

SVENSK STANDARD

SS-EN 15707:2008

Fastställt/Approved: 2008-11-17

Publicerad/Published: 2008-12-18

Utgåva/Edition: 1

Språk/Language: engelska/English

ICS: 01.040.03; 03.080.20

Räckvidds- och läsarundersökningar för tidningar och tidskrifter – Vokabulär och servicekrav

Print media surveys – Vocabulary and service requirements

This preview is downloaded from www.sis.se. Buy the entire standard via <https://www.sis.se/std-68225>

Hitta rätt produkt och ett leveranssätt som passar dig

Standarder

Genom att följa gällande standard både effektiviserar och säkrar du ditt arbete. Många standarder ingår dessutom ofta i paket.

Tjänster

Abonnemang är tjänsten där vi uppdaterar dig med aktuella standarder när förändringar sker på dem du valt att abonnera på. På så sätt är du säker på att du alltid arbetar efter rätt utgåva.

e-nav är vår online-tjänst som ger dig och dina kollegor tillgång till standarder ni valt att abonnera på dygnet runt. Med e-nav kan samma standard användas av flera personer samtidigt.

Leveranssätt

Du väljer hur du vill ha dina standarder levererade. Vi kan erbjuda dig dem på papper och som pdf.

Andra produkter

Vi har böcker som underlättar arbetet att följa en standard. Med våra böcker får du ökad förståelse för hur standarder ska följas och vilka fördelar den ger dig i ditt arbete. Vi tar fram många egna publikationer och fungerar även som återförsäljare. Det gör att du hos oss kan hitta över 500 unika titlar. Vi har även tekniska rapporter, specifikationer och "workshop agreement".

Matriser är en översikt på standarder och handböcker som bör läsas tillsammans. De finns på sis.se och ger dig en bra bild över hur olika produkter hör ihop.

Standardiseringsprojekt

Du kan påverka innehållet i framtida standarder genom att delta i någon av SIS ca 400 Tekniska Kommittéer.

Find the right product and the type of delivery that suits you

Standards

By complying with current standards, you can make your work more efficient and ensure reliability. Also, several of the standards are often supplied in packages.

Services

Subscription is the service that keeps you up to date with current standards when changes occur in the ones you have chosen to subscribe to. This ensures that you are always working with the right edition.

e-nav is our online service that gives you and your colleagues access to the standards you subscribe to 24 hours a day. With e-nav, the same standards can be used by several people at once.

Type of delivery

You choose how you want your standards delivered. We can supply them both on paper and as PDF files.

Other products

We have books that facilitate standards compliance. They make it easier to understand how compliance works and how this benefits you in your operation. We produce many publications of our own, and also act as retailers. This means that we have more than 500 unique titles for you to choose from. We also have technical reports, specifications and workshop agreements.

Matrices, listed at sis.se, provide an overview of which publications belong together.

Standardisation project

You can influence the content of future standards by taking part in one or other of SIS's 400 or so Technical Committees.

Europastandarden EN 15707:2008 gäller som svensk standard. Detta dokument innehåller den officiella engelska versionen av EN 15707:2008.

The European Standard EN 15707:2008 has the status of a Swedish Standard. This document contains the official English version of EN 15707:2008.

© Copyright/Upphovsrätten till denna produkt tillhör SIS, Swedish Standards Institute, Stockholm, Sverige. Användningen av denna produkt regleras av slutanvändarlicensen som återfinns i denna produkt, se standardens sista sidor.

© Copyright SIS, Swedish Standards Institute, Stockholm, Sweden. All rights reserved. The use of this product is governed by the end-user licence for this product. You will find the licence in the end of this document.

Upplysningar om sakinnehållet i standarden lämnas av SIS, Swedish Standards Institute, telefon 08-555 520 00.

Standarder kan beställas hos SIS Förlag AB som även lämnar allmänna upplysningar om svensk och utländsk standard.

Information about the content of the standard is available from the Swedish Standards Institute (SIS), tel +46 8 555 520 00.

Standards may be ordered from SIS Förlag AB, who can also provide general information about Swedish and foreign standards.

SIS Förlag AB, SE 118 80 Stockholm, Sweden. Tel: +46 8 555 523 10. Fax: +46 8 555 523 11.

