OUTSMART THE FRAUDSTER!

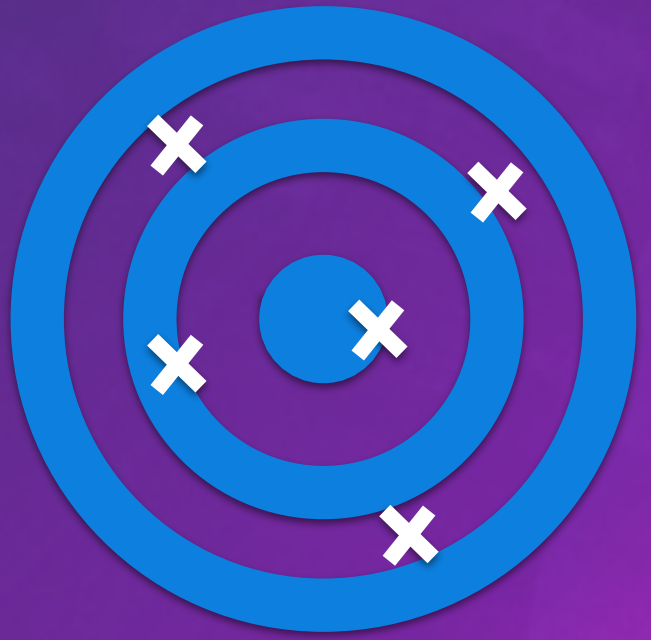
The data quality game

REPDATA

REPDATA

Why do we care so much about survey fraud?

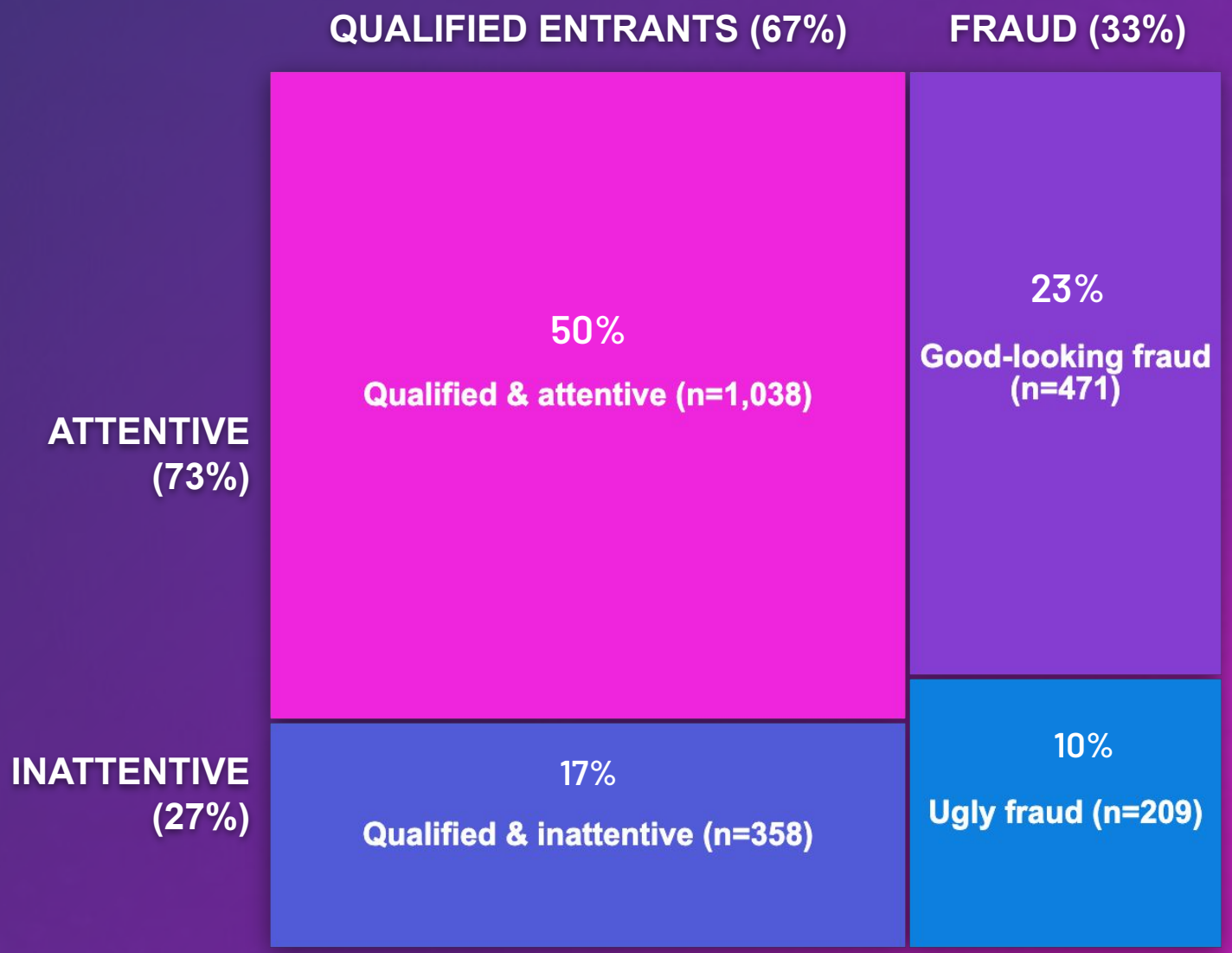
If fraud adds *noise*...
the data are inefficient, but reflect the truth in the aggregate



