DATA TOO GOOD TO BE TRUE?

Tech-forward solutions to fight tech-enabled survey fraud

REPDATA

"We couldn't quite put our finger on it, but *something about the data was just off.*"

REPDATA

REPDATA

FRAUD, INATTENTION, & BAD DATA

FRAUD

Bots and bad actors misrepresent themselves in order to enter surveys they are not qualified to take

INATTENTION

Hard questions, low incentives, and unmotivated respondents lead to inattentive responses

NOT ALL BAD DATA IS FRAUD, BUT ALL FRAUD IS BAD DATA.

REPDATA

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HOW DO YOU COMBAT FRAUD?

- Data cleaning
- Reviewing open-ended responses
- Attention checks
- Digital fingerprinting

TECH-ENABLED FRAUD REQUIRES TECH-FORWARD SOLUTIONS.
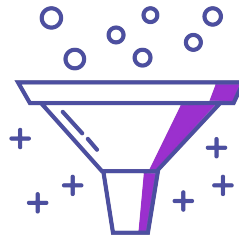
REPDATA

REPDATA

FRAUDSTERS USE CUTTING-EDGE TECH; DO YOU?
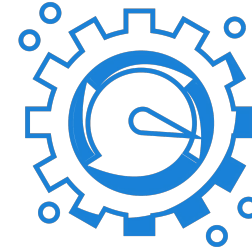
Advanced Digital Fingerprinting

Advanced digital fingerprinting fights duplicate entries, known fraudsters, and tech-enabled bad actors

Hyper-Activity Detection

Research Defender's visibility into the survey ecosystem identifies respondents attempting many surveys in 24 hours

Open-Ended Response Scoring

Open-ended responses flagged for nonsensical, copy-pasted, profane responses, impossibly fast typing, and more
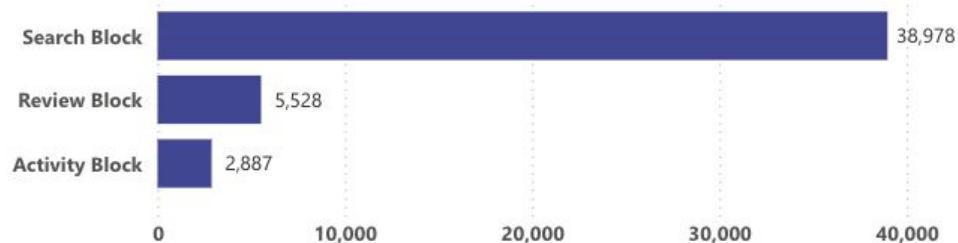
RESEARCH DEFENDER

Total Entrants

160,451

Defender Terminations

47,393

Pre-Survey Entrant Terminations

30%

Defender Terms by Module

Module	Value
Search Block	38,978
Review Block	5,528
Activity Block	2,887
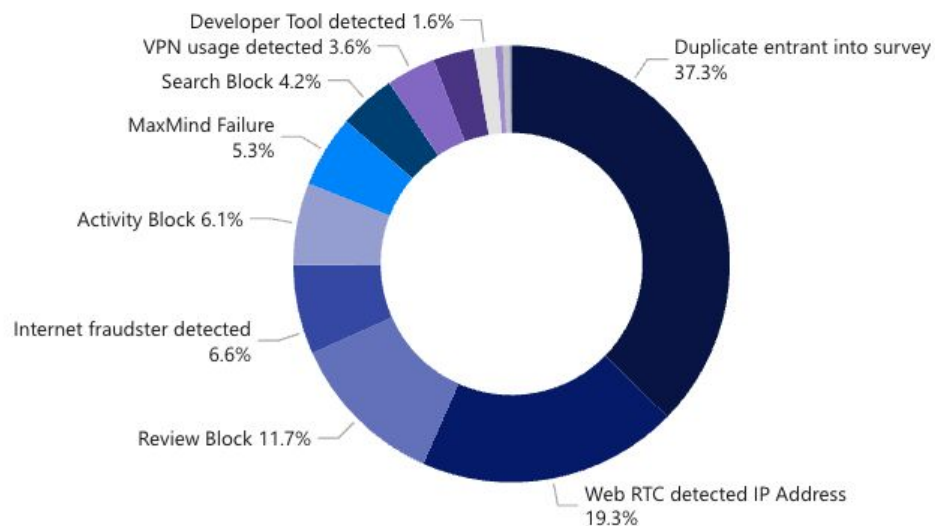
Defender Term Reason Detail

