Good respondent experience ≠ good respondent:

Why behavioral standards are necessary for ensuring online data quality.

Leib Litman, PhD
Chief Research Officer

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QUIRK'S EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

Online Sample Fraud: Causes, Costs, and Cures

CASE

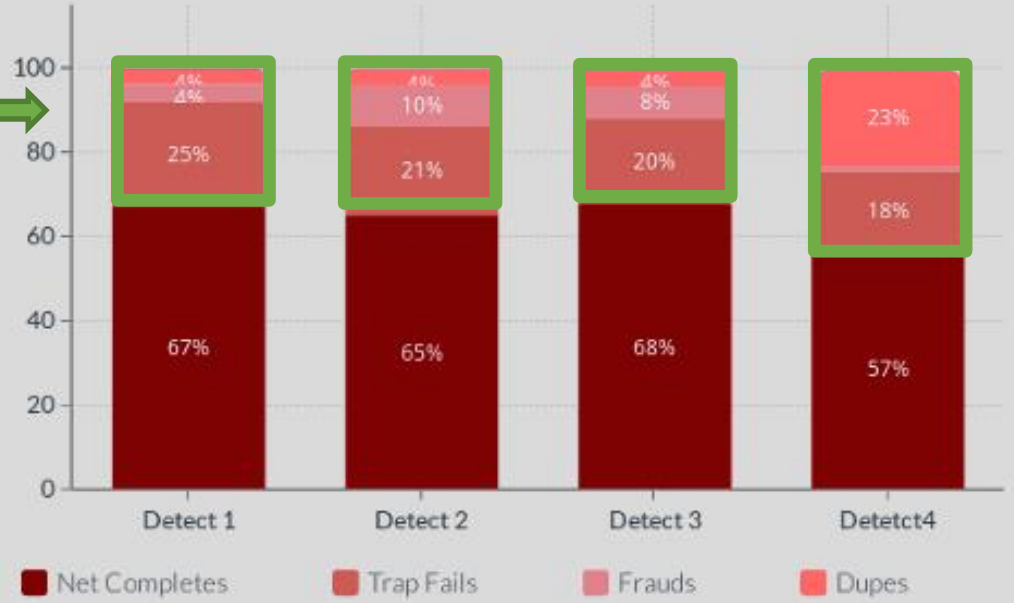
WWW.CASE4QUALITY.COM

Insights Association Town Hall

11 February 2022

Total Cleaning Removes 30-40% of Completes

Cleaned Respondents



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CASE Fraud Detection Study 2021

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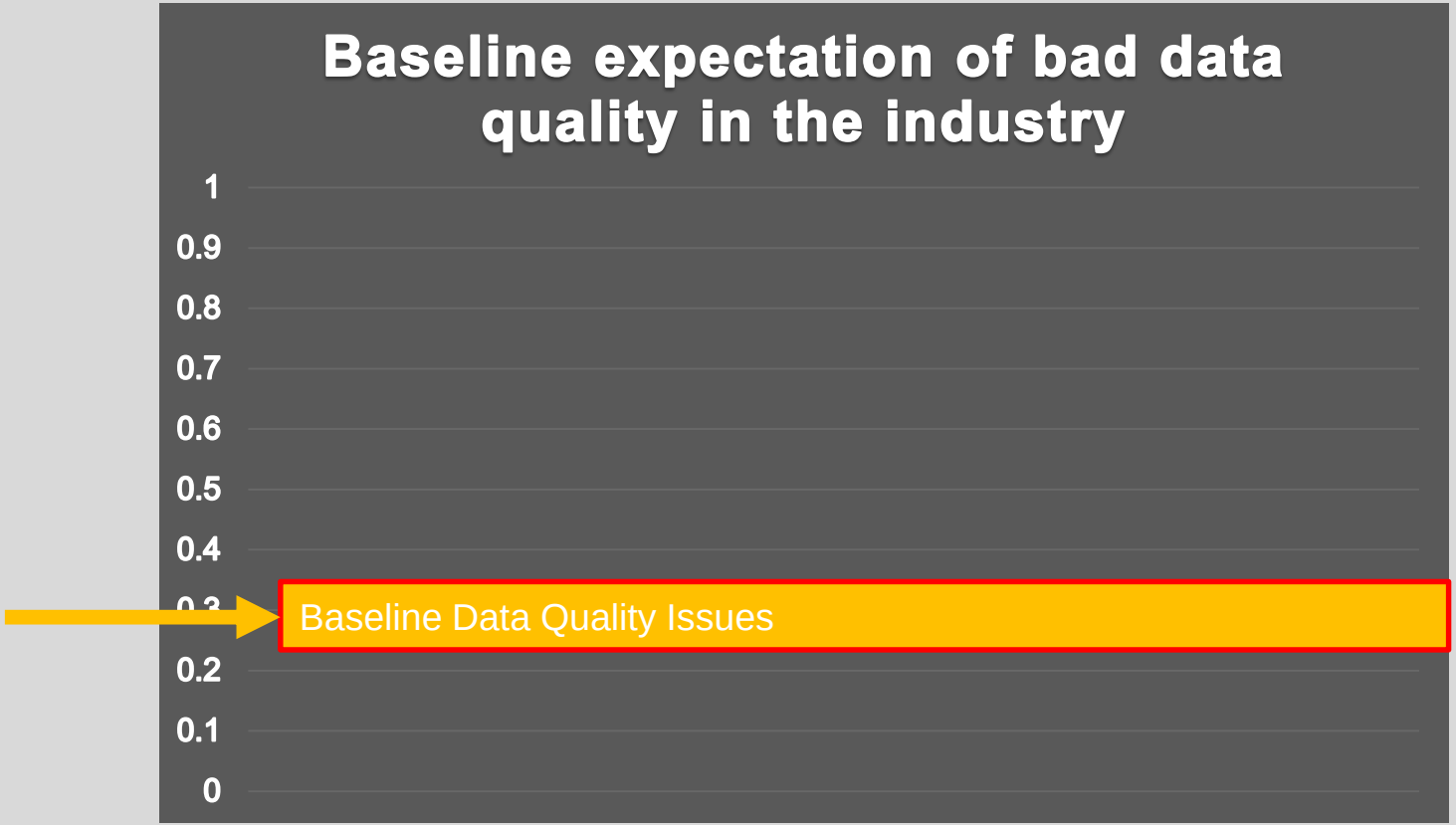
DATA QUALITY GOLD STANDARD



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DATA QUALITY GOLD STANDARD

WHAT CAUSES BAD QUALITY DATA?: TWO THEORIES

BAD RESPONDENT EXPERIENCE

FRADULENT RESPONDENTS

WHAT CAUSES BAD QUALITY DATA?: TWO THEORIES

BAD RESPONDENT EXPERIENCE

Ensuring Data Quality Through Survey Design

Survey design and inputs play a huge role on the quality of responses. Here are some tips on designing high-quality surveys that will provide a better experience for respondents, stronger engagement, and richer feedback for your studies.

PARTNER CONTENT

ABOUT TOLUNA

toluna

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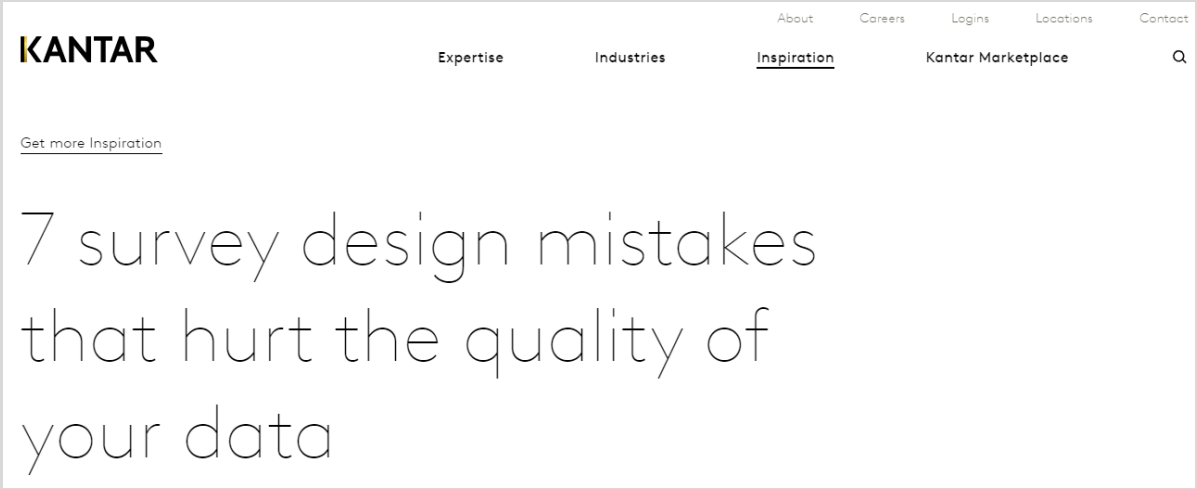
DATA QUALITY GOLD STANDARD

WHAT CAUSES BAD QUALITY DATA?: TWO THEORIES

BAD RESPONDENT EXPERIENCE



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WHAT CAUSES BAD QUALITY DATA?: TWO THEORIES

BAD RESPONDENT EXPERIENCE

LUCID
A Cint Group Company

Research Tools Solutions Resources Discover

Survey Design Mistakes That Can Ruin Respondent Experience

by Lucid | Sep 3, 2021

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DATA QUALITY GOLD STANDARD

WHAT CAUSES BAD QUALITY DATA?: TWO THEORIES

FRADULENT RESPONDENTS

VERSTA

Research Approach Selected Work

How to Find and Eliminate Cheaters, Liars, and Trolls in Your Survey

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DATA QUALITY GOLD STANDARD

WHAT CAUSES BAD QUALITY DATA?: TWO THEORIES

FRADULENT RESPONDENTS

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DATA QUALITY GOLD STANDARD

WHAT CAUSES BAD QUALITY DATA?: TWO THEORIES

FRADULENT RESPONDENTS

driveresearch

4 Ways to Spot a Poor Quality Survey Respondent

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DATA QUALITY GOLD STANDARD

RESEARCH QUESTION

What is the main driver of bad data quality: Poor survey respondents or poor survey experience?

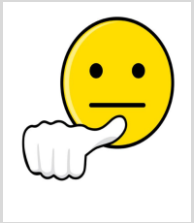
HERE'S WHAT WE FOUND

Bad survey data comes from bad survey respondents.

But poor survey experience can make things worse.

