

International Standards in Market, Opinion and Social Research

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Two Global ISO Standards in the Market Research Industry

- ISO 20252 Market, opinion and social research – Vocabulary and service requirement.
 - First version official 2006. Available in Swedish.
 - Under revision. Updated version will be published 2011.
- ISO 26362 Access panels in market, opinion and social research – Vocabulary and service requirement.
 - A supplement to be used in conjunction with ISO 20252
 - First version official 2009. Available in Swedish

ISO 26362 Access Panels

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1. Scope

This International Standard specifies terms, definitions and service requirements for organizations and professionals who own and/or use access panels for market, opinion and social research.

It develops criteria against which access panel providers can be evaluated and against which the quality of access panels can be assessed.

How this Standard was born

2005 Oct	The 1st proposal
2006 Feb	Forming a international working group
2006 May	1st meeting in Berlin
2006 Oct	2nd meeting
2007 Jan	3rd meeting in Madrid
2007 Apr	4th meeting in Tokyo
2007 Sep	5th meeting in Berlin
2008 May	6th meeting in Sydney
2009 Jan	Published as an International Standard

How this Standard was born

The working group had delegates from the following countries:

Austria

Australia

Canada

France

Italy

Japan

Mexico

South Africa

Spain

Sweden

The Netherlands

UK

USA

3. Terms and Definitions

Access panel: Sample database of potential respondents who declare that they will cooperate for future data collection if selected

Panel member: Individual recruited from a documented source who has provided profile data and appropriate info for validation of identity, given explicit consent to participate in research surveys and not opted out

Active panel member: Panel member who has participated in at least one survey if requested, has updated his/her profile data or has registered to join the access panel, within the last 12 months

3. Terms and Definitions

Fraudulent panel member: ...who deliberately misrepresents his/her identity, profile data or responses

Inattentive panel member: ... who does not give an adequate of thought to the responses he/she provides

De-duplication: process to remove individuals who are registered more than once on the same access panel, so they are entered only once

4.1. General Requirements

Access panels shall be actively managed

Active panel members shall meet the following criteria:

- been recruited from a documented source
- provided info for confirmation of identity
- provided profile data
- given explicit consent to participate in the panel
- participated in at least one survey or updated profile data within the last 12 months

4.2. Organization & Responsibility

A quality management system which covers all requirements of this standard and

- documentation of the provider's organization, processes and responsibilities which demonstrates the commitment to quality of client service
- appointment of a quality manager with enough authority to be responsible for the whole system
- ensure the provision of adequate recourses
- a documentation of the quality system and training programs
- responsible for ensuring that any subcontracted processes are controlled to follow this standard

4.3. Recruitment of panel members

- The panel provider is obliged to inform new members of a lot of things
- The panel provider shall disclose to the client, upon request, methods of recruitment and source or recruitment. If several sources are used shall the exact proportion of every source be quantified
- The provider shall have a documented system for validation of identity of panel members (both for new and old members)

4.4. Access panel structure and size

- ...shall describe the structure of the access panel upon request for client in a relevant way for the specific research project
- Terms such as “representative“ shall be used only if tightly defined
- The panel size shall only include active panel members and given for a specific date
- The typical participation rate (and calculation method) of the surveys within the last 12 months

4.5. Access panel management

- Documentation of the panel management system
- Requirements how the provider treats the members
- Every members panel history shall be documented
- Requirements concerning maintenance of the access panel

4.6. Access panel usage

- How you sample from the panel in the actual survey
- Questionnaire shall be pre-tested
- Minimum of info in an invitation
- Validation and quality checks

4.7. Client reporting

- Invitation, questionnaire and field period
- Sampling method(s)
- Validation methods
- Participation rates and methods of calculating them. The term “response rate” should not be used.
- Evidence that leads to limitation in the generalization to the target population
- That the project was carried out in accordance with this standard

4.8. Professional rules of conduct

- Compliance with codes of conduct and legal requirements
- Responsibilities with regard to panel members
- Responsibilities with regard to clients

Transparency

is a key concept

The Standard does not always tell you how to do things
but
you must always tell how you done it

Branschföreningen SMIFs ståndpunkter

- SMIF rekommenderar sina medlemmar att följa de två ISO standards för branschen och på sikt certifiera sig enligt dessa
- Att dessa standards är internationella och kommer att bli allmänt vedertagna ser vi som en stor styrka – även om de har vissa fel och brister
- SMIF kommer aktivt att delta i marknadsföring, i utvecklingen av implementeringsanvisningar, i revideringsarbete och i vidareutveckling av dessa standards