About Us

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What We'll Discuss

1. Data Quality Overview

2. Understanding Data Quality Mysteries

3. Leveraging Technology for Data Quality

4. Key Technological Strategies

5. Best Practices and Recommendations

6. Conclusion + Q & A

Data Quality Overview

Why is it Important?

1) Reliable insights — ensures that MR insights accurately reflect target market or consumer segment

2) Effective decision-making — reduces risk of costly business mistakes

3) Deeper insights — getting at the "why" of a participant's response

According to a Q4 2022 study from Kantar, companies discard up to 38% of the data they collect because of quality concerns and panel fraud.

Understanding Data Quality Mysteries
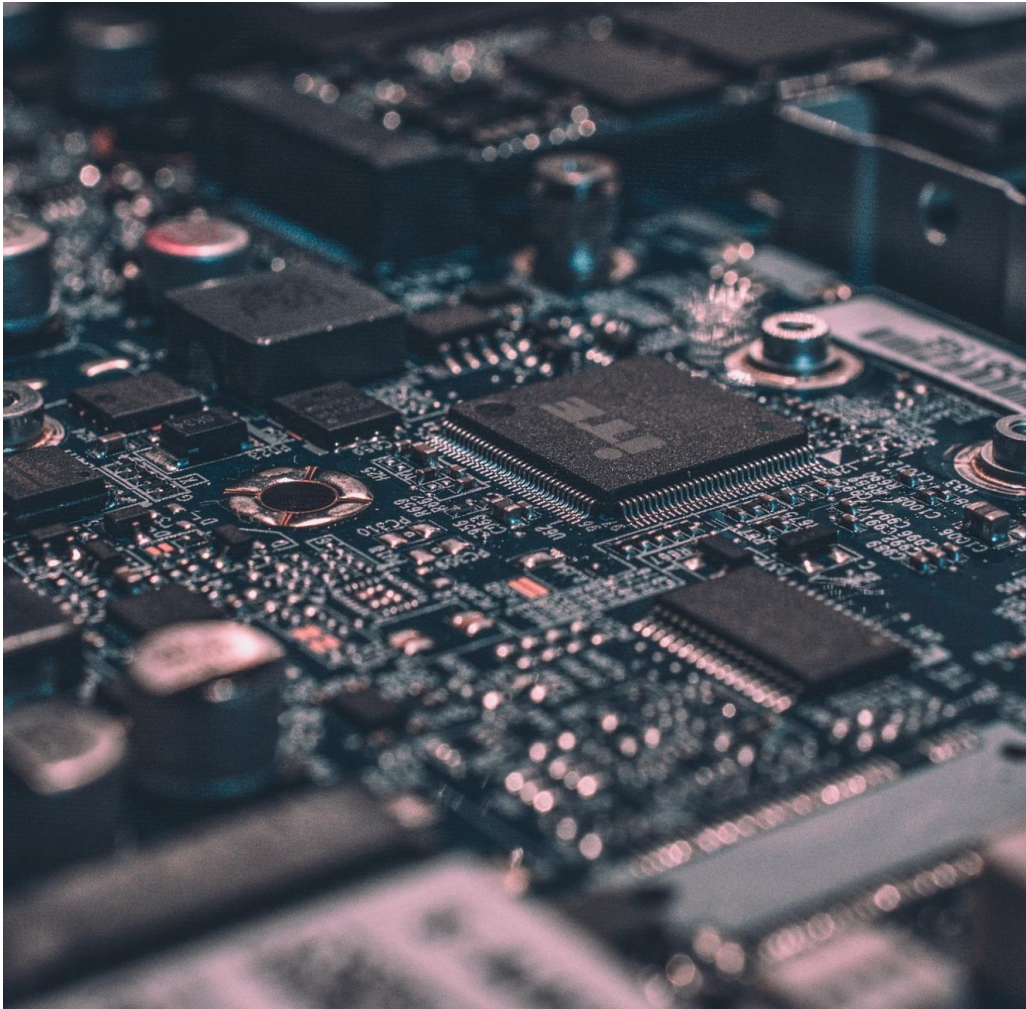
Common Industry Challenges:

Non-traditional panel sources

Lack of profiling and known data on subsidiary sources

Too much reliance upon self reported data

Impact: poor data quality leads to unfavorable research outcomes and less intelligent decision-making.