HERE'S HOW WE DID IT

Very good



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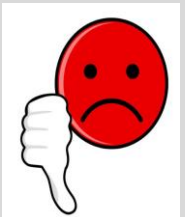

Bad

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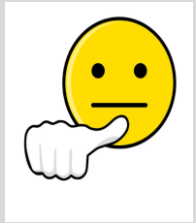
DATA QUALITY GOLD STANDARD

HERE'S HOW WE DID IT

Very good



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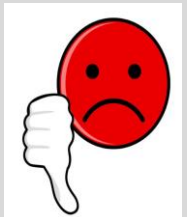

Bad

Good Survey Length	5 minutes	10 minutes	15 minutes

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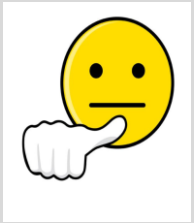
DATA QUALITY GOLD STANDARD

HERE'S HOW WE DID IT

Very good



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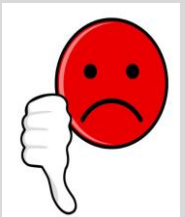

Bad

Good Survey Length	**5 minutes**	**10 minutes**	**15 minutes**
No Grid Questions	✓	**some**	✗

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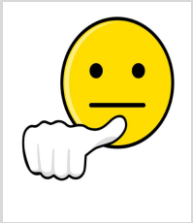
DATA QUALITY GOLD STANDARD

HERE'S HOW WE DID IT

Very good



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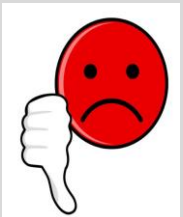

Bad

Good Survey Length	5 minutes	10 minutes	15 minutes
No Grid Questions	✓	some	✗
Progress Bar	✓	✓	✗

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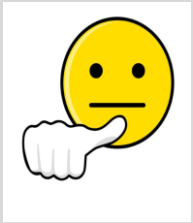
SENTRY DATA QUALITY GOLD STANDARD

HERE'S HOW WE DID IT

Very good



Acceptable

Bad

Good Survey Length	5 minutes	10 minutes	15 minutes
No Grid Questions	✓	some	✗
Progress Bar	✓	✓	✗
No Question Repetition	✓	✓	✗

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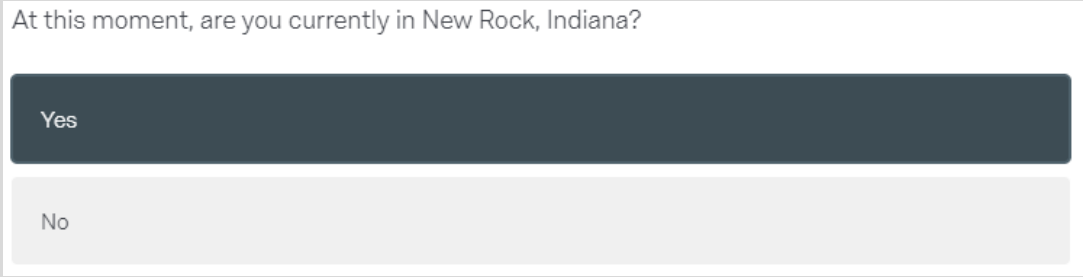
MEASURING QUALITY



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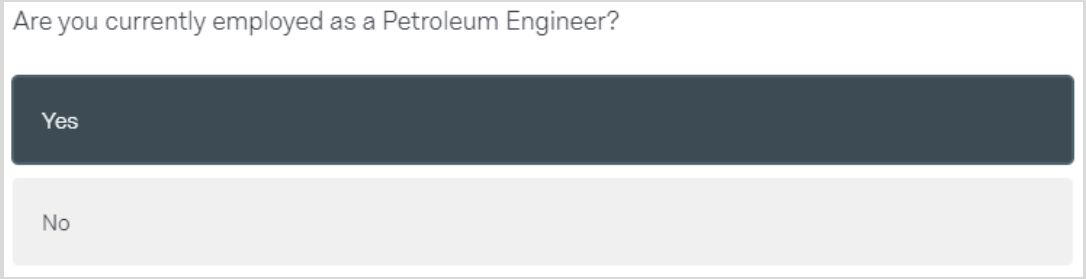
DATA QUALITY GOLD STANDARD

MEASURING QUALITY



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DATA QUALITY GOLD STANDARD

MEASURING QUALITY

Please write at least 2 sentences about the last thing you purchased and where you purchased it.

General and design and design and design and design

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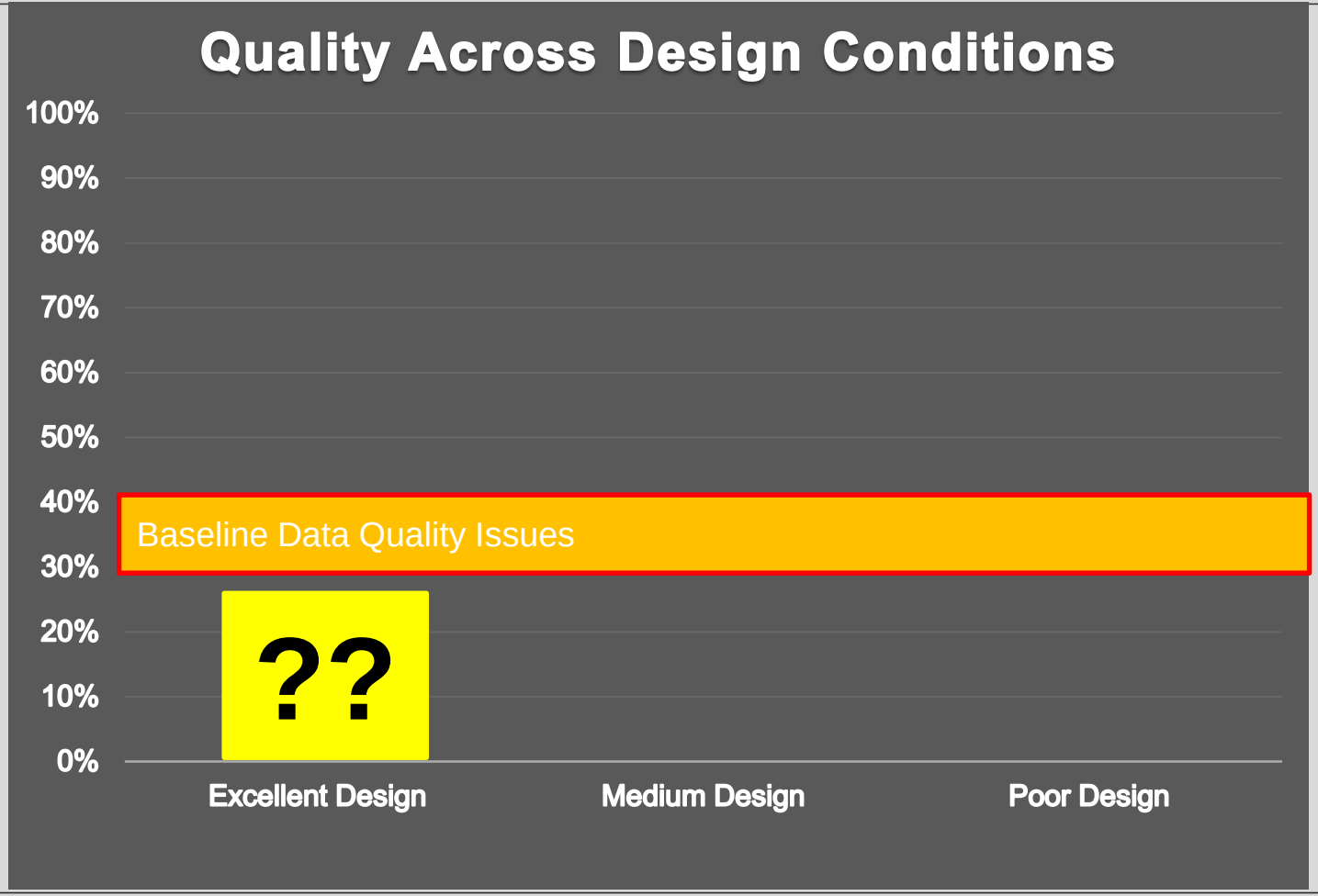
DATA QUALITY GOLD STANDARD


