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**Market and social research - Preprocessing and analysis for
qualitative and quantitative data**

市场和社会调查 定性和定量数据预处理与分析

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Table of Contents

Preface	III
1 Scope	1
2 Normative references	1
3 Terms and Definitions	1
4 Qualitative and quantitative data collection methods	2
4.1 Qualitative Data Collection Methods	2
4.2 Quantitative Data Collection Methods	2
5 Data preprocessing and analysis preparation	3
5.1 Identifying qualitative data objects	3
5.2 Determining quantitative data objects	3
6 Data Preprocessing	4
6.1 Qualitative Data Preprocessing	4
6.2 Quantitative Data Preprocessing	6
7 Data Analysis	7
7.1 Qualitative Data Analysis Methods and Tasks	7
7.2 Quantitative Data Analysis Methods and Tasks	8
Appendix A (Informative) Pre-coding and post-coding examples	11
Appendix B (Informative) Codebook Case	12
Appendix C (Informative) Coding and Coding Frame Example 13 of Interview Data	14
Appendix D (Informative) Analysis of factors affecting netizens' choice of online forums ..	14

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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This document was drafted by: Tongling University, Hefei Bangli Electronics Co., Ltd., Amway (Shanghai) Technology Development Co., Ltd., Shaoxing Keqiao District Guiling

Textile Co., Ltd., Shenzhen Zhongruan Software Technology Development Co., Ltd., Dongguan Fujiang Food Co., Ltd., China Quality Association Shenzhen Shengdaer Health Service Co., Ltd. Chengdu Branch, Hongli Jingce Data Technology (Beijing) Co., Ltd., China Standard Technology Group Co., Ltd., Inspur Cloud Information Technology Co., Ltd., China National Institute of Standardization, Chengdu Xinglong Zhihui Technology Co., Ltd., Weihai Product Quality Management Co., Ltd.

China Institute of Standards and Metrology, Computer Network Information Center of Chinese Academy of Sciences, Huai'an Standards and Metrology Information Institute, Beijing Bangtao Consulting Co., Ltd.

Company, Shandong Biaozi Standard Information Technology Co., Ltd.

The main drafters of this document are: Su Benyue, Xu Yingcheng, Hua Chunxiang, Xie Yuanqing, Zhao Huan, Wang Yanfeng, Zhang Xin, Xia Bin, Wu Fang, Chai Jin, Wang Fucheng, Qi Ping, Hou Jiaoliang, Fang Xibang, Zhou Qiuxia, Feng Wei, Hao Rui, You Zhijie, Yang Haiying, Chen Weiwei, Li Zhenbang, Fu Yuanyuan, Lin Yuchun, Liu Zuyuan, Wang Chao, Liu Song, and Wang Shuhong.

Market and social research qualitative and quantitative data Preprocessing and analysis

1 Scope

This document specifies the coding, preprocessing and analysis methods for qualitative and quantitative data from market and social surveys.

This document applies to qualitative and quantitative data pre-processing and analysis activities in market and social research.

2 Normative references

GB/T 26315

GB/T 26316

3 Terms and definitions

The terms and definitions defined in GB/T 26315 and GB/T 26316 and the following apply to this document.

3.1 data

Symbols or combinations of symbols that record the nature, state, and mutual relationships of objective things.

3.2 Qualitative data

Descriptive, non-numerical data that can be used to capture the essential characteristics of a phenomenon, feelings, attitudes, experiences, and behaviors.

Note. Qualitative data is usually in textual form, including non-textual forms such as images, videos or audio recordings, and is descriptive, subjective, unstructured, in-depth, etc. Features.

3.3 quantitative data

Data that can be measured, processed mathematically, and expressed in numbers.

Note. Quantitative data are divided into two categories. discrete data and continuous data, which usually have the characteristics of numerical, quantifiable, comparable and structured.

3.4

The process of systematically and deeply understanding, interpreting and reasoning about qualitative data (3.2).

3.5

The process of studying quantitative data (3.3) using statistical methods and tools.

3.6 Data coding datacoding

Assign a number to each possible answer to each question in the questionnaire.