Leveraging Technology for Data Quality

The Role of Technology

Increased Automation
- Removing human intervention & bias

AI-driven Analytics
- Real time decision-making capabilities

Level the Playing Field
- Doing more with less
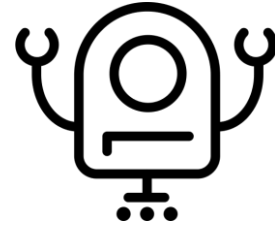
Leveraging Technology for Data Quality

AI Sentiment Analysis

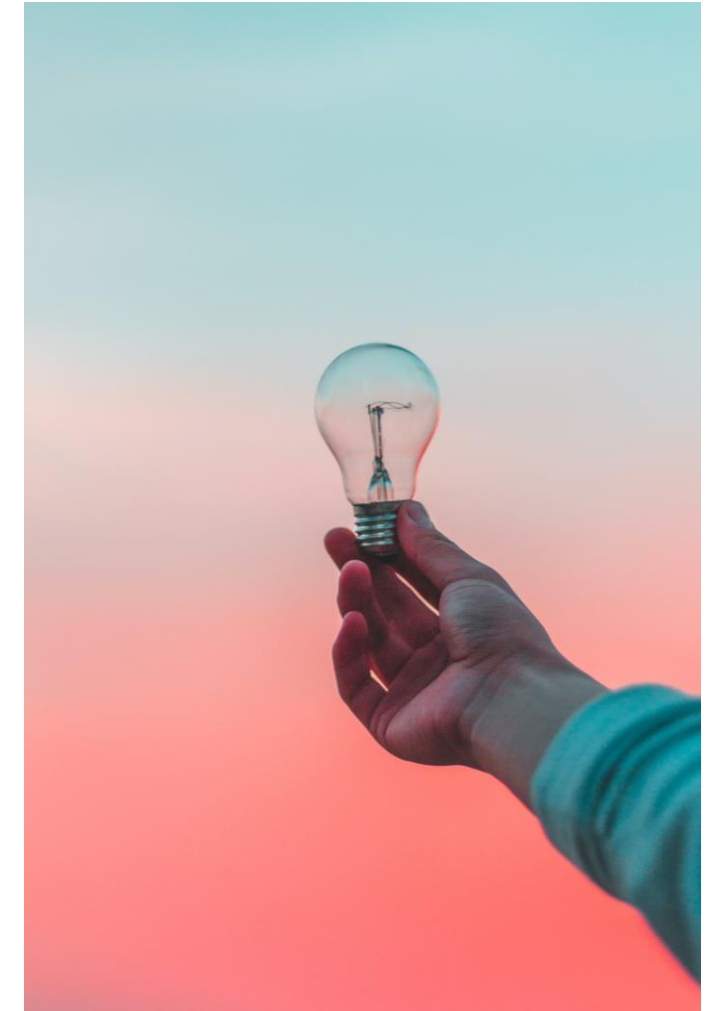Validate open-ended survey responses in real-time

AI Coding & Theming

Real time coding and theme branching

AI vs AI

Detect & protect against AI generated responses

Key Technological Strategies – Research on Research
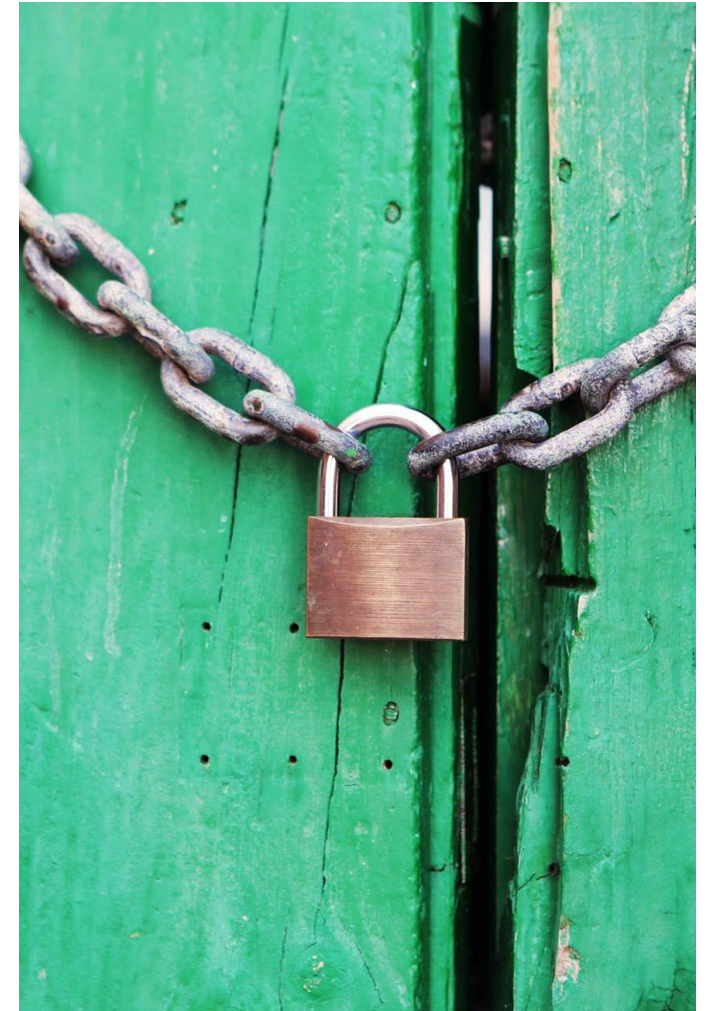
1. Utilizing AI to detect poor quality responses

- Data cleansing

2. Comparing AI to Human Review

- Speed & Accuracy

## 3. Utilizing AI to enhance existing data

- Identifying themes for follow up

Utilizing AI to detect poor quality responses

Over the course of 24 hours, we interacted with >22,000 programmatically-sourced panel respondents across the United States, and used QuestionIQ sentiment analysis to assess...

How would you describe your overall survey experience?

Poor Quality
15%

Good Quality
65%

Moderate Quality
20%
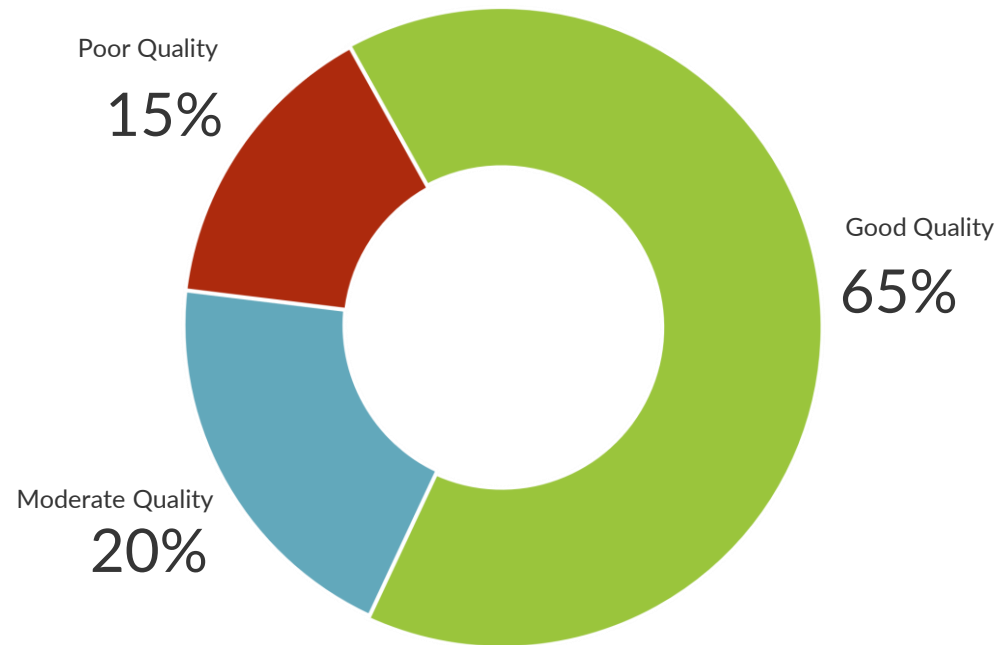
Data Quality & AI Sentiment