Quality Across Design Conditions
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Baseline Data Quality Issues
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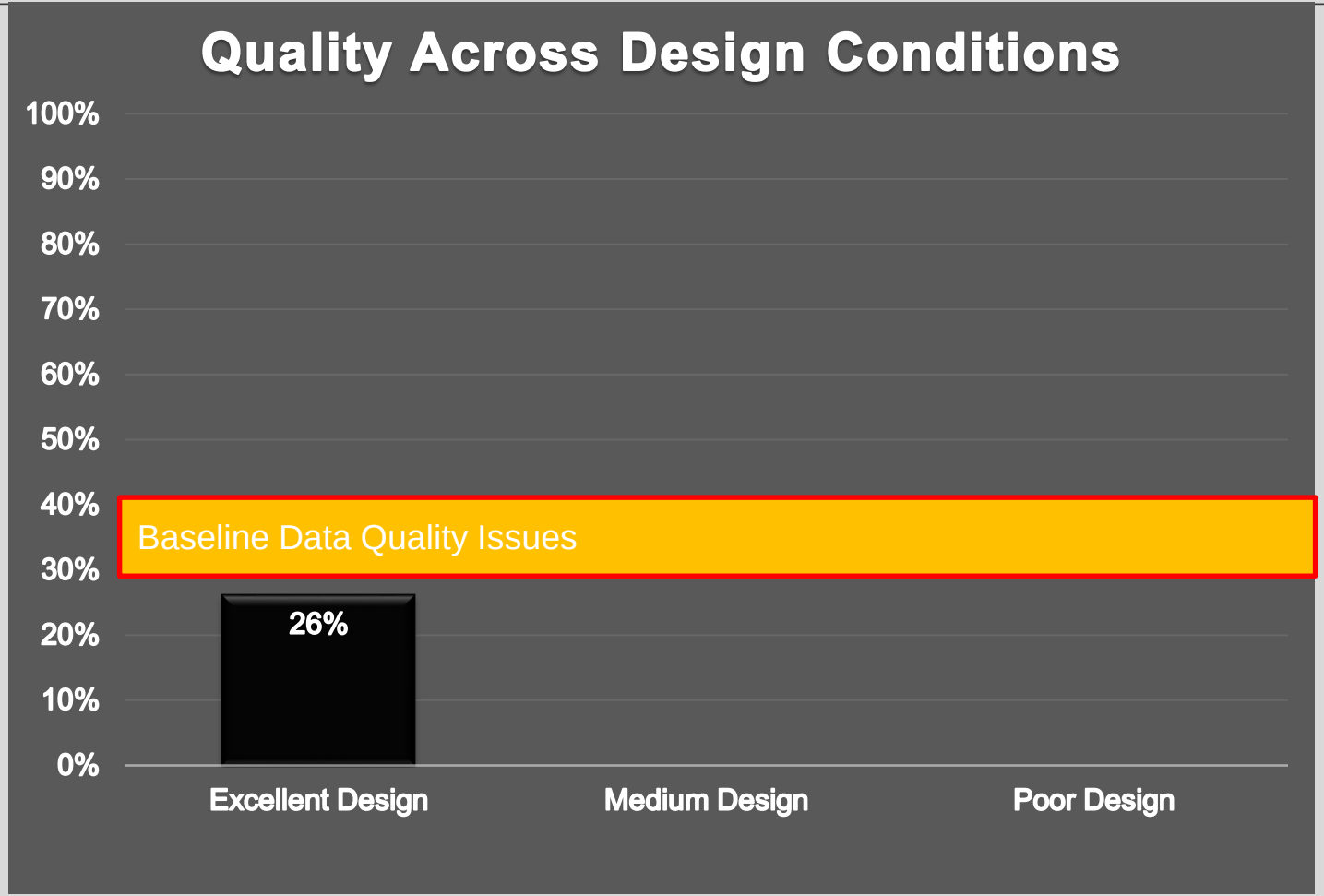
Excellent Design
Medium Design
Poor Design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Baseline Data Quality Issues
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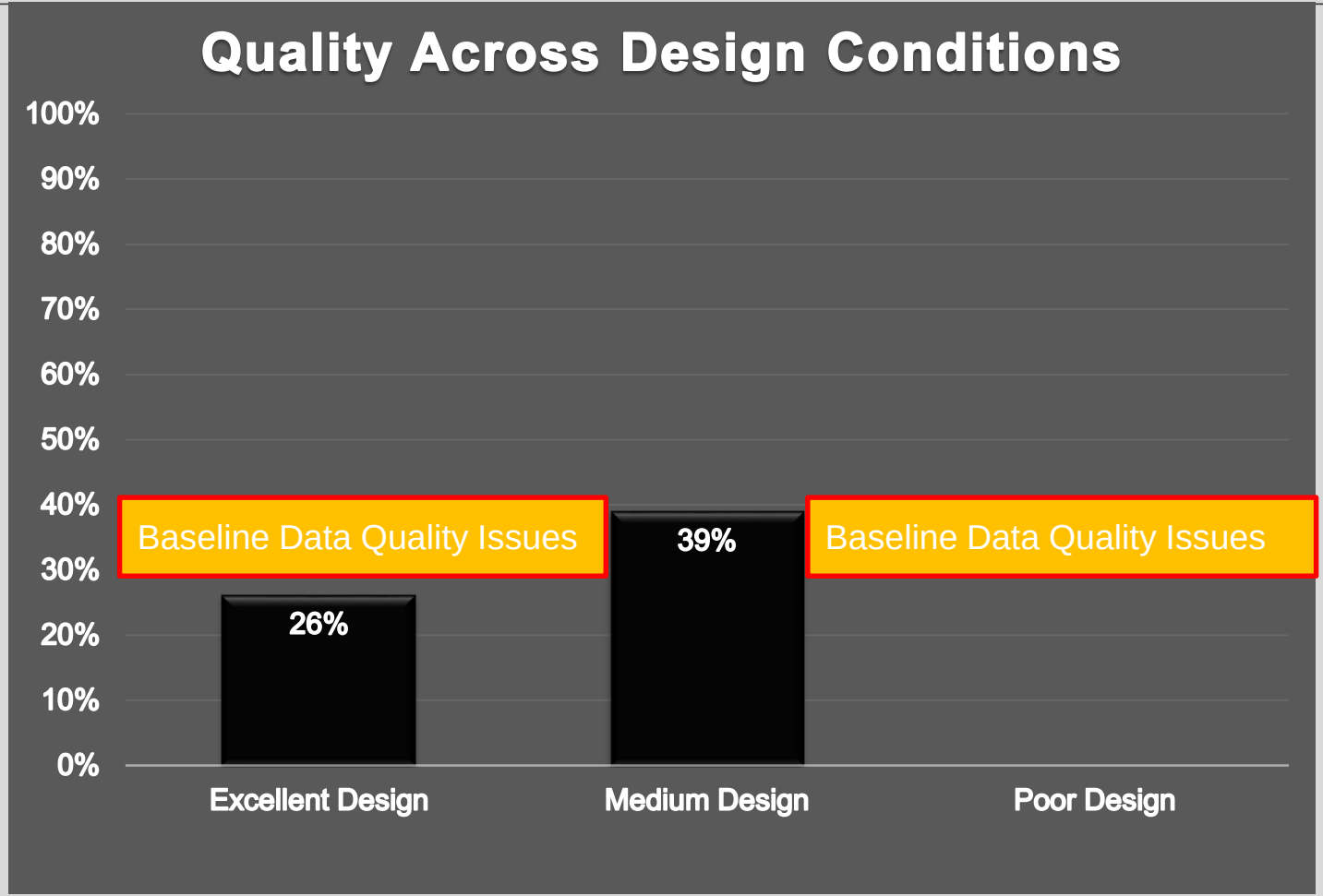
Medium Design
Poor Design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Baseline Data Quality Issues
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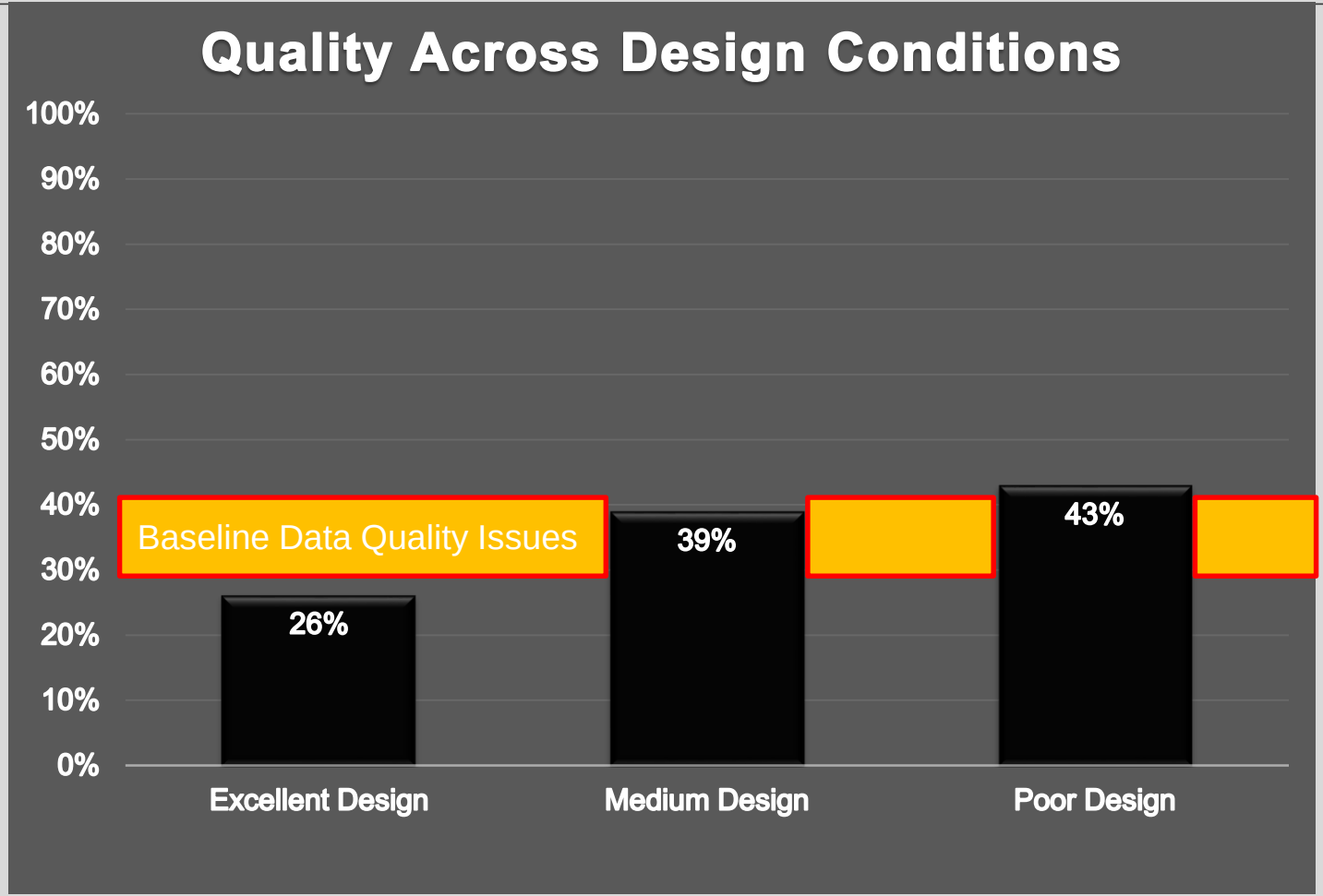
Baseline Data Quality Issues
Excellent Design
Medium Design
Poor Design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Baseline Data Quality Issues
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39%
43%
Excellent Design
Medium Design
Poor Design

SOLUTION

COMPONENTS OF BEHAVIORAL ASSESSMENT

BEHAVIORAL VALIDATION

- Suspicious behaviors (via event tracking + Machine Learning)
- Attentiveness
- Honesty

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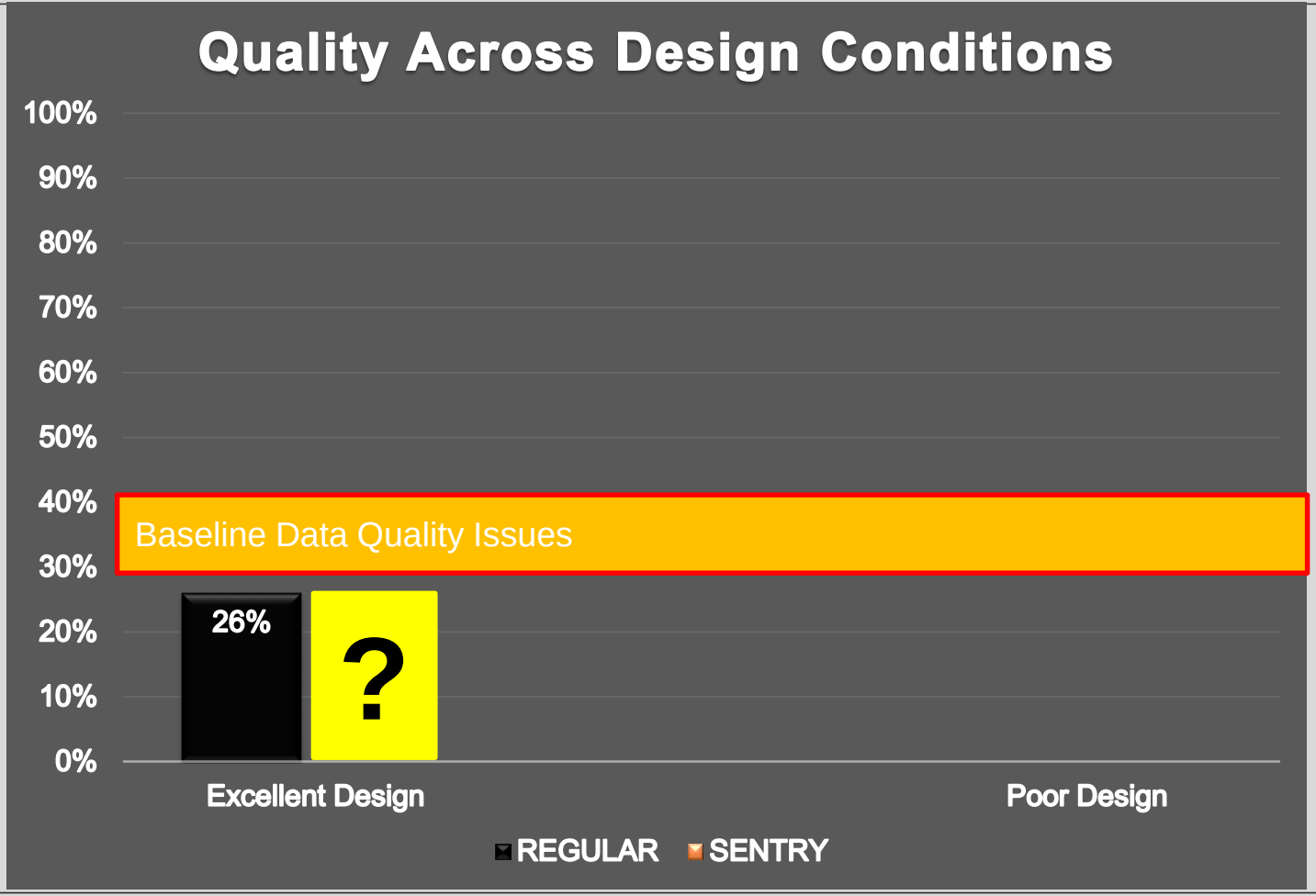
DATA QUALITY GOLD STANDARD

