DISQO

HELLO

We're DISQO.   All caps.
Spelled with a Q.

We provide a complete, first   -party
view of consumers' opinions
and behaviors

AGENDA

Rising tide of fraud

DISQO

What can we do about it?

MORE COMPANIES OFFER CHOICE

Anti-fraud services

In survey checks—Fraud and Engagement

✓ LOW & HIGH INCIDENCE

✓ RED HERRINGS

✓ CONVERGENT VALIDITY

✓ SPEEDING

✓ NUMBER OF ITEMS CHOSEN

✓ SIMPLE MATH

✓ RESPONSES TO OPEN ENDS

✓ STRAIGHTLINING

DON'T TAKE ANYTHING FOR GRANTED

Be educated!

THE FUTURE OF FRAUD DETECTION IS HERE

AI / Machine learning

THE FUTURE OF FRAUD DETECTION

Biometrics

Demand for respondents is outstripping supply

MORE IMPORTANT THAN EVER

Valuing respondents

Giving respondents right opportunity

Survey design

Optimized for mobile

Time commitment

No one can do it alone!

| Challenging Environment | Many Tools | Don't take anything for granted |

Heightened Fraud

Demand > Supply

Use in combination

No silver bullet

Be educated

Thank You

Agenda

✓ Current respondent data quality climate

✓ Current data quality practices

✓ Automating and standardizing quality checks

✓ Benefits to the industry as a whole

IMPERIUM

Current Respondent Data Quality Climate

Current Data-Quality Practices

✓ End goal for all parties involved: Quality Insights

✓ Fraud/data quality issues are challenging the ability to achieve these insights in a cost effective and timely fashion

✓ Survey data quality checks are a must, but present challenges

- Checks are generally performed after the respondents complete and reach the quotas/data
- Checks are manual and extremely time consuming - quite costly
- Too much subjectivity across the industry when it comes to defining 'quality', leading to inconsistencies in removals
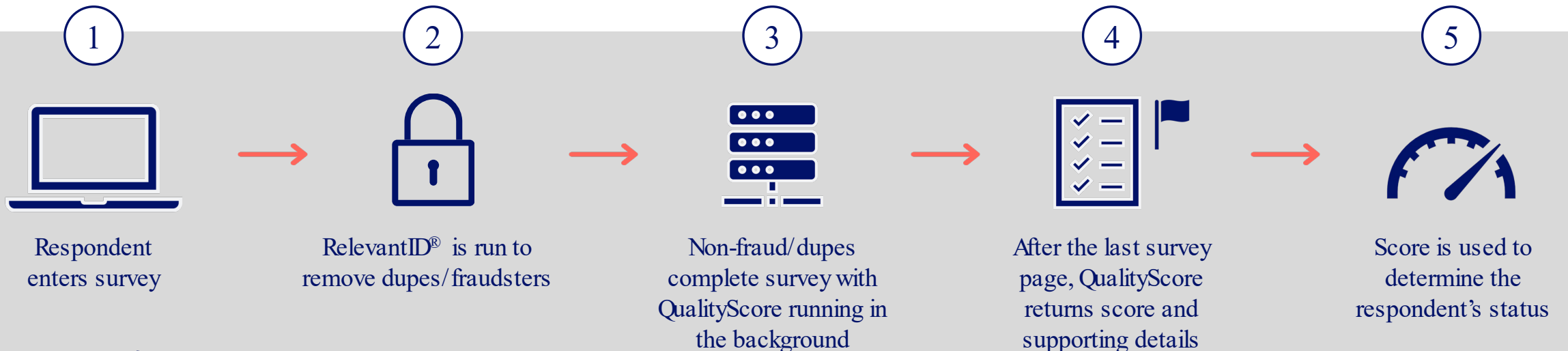
IMPERIUM

Data Quality Subjectivity

Question: Describe your ideal vacation

(Please be as specific as possible)

Answer: The beach

IMPERIUM

Automating and Standardizing Quality Checks with QualityScore™

- ✓ QualityScore™ is an automated, platform-agnostic respondent data cleaning tool

- ✓ Produces a scalable solution that greatly reduces dependence on costly manual checks

- ✓ Adapts its calculations to the survey responses to reduce poor design bias

- ✓ Utilizes a combination of respondent survey responses in addition to passive data points

- ✓ Reduces the need to replace completes, as checks are real-time and run prior to completion

1 → 2 → 3 → 4 → 5

①	②	③	④	⑤
Respondent enters survey	RelevantID® is run to remove dupes/fraudsters	Non-fraud/dupes complete survey with QualityScore running in the background	After the last survey page, QualityScore returns score and supporting details	Score is used to determine the respondent's status

IMPERIUM®

Benefits to all
Cleaner Sample Ecosystem, Cost Savings, and Improved Quality

✓

Sample provider
Database cleansing

✓

Research company
Cost/time savings

✓

Brand
Quality and
consistent insights

IMPERIUM

NEXT

How to spot a bot?
Easy ways to cull Bad Respondents

We're Synqrinus:
A Solutions Design Agency.

SYNQRINUS

What can we do about data quality
When the pressure is on?

More pressure to keep up with evolving/changing behavior (e.g. 2021 Election, Pandemic)

More pressure to find efficiencies to offset volume of work (e.g. DIY research)

More aggregators combining sources. We work with multiple sources, so our own data cleaning process is essential

By Mohamed Hassan for Pixabay

Storytime: Here's a typical standardized project

Is the pressure on? Yes!

Sample source	✅	Aggregator is facing challenges with demand
Qualification	✅	Two quotas of equal size: one gen pop, one hard-to-get
Quotas	✅	N=3,200 USA nesting age/gender/region to control balance
Fieldwork	✅	8 days, incidence 49%, length of interview 10 minutes
Deliverables	✅	Topline 2 days after field; Full report 5 days later

What can we do about data quality?