If fraud adds *bias*...
the data may be consistent, but lead to wrong conclusions

REPDATA

Can’t we just clean the fraud away?



Tech-enabled fraud requires tech-forward solutions.

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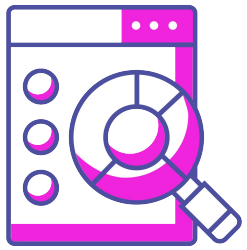
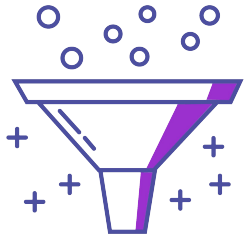
Fraudsters use cutting-edge tech; do you?

Advanced Digital Fingerprinting



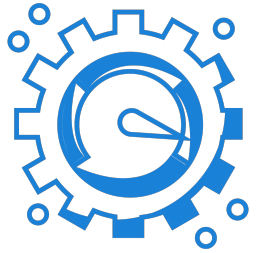
Identifies duplicates, respondents who use tech to misrepresent who or where they are, and known fraudsters

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

Meet our host

Lucy Davison

Founder and CEO, Keen as Mustard Marketing; Insights communication expert, ESOMAR Council Member, MRS Fellow, Insight250 Legend

REPDATA

Two teams, two rounds of play

Round 1

- Multiple choice round to understand when and how much bias fraudsters add to KPIs
- First team to buzz in earns 2 points for a correct answer
- If the first team is incorrect, the second team can earn 1 point by selecting the right answer

Lightning Round

- The team with fewer points goes first
- We'll give each team three open-ended survey responses (with information about the respondent) and ask if it is from a qualified respondent or a fraudster
- Every correct answer is worth an additional point

The team with more points after both rounds will be crowned our fraud experts!

Meet the contestants

Rob Volpe
Empathy Activist; Insights Consultant, Dig Insights

Belinda Brown
Chief Marketing Officer, Gazelle Global

Lindsey Bartlett
Principal, Executive Recruiter, Smith Hanley Associates

Lynn Pellicano
Director of Market Research, Simon-Kucher & Partners

Paul Dobson
Senior UX Research Strategist, Chick-fil-A

Cherie Leonard
Senior Director, Head of North America Insights, Colgate-Palmolive

ROUND 1

Multiple choice. Ring in first and get the answer correct for 2 points or steal it for 1 point.

REPDATA

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How much survey traffic did Research Defender block in June?

REPDATA

How much survey traffic did Research Defender block in June?