COMPONENTS OF BEHAVIORAL ASSESSMENT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Baseline Data Quality Issues
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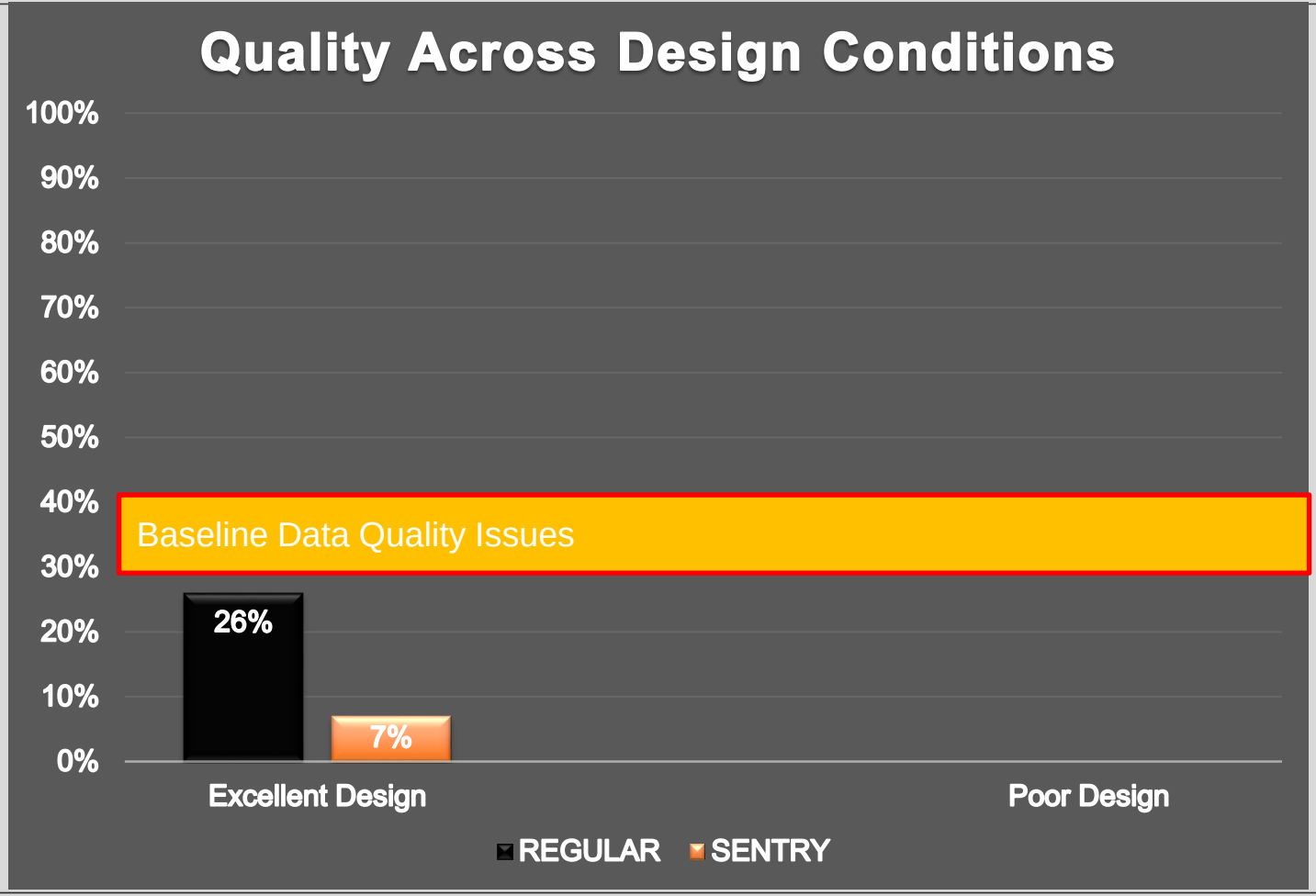
Excellent Design
Poor Design
REGULAR
SENTRY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Poor Design
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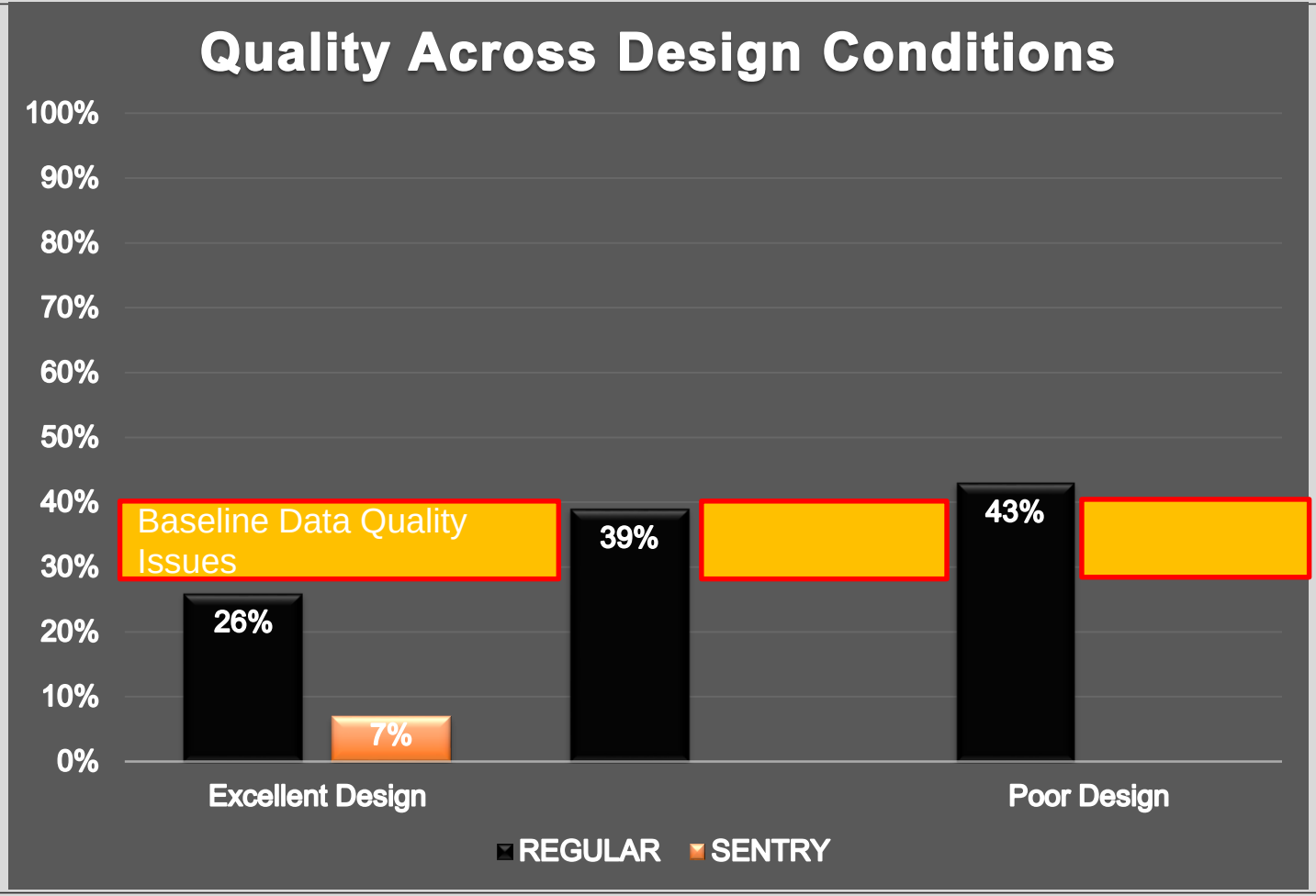
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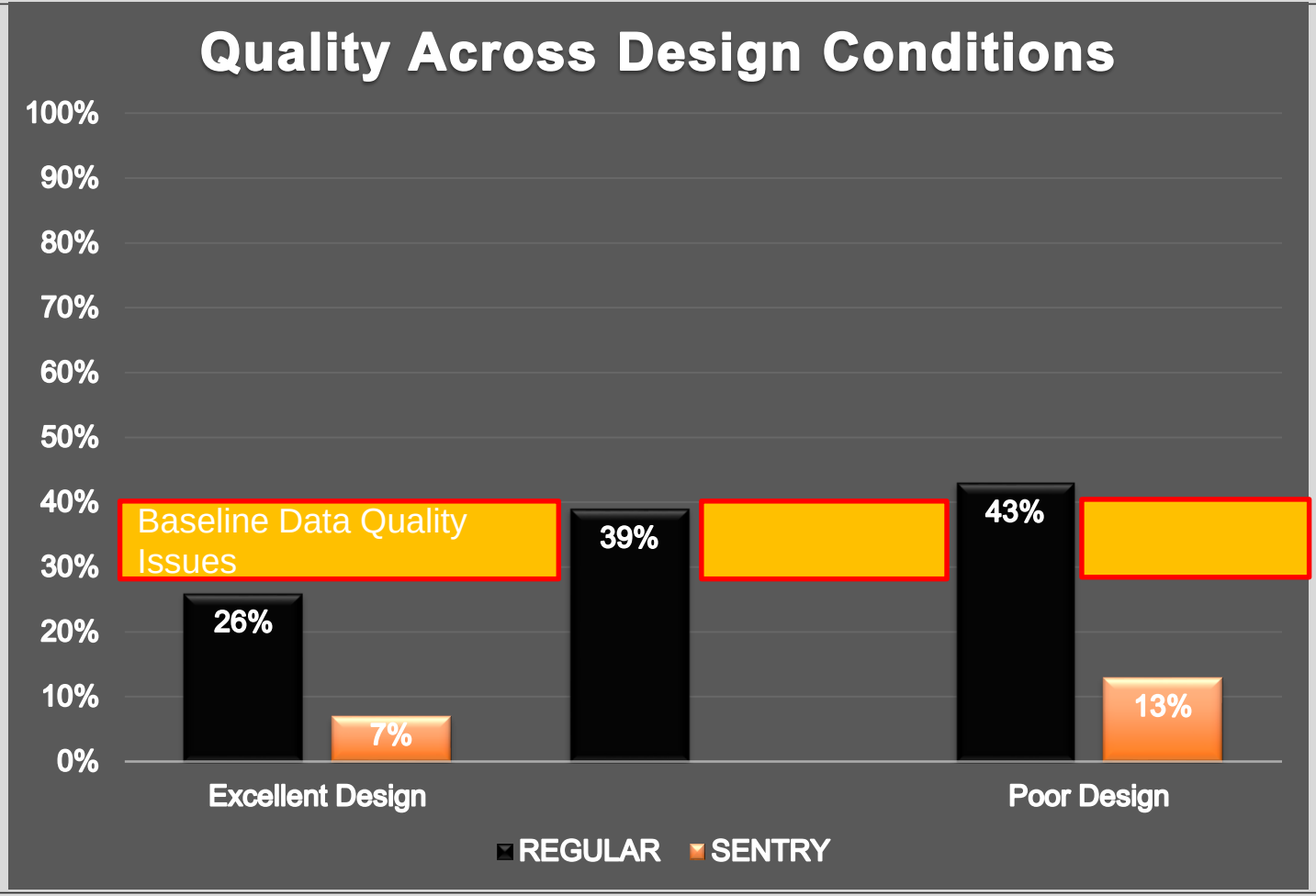
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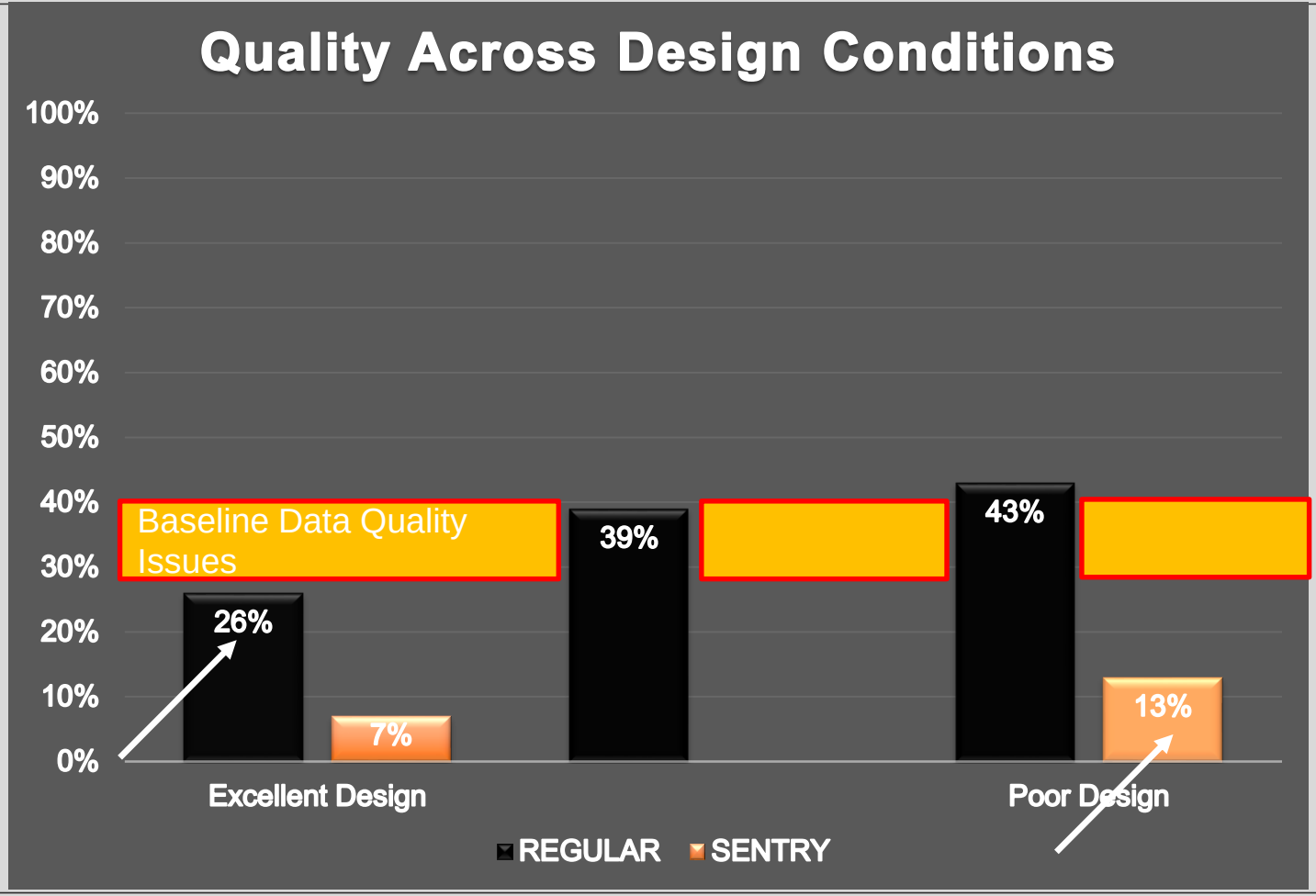
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Baseline Data Quality Issues
26%
7%
39%
43%
13%
Excellent Design
Poor Design
REGULAR
SENTRY

