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Market and social research-Guidelines for internet research

市场和社会调查 网络调查指南

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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.

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.

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Market and Social Research Web Survey Guide

1 Scope

This document provides the basic principles of network surveys in the field of market and social surveys, network accessible sample libraries, survey design, survey Implementation and data results, and survey quality control content.

This document is applicable to market and social survey network survey related activities based on network accessible sample library, other network survey activities For reference only.

2 Normative references

This document has no normative references.

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1 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 "study" or "investigation" in practical applications. Compared with survey, research also includes the process of analysis.

[Source. GB/T 26315-2010, 3.1]

3.2 client

Individuals, organizations, institutions or departments that require or commission research projects, which can be internal or external.

[Source. GB/T 26316-2023, 3.14]

3.3 Respondent

Individuals or organizations from whom data is collected for market research purposes.

[Source. GB/T 26316-2023, 3.62]

3.4 Internet research

Respondents completed the survey via the Internet on a voluntary and independent basis.

Note. Respondents are generally from online accessible sample banks (3.7) or other Internet users.

3.5 Sample Library Panel

A database or collection used to organize and manage samples.

3.6 Accessible sample library accesspanel

A sample pool is composed of potential respondents who declare that they can cooperate with future data collection.