

CRIC

CANADIAN RESEARCH
INSIGHTS COUNCIL
ISO 20252:2019

Overview of Webinar

- CRIC Standards (John Tabone-CRIC)
- Background and Benefits of Compliance (Don Ambrose/Annie Pettit-ISO/TC 225)
- Key Requirements (Juliana Wood – CIRQ)
- Next Steps (John Tabone-CRIC)
- Q & A

CRIC Standards

| CRIC Standards | Focus | Who must comply |
|--|---|---|
| CRIC Canadian Code of Market, Opinion, and Social Research and Data Analytics (includes unabridged and unaltered text of the ICC/ESOMAR International Code of Market, Opinion, and Social Research and Data Analytics PLUS Canadian specific requirements). | Sets ethical, professional and legal responsibilities to the individuals whose data they use in research and to the clients they serve. | All researchers (client side and agency) working with both traditional and new sources of data continue |
| CRIC Public Opinion Research Standards and Disclosure Requirements. | Outlines additional Canadian requirements for disclosure of research into the public. | All researchers (client-side and agency) who disclose research into the public domain. |
| ISO 20252:2019-Market, opinion and social research, including insights and data analytics. | A process standards that requires best practices and supports consistent quality and efficiency. | All agencies that provide research, data analytics and insights to clients. |

Raising the Bar on Standards

- Directory of Companies following CRIC Standards
- Directory of companies releasing research into the public domain
- Global adjudication process
- CRIC Accredited Agency Audit
- Monitoring of public releases to ensure compliance
- CEO declaration of compliance with CRIC Code
- CEO declaration of compliance with ISO 20252:2019 and applicable annexes

CEO Declaration of Compliance with ISO 20252:2019



I confirm that (entity name) has reviewed the requirements of [ISO 20252:2019](#) and I confirm that it complies with the core requirements of section 4 and the Annexes for the services that it offers directly or through the use of contractors as noted in the table above.

| Annex | Not Offered | Offered directly or through the use of contractors |
|--|-------------|--|
| A-Sampling including access panels: Offers sampling services such as the design and/or provision of probability or non-probability samples. | | |
| B-Fieldwork: offers quantitative or qualitative using fieldworkers/moderators. | | |
| C-Physical Observation: offers data collection through observation, whether in person or by video, such as behaviour, habits, activities, relations, expressed opinions or performance of individuals or groups without the use of direct questioning and undertaken in the physical environment. | | |
| D-Digital Observation: offers data collection through online passive methodologies such as the use of website analytics or device monitoring. | | |
| E-Self-completion: offers data collection using self-completion methodologies with or without the use of panels (on or offline). | | |
| F-Data management and process: offers data management and processing services such as data cleansing, coding, production of data tables and data analysis. | | |



ISO 20252:2019

The International Standard for
Market, Opinion and Social Research,
including insights and data analytics

A Brief History and Overview

Don Ambrose
International Chair, ISO/TC 225
The “Technical Committee” for
market, opinion and social research

Annie Pettit
Chair,
Canadian “Mirror Committee”
for ISO/TC 225

ISO/TC 225 – the International Technical Committee for market, opinion and social research



- Founded in 2003 to create and maintain **ISO quality standards** for the research industry
- MR professionals from over 15 countries have contributed to the formulation of these ISO research quality standards including:
 - Australia, Austria, **Canada**, France, Germany, Italy, Japan, Korea, Mexico, Netherlands, South Africa, Spain, Sweden, UK, USA
 - **ESOMAR**, EFAMRO and WAPOR
- Worldwide, well over 500 research agencies currently *declare compliance* to ISO 20252. Of these, more than 300 are *3rd party certified*.
 - In Australia and the Netherlands, 3rd party certification to ISO 20252 is mandatory for all trade association members
 - The Japanese trade association requires that all members self-declare compliance

Where does ISO 20252 fit vis-a-vis ESOMAR and local association standards?