HOW DOES THIS TRANSLATE TO THE REAL WORLD?

REGION

B2B

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DATA QUALITY GOLD STANDARD

How many people live in New Rock, Indiana?

40%
35%
30%
25%
20%
15%
10%
5%
0%

10%
2%
15%
20%
3%

Excellent Design
Poor Design

REGULAR
SENTRY

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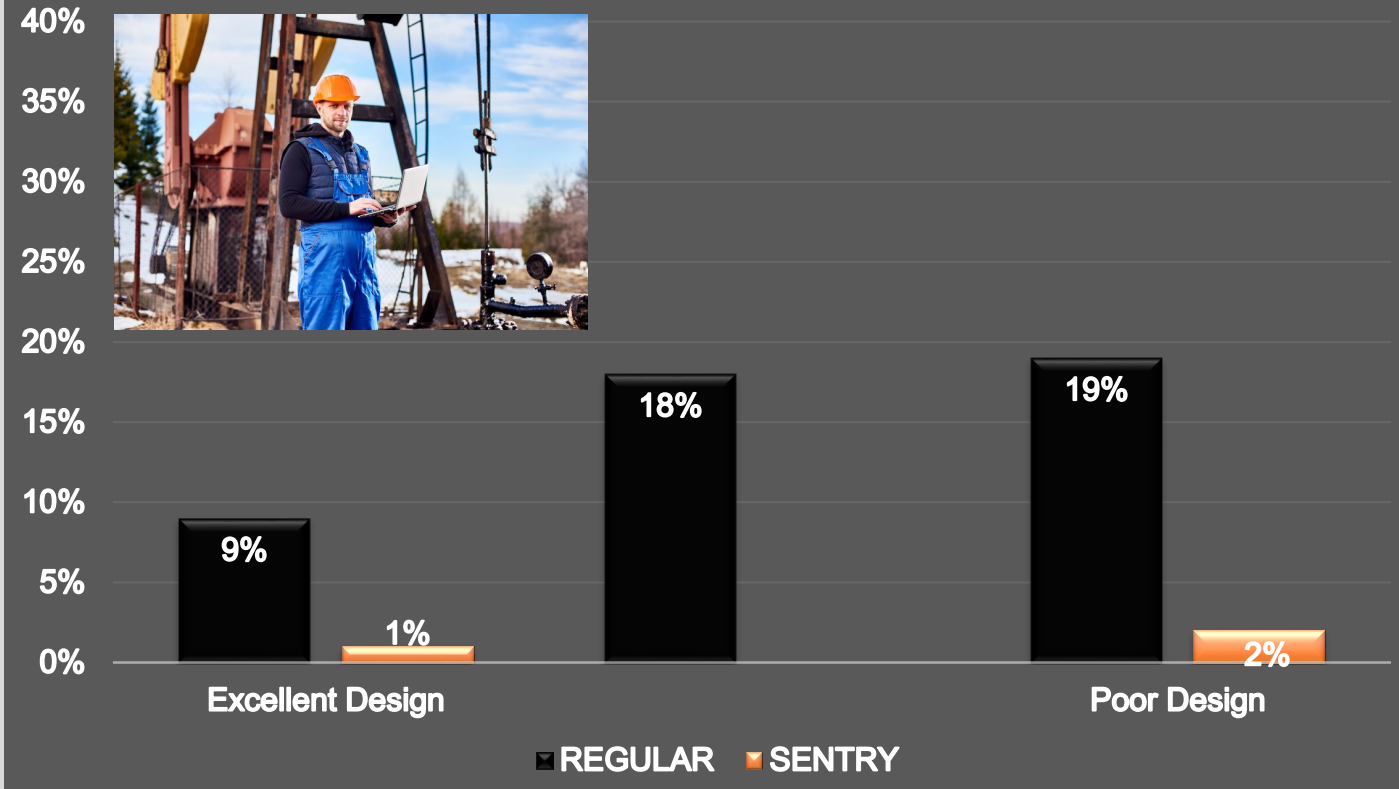
How many people are petroleum Engineers?



CONCLUSIONS

Even under ideal conditions, close to 30% of survey takers are fraudulent or disengaged. They make us see things that are not there.

A disengaged respondent profile can be identified and removed prior to the survey.

Avoid LSD effects in your research.

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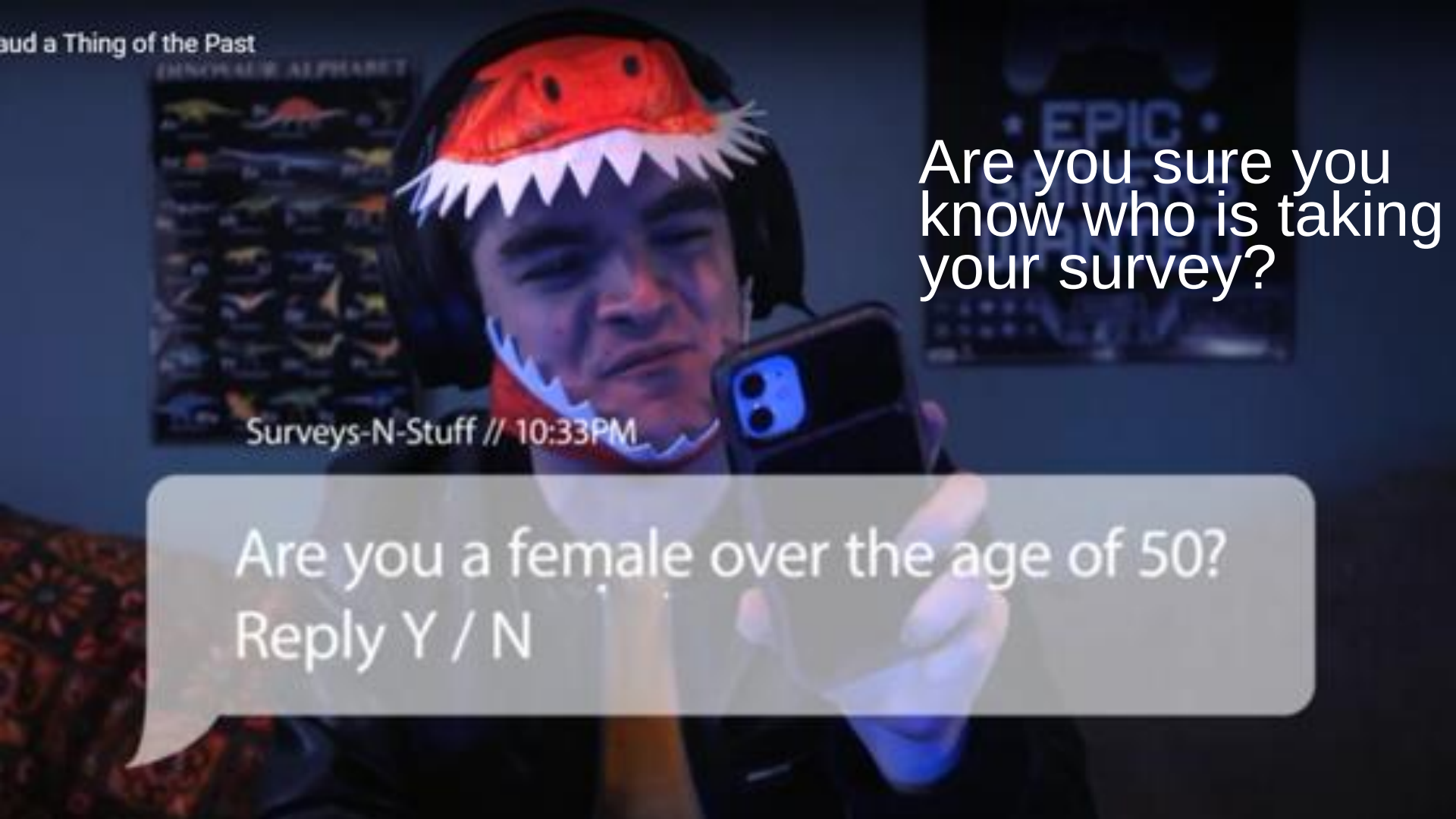
DATA QUALITY GOLD STANDARD


aud a Thing of the Past
Surveys-N-Stuff // 10:33PM
Are you a female over the age of 50?
Reply Y / N
Are you sure you know who is taking your survey?