E-mail: sis.sales@sis.se Internet: www.sis.se

EUROPEAN STANDARD
NORME EUROPÉENNE
EUROPÄISCHE NORM

EN 15707

November 2008

ICS 01.040.03; 03.080.20

English Version

Print media surveys - Vocabulary and service requirements

Mesure d'audience de la presse écrite - Vocabulaire et exigences de service

Printmedienanalysen - Begriffe und Dienstleistungsanforderungen

This European Standard was approved by CEN on 25 September 2008.

CEN members are bound to comply with the CEN/CENELEC Internal Regulations which stipulate the conditions for giving this European Standard the status of a national standard without any alteration. Up-to-date lists and bibliographical references concerning such national standards may be obtained on application to the CEN Management Centre or to any CEN member.

This European Standard exists in three official versions (English, French, German). A version in any other language made by translation under the responsibility of a CEN member into its own language and notified to the CEN Management Centre has the same status as the official versions.

CEN members are the national standards bodies of Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and United Kingdom.



EUROPEAN COMMITTEE FOR STANDARDIZATION
COMITÉ EUROPÉEN DE NORMALISATION
EUROPÄISCHES KOMITEE FÜR NORMUNG

Management Centre: rue de Stassart, 36 B-1050 Brussels

Contents

Page

Foreword.....	3
1 Scope	4
2 Normative references	4
3 Terms and definitions	4
4 Requirements	6
4.1 Cooperation with clients	6
4.1.1 Client briefing for research service provider	6
4.1.2 Changes in the specification of work	6
4.1.3 Use of subcontractors	6
4.1.4 Client review of questionnaire	6
4.1.5 Checking of data quality	6
4.1.6 Code frame and data analysis	7
4.1.7 Presentation of results to the client.....	7
4.1.8 Copyrights	7
4.1.9 Declaration of own interests and/or relevant parallel work	7
4.2 Privacy	7
4.2.1 General.....	7
4.2.2 Privacy rights of the respondents.....	7
4.2.3 Privacy rights of the interviewers	7
4.2.4 Privacy rights of the clients	8
4.3 Universe and sample	8
4.3.1 Definition and description of the universe.....	8
4.3.2 Samples	9
4.4 Measurement procedures	14
4.4.1 Types of surveys.....	14
4.4.2 Audience measurement surveys.....	14
4.4.3 Media profile surveys	16
4.4.4 Measurement of page exposure.....	16
4.4.5 Calculation of reading probabilities and methods of accumulation	16
4.5 Fieldwork management.....	17
4.5.1 General.....	17
4.5.2 Interviewer recruitment.....	17
4.5.3 Interviewer training.....	17
4.5.4 Interviewer validation	19
4.5.5 Subcontracting of fieldwork	19
4.6 Documentation/questionnaire	19
4.6.1 General.....	19
4.6.2 List of specific details to be documented	20

Foreword

This document (EN 15707:2008) has been prepared by Technical Committee CEN/TC 376 "Project Committee - Print media analyses services", the secretariat of which is held by DIN.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by May 2009, and conflicting national standards shall be withdrawn at the latest by May 2009.

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

According to the CEN/CENELEC Internal Regulations, the national standards organizations of the following countries are bound to implement this European Standard: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and the United Kingdom.

SS-EN 15707:2008 (E)

1 Scope

This European Standard specifies the vocabulary and service requirements for media surveys in the field of print media.

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 following terms and definitions apply.

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

[ISO 20252:2006, 2.8]

3.2 code
numeric or alpha character or combination of characters associated with each response category

[ISO 20252:2006, 2.9]

3.3 code frame
list of categories with associated codes for classifying responses

[ISO 20252:2006, 2.10]

3.4 first reading yesterday (FRY)
variation of the “Recent Reading” model in which for all titles being read a question follows if a particular copy (issue) has been read yesterday for the first time

3.5 first reading in publishing interval (FRIP)
variation of the FRY-model in which for all titles being read a question follows if the particular titles has been read within the last publication interval for the first time

3.6 frequency
frequency of being exposed to a medium within a specific time period

3.7 interview
activity of collecting information from respondents

3.8

print medium

newspaper or magazine either sold or freely distributed

3.9

questionnaire

structured tool for collecting data consisting of a series of questions

[ISO 20252:2006, 2.44]