- ESOMAR and association standards primarily address **ethical** issues
 - Focus is on building/maintaining *public trust* and demonstrating *ethical responsibility* to government bodies
- ISO 20252 is a **process** standard
 - Focus is on ensuring project results meet an *acceptable level of quality and reliability*
 - Sets out *technical requirements* for the way projects are planned, carried out, supervised and reported to clients
 - Establishes systems and procedures to ensure *consistent quality and greater efficiency* across all projects

Why comply with the ISO standard?



Generally, a company following research best practices will already meet most of the standard's requirements... most of the time. Certifying to the standard will lead to greater consistency and benefits throughout the organization.

- Risk Mitigation – a ***documented quality system*** ensures *consistent management* and delivers “*proof*” of *adequate controls* to clients, particularly for data protection and security.
- Global Management – manage all offices, multiple project teams and outsourced suppliers to *a level of quality consistent with company protocol*.
- Employee Morale and Training – defined roles, responsibilities and training systems contribute to *satisfied, motivated staff* and *ease of training new recruits*.
- Increased Efficiency and Profitability – *established processes and guidelines* in place for all to easily follow makes training, transitions and trouble-shooting easier and *reduces errors and the need for “do-overs”*.

Timeline of ISO Quality Standards published by ISO/TC 225



- 2003 – First meetings to develop MR standards
- 2006 – ISO 20252 *Market, opinion and social research*
- 2009 – ISO 26362 *Access panels in market, opinion and social research*
- 2012 – first revision: ISO 20252:2012 *Market, opinion and social research*
- 2016 – ISO 19731 *Digital analytics and web analysis in market, opinion and social research*
- 2019 – second revision: ISO 20252:2019 *Market, opinion and social research including insights and data analytics*
 - 2019 revision incorporates all requirements of ISO 26362 and ISO 19731



Next steps in standard development

The use of technological advancements is rapidly expanding in our industry – including in *automation, artificial intelligence, machine learning, and neural networks*.

As use of these techniques mature, there will be need to specify *more specific requirements to define acceptable quality*.

The International Technical Committee will need *professionals* experienced with these techniques to help formulate new requirements.

We are hopeful that CRIC members will volunteer time and expertise to assist as the need arises.

**An Overview:
ISO 20252:2019
Market, opinion and social
research, including insights
and data analytics –
Vocabulary and service
requirements**

8 October 2020

Presented by:

Juliana Wood

Managing Director,

Certification Institute for
Research Quality (CIRQ)

www.cirq.org





Certification Institute for Research Quality



- CIRQ was founded as a wholly owned subsidiary by the Council of American Survey Research Organizations (CASRO) in 2010-2011
- Upon the merger of CASRO and the Market Research Association (MRA) on January 1, 2017, the Insights Association was formed
- CIRQ is currently the accredited certification body of the Insights Association
- Accredited by the American National Standards Institute National Accreditation Board (ANAB)
- CIRQ currently certifies 35 companies representing 42 countries to ISO 20252:2019 and ISO 27001:2013



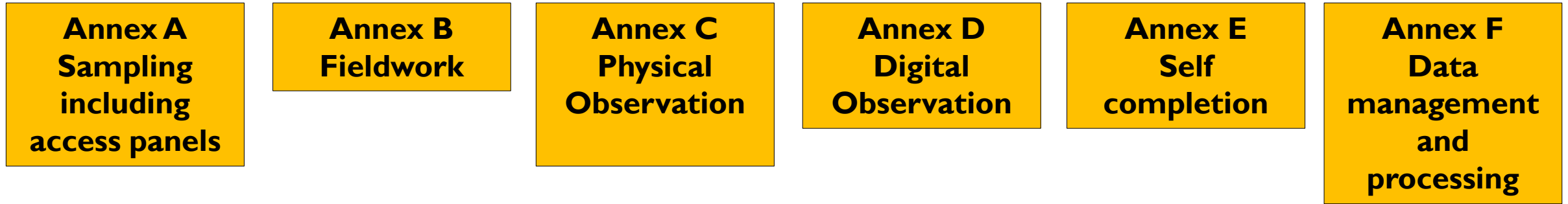
An Overview of ISO 20252:2019

Before we look at the standard and its structure...