DINOSAUR ALPHABET
EPIC GAMERS WANTED
Thank you!
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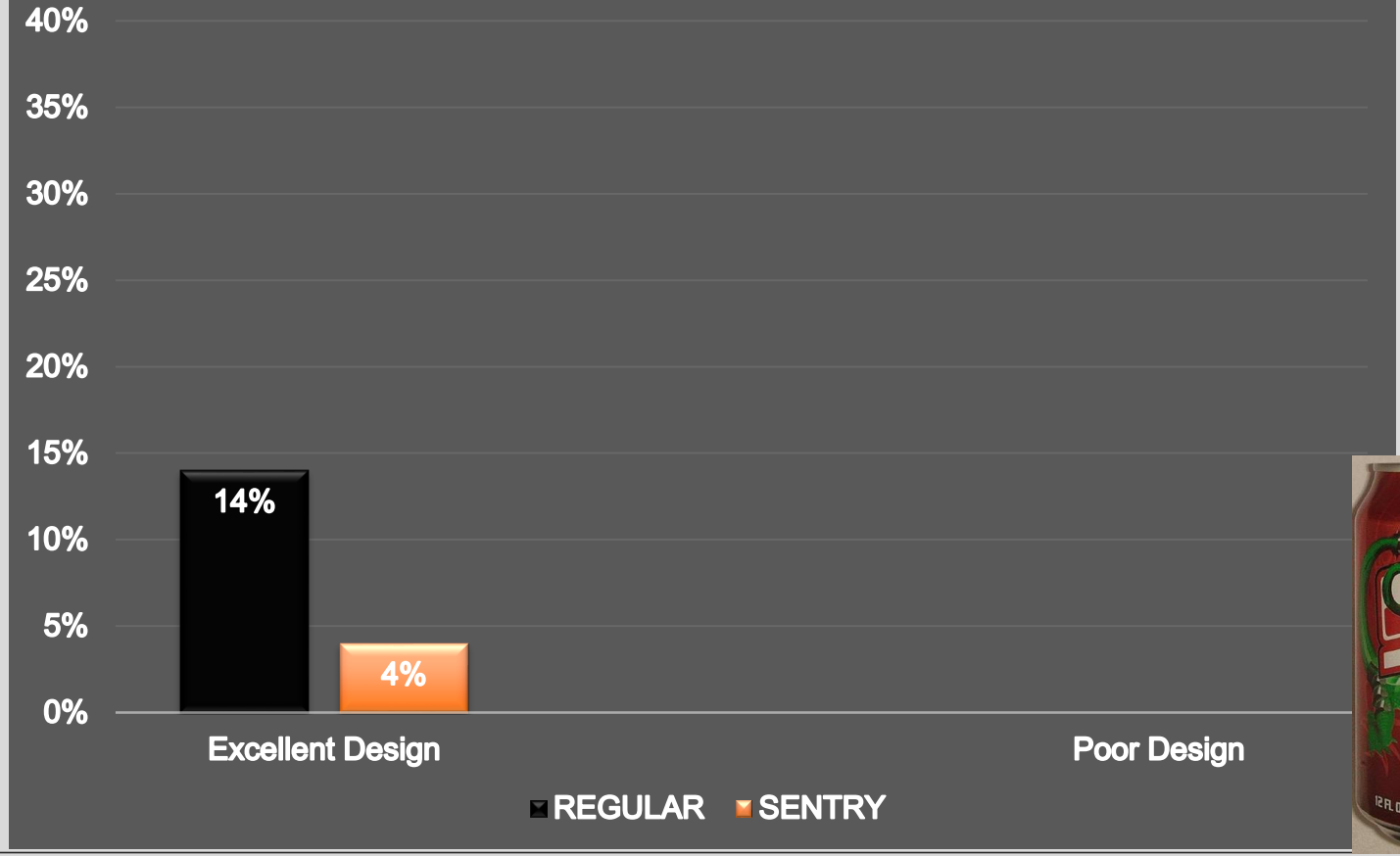
DATA QUALITY GOLD STANDARD

Quality Across Design Conditions



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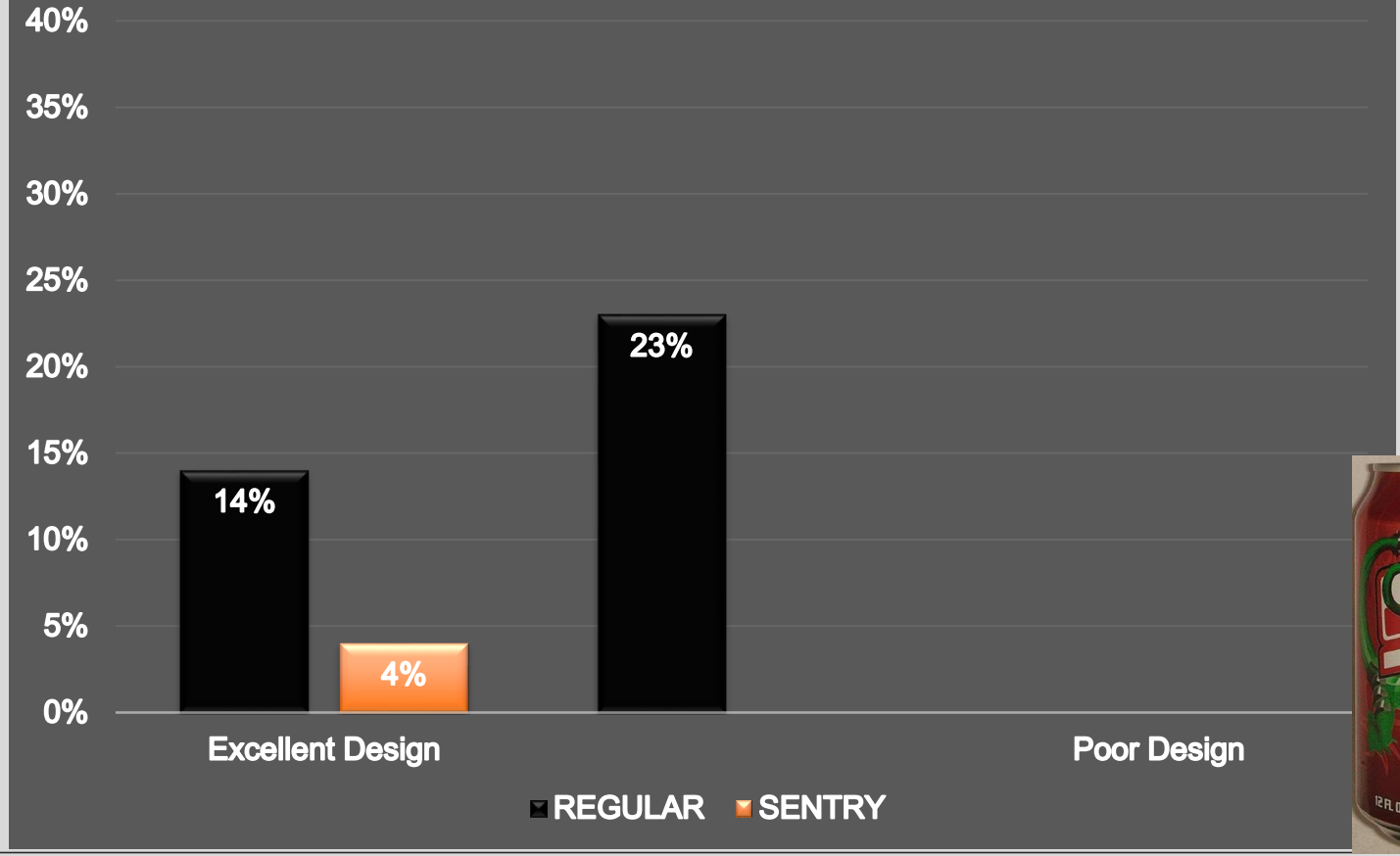

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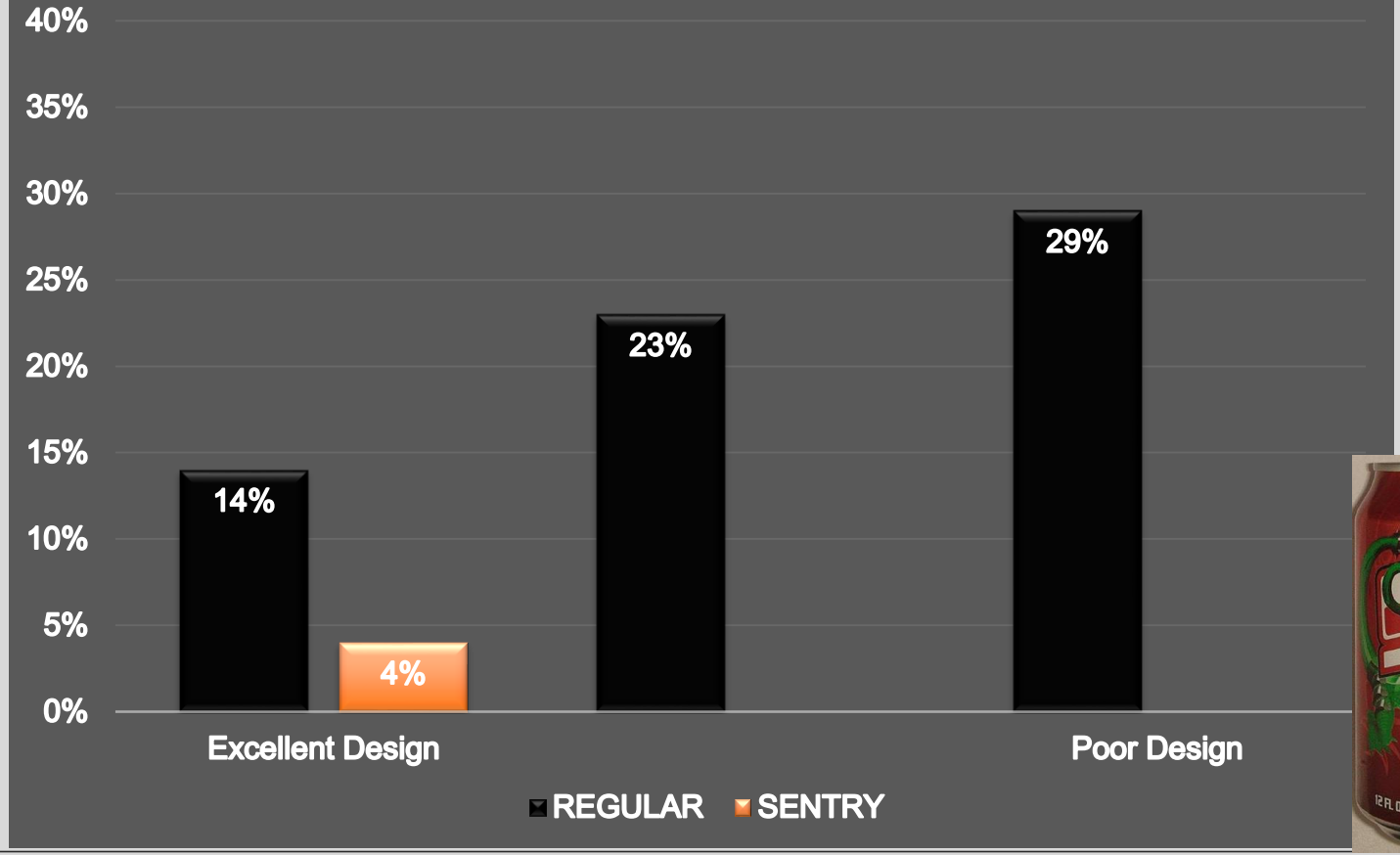