3.10

quota sampling

method of constructing a sample so that it conforms to a predefined structure with respect to certain variables

[ISO 20252:2006, 2.45]

3.11

random sampling

procedure such that each member of the sampling frame has a specific positive chance of being included in the sample

[ISO 20252:2006, 2.40]

3.12

reach

share of target persons within a universe exposed to a medium within a specific time period

3.13

readership projection

projection in absolute figures of the share of target persons exposed to a medium within a specific time period

3.14

readership profile

structure of the readership of a particular title

3.15

recent reading

reading within a specific time period

3.16

representativeness

extent to which a sample represents the defined target population

[ISO 20252:2006, 2.47]

3.17

research service provider

individual, organization, department or division, internal or external, which conducts research projects or parts of them

3.18

respondent

person from whom data are collected

3.19

sample

subset of the target population from which data are to be collected

[ISO 20252:2006, 2.52]

SS-EN 15707:2008 (E)

3.20

sampling frame

list of population elements or other appropriate sources from which sample members are selected

[ISO 20252:2006, 2.53]

3.21

subcontractor

individual, organization, department or division, internal or external, which takes responsibility for executing an element of the research project on behalf of the research service provider

3.22

target population

population of interest to which inferences are to be made

[ISO 20252:2006, 2.60]

3.23

universe

synonym for target population

4 Requirements

4.1 Cooperation with clients

4.1.1 Client briefing for research service provider

If the objectives of the research projects and/or other requirements do not appear to be described fully enough in the client's documents, the research service provider shall request a more detailed briefing from the client. Any briefing shall be documented.

4.1.2 Changes in the specification of work

The research service provider shall be responsible for agreeing and confirming in writing with the client any changes that will affect the project or client requirements, which may include the cost, timing and any other agreements stated in the research proposal, cost quotation or contract.

4.1.3 Use of subcontractors

The research service provider shall inform the client which subcontractors, if any, are to be used, for any part of the research process, before these subcontractors undertake the work. Any subsequent changes in subcontractors to be used shall also be communicated to the client.

4.1.4 Client review of questionnaire

The research service provider shall give the client the opportunity to participate in the design and/or the review of the questionnaire. The research service provider shall obtain the approval of the questionnaire unless it is waived by the client. This approval shall be documented.

4.1.5 Checking of data quality

The research service provider shall allow the client to check the quality of data collection as well as data editing. Clients shall be informed if their checking could affect the quality of the data collected. The research service provider shall take adequate steps to ensure that the identity of respondents and interviewers is protected and that clients agree to respect this.

4.1.6 Code frame and data analysis

The research service provider shall make available to the client the code frame and the methods used to analyse the data, if requested by the client.

4.1.7 Presentation of results to the client

The research service provider shall agree with the client the way the research results are presented.

4.1.8 Copyrights

It shall be discussed in advance and in writing with each client individually the rights of the research service provider and the client concerning the method, questionnaire, materials and results.

The General Business Terms of the research service provider shall not contain anything contradictory to this requirement.

4.1.9 Declaration of own interests and/or relevant parallel work

The research service provider should inform the client if he is already working for a direct competitor of the client or if he has own interests in the field he tenders for or if he is already working on a similar research project for another client or self.

4.2 Privacy

4.2.1 General

The research service provider shall observe the privacy of respondents, interviewers and clients according to applicable European and national laws and relevant principles and rules of professional conduct.

4.2.2 Privacy rights of the respondents

When asking for participation in a research project it shall be obvious for the respondents that their participation is completely voluntary and that they can break off the interview at any stage.

The respondents shall be told the general purpose of the research project and should not be misled about the presumed duration of the interview and the kind of questions to be asked.

If any follow-up or repeated interviews are intended, the respondents shall be asked for permission to re-contact them at the end of the first interview at the latest. This permission shall include consent to the necessary storage of address details.

The research data and the address data shall be separated from each other as soon as possible and stored accordingly. The list of keys that link research and address data shall be stored separately. The address data shall be destroyed or deleted at the earliest possible moment.

4.2.3 Privacy rights of the interviewers

The research service provider shall provide the interviewers in an appropriate way with the general information that their work will be reviewed.

The research service provider shall inform the interviewer about any discrepancies or problems identified by the review and shall give him the opportunity to comment on them, before any action is taken.