Automatic checks built into the survey programming during field

"Are you a bot" Question

Yes, I am a robot. No, I am a human. Most who fail are not actual robots, just not taking the time to read the first questions.

Straight-liner Trap

Simple instruction to select the answer option farthest away in a grid, e.g. Please select "More than a year ago, or never" for this row

Pairing trap

Two successive Qs working together, e.g.
1) Did you buy X in past two weeks?
2) How many? (If 0 = fail)

Post-Field Checks done by an Analyst

In-Survey Challenges

E.g. What is the sum of 1+1? Respondent selects from a list of answers or inputs the answer

Straightliner Analysis

Using the sum of the squared deviations from the mean for a series of questions/attributes
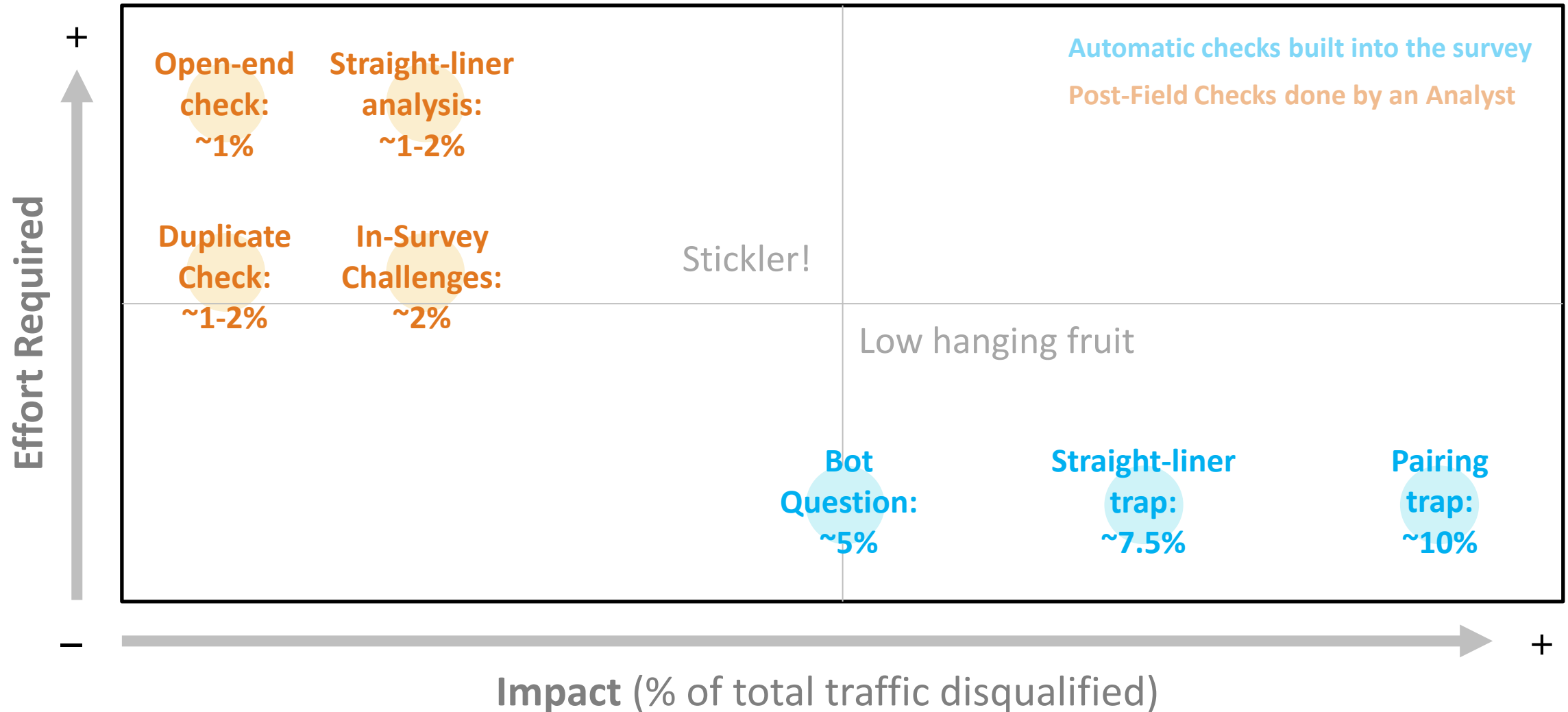
Open-end quality

Looking for meaningless text, keyboard mashing, or irrelevant answers to the question asked
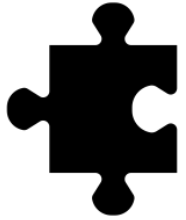
Check for duplicates

Cookie or I.P., in concert with other methods, e.g. reviewing their OE data and checking demographics

# How many disqualify? Which ones are best? We are sticklers

Effort Required

+

Open-end check: ~1%

Straight-liner analysis: ~1-2%

Automatic checks built into the survey

Post-Field Checks done by an Analyst

Duplicate Check: ~1-2%

In-Survey Challenges: ~2%

Stickler!

Low hanging fruit

Bot Question: ~5%

Straight-liner trap: ~7.5%

Pairing trap: ~10%

− **+**

Impact (% of total traffic disqualified)

What are the three key takeaways?

It takes all of us working together, in each of our places in the industry. There is only so much we can do in Full Service.

There is no miracle cure. It takes all the measures together to feel we've done our job (disqualifying ~20% of total traffic).
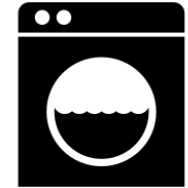
Front-end load quality measures to save effort later. Three in-survey checks account for 75% of disqualified traffic.