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Access panels in market, opinion and social research — Vocabulary and service requirements

*«Access panels» pour les études de marché, études sociales et
d'opinion — Vocabulaire et exigences de service*



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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights.

ISO 26362 was prepared by Technical Committee ISO/TC 225, *Market, opinion and social research*.

Introduction

The intention and objective of this International Standard is to apply the quality requirements as specified in ISO 20252 to market, opinion and social research by the use of access panels and to harmonize already available national standards on this issue. Requirements only apply where these services are provided. This International Standard is intended to supplement and be used in conjunction with ISO 20252.

Access panels in market, opinion and social research — Vocabulary and service requirements

1 Scope

This International Standard specifies the terms and definitions, as well as the service requirements, for organizations and professionals who own and/or use access panels for market, opinion and social research. It develops the criteria against which access panel providers can be evaluated and against which the quality of access panels can be assessed.

This International Standard is applicable to all types of access panels, whether recruited and used online (e.g. via internet) or offline (e.g. via telephone, post or face-to-face interaction).

NOTE 1 Some individual access panel providers carry out only some processes relevant to the requirements of this International Standard. Relevant processes could also be the responsibility of separate organizations, e.g. an access panel owner and a research service provider carrying out a survey using the access panel.

NOTE 2 Access panels are actively managed and, in this way, differentiated from sampling frames, simple databases and lists of addresses and names including respondents to previous surveys.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 20252:2006, *Market, opinion and social research — Vocabulary and service requirements*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 20252 and the following apply.

3.1

access panel

sample database of potential respondents who declare that they will cooperate for future data collection if selected

NOTE 1 Continuously reporting panels, e.g. TV-rating panels, consumer panels and re-contact databases (asking for permission for follow-ups) are not covered.

NOTE 2 Adapted from ISO 20252:2006, definition 2.1.

3.2

access panel provider

service provider that manages and is responsible for the access panel(s) to be used by researchers for conducting surveys

NOTE For the purposes of applying requirements of ISO 20252 to this International Standard, “research service provider” and “access panel provider” are regarded as having equivalent meaning.

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3.3
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

3.4
bias
systematic deviation between the estimate and the true parameter value

[ISO 20252:2006, definition 2.7]

3.5
client
individual, organization, department or division, internal or external, which requests or commissions a research project

[ISO 20252:2006, definition 2.8]

3.6
continuous panel
group of selected respondents who have agreed to provide information at specified intervals over an extended period of time

NOTE 1 The term “continuous panel” does not cover “access panel”.

NOTE 2 Adapted from ISO 20252:2006, definition 2.37.

3.7
database
centrally held collection of data that is accessible to users

[ISO 20252:2006, definition 2.18]

3.8
de-duplication
process to remove individuals who are registered more than once on the same access panel, so that they are entered only once

3.9
double opt-in
explicit consent at two separate points to become a panel member

3.10
fraudulent panel member
panel member who deliberately misrepresents his/her identity, profile data or responses

3.11
inattentive panel member
panel member who does not give an adequate level of thought to the responses he/she provides

NOTE A poor quality of response is not necessarily the panel member’s fault, and could reflect poor questionnaire design.

3.12
incentive
gift, payment or other concessions offered to potential respondents to increase response rates

[ISO 20252:2006, definition 2.28]

NOTE The term “response rate” cannot be used to describe respondent cooperation for access panels [see **participation rate** (3.16)].