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Digital analytics and web analyses for purposes of market, opinion and social research — Vocabulary and service requirements

Analytique numérique et analyses web pour les besoins d'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.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see the following URL: www.iso.org/iso/foreword.html

This document was prepared by ISO/TC 225, *Market opinion and social research*.

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Introduction

Analyses of digital behaviour and online digital statements by persons and companies have rapidly increased in importance. Examples are the measurement of the behaviour of website visitors, the measurement of behaviour by means of cookies, and the registration and measurement of statements and sentiments of users of social media.

This document provides insight into the working methods of service providers in the fields of digital analytics and web analyses research and, in this way, provides clients with transparency regarding the services they offer. This document is intended to supplement and be used in conjunction with ISO 20252.

Digital analytics and web analyses for the purpose of market, opinion and social research can be separated from the equivalent analyses carried out for non-research purposes. In both cases, the protection of privacy of the persons analysed is regulated by legal provisions that apply to the particular project and, furthermore, by the relevant professional codes of conduct and other ethical guidelines.

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Digital analytics and web analyses for purposes of market, opinion and social research — Vocabulary and service requirements

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1 Scope

This document specifies the terms and definitions, as well as the service requirements, for organizations and professionals that conduct digital analytics and web analyses for collecting, analysing and reporting of digital data for purposes of market, opinion and social research by various methods and techniques. It provides the criteria against which the quality of such services can be assessed and evaluated.

This document applies to digital analytics and web analyses conducted by service providers on their own initiative, commissioned by clients or conducted by clients themselves.

This document applies to digital and web analysis research activities such as:

— understanding the usage of websites via the use of cookies, page impressions and other means, navigation across sites, time spent by visitors and their actions;

— online metered panels, e.g. on-going measurement of web visitation via meters installed on panellists' desktop, mobile or tablet devices;

— tag-based solutions to measure online usage at universe level, which can be integrated with metered panel data to provide a hybrid measurement;

— social media analytics which collect, aggregate and analyse online comments, and user-generated content such as blogs, forums and comments on news sites or other sites.

NOTE Universe can also be known as population.

This document can be construed to cover all forms of digital data collection including from desktop computers, tablets, mobile devices and over the top (OTT) devices as well as internet of things (IoT) devices where applicable.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements 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, *Market, opinion and social research — Vocabulary and service requirement*

3 Terms and definitions

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

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at http://www.iso.org/obp

— IEC Electropedia: available at http://www.electropedia.org/

3.1
ad impression
display of an advertisement on a device

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