A. 27%

B. 31%

C. 34%

D. 38%

RESEARCH DEFENDER

Total Entrants

2,722,183

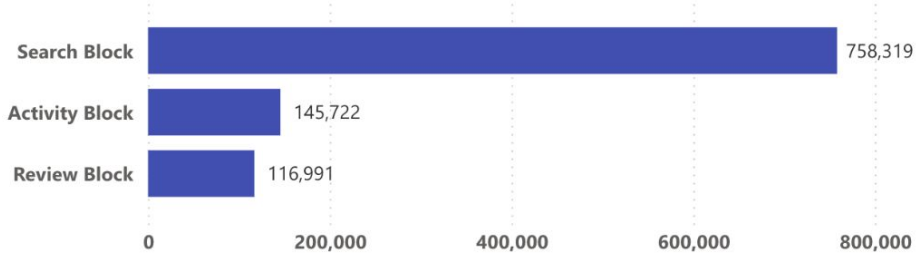
Defender Terminations

1,021,032

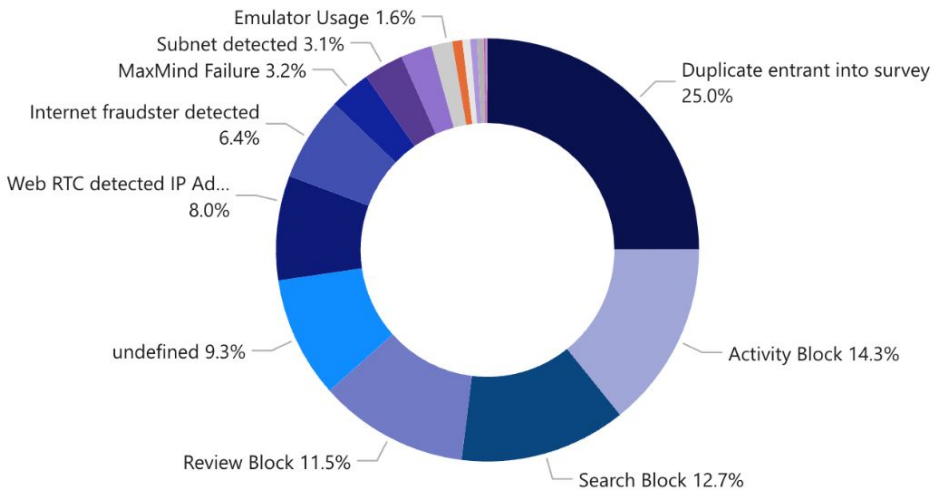
Pre-Survey Entrant Terminations

38%

Defender Terms by Module



Defender Term Reason Detail



Defender Term Reason Detail

Failure Category	Participants	Perc of Total
Search Block	**663,619**	**64.99%**
Duplicate entry	**254,759**	**24.95%**
Duplicate entrant into survey	254,759	24.95%
Suspicious Technology	**175,351**	**17.17%**
Web RTC detected IP Address	81,556	7.99%
Subnet detected	31,262	3.06%
VPN usage detected	24,361	2.39%
Emulator Usage	16,294	1.60%
Batch Fraud Entrants	7,865	0.77%
Developer Tool detected	6,135	0.60%
Public proxy server detected	5,162	0.51%
Navigator Webdriver detected	1,270	0.12%
Web proxy service used	1,092	0.11%
Web crawler usage detected	330	0.03%
TOR network detected	24	0.00%
Search Block	**130,063**	**12.74%**
Search Block	130,063	12.74%
Poor prior behavior	**103,446**	**10.13%**
Internet fraudster detected	65,788	6.44%
MaxMind Failure	32,221	3.16%
Retail and ad	5,329	0.52%
Recent Abuse detected	108	0.01%
Activity Block	**145,722**	**14.27%**
Excessive Activity	**145,722**	**14.27%**
Activity Block	145,722	14.27%
Review Block	**116,991**	**11.46%**
Poor current behavior	**116,991**	**11.46%**
Review Block	116,991	11.46%
Total	**926,332**	**90.73%**

For more information about Research Defender tools, **click here or contact to **clientsuccess@repdata.com**.*

REPDATA

We asked US consumers, "Which of the following hotel names or brands have you heard of before?"

Among fraudsters flagged by Research Defender 52% said they had heard of Ritz-Carlton.

What is the awareness of Ritz-Carlton among qualified respondents?

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Among fraudsters flagged by Research Defender 52% said they had heard of Ritz-Carlton.

What is the awareness of Ritz-Carlton among qualified respondents?

A. 44%

B. 52%

C. 56%

D. 62%

REPDATA

We asked US respondents to rate their health as "excellent, very good, good, fair, or poor."

Among fraudsters flagged by Research Defender, most said their health was "very good."

What did most qualified respondents say?

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Among fraudsters flagged by Research Defender, most said their health was "very good."

What did most qualified respondents say?

