



ASC Conference 2023

Joining Forces to Fight Fraud and Boost Data Quality

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The Quality Landscape



The Current Environment



Quality Concerns On the Upswing

The Ecosystem is Complicated

Inconsistent Messages

Alarmist Language

No Real Quality Buying Signals

Competition over Clarity

Not a Data-Driven Discussion

“Blame Game”

Eroding Trust and Confidence

Total Quality Framework

How We Talk About It:

The Language We Use

The Things We Measure

The Things We Share

The Data Itself:

Participant Fraud

Participant Engagement

Participant Experience

We Must Collaborate

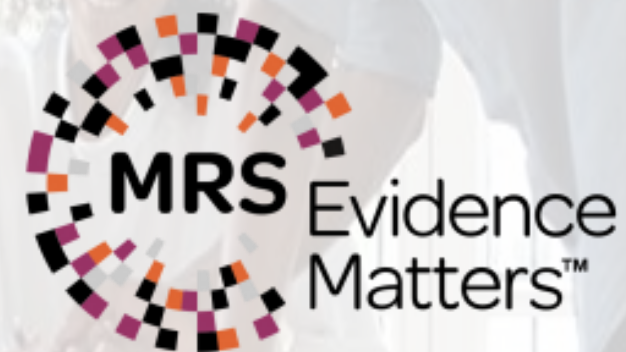
CRIC

ESOMAR

The logo for the Insights Association, featuring a colorful grid of squares above the word "insights" in a bold, lowercase sans-serif font, with "ASSOCIATION" in a smaller, uppercase font below it.



The
Research
Society



SAMPLECON

The logo for vmö (Verband der Marktforschung Österreich), featuring a stylized grey and red arrow pointing right, followed by the letters "vmö" in a bold, lowercase font, with "Verband der Marktforschung Österreich" in a smaller font below.

The logo for GDQ (Global Data Quality), featuring the letters "GDQ" in a bold, blue font with a stylized orange arrow pointing right, and "GLOBAL DATA QUALITY" in a smaller, blue font below.

01

CRIC

Sample Frame Consistency &, Transparency; Buyer's Quality Snapshot

02

ESOMAR

Participant Experience, Role of Survey Design; ESOMAR 37

03

Insights Association

Language of Quality; Quality Measurement; Data Integrity Toolkit

04

MRS

Fraud & Bots Tech, Mobile Optimisation, Panel/Supplier Data Analytics

05

SampleCon

Sampling Technology Codes, Benchmarks & Standards

06

The Research Society

Use, Language and Definitions of Incentives; Incentives Guidelines

07

VMO

Data Fraud and Bot Technology (in partnership with MRS)



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Joining Forces to Fight Fraud and