ISO 20252:2012-06 (E)

Market, opinion and social research - Vocabulary and service requirements

Contents

Page

Foreword iv

Introduction v

1 Scope 1

2 Termsanddefinitions 1

3 Research process management system requirements 7
3.1 Organization and responsibilities 7
3.2 Confidentialityofresearch 7
3.3 Documentation requirements 8
3.4 Competence and training 8
3.5 Subcontracting/outsourcing 8
3.6 Reviewingtheeffectivenessoftheresearchprocessmanagementsystem 9

4 Managingtheexecutiveelementsofresearch 10
4.1 Responding to research requests 10
4.2 Project schedule 12
4.3 Assistance by and cooperation with clients 13
4.4 Questionnaires and discussion guides 14
4.5 Managing sampling and data processing 15
4.6 Monitoringtheexecutionofresearch 16
4.7 Research documents, materials and products 17
4.8 Reportingofresearchresults 17
4.9 Research records 18

5 Data collection 20
5.1 General 20
5.2 Management,recruitmentandtrainingoffieldworkers 20
5.3 Conductingdatacollectionbyfieldwork 22
5.4 Fieldworkervalidationofquantitativeresearch 24
5.5 Qualitative data collection 25
5.6 Self-completiondatacollection 27
5.7 Observational data collection 29
5.8 Datacollectionfromsecondarysources 30
5.9 Data collection records 31

6 Data management and processing 31
6.1 General 31
6.2 Hard copy data entry 31
6.3 Accuracyofdatabasesnotrequiringmanualdataentry 32
6.4 Coding 32
6.5 Data editing 34
6.6 Datafilemanagement 34
6.7 Data analysis 34
6.8 Electronic data delivery 35
6.9 Backup,retentionandsecurityofdata 36

7 Report on research projects 36
7.1 General 36
7.2 Quantitative research 36

7.3 Qualitative research 37
7.4 Observational research 38

Bibliography 39