A. "Excellent"

B. "Very good"

C. "Good"

D. "Fair"

REPDATA

We asked US respondents if they approve or disapprove of the job that Donald Trump is doing as US president.

Among fraudsters flagged by Research Defender,
53% said they “strongly” or “somewhat approve.”

What was the approval rating among qualified respondents?

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We asked US respondents if they approve or disapprove of the job that Donald Trump is doing as US president.

Among fraudsters flagged by Research Defender,
53% said they "strongly" or "somewhat approve."

What was the approval rating among qualified respondents?

A. 39%

B. 46%

C. 50%

D. 54%

REPDATA

We asked US respondents, "What are the third and fourth letters of the English alphabet? This is an attention check question and the correct answer is C and D (please select both)."

Among qualified respondents, 91% passed the attention check, selecting C & D.

What percentage of fraudsters passed this attention check?

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We asked US respondents, "What are the third and fourth letters of the English alphabet? This is an attention check question and the correct answer is C and D (please select both)."

Among qualified respondents, 91% passed the attention check, selecting C & D.

What percentage of fraudsters passed this attention check?

A. 87%

B. 79%

C. 61%

D. 42%

REPDATA

We asked SMB decision makers, "Thinking ahead to five years from now, about how much of the work that you do could be accomplished by an AI agent without a human to guide it?"

Among fraudsters flagged by Research Defender, 57% said "Almost all of it" or "Most of it."

What percent of qualified respondents said the same?

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We asked SMB decision makers, "Thinking ahead to five years from now, about how much of the work that you do could be accomplished by an AI agent without a human to guide it?"

Among fraudsters flagged by Research Defender, 57% said "Almost all of it" or "Most of it."

What percent of qualified respondents said the same?

A. 21%

B. 39%

C. 52%

D. 61%

ROUND 2

Lightning round. Each team will be given three open-ended responses and asked to toss it or keep it. Correct answers receive 1 point.

REPDATA

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We asked, "What is your primary source of information about President Trump's policies?" A self-described college-educated, middle-aged man in North Carolina said:

"My premary source of information about President Trump's policies is a combination of major news outlets."

What do you want to do?

KEEP

TOSS

REPDATA

We asked, "What is the biggest problem facing your industry? " A self-described business decision maker at a Construction/Electrical installations company in Connecticut with 50-199 employees said:

"Right now the biggest obstacle is finding materials that are made in the USA and not paying cash."

What do you want to do?

KEEP

TOSS

REPDATA

We asked, "What do you think is the most important issue facing this country today? " A self-described college-educated, middle-aged man in West Virginia said:

"the cost of living and economic stability"

What do you want to do?

KEEP

TOSS

NEXT TEAM

REPDATA

REPDATA

We asked, "What changes, if any, would you like to see in President Trump's policies? " A self-described young man in Florida with some college education said:

"Stop doing dump stuff"

What do you want to do?

KEEP

TOSS

REPDATA

We asked, "What is the biggest problem facing your industry? " A self-described business decision maker at an Energy/Utilities/Oil company in Dallas with 200-999 employees said:

"Price Fluctuations"

What do you want to do?

KEEP

TOSS

REPDATA

We asked, "What do you think is the most important issue facing this country today? " A self-described older woman in New York who had graduated from high school said:

"Econmy"

What do you want to do?

KEEP

TOSS

AND THE WINNER IS...

REPDATA

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We asked, "What changes, if any, would you like to see in President Trump's policies? " A self-described college-educated young woman in Delaware said:

"he failed to stop world war"

What do you want to do?

KEEP

TOSS

REPDATA

We asked, "What changes, if any, would you like to see in President Trump's policies? " A self-described young man in California who had graduated from high school said:

"more effort to help middle and lower income families and people"

What do you want to do?

KEEP

TOSS

REPDATA

In a recent US consumer study, we asked, "Which of the following streaming services have you heard of before?"

Among fraudsters flagged by Research Defender,
36% said they had heard of Freevee.

What is the awareness of Freevee among qualified respondents?

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In a recent US consumer study, we asked, "Which of the following streaming services have you heard of before?"

Among fraudsters flagged by Research Defender,
36% said they had heard of Freevee.

What is the awareness of Freevee among qualified respondents?

A. 30%

B. 39%

C. 45%

D. 52%