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

GB/T 44145-2024

**Market, opinion and social research-Requirements for access
panels**

市场、民意和社会调查 可访问样本库要求

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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 is required.

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/TC 320).

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Market, public opinion and social research Requirements for access to sample libraries

1 Scope

This document specifies the basic requirements for accessible sample banks, the

recruitment and withdrawal of new sample bank members, the composition and size of accessible sample banks, and the Requirements for access repository management, use of accessible repositories, client reporting, etc.

This document is applicable to organizations that have and/or use accessible panels for market, opinion and social research, and for all types of Construction and management of accessible sample libraries.

Note. An accessible panel is a panel that is managed on an ongoing basis and is distinct from a sampling frame, a simple database, or a list of addresses and names of respondents (including including online recruitment (e.g., via the Internet), the use of accessible panels, offline recruitment (e.g., by telephone, traditional mail, or An accessible sample bank recruited and used through face-to-face interaction with participants.

2 Normative references

GB/T 26316-2023

3 Terms and definitions

The following terms and definitions apply to this document.

3.1 Access to the sample library access panel

A sample pool consisting of potential respondents who declare that they are willing to cooperate with future data collection.

Note. Excludes continuous survey panels (e.g. TV ratings panels) and re-contactable databases (consenting to follow-up interviews) [Source. GB/T 26316-2023, 3.1]

3.2 Access panel provider

In order for researchers to use accessible collections (3.1) to conduct research, services that manage and account for accessible collections are provided. Donor.

Note. "Survey service provider" and "accessible panel provider" are considered to have equivalent meanings.

3.3 Active panel member

Within 12 months before use, a new user registered to participate in the access sample library (3.1), or updated his/her personal background information, or was invited to participate in the Panel members who have joined a survey or activity.

3.4 Bias

A systematic difference between an estimate and the agreed upon value of a parameter.

[Source. GB/T 26316-2023, 3.12]

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