numerical analysis and analysis in market, public opinion and social surveys Network Analysis Terminology and Service Requirements

1 Scope

This document defines terms and definitions for organizations and professionals who perform digital analytics and website analytics, and sets out related service requirements:

requirements and established criteria for assessing and evaluating the quality of such services: It is suitable for using market, public opinion and social surveys as the basis through various methods and techniques:

Collect, analyze and report digital data for various purposes:

This document applies to digital analysis and website analysis carried out on the initiative of the service provider, commissioned by the customer or carried out by the customer himself:

This document is suitable for digital and website analytics research activities such as:

--- Understand the website through the use of library traces, web page display and other methods, as well as cross-site browsing, the time spent by visitors and their behavior usage;

---Online measurement sample library, for example, through measurement software installed on the desktop computer, mobile device or tablet device of the sample library member Ongoing measurement of network access;

---Measure online usage across the entire domain through tag-based solutions that can be combined with online repository data Integration provides hybrid measurements;

---Social media analysis, collection, aggregation and analysis, such as online comments provided by "Weibo" and "WeChat", as well as user-generated content Content, such as blogs, forums, and comments on news websites or other websites:

Note: The entire domain can also be understood as the entire population:

This document can be understood to cover all forms of digital data collection, including desktop computers, tablets, mobile devices and OTT (over-the-top) Connected TV) devices, and IoT (Internet of Things) devices (if applicable):

2 Normative reference documents

The contents of the following documents constitute essential provisions of this document through normative references in the text: Among them, the dated quotations for undated referenced documents, only the version corresponding to that date applies to this document; for undated referenced documents, the latest version (including all amendments) applies to this document:

ISO 20252 Market, opinion and social research (including insights and data analysis) terminology and service requirements (Market, opinion Note: GB/T 26316-2023 Market, public opinion and social surveys (including insights and data analysis) terminology and service requirements (ISO 20252:2019, IDT)

3 Terms and definitions

The terms and definitions defined in ISO 20252 and below apply to this document:

ad displayadimpression Advertising displays on the device:

[Source: GB/T 26316-2023,3:4] 3.2 Algorithm Processes and rules followed during calculations or solving other problems: