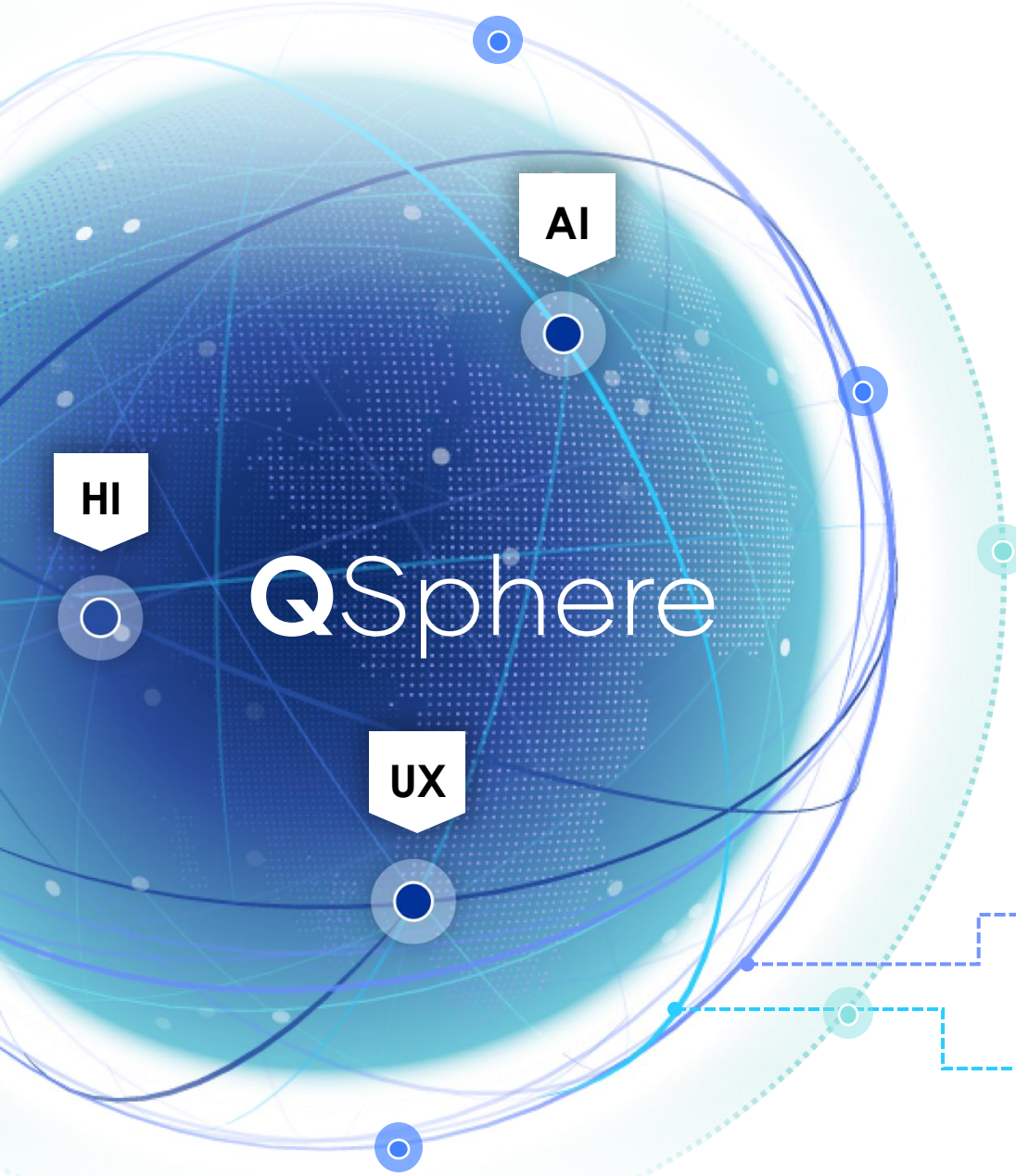
toluna MetrixLab

Spotting the Invisible: Cultural Considerations in Fraud Prevention

26th February 2025



Toluna & Cloud Research

Respondents

Toluna vets respondents in real-time combining device, behaviour, and identity checks.

To create an effective quality approach, Toluna **combines proprietary tools with external partners – Cloud Research's Sentry being one of them**.

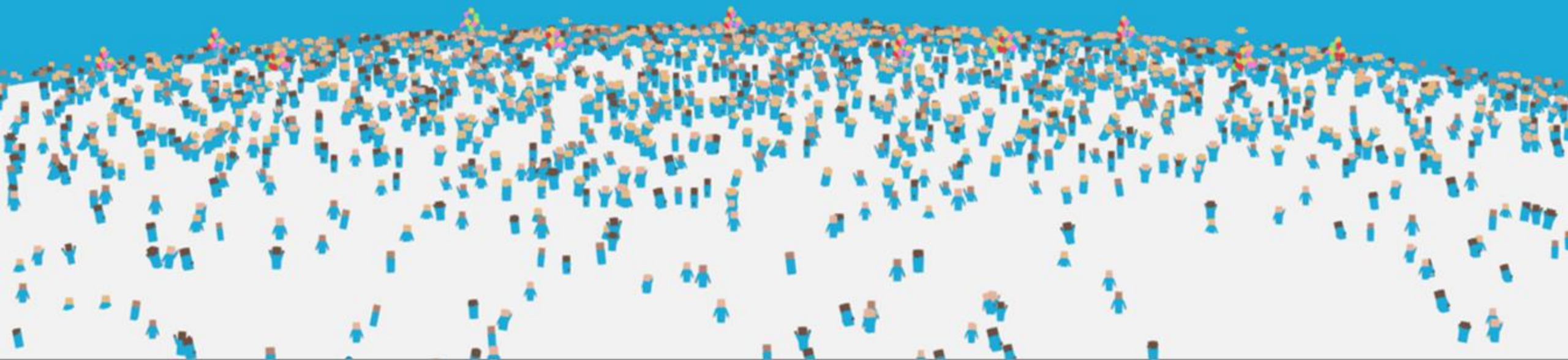
Research

Platform

CloudResearch®

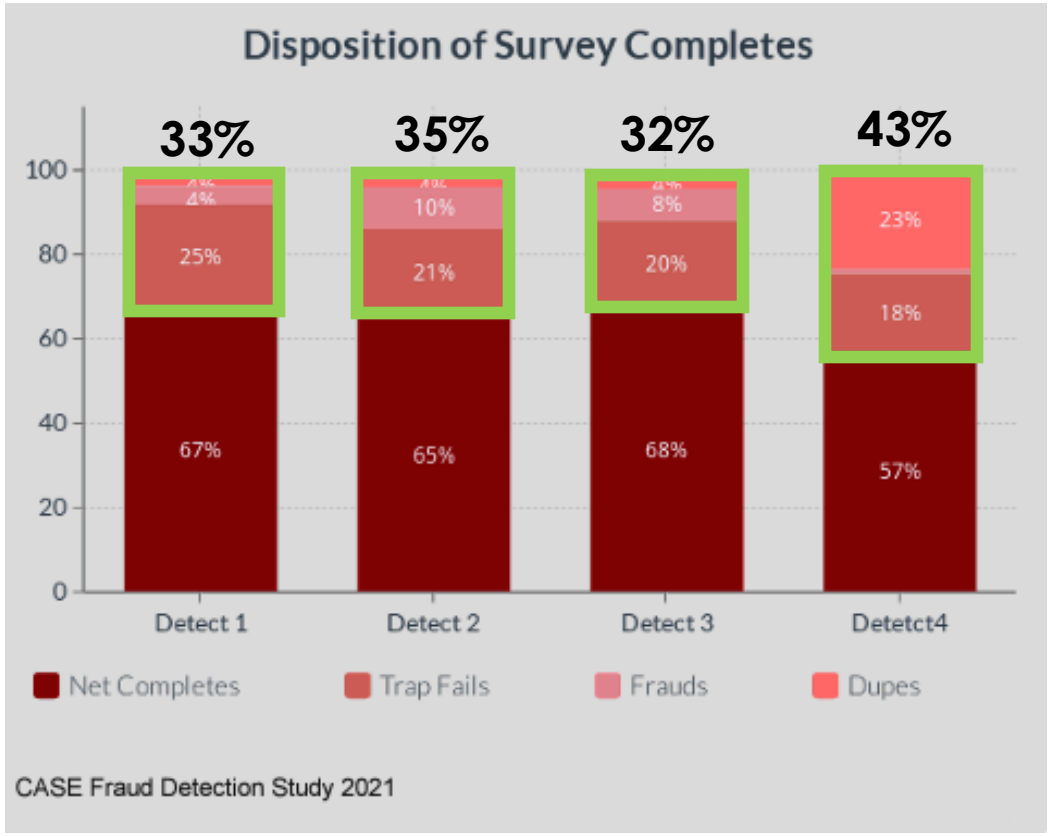
Rise of Online Research

3 billion



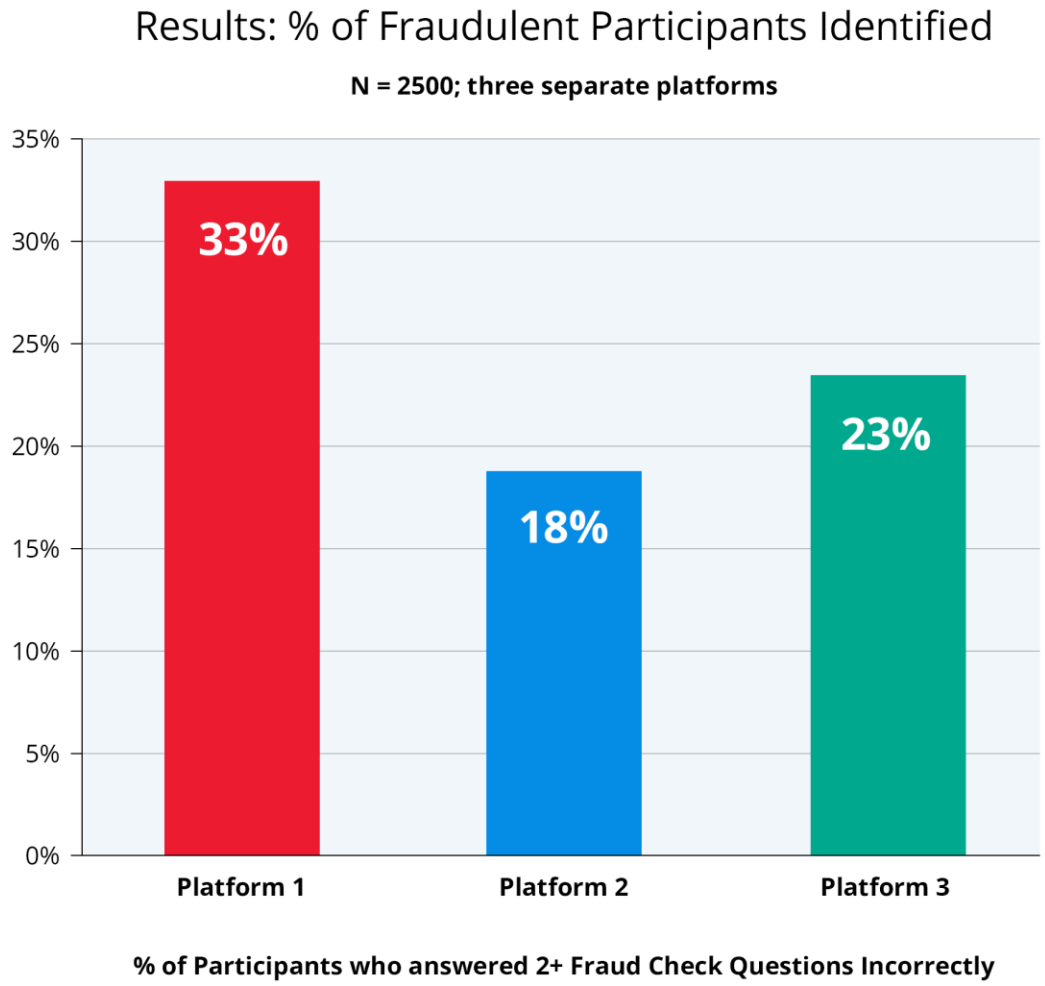
Documented the scope of fraud and quality problems in the industry

Total Cleaning Removes 30-40% of Completes



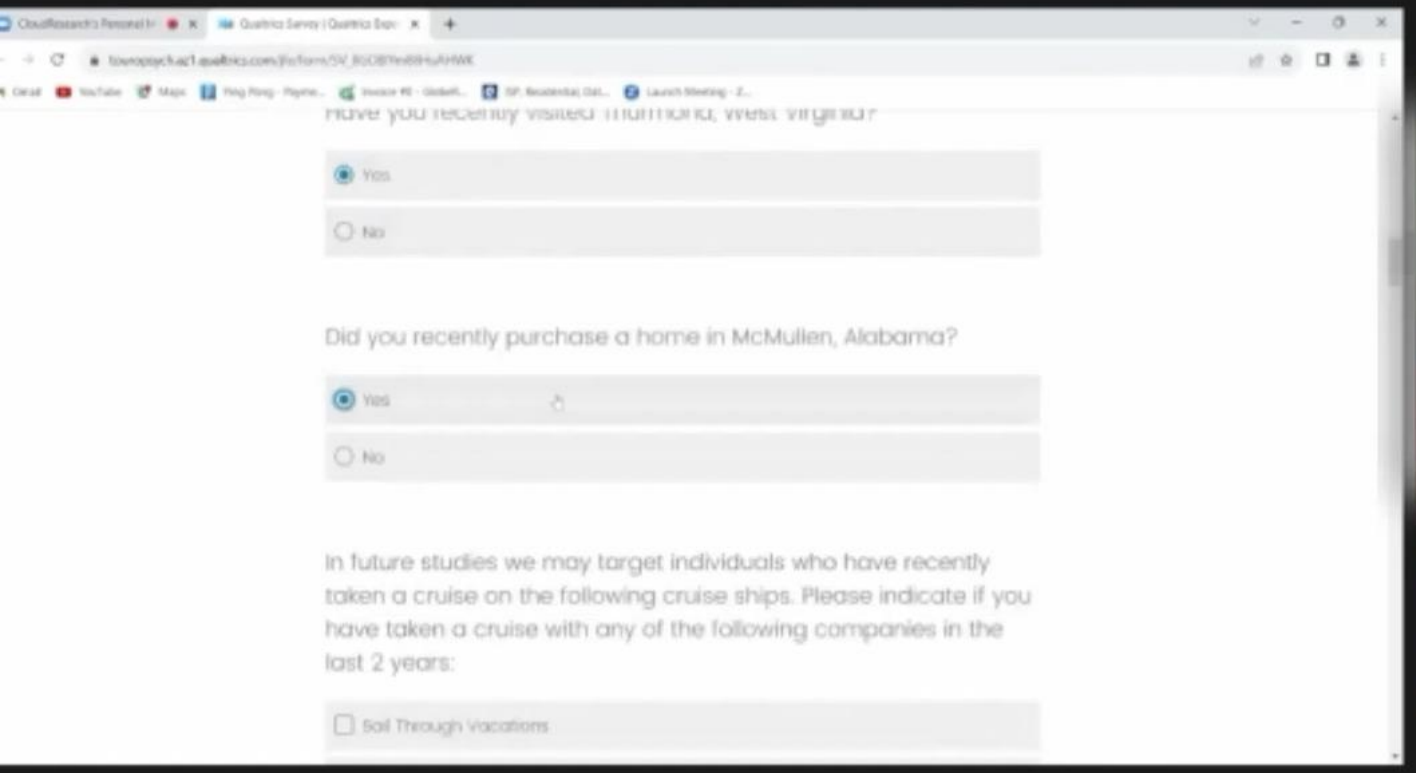
https://case4quality.com

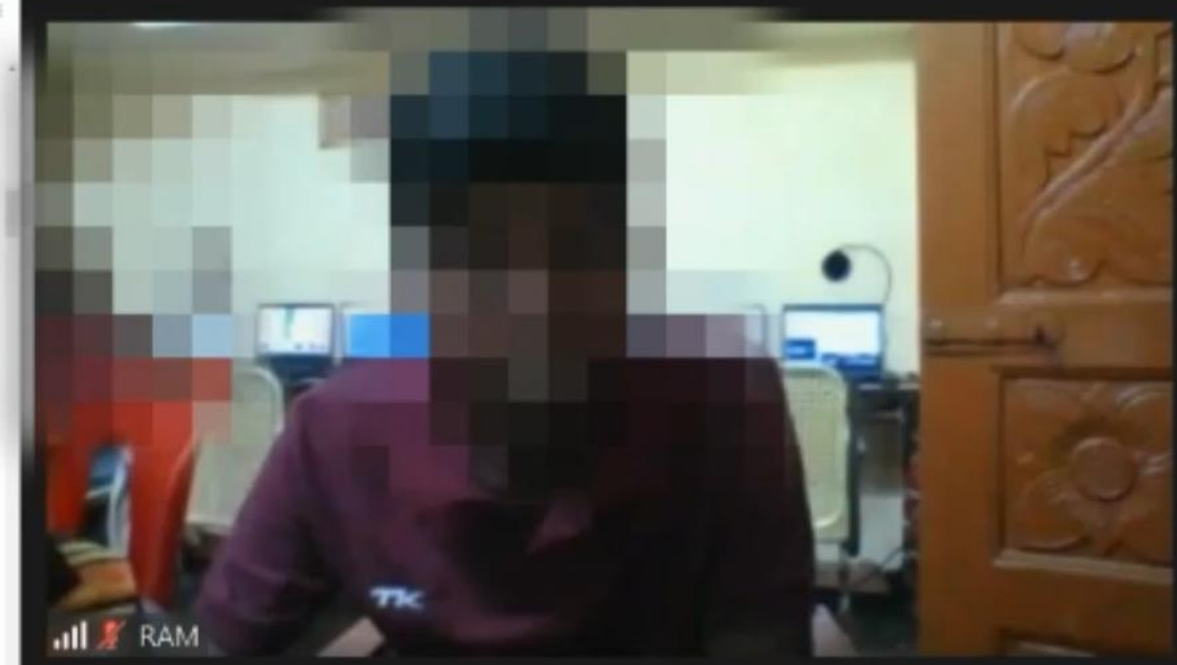
How prevalent is in-survey fraud?



Reevey, Bruggerman, Rosenzweig, & Litman (submitted, Journal of Marketing)

McMullen, Alabama. Population = 29 people
417 people in the survey reported recently purchasing a home in McMullen, Alabama





Moss, A. J., Litman, L. et al., (in press). Bots or inattentive humans? Identifying sources of low-quality data in online platforms. *Methods in Psychology*

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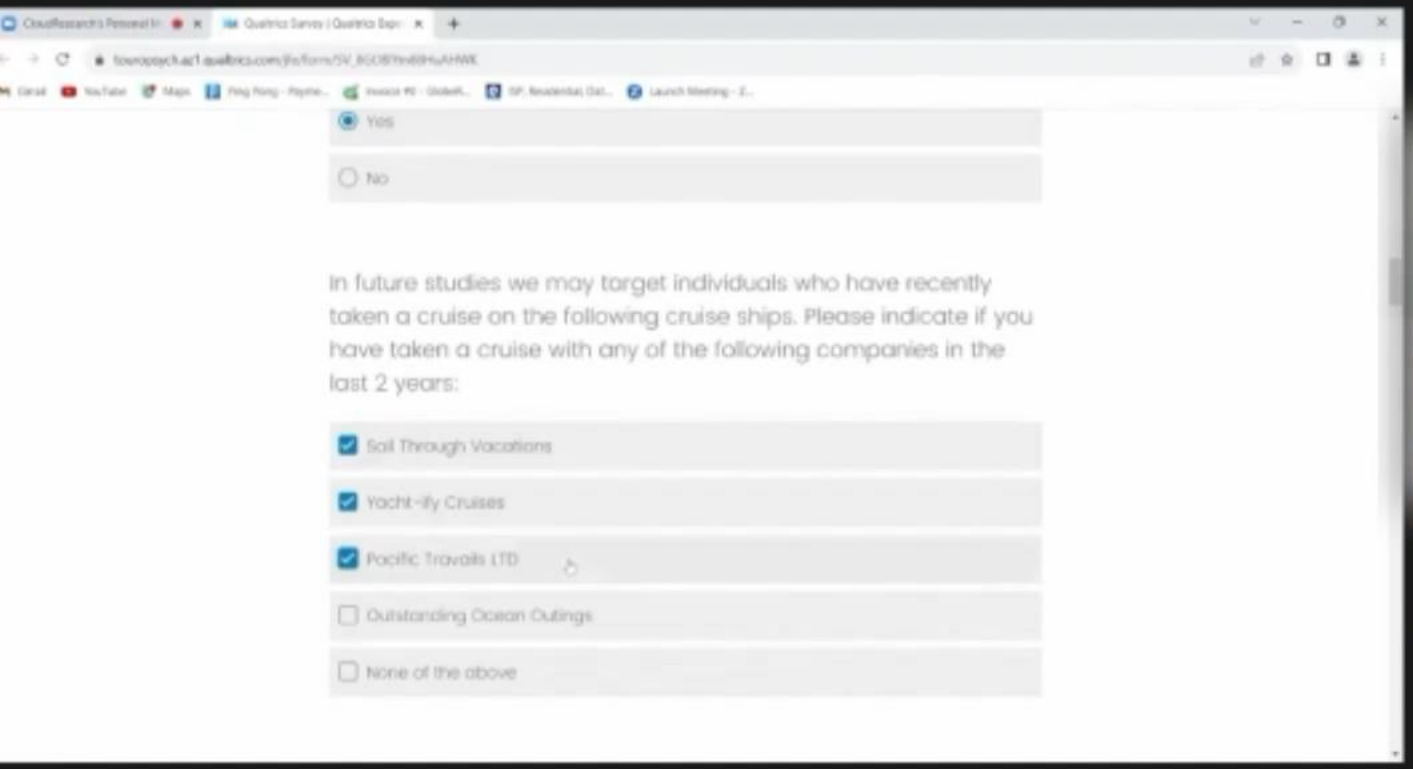

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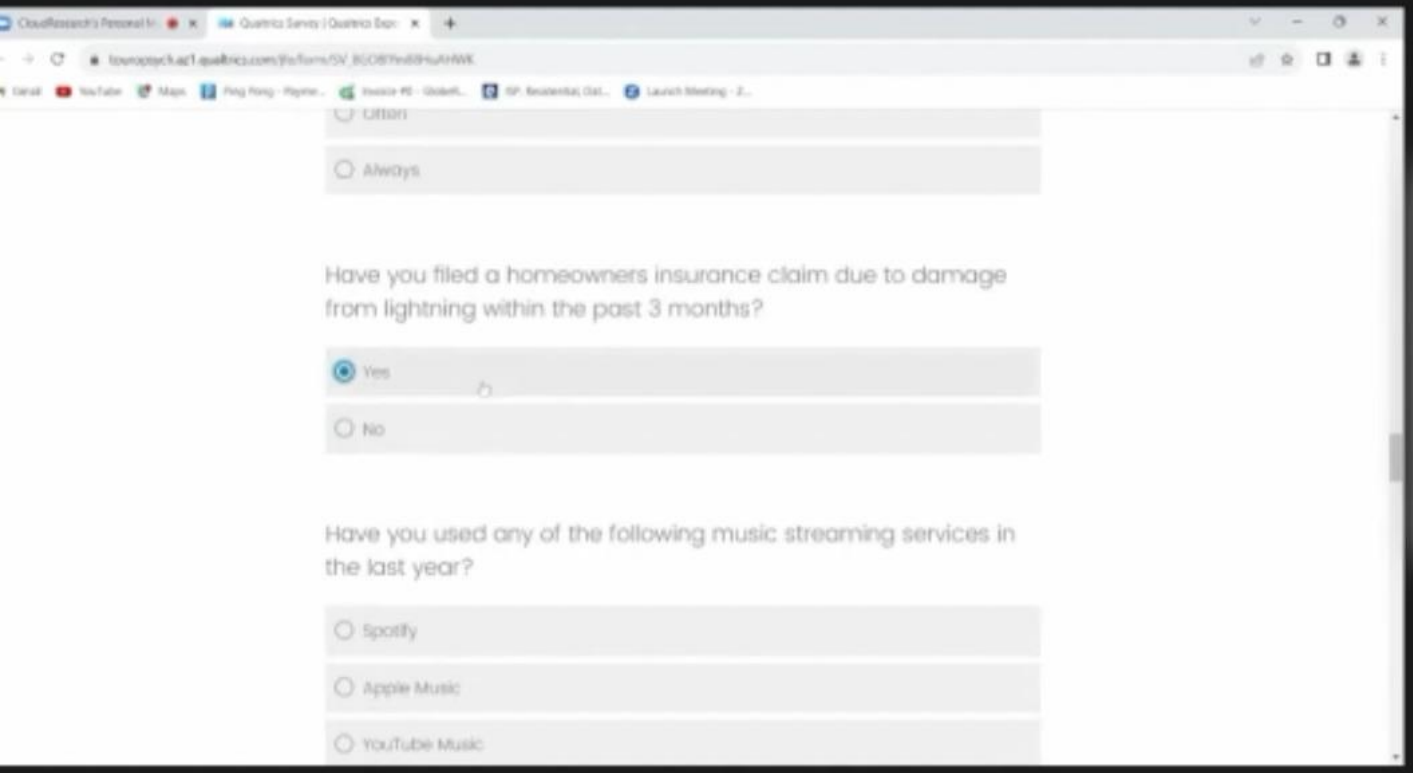

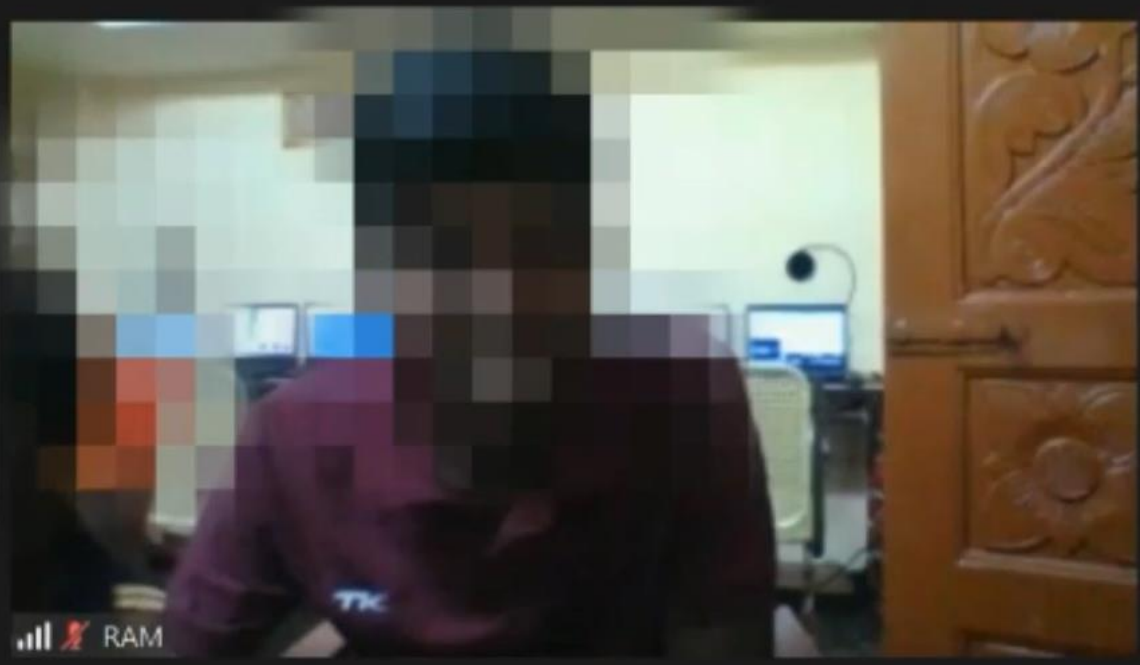

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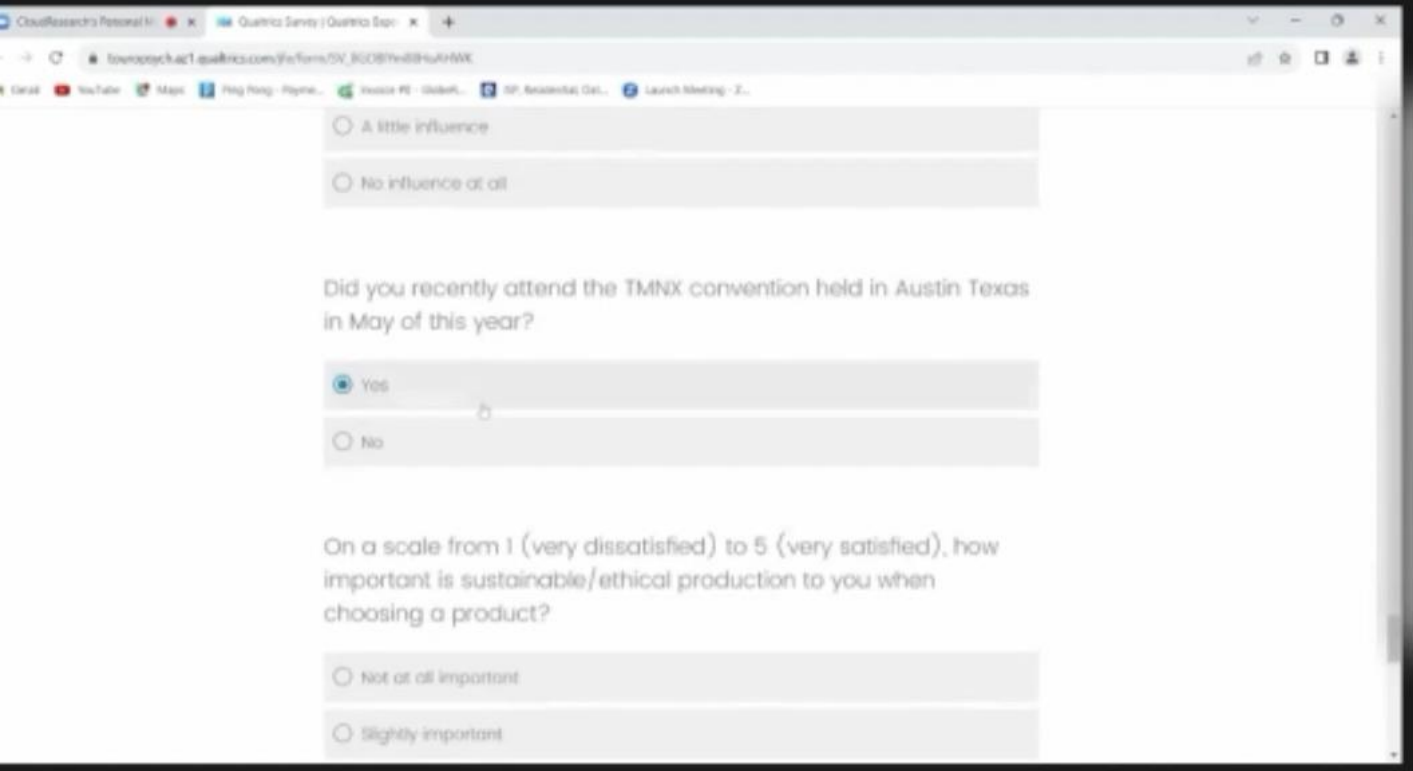

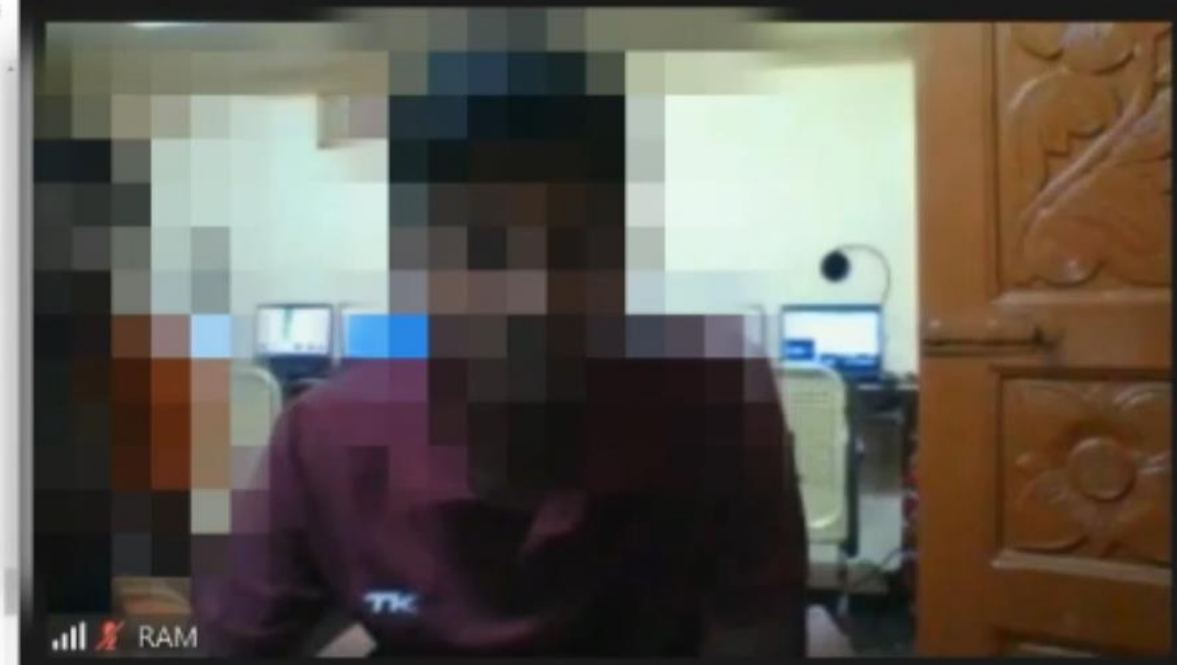

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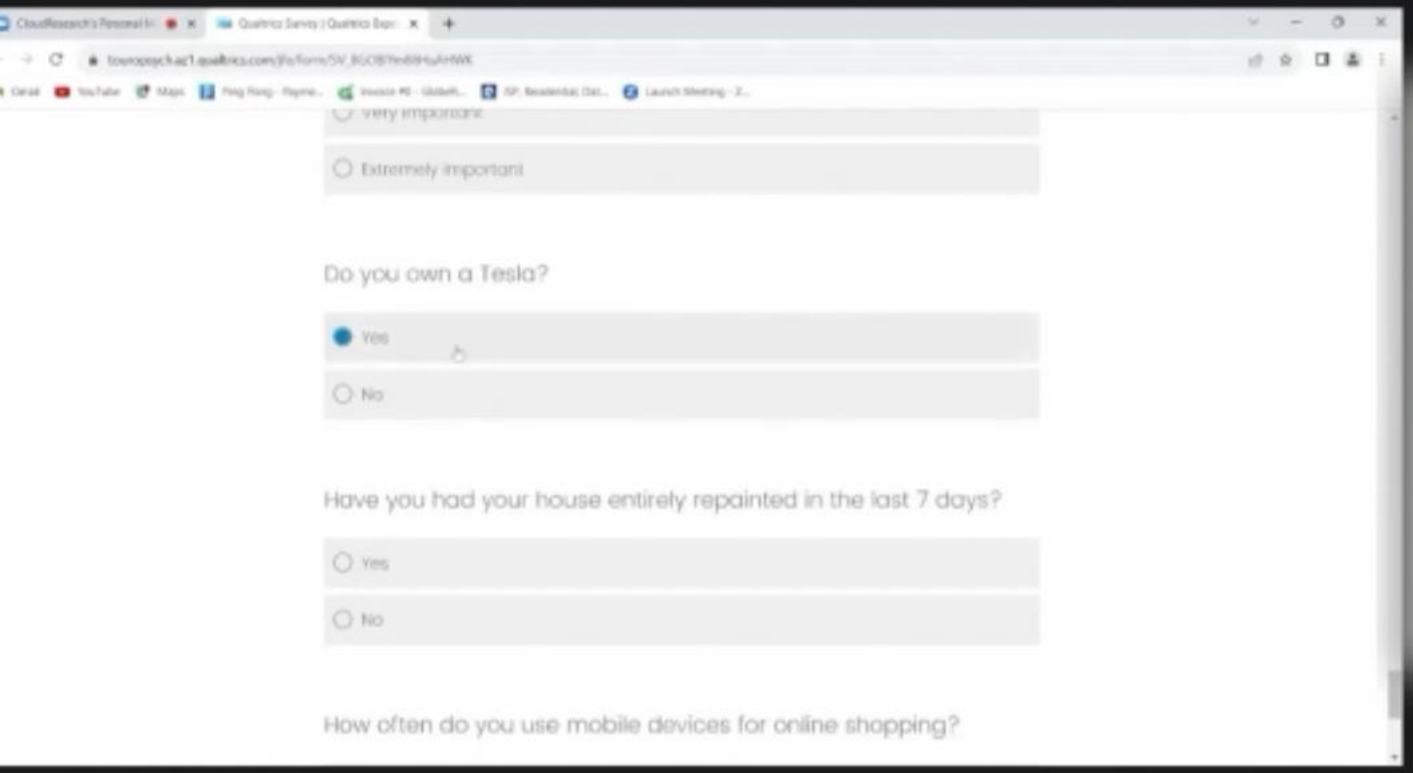

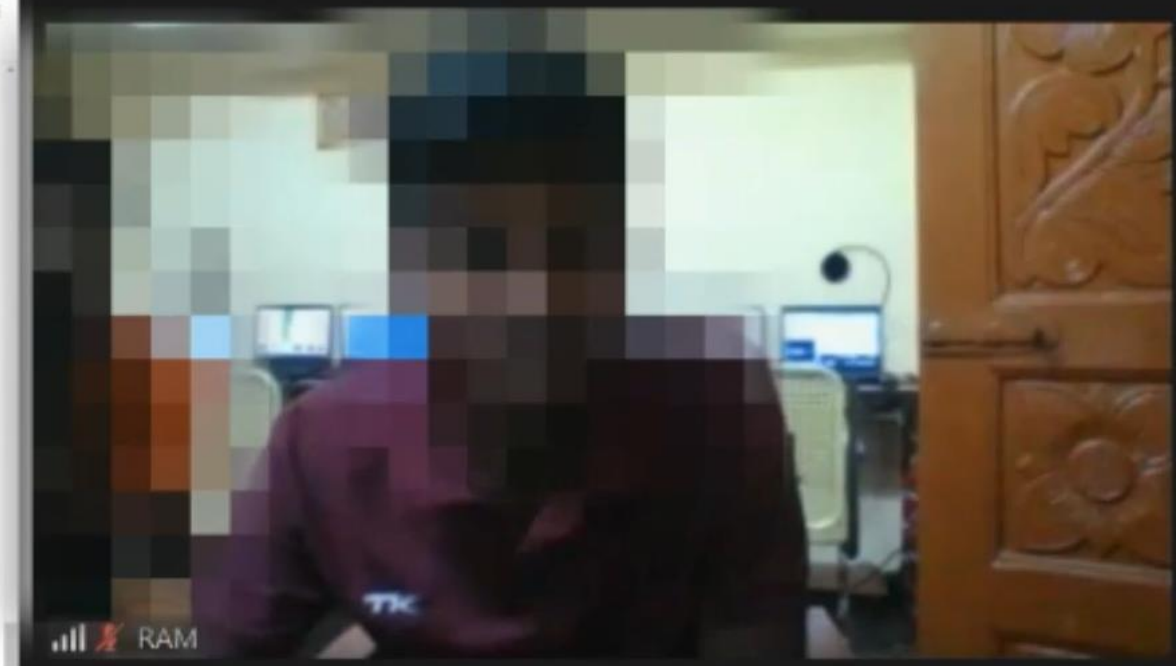

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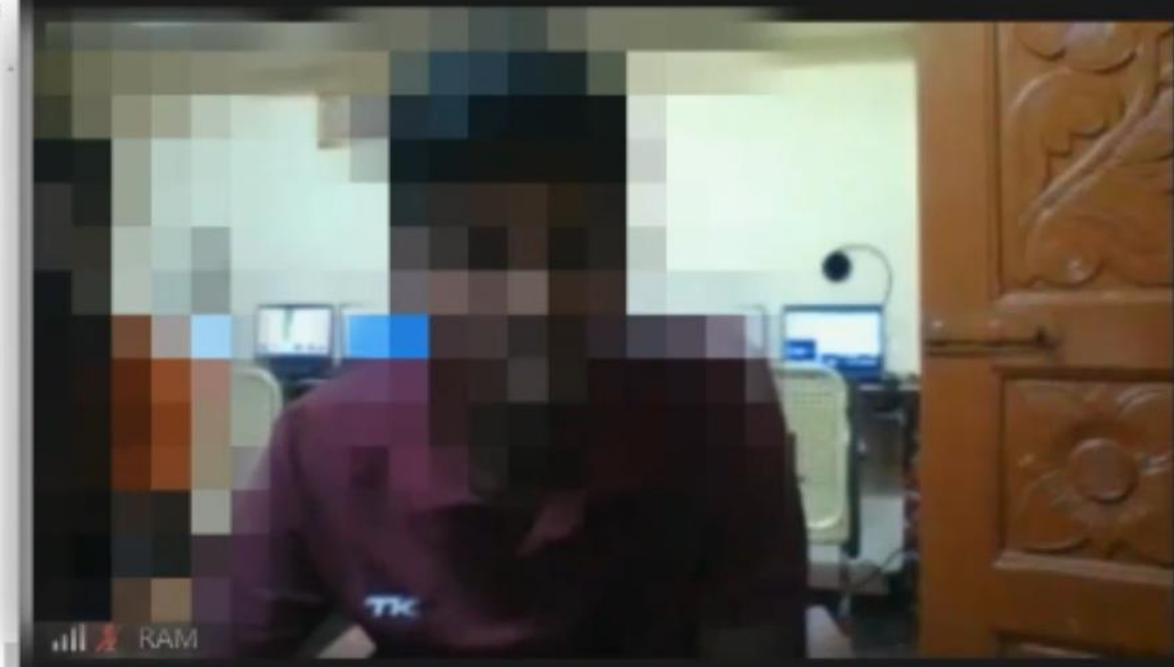


Indiscriminate "Yeah-saying"

Severe Implications of Fraud: Marketing Decisions

CloudResearch®

All this is leading to bad outcomes for clients…

Case Study: Oral Care Misinformed Go to Market Decision

Pre-Launch Purchase Intent	
Unverified Product Usage:	54%
Verified Product Usage:	24%

Crest Pro-Health Clinical Deep Clean Post-Launch Amazon Ratings

219

3.4 out of 5 stars

5 star	18%
4 star	6%
3 star	2%
2 star	3%
1 star	71%

See all 219 customer reviews

CASE/P&G presentation, Quirk's Brooklyn 2020.

Maurer, T. (2020). *What you don't know can hurt you and your decision-making.*, Lucy.ai. https://www.lucy.ai/webinar-how-brands-are-uniting-to-ensure-data-quality-watch-now

Severe Implications of Fraud: Marketing Decisions

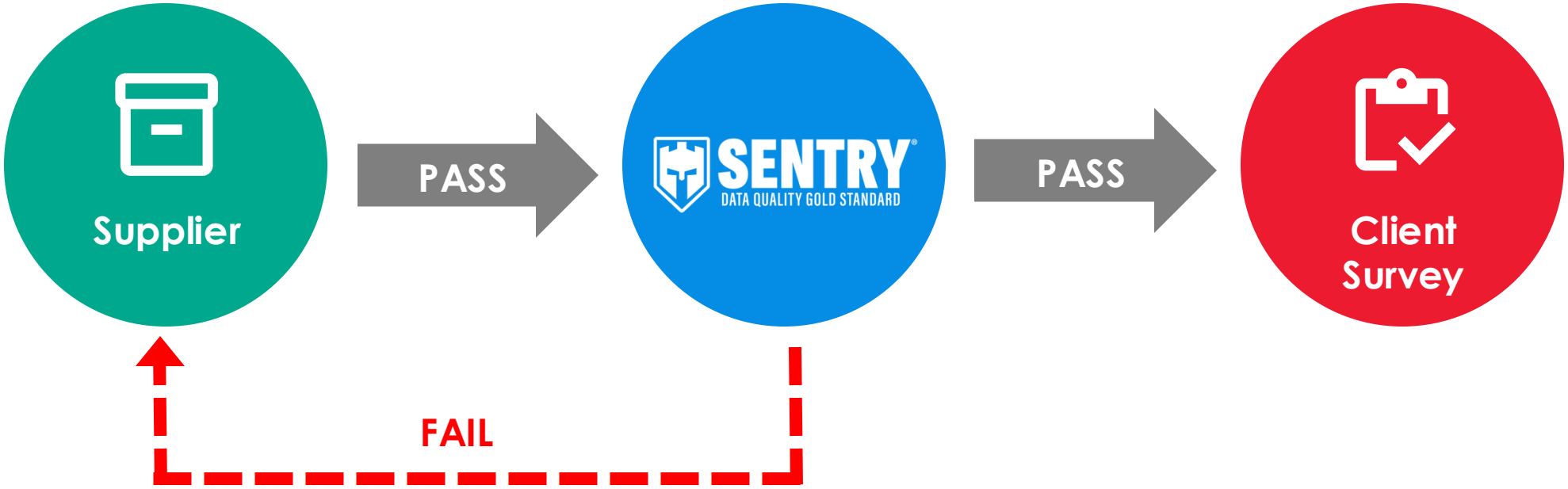
CloudResearch®

Litman, L., Rosen, Z., et al., (2023). Did people really drink bleach to prevent COVID-19? A guide for protecting survey data against problematic respondents. *Plos one*, *18*(7), e0287837.

How Does Sentry Work?

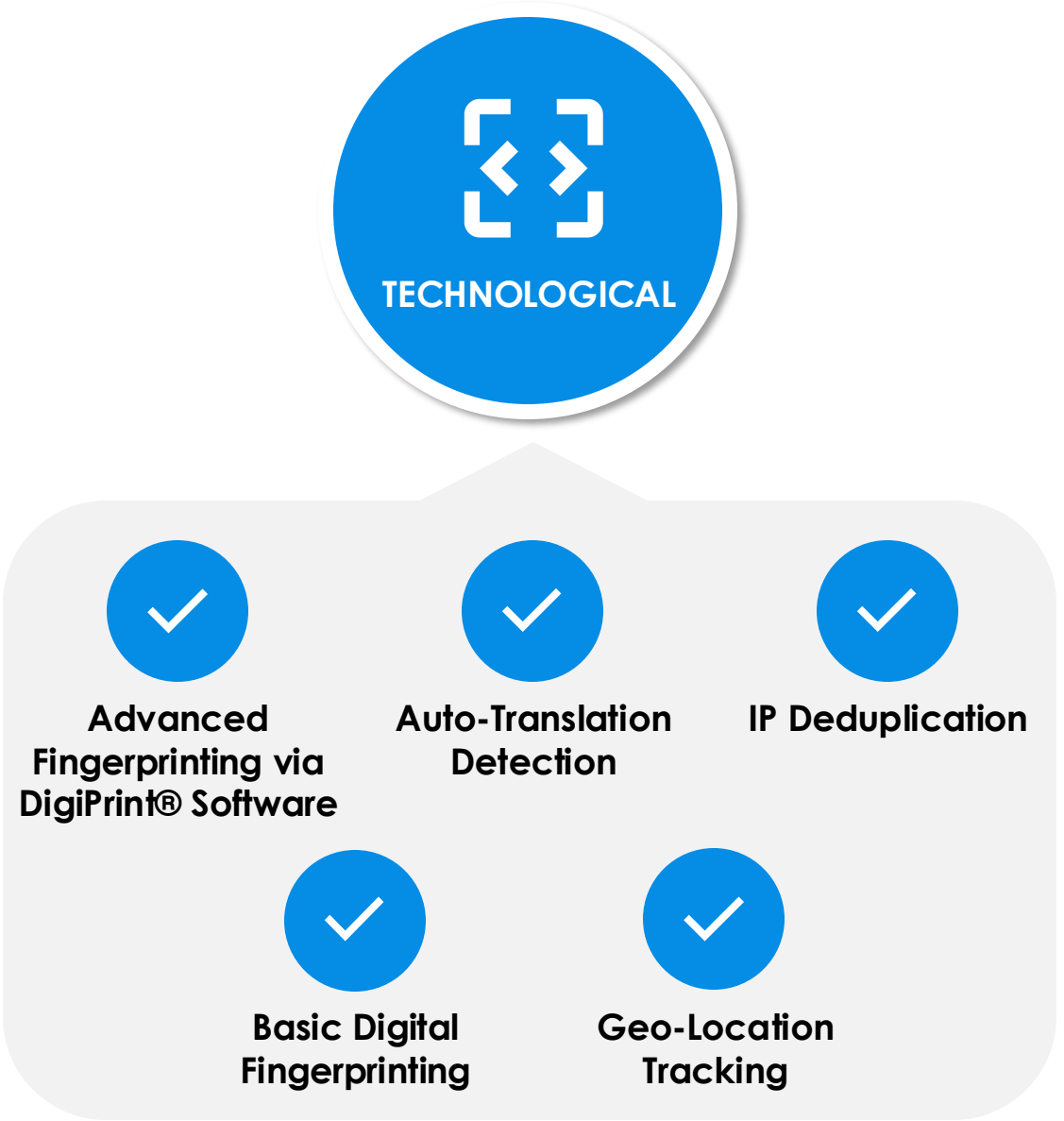
CloudResearch®

SENTRY operates as a pre-survey vetting system.
Participants from any online source are directed to SENTRY, vetted in under 30 seconds, and then routed to your survey-hosting website.



Sentry: a Different Kind of Protection

CloudResearch®



Sentry: a Different Kind of Protection

CloudResearch®

- Attention Verification
- Honesty Verification
- Open-Ended Quality Verification
- Targeted B2B Verification
- Chat GPT Blocking

- Advanced Fingerprinting via DigiPrint® Software
- Auto-Translation Detection
- IP Deduplication
- Basic Digital Fingerprinting
- Geo-Location Tracking

CloudResearch

Question 2 of 6

Are you living in Roscoville, Alabama at the moment?

- ○ Yes
- ○ No

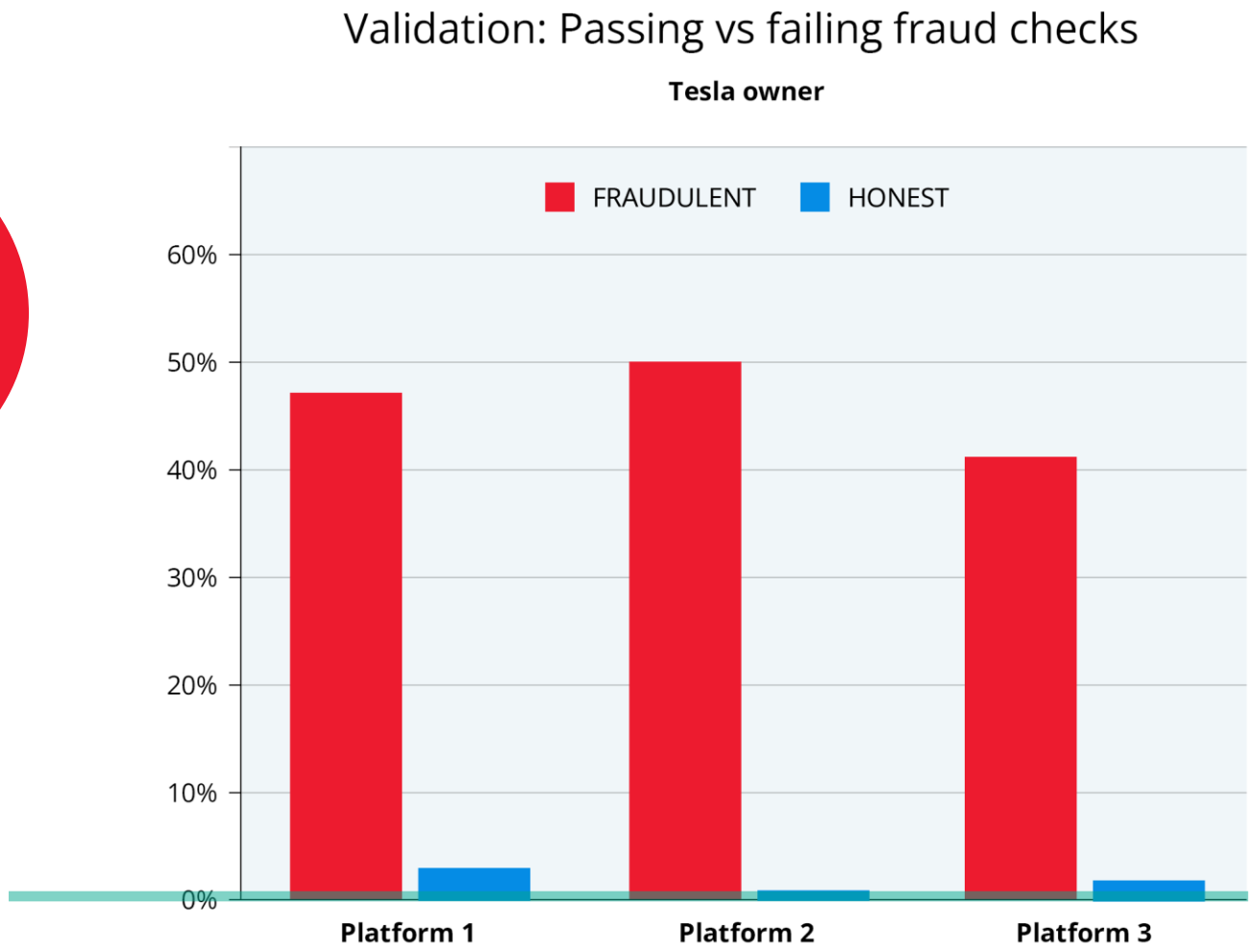
Please select answer to continue

下一个 →

完成以下预习问题：

02： 59： 37

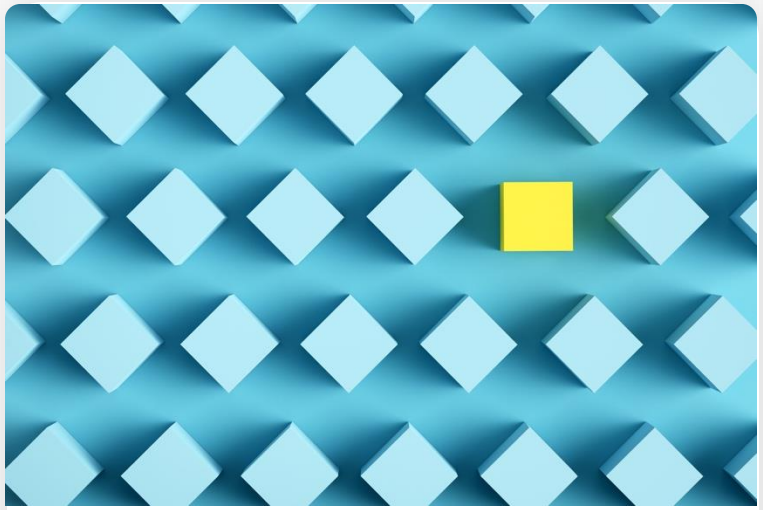
How bad are Deceptive respondents?



Reevey, Bruggerman, Rosenzweig, & Litman (submitted, Journal of Marketing)

Cultural Considerations in Quality Screening

Why it's important to correctly identify fraudulent respondents



Bias

Introducing skew via pre-selection.

Respondent Experience

Fewer real, genuine respondents in the long-run.

Operations

Longer fieldwork timelines and higher costs.

Cultural Difference Examples: Translator Usage

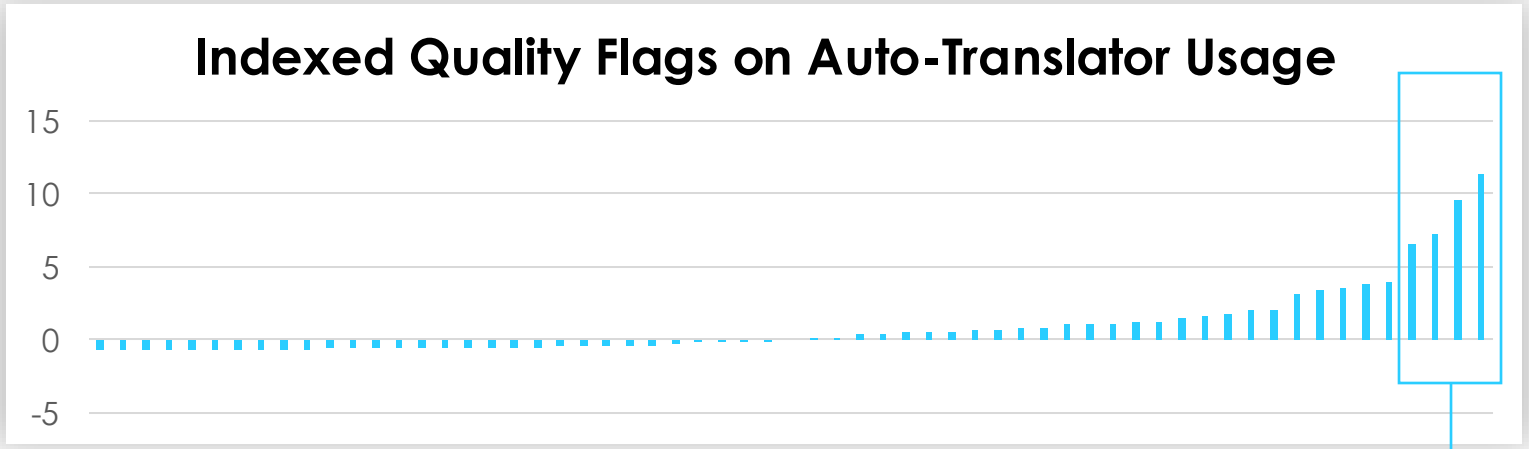
❗**We always recommend removing respondents who use auto-translators from any research.**

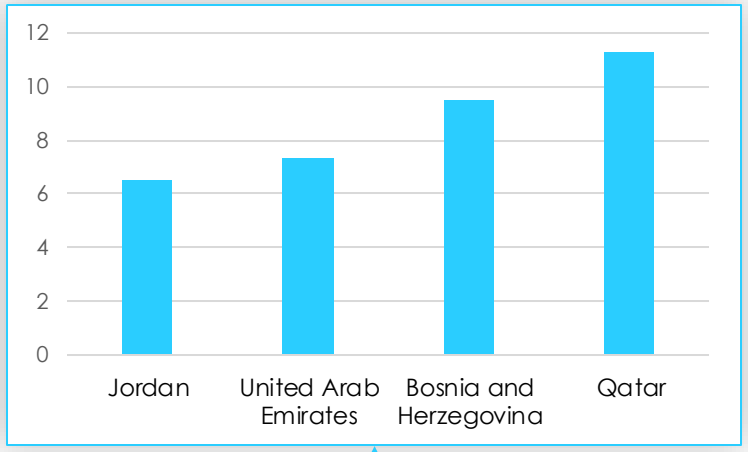
However

Do we just **prevent these respondents from entering the survey**?

OR

Do we **permanently block** these respondents as suspicious?





Data: Toluna internal quality data 01st Sep 2024 – 31st October 2024, markets with 500+ checks

Cultural Difference Examples: Translator Usage

Why some markets may be more likely to fail on translator usage:

"According to United Nations data, the total number of international migrants in **Jordan** is estimated to be 3 346 703, which constitutes 33.1% of the country's total population […]."[1]

"As of 2019, immigrants make up about 87.9% of the total population [in the **UAE**], according to UN data."[2]

"**Qatar** has a migrant labor force of over 2 million people, who comprise approximately 95 percent of its total labor force."[3]

"Languages [in **Bosnia and Herzegovina**]: Bosnian (official) 52.9%, Serbian (official) 30.8%, Croatian (official) 14.6% […]."[4]

1 WHO Refugee and migrant health country profile – Jordan, 2023

2 World Fact Book - UAE

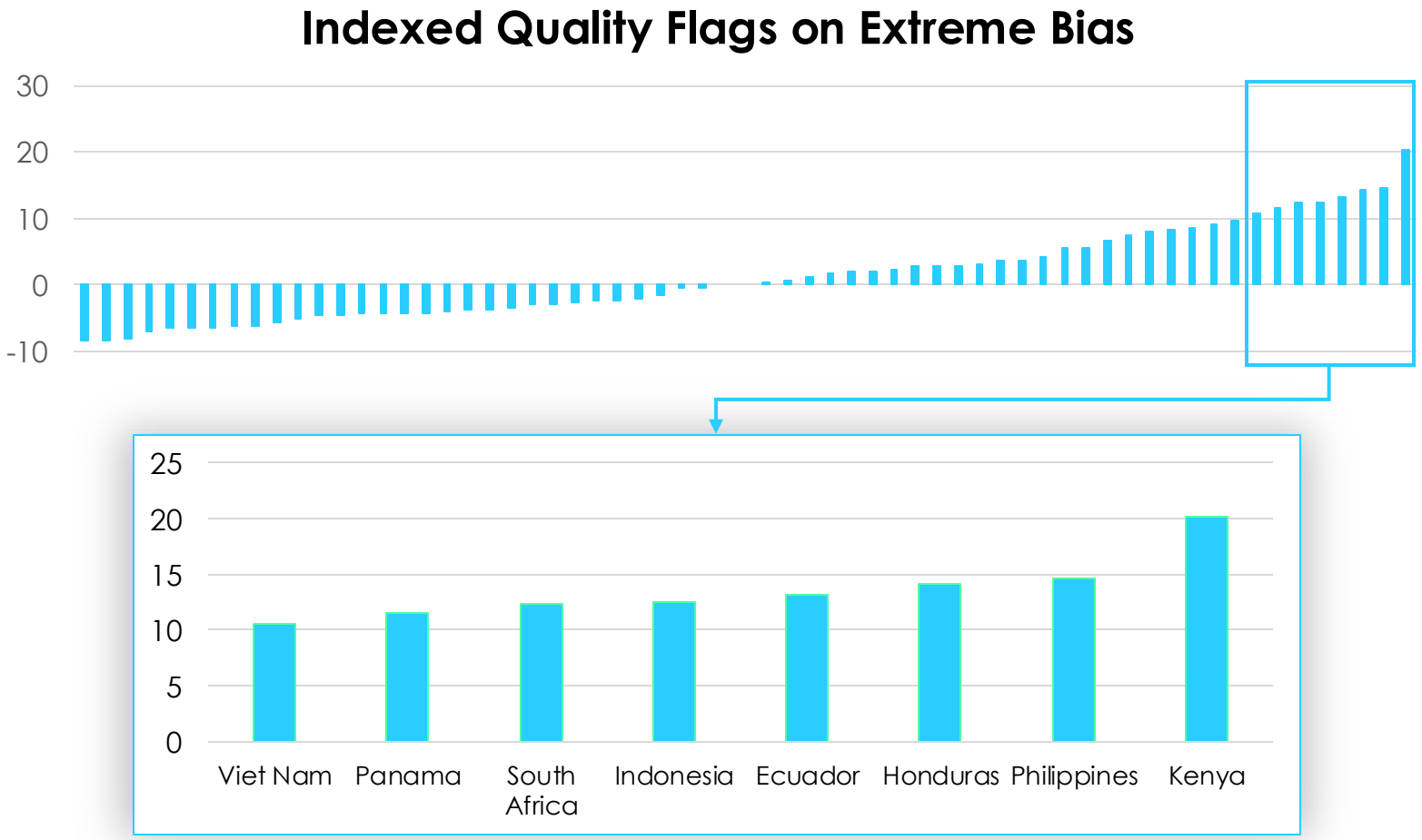
3 Human Rights Watch, Qatar, 2019

4 World Fact Book – Bosnia and Herzegovina, 2013

Cultural Difference Examples: Extreme Bias

❗ **Extreme bias is generally an effective way of identifying fraudulent respondents.**

However, there are some cultures where disagreement or not knowing an answer is seen as personal weakness.



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Cultural Difference Examples: Extreme Bias

Why some markets may be more likely to fail on extreme bias questions:

***Example Indonesia & Kenya*:**

Both countries

- Are high-context communicators
- Give negative feedback indirectly
- Have high confrontation avoidance

Infographic source: Readingraphics, summarising 'The Culture Map' (Erin Meyer, 2014)

Country insights: Book Notes – the Culture Map by Erin Meyer

Cultural Difference Examples: IP Geolocation

How IP Geolocation Works

IP geolocation = uses databases to map IP addresses to geographic locations. These databases are created by collecting data from various sources, including internet service providers (ISPs), Wi-Fi networks, and regional internet registries (RIRs).

	Population[1]	Available IP addresses[2]	IP addresses per person
US	342 million	1.24 billion	3.6
Germany	84 million	135 million	1.6
China	1.4 billion	351 million	0.3

The Consequences

There are limitations in countries with highly developed IP-based geolocation, such as the US[3]

- 95-99% accuracy of a user's country
- 55-80% accuracy for a user's state or region
- 50-75% accuracy for a user's city

Markets such as China have to use dynamic IP allocation, which dramatically reduces accuracy of geolocation.

1 The World Factbook

2 IP2Location Internet IP Address 2024 Report

3 If-so.com: Everything You Need to Know About IP Based Geolocation

Top Tips for Cross-Culture Quality Screening

Top Tips for Cross-Culture Quality Screening

In General

- **Test** - Ask local colleagues and do desk research to identify potential challenges with quality checks.
- **Benchmark** - Benchmark quality removals against projects in the same market, not only against projects in other markets. Also remember to benchmark your traffic sources

Device Checks

- **IP geolocation** does not yield accurate results in many markets.
- **Translators** may be used for legitimate reasons, e.g. in markets with high immigration rates.

Behaviour Checks

- When designing **trap questions**, be mindful of cultural differences to 'saving face' (e.g. how to handle ' admitting not knowing something') and agreement.
- Remember to **localise your checks**. English in the US ≠ English in the UK etc.

Identity Checks

- Consider **sense of privacy** in different markets. Just because somebody does not want to upload their ID doesn't mean they are a fraudster.

Q&A