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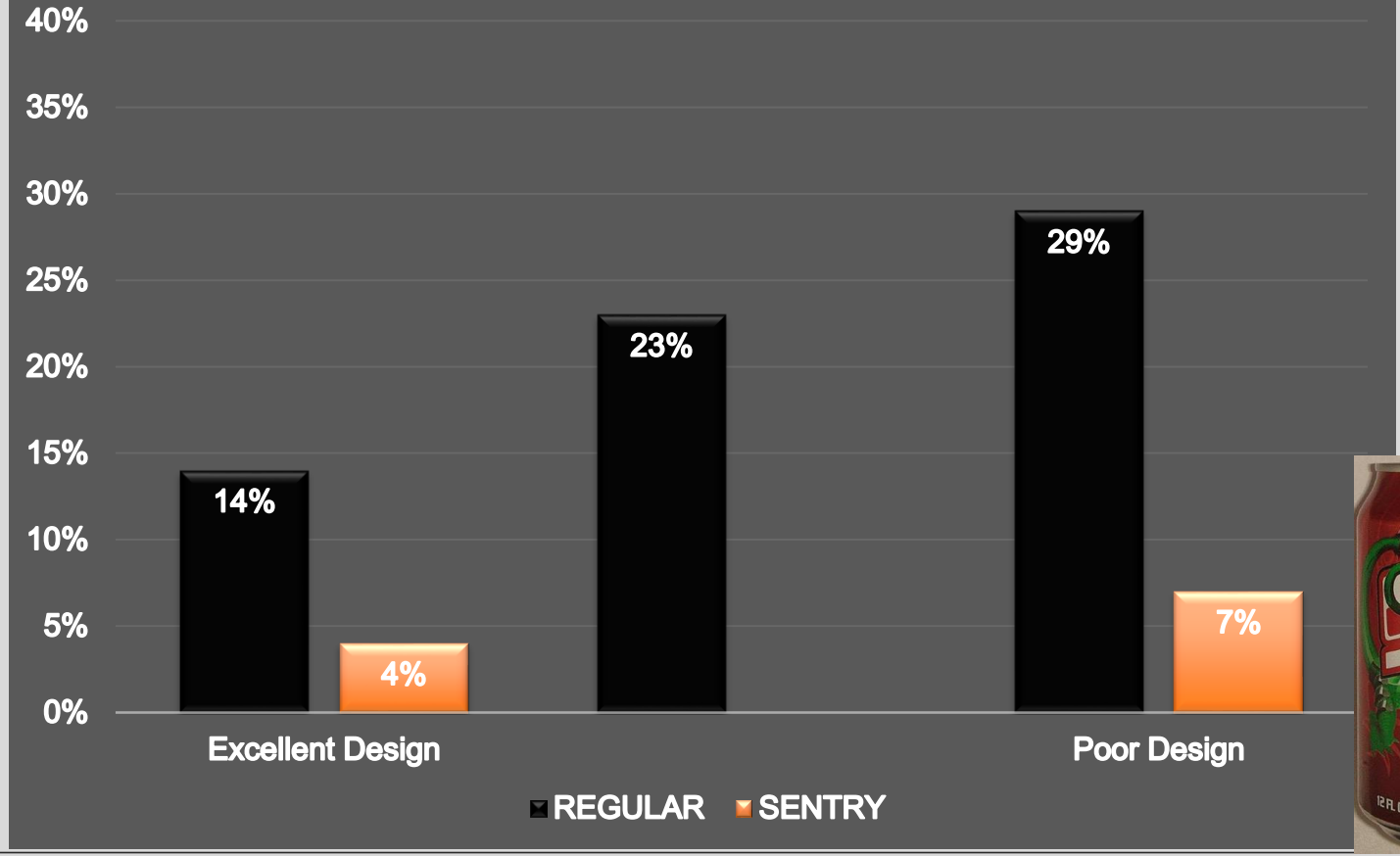

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HOW DOES THIS TRANSLATE TO THE REAL WORLD?

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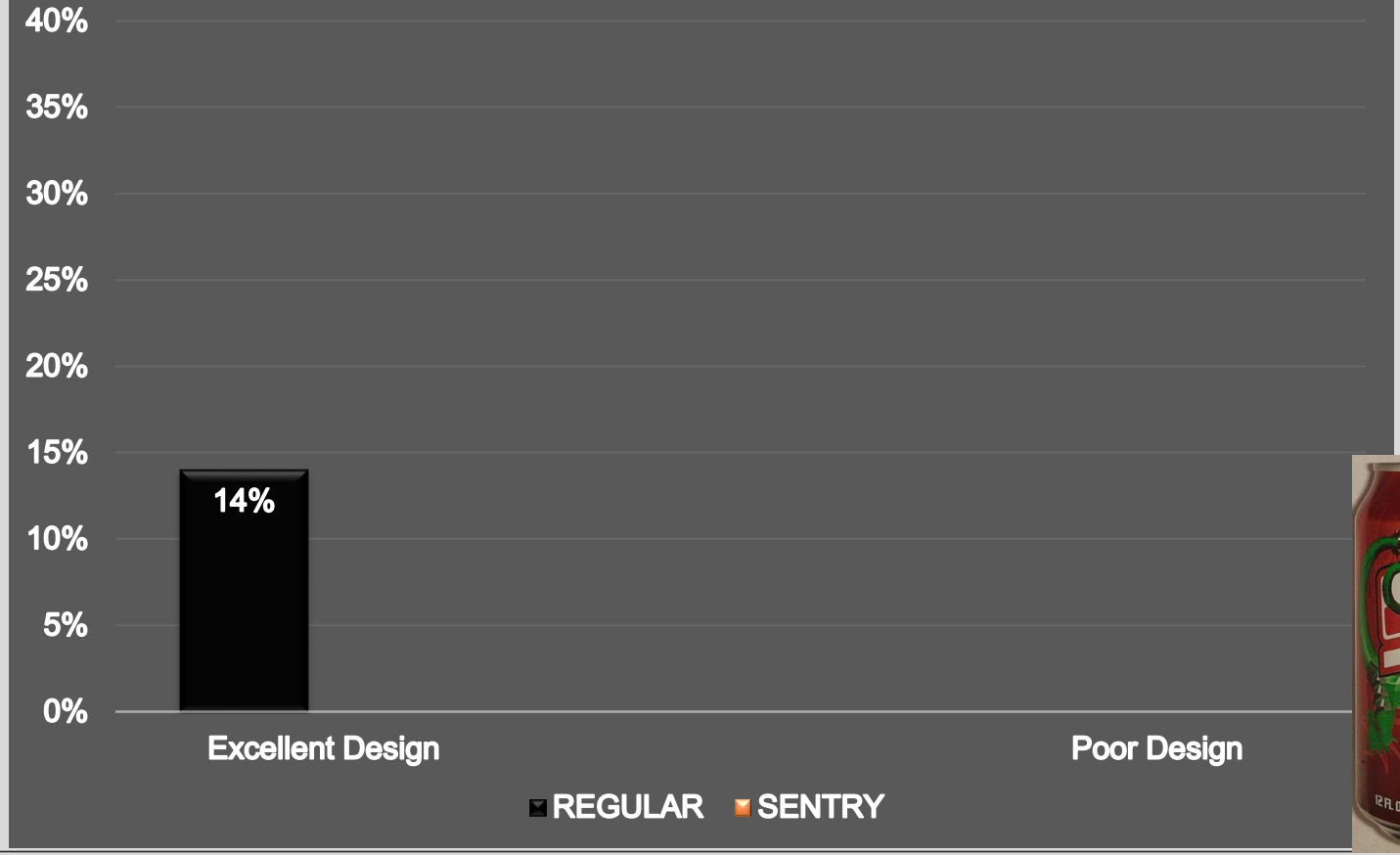
DATA QUALITY GOLD STANDARD

Quality Across Design Conditions



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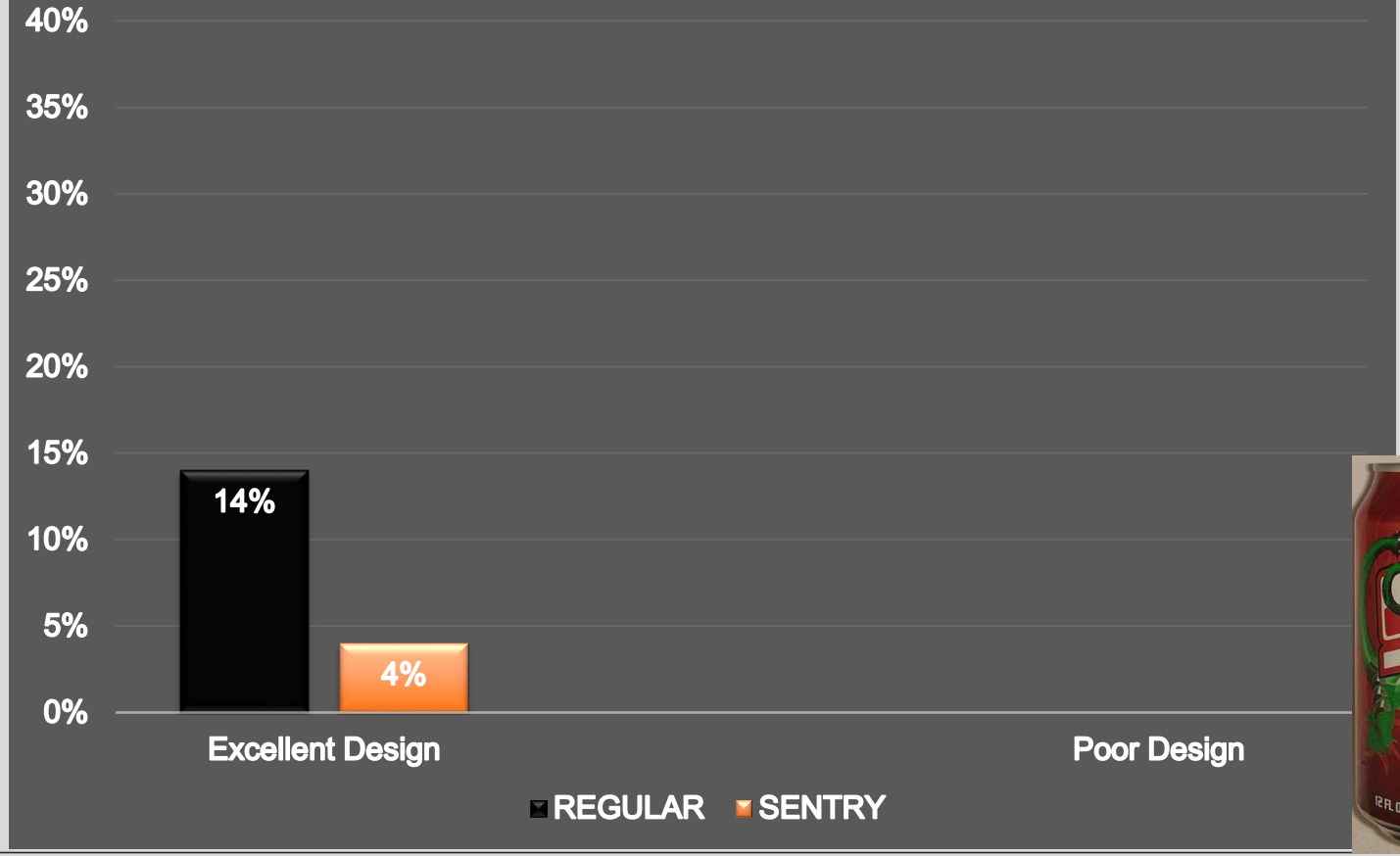
Quality Across Design Conditions