Failure Category	Participants	Perc of Total
Search Block	**38,978**	**82.24%**
Duplicate entry	**17,693**	**37.33%**
Duplicate entrant into survey	17,693	37.33%
Suspicious Technology	**13,359**	**28.19%**
Web RTC detected IP Address	9,148	19.30%
VPN usage detected	1,723	3.64%
Subnet detected	1,446	3.05%
Developer Tool detected	741	1.56%
Emulator Usage	231	0.49%
Web proxy service used	44	0.09%
Web crawler usage detected	17	0.04%
Public proxy server detected	8	0.02%
TOR network detected	1	0.00%
Poor prior behavior	**5,925**	**12.50%**
Internet fraudster detected	3,135	6.61%
MaxMind Failure	2,519	5.32%
Retail and ad	266	0.56%
Recent Abuse detected	5	0.01%
Search Block	**2,001**	**4.22%**
Search Block	2,001	4.22%
Review Block	**5,528**	**11.66%**
Poor current behavior	**5,528**	**11.66%**
Review Block	5,528	11.66%
Activity Block	**2,887**	**6.09%**
Excessive Activity	**2,887**	**6.09%**
Activity Block	2,887	6.09%
Total	**47,393**	**100.00%**

Defender Term Reason Detail

STUDY DESIGN

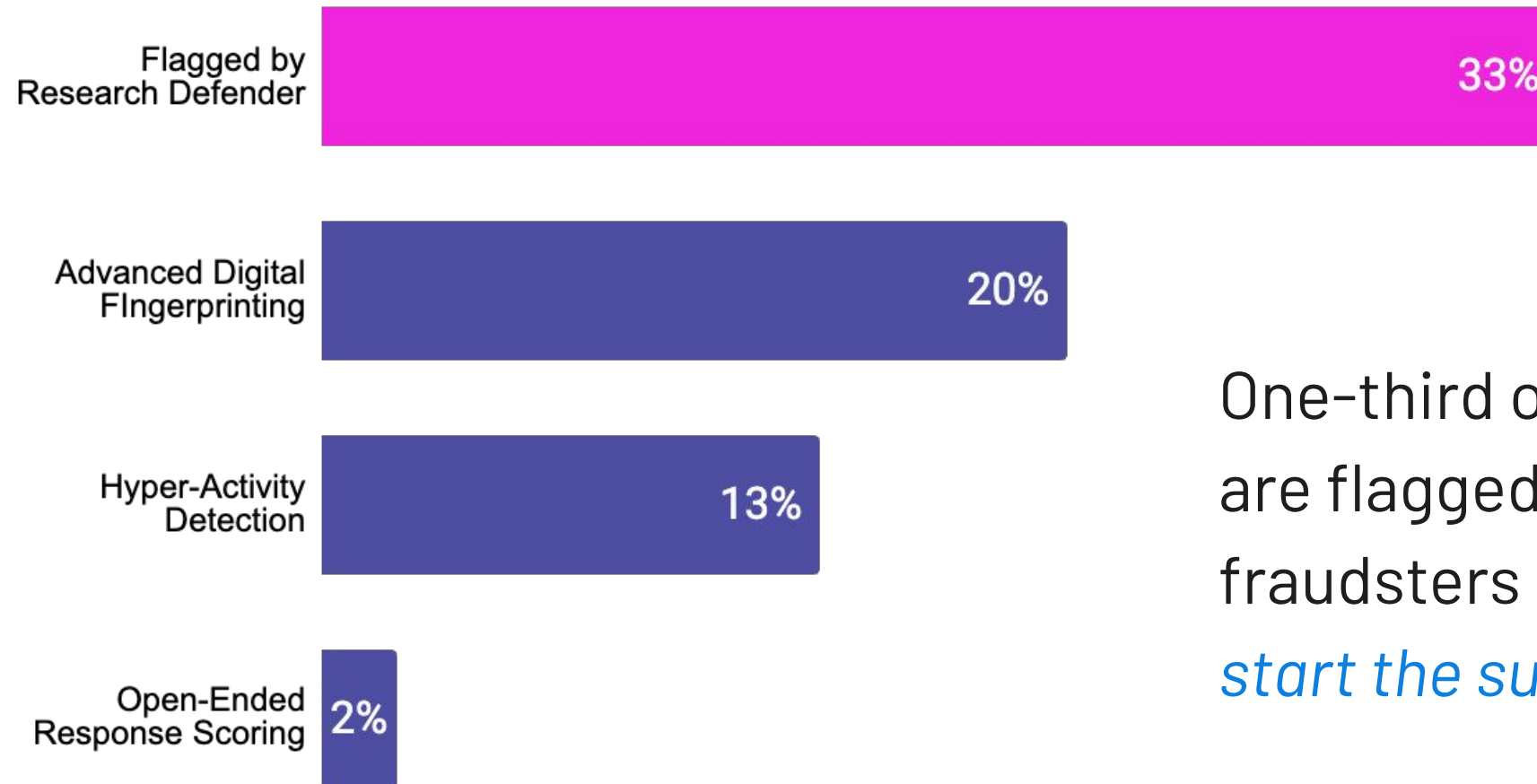***Instead of blocking the fraud, we flagged it and let it in!***

- We collected 2,059 online responses from standing market research panels

- We implemented Census-based demographic quotas

- Our survey had an LOI of ~12 minutes, covering political and market research topics as well as experience taking surveys

TECH-ENABLED FRAUD IS PERVASIVE

REPDATA

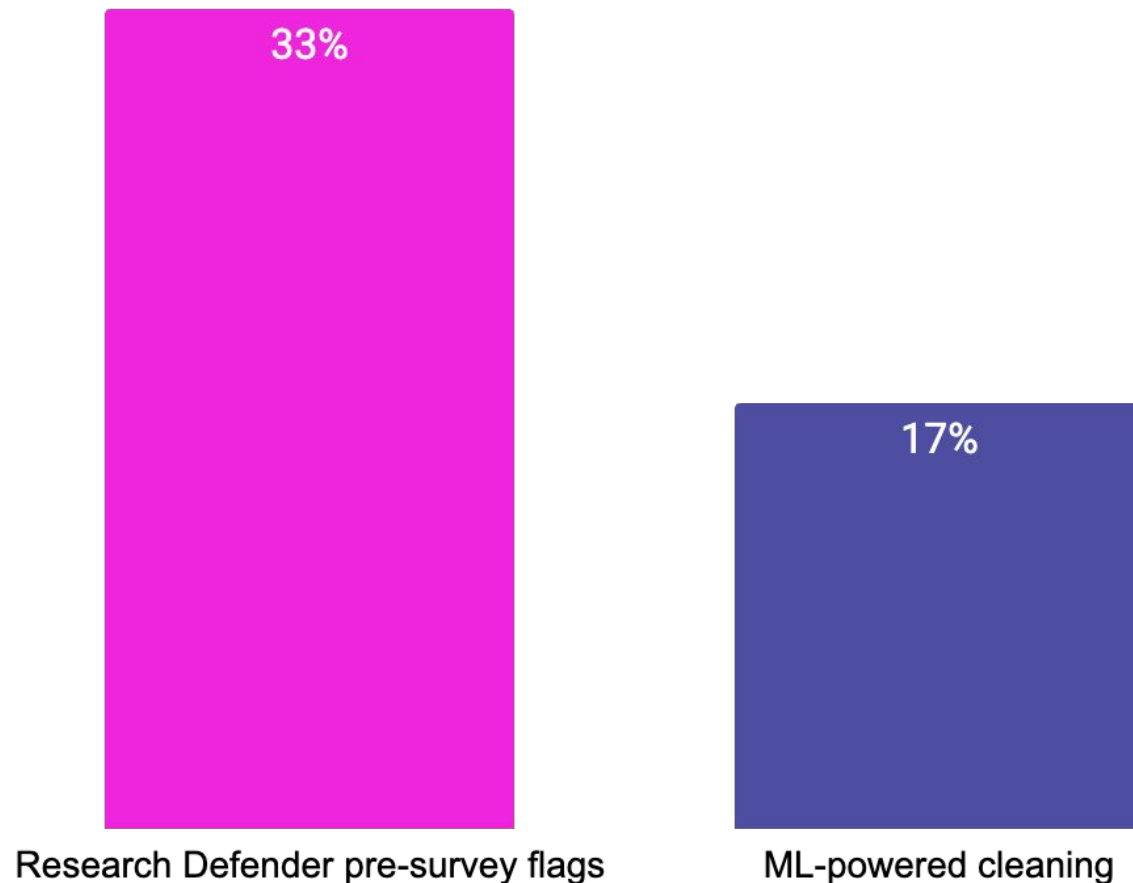# DATA CLEANING MISSES MOST TECH-ENABLED FRAUD

REPDATA
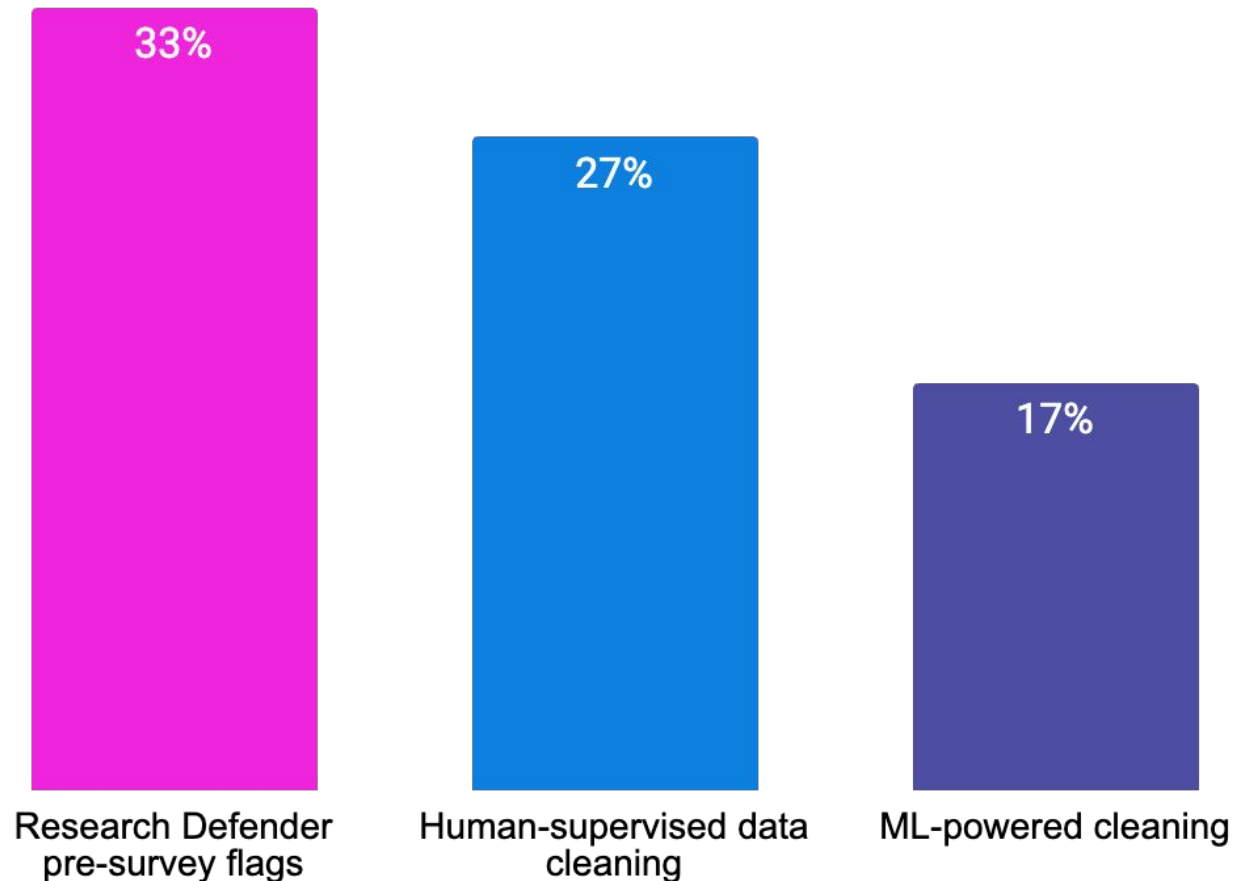
INATTENTION AND FRAUD ARE NOT THE SAME

QUALIFIED ENTRANTS (67%) **FRAUD (33%)**

ATTENTIVE (73%)

50%
Qualified & attentive (n=1,038)

23%
Good-looking fraud (n=471)

INATTENTIVE (27%)

17%
Qualified & inattentive (n=358)

10%
Ugly fraud (n=209)
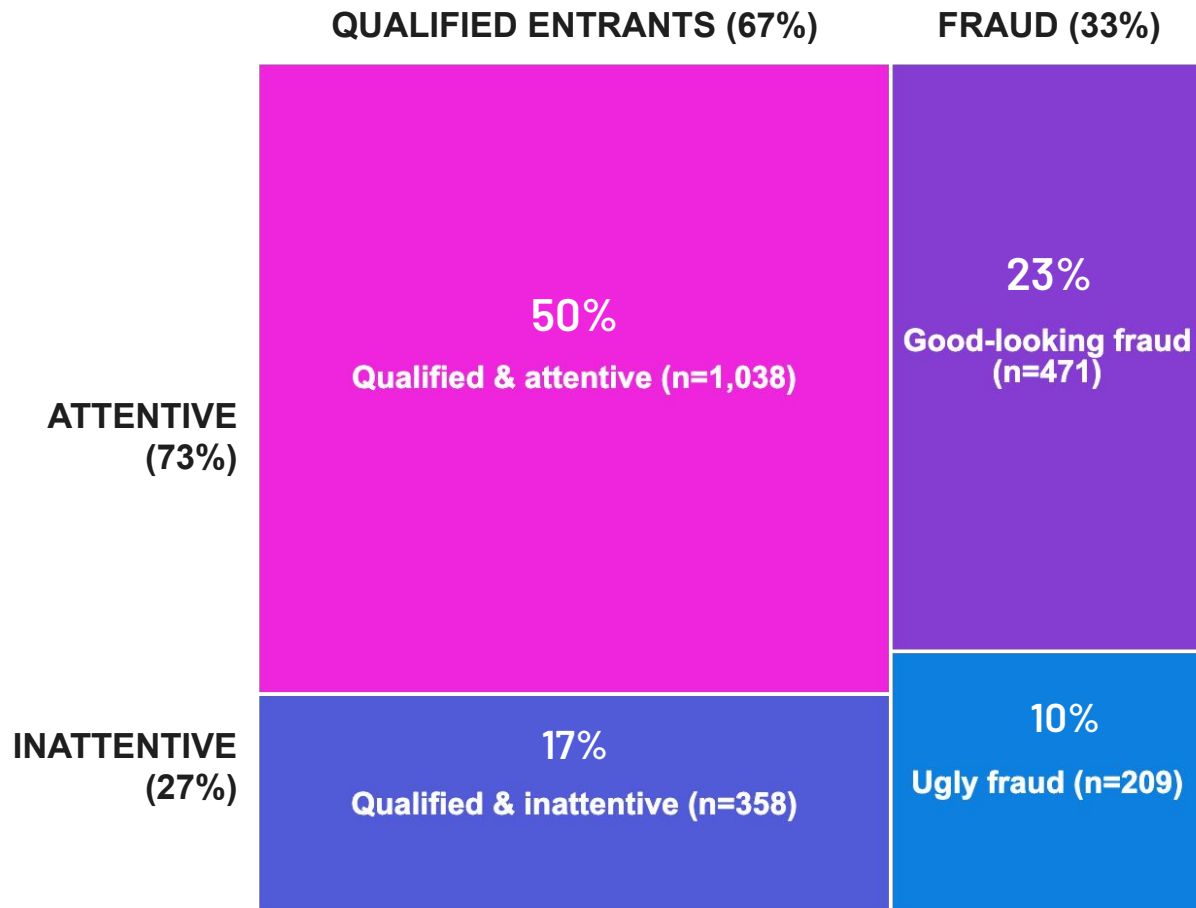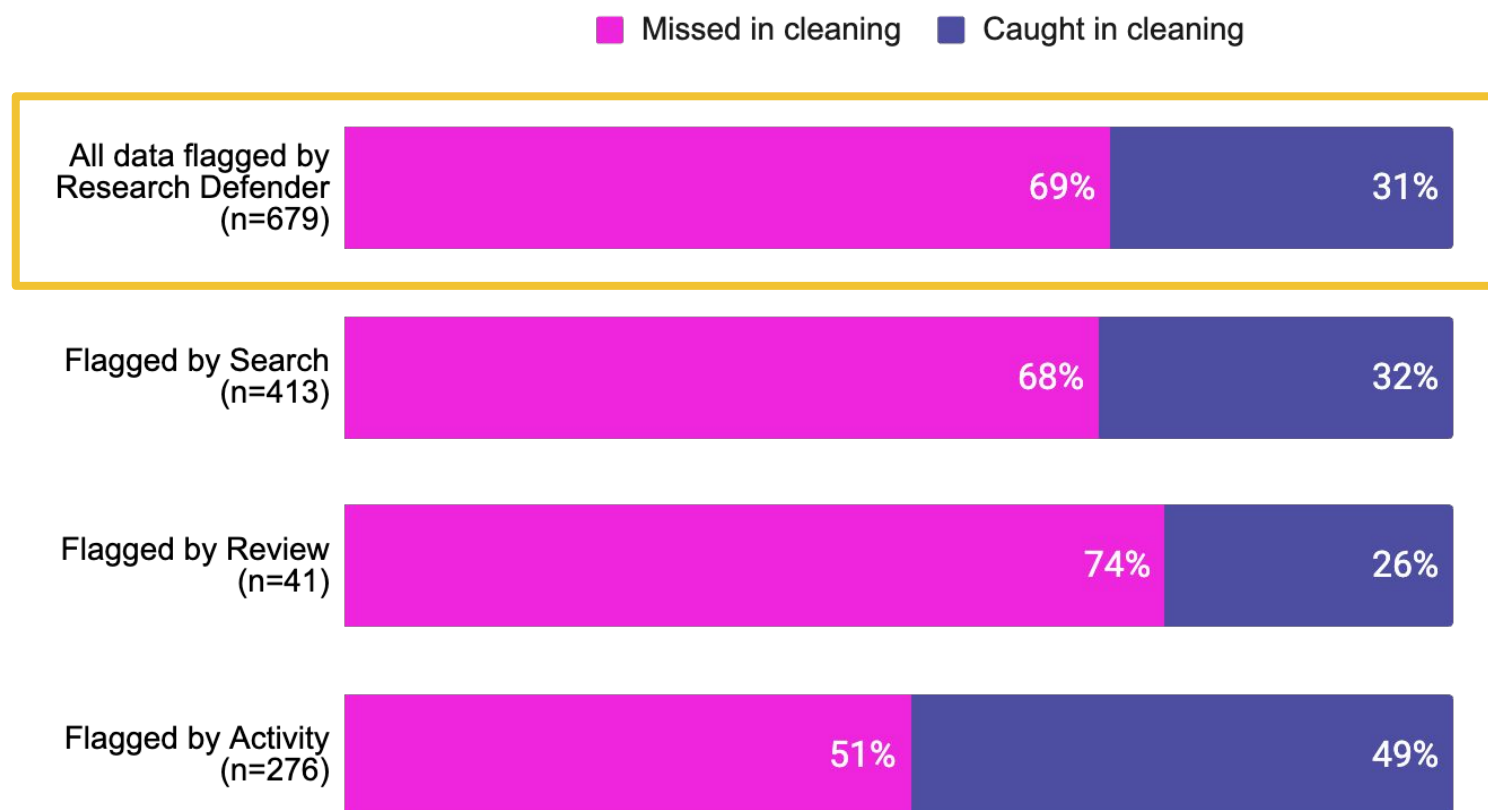
Between fraudulent entrants flagged by Research Defender and inattentive respondents caught in cleaning, *just 50% of all responses are high-quality*.

REPDATA

CAN YOU SPOT FRAUDSTERS FROM OPEN-ENDS?

I think the most important problem today is education.
Racism people still getting discriminated against because the color of their skin
the economy
War, financial crisis
The encomy
Anniversary gift
Immigration
Climate change is one of the major challenges of our time. From shifting weather patterns that threaten food production, to rising sea levels that increase the risk of catastrophic flooding, the impacts of climate change are global in scope and unprecedented in scale.
the only only only
The most important issue is the issues surrounding women's rights.

We asked respondents, "What do you think is the most important problem facing this country today?"
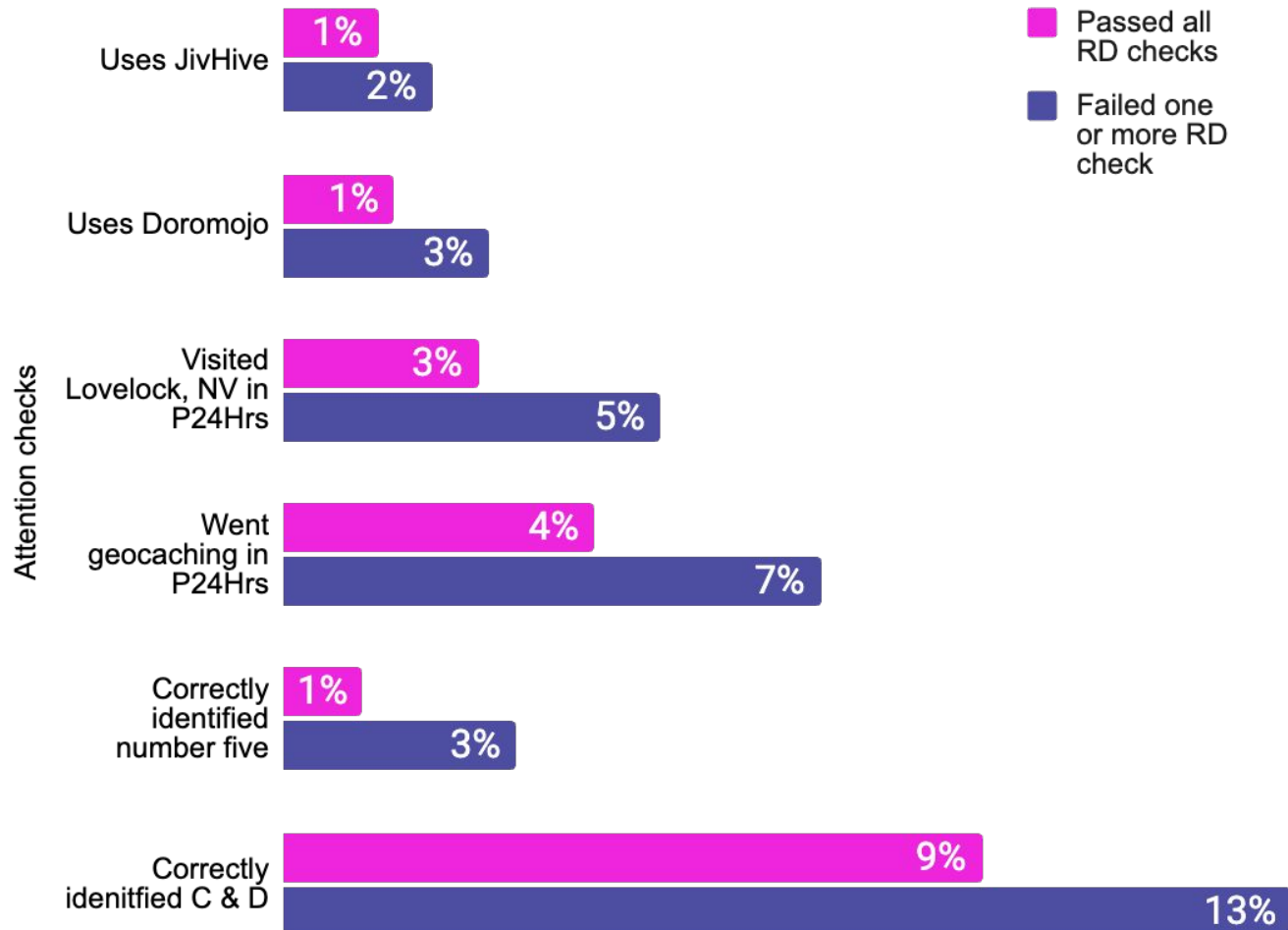
CAN YOU SPOT FRAUDSTERS FROM OPEN-ENDS?

Open-end response	Fraud flag
I think the most important problem today is education.	Developer tools detected
Racism people still getting discriminated against because the color of their skin	WebRTC fraud detected
the economy	Attempted 393 surveys p24hrs
War, financial crisis	Duplicate entry
The encomy	Known fraudster
Anniversary gift	Pre-survey profanity flag
Immigration	Attempted 255 surveys p24hrs
Climate change is one of the major challenges of our time. From shifting weather patterns that threaten food production, to rising sea levels that increase the risk of catastrophic flooding, the impacts of climate change are global in scope and unprecedented in scale.	Pre-survey copy/paste flag
the only only only	Attempted 300 surveys p24hrs
The most important issue is the issues surrounding women's rights.	known fraudster

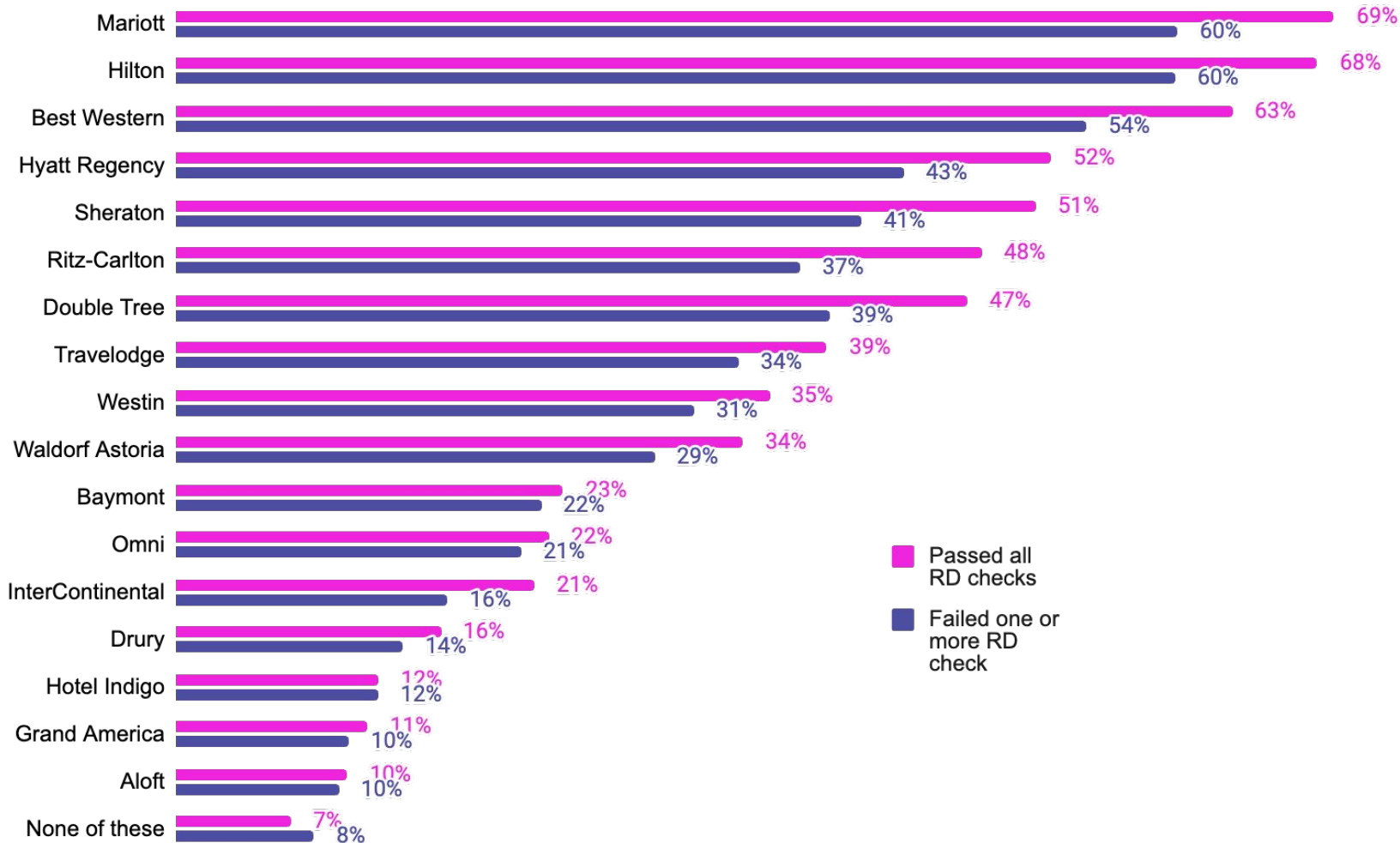# FRAUDSTERS GET THROUGH ATTENTION CHECKS

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FRAUDSTERS ADD BIAS TO YOUR BRAND KPIs

REPDATA

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FRAUDSTERS ATTENUATE HOTEL AWARENESS

Hotel	Passed all RD checks	Failed one or more RD check
Mariott	69%	60%
Hilton	68%	60%
Best Western	63%	54%
Hyatt Regency	52%	43%
Sheraton	51%	41%
Ritz-Carlton	48%	37%
Double Tree	47%	39%
Travelodge	39%	34%
Westin	35%	31%
Waldorf Astoria	34%	29%
Baymont	23%	22%
Omni	22%	21%
InterContinental	21%	16%
Drury	16%	14%
Hotel Indigo	12%	12%
Grand America	11%	10%
Aloft	10%	10%
None of these	7%	8%

Legend:
- Passed all RD checks
- Failed one or more RD check
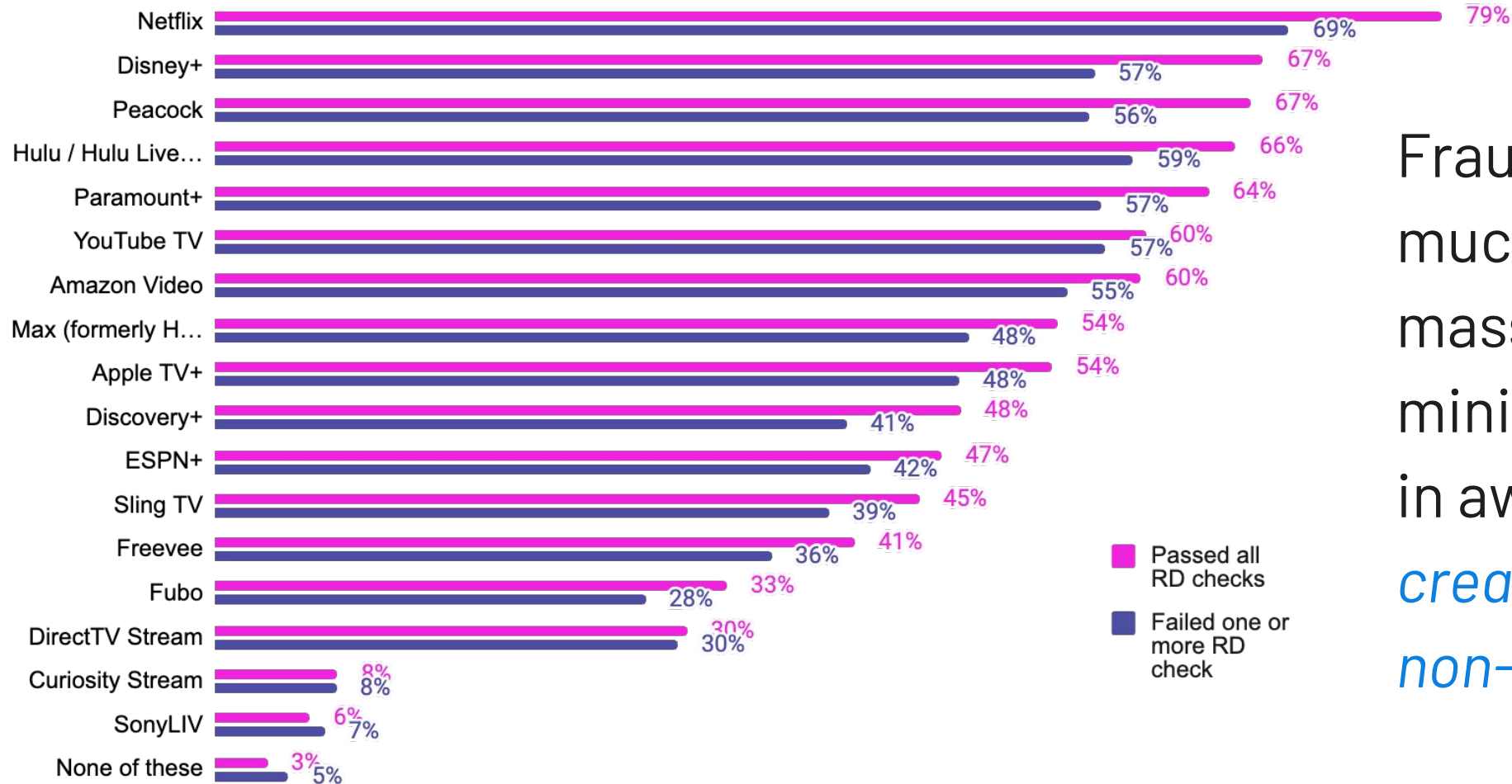
Fraudsters say they are much less aware of mass-aware brands, minimizing differences in awareness and *creating an illusion of non-differentiation.*

FRAUDSTERS ATTENUATE STREAMING AWARENESS

Streaming Service	Passed all RD checks	Failed one or more RD check
Netflix	79%	69%
Disney+	67%	57%
Peacock	67%	56%
Hulu / Hulu Live...	66%	59%
Paramount+	64%	57%
YouTube TV	60%	57%
Amazon Video	60%	55%
Max (formerly H...)	54%	48%
Apple TV+	54%	48%
Discovery+	48%	41%
ESPN+	47%	42%
Sling TV	45%	39%
Freevee	41%	36%
Fubo	33%	28%
DirectTV Stream	30%	30%
Curiosity Stream	8%	8%
SonyLIV	6%	7%
None of these	3%	5%

Fraudsters say they are much less aware of mass-aware brands, minimizing differences in awareness and *creating an illusion of non-differentiation.*

REPDATA

WHAT DO WE KNOW ABOUT TECH-ENABLED SURVEY FRAUD?

- It's pervasive!
- Evades data cleaning
- Not easily detected in open-ends
- Not detected by attention checks
- It attenuates findings and limits the usability of survey data