- ✓ Core requirements are mandatory; Exclusions to clauses are permitted within the Annexes
- ✓ It is rare that every market research/insights organization will have their services aligned to all portions of the standard



Core Requirements



Statement of Applicability





Core Requirements

- Clauses 1-3: Scope of standard, Normative references, and Terms and definitions
- Clause 4: Core Requirements also referred to as the Mandatory Framework
 - Clause 4.1.1: Statement of Applicability (SoA) – Attestation of services provided and basis on which compliance is determined/certification is audited reviewed annually
 - Clause 4.2: Personnel and infrastructure responsibilities
 - Clause 4.3: Increased requirements around information security (with some alignment to ISO 27001:2013). Requires risk assessment of privacy and information security, and risk controls implemented and monitored
 - Clause 4.4: Additional requirements for Subcontracted services, and included in each Annex: *The service provider that offers (insert Annex name) services, whether directly or as subcontracted services, shall conform with Annex A-F.*
 - Clause 4.5: Planning, delivery and reporting on projects and research work
 - Clauses 4.6: Management review and improvement & 4.7 Internal audits: Reports prepared at designated intervals for audits to ensure compliance to SoA and Annexes as claimed in the SoA.
 - Clause 4.8: Legal requirements – organization adheres to the appropriate federal/jurisdictional legislation in its country/region/city/state

Annex A: Sampling including access panels



- A.1 General
- A.2 Sampling
- A.3 Probability samples
- A.4 Non-probability samples
- A.5 Access panels



Annex B: Fieldwork

- B.1 General
- B.2 Management, recruitment and training of fieldworkers
- B.3 Fieldworker identity document ID
- B.4 Project briefing
 - B.4.2 Quantitative projects
 - B.4.3 Qualitative projects
- B.5 Telephone data collection CATI
- B.6 Qualitative data collection
- B.7 Validation of data
- B.8 Client reporting for fieldwork methodologies

Annex C Physical observation



- C.1 General
- C.2 Physical observational data collection methodology
- C.3 Project briefing
- C.4 Client reporting for physical observational methodologies

Annex D Digital observation



- D.1 General
- D.2 proposals and tenders
 - D.2.1 Proposals and tenders from service provider to clients
 - D.2.2 Other aspects to be established by the service providers
 - D.2.2.2 Data cleaning and editing
 - D.2.2.3 Sentiment and/or text analysis
 - D.2.2.4 Website usage and measurement analytics
- D.3 Execution of projects
 - D.3.1.1 Data collection methodology
 - D.3.1.2 Validation of data collection process
 - D.3.1.3 Participant safeguards
 - D.3.1.4 Weighting
 - D.3.1 Digital analytics and web analysis data collection
 - D.3.2 Protection of individuals
 - D.3.3 Device monitoring



Annex E Self completion

- E.1 General
- E.2 Data collection
- E.3 Validation of self-completion
 - E.3.1 General
 - E.3.2 Validation of identity
 - E.3.3 Validation of response data

Annex F Data management and processing



- F.1 General
- F.2 Hard copy data entry
- F.3 Accuracy of databases not requiring manual data entry
- F.4 Coding
- F.5 Data editing
- F.6 Data file management
- F.7 Data analysis
- F.8 Data file management - additional

Resources



- To purchase the English version of ISO 20252:2019: visit the [ISO Webstore](#)
 - An unofficial French translation is available from CRIC for all members who have purchased the English standard
- For more information on CIRQ's audit and certification services for ISO 20252:2019, please visit <https://cirq.org/#certification>
- For more information on CIRQ's audit and certification services for ISO 27001 Information security management systems, please visit: <http://cirq.org/iso-27001/>



**If you have compliance or
certifications questions
specific to your
organization, please feel
free to contact me:**

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Thank you!

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Next Steps

- Purchase ISO 20252:2019
 - Send CRIC a copy of your purchase receipt if you require the unofficial French version
- Review requirements and, if necessary, enhance practices to ensure compliance
- Publish Signed CEO Declaration of Compliance with applicable Annexes identified on your Company's website
- Update your CEO Declaration of Compliance if your service offerings changes.
- Although not a CRIC requirement, consider reaching out to CIRQ to explore the value of full certification

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