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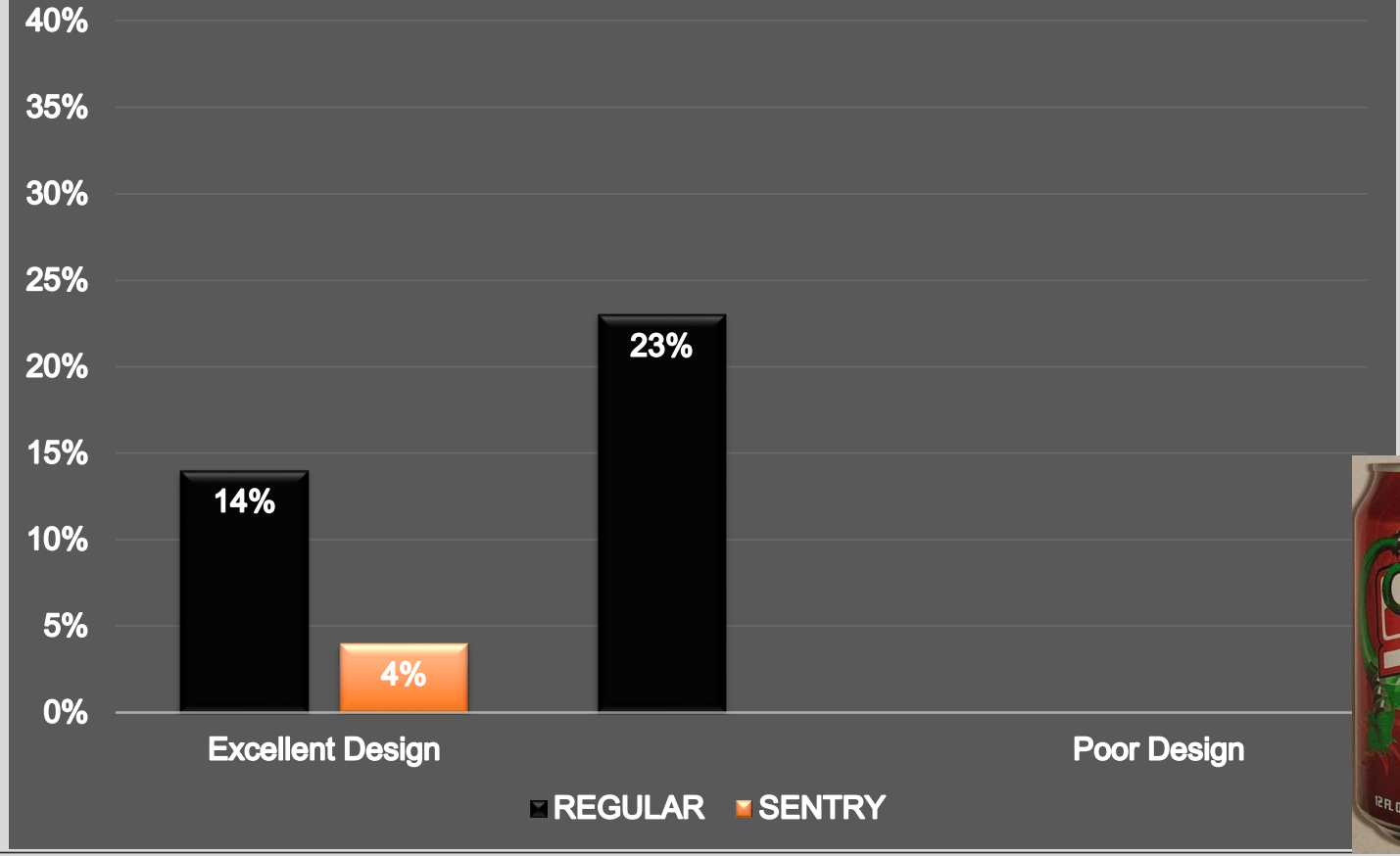

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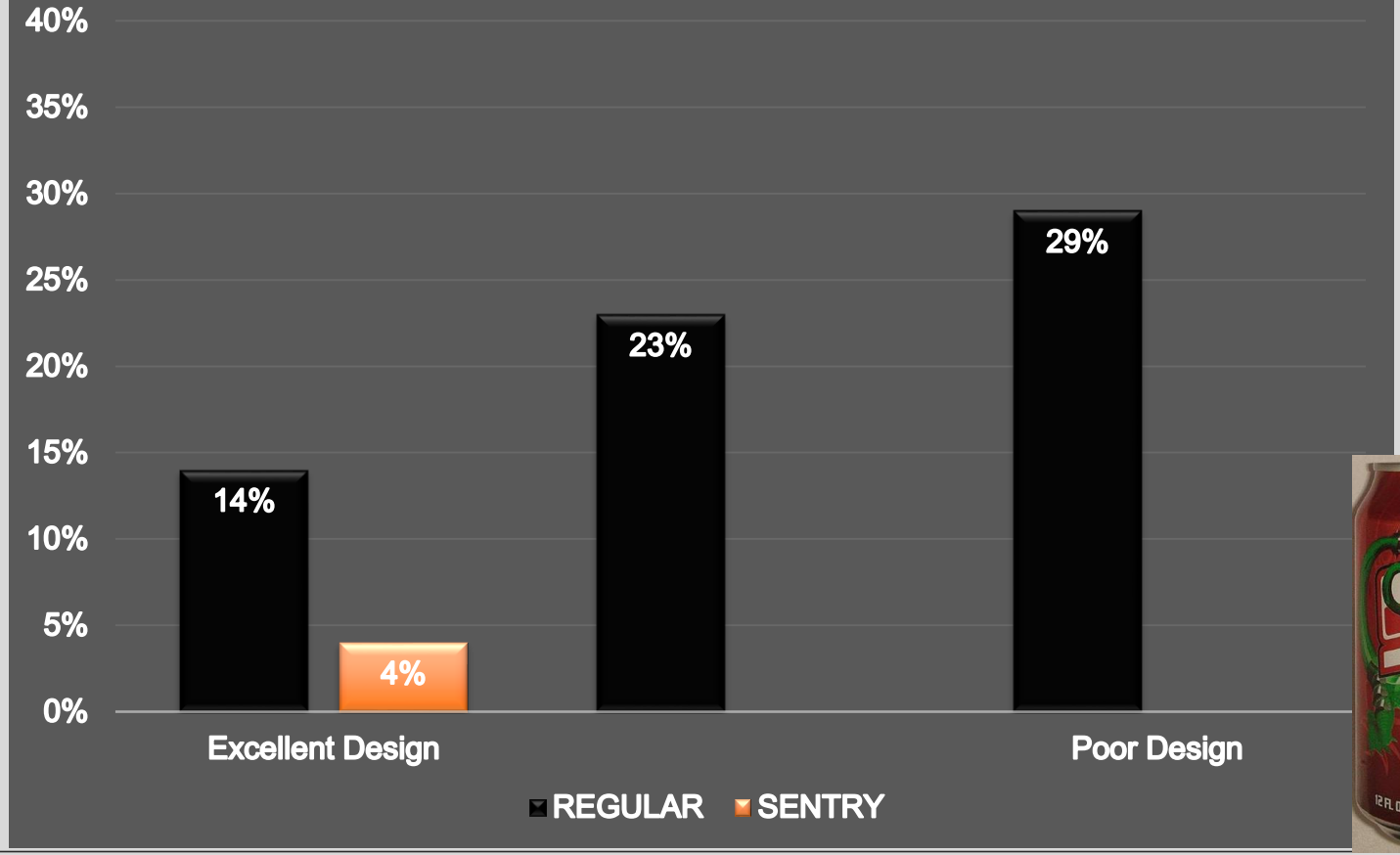

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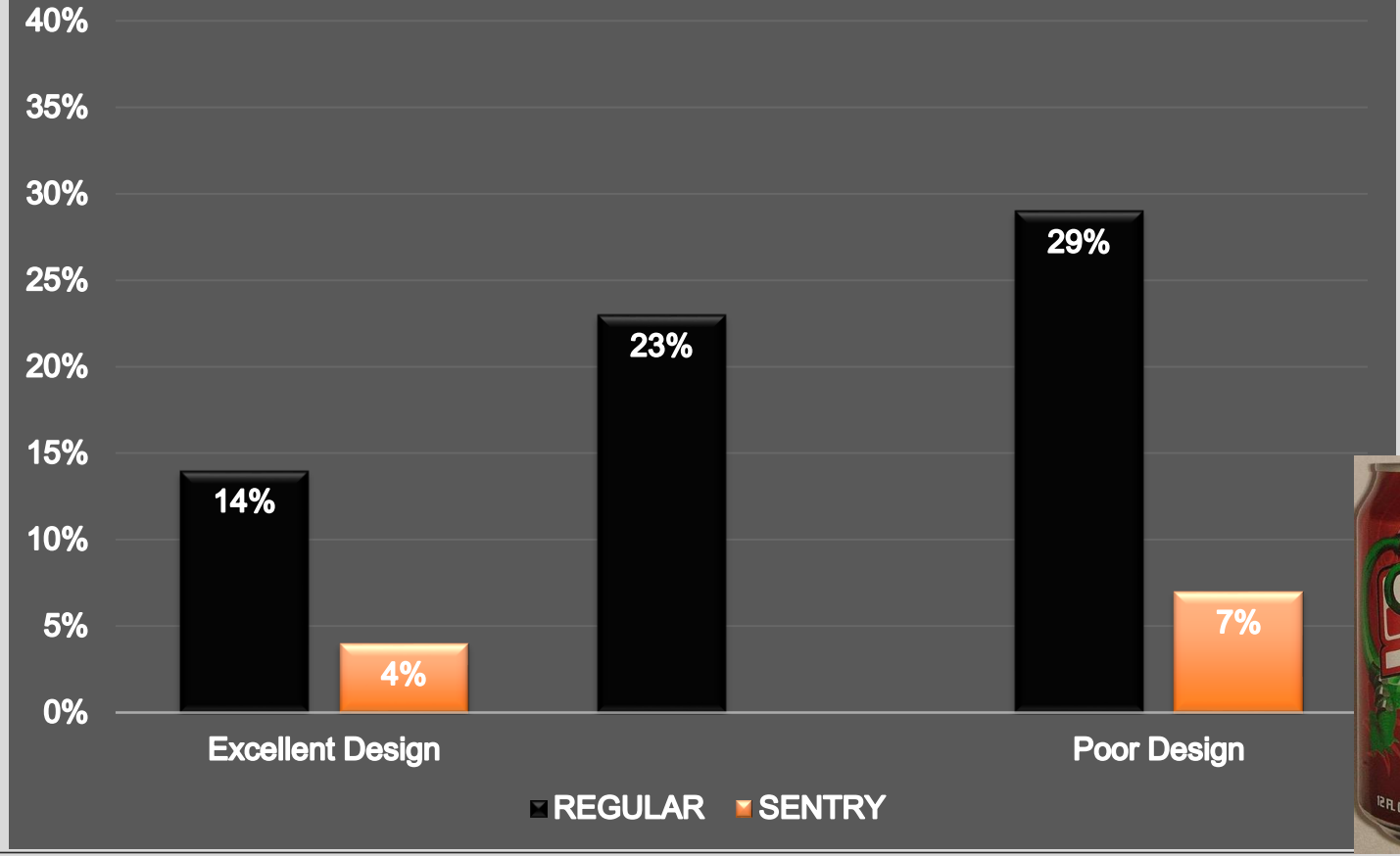

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