Examples of "bad" sentiment responses:

I should I do with penny or tomorrow or Friday if I can do that it would like to

I am ready to go to the office today is the

Greammntt get t get

jfkvkvpkves[fo[sfk[fksksdfsdkosdf

What would these bad actors have done if they had actually made their way into a survey?

Comparing AI to Human Review

Question: Why do you most frequently visit this gas station?

Answer: Because it's a convenient station for me when I'm shopping and the price is lower

Human: Acceptable response
AI: Acceptable response, positive sentiment

Comparing AI to Human Review

Answer: I'm not sure if I will be there for you but if you don't have a good day I'll come to you

Human: Failed response
AI: Failed response, non-sentiment

Answer: Good for me

Human: Acceptable response

AI: Failed response, too generic of a response. Neutral sentiment

AI Sentiment Analysis - QuestionIQ

- ## Overview
  An AI-powered tool designed to validate open-ended survey responses in real-time via API.

- ## Benefits & Applications
  Can accurately determine the quality of an open-ended response in real time. Scoring can be used for routing (terminations or additional follow up questions).

  Can determine a negative, neutral or positive sentiment to a question allowing for more in depth follow ups.

Utilizing AI to enhance existing data

We ran a research-on-research study comparing how people respond to traditional unaided and aided brand lists versus AI coded themes.

Split Test (National US, LDA 21+)

N=250

Unaided brand awareness
Aided brand list
Top mention
Top reason for brand preference
Generic follow up

Utilizing AI to enhance existing data

We ran a research-on-research study comparing how people respond to traditional unaided and aided brand lists versus AI coded themes.

Split Test (National US, LDA 21+)

N=250

Unaided brand awareness using QuestionIQ
Top reason for brand preference based on code
Specific follow up based on code

Utilizing AI to enhance existing data

Unaided / Aided:

Similar big box store references.
Key themes for choice: Convenience, Good Prices & Variety, Local and Clean

AI Coding

Additional regional and small to mid size stores
Additional themes for choice: Flavor, Friendly staff, Good Value, Promotions / Freebies, Taste & Value

CONCLUSION

- Real time coding provides flexibility, richer insights, and the potential for discovering new or emerging ideas.

- It allows for a more comprehensive understanding of consumer preferences, capturing a wider array of responses and insights.

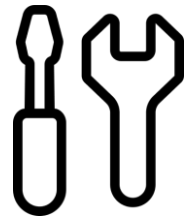# AI Detection (AI versus AI)

Character counts increasing in open ends

AI driven content can change, temperature creates varied output

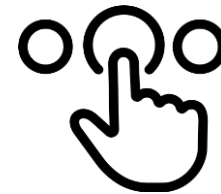Can use AI driven content to identify sub patterns and score

Best Practices & **Recommendations**

Tools

- Automation
- Leveraging AI

Implementation

Quality control checks

Feedback loops

Training

- Educate clients & team members on each project

Conclusion

Challenge

Researchers need to combat bad actors using AI

Evolution

MR must keep pace & implement AI where necessary

Results

Automation & AI will expedite research and how we field projects

Better Data Quality

logit RESEARCH EXECUTED

Q&A