



ADM Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e.V.

ISO Standard on Access Panels

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ISO Standard on Access Panels

- System of Self-regulation in Market, Opinion and Social Research
- Standard ISO 20252 on Market, Opinion and Social Research
- Development of the ISO Standard on Access Panels
- Participating countries in the development of the standard
- Aims and scope of the ISO Standard on Access Panels
- Requirements of the ISO Standard on Access Panels
- Future Steps regarding the ISO Standard on Access Panels

System of Self-regulation in Market, Opinion and Social Research

- Principles and rules of professional ethics
- Specifications of the applicable laws
- Methodological requirements

- Codes and Guidelines
- Quality standards (national and international)
- Disciplinary bodies and procedures

Standard ISO 20252 on Market, Opinion and Social Research

- Proposal for an ISO Standard on market research by EFAMRO
- Initial Meeting of ISO Technical Committee 225 in July 2003
- Subsequent Meetings in Paris, Madrid, Buenos Aires, Mexico City
- Final discussion and approval of FDIS in Berlin in July 2005
- Final voting (Yes/No) and approval of the ISO Standard in 2006
- Publication of the ISO Standard on market research in 2006
- Implementation of the ISO Standard on national level since 2006

Development of the ISO Standard on Access Panels in Market, Opinion and Social Research

- Proposal for Work Item by DIN and approval by TC 225 in 2005
- Set-up of Working Group 2 within ISO TC 225 in 2006
- Initial Meeting in Berlin and agreement on scope and structure
- Subsequent Meetings in New York, Madrid and Tokyo
- Discussion and approval of CD in Tokyo in April 2007

- Discussion and approval of DIS in Berlin in September 2007
- Discussion and approval of FDIS in Sydney in spring 2008
- Final voting and publication of the ISO Standard on Access Panels

Participating Countries in the Development of the ISO Standard

Algeria, Argentina, Australia, Brazil, Bulgaria, Canada,
Czech Republic, France, Germany, Islamic Republic of Iran,
Israel, Italy, Japan, Republic of Korea, Mexico, Netherlands,
Russian Federation, Serbia, South Africa, Spain, Sweden, USA,
United Kingdom

Aims and Scope of the ISO Standard on Access Panels in Market, Opinion and Social Research

- To apply the quality requirements as specified in ISO 20252 to market, opinion and social research by the use of access panels
- To harmonize national standards on this issue already available
- To specify the service requirements for research providers who own or use access panels for market, opinion and social research
- To develop the criteria against which access panel providers can be evaluated and the quality of access panels can be assessed

- Good research practice (Not: best practice, minimum quality)
- Bottom-up approach as key condition for global acceptance

Requirements of the ISO Standard on Access Panels in Market, Opinion and Social Research

1. General requirement (e.g. actively managed, profile data)
2. Organisation and responsibility (e.g. quality system, training)
3. Recruitment of new panel members (e.g. methods, sources)
4. Panel structure and size (e.g. structure, size, profile data)
5. Panel management (e.g. incentives, maintenance, updating)
6. Panel usage (e.g. sampling, frequency, invitations)
7. Client reporting (according to ISO 20252)
8. Professional rules of conduct (e.g. compliance, responsibility)

Future Steps regarding the ISO Standard on Access Panels

- Final discussion of the FDIS (Final Draft International Standard)
- Final voting, approval and publication of the ISO Standard
- Promotion of the ISO Standard
- Implementation of the ISO Standard
 - Approval as national standard
 - Developing the Certification Programme
 - Training and accreditation of the Auditors
- Revision of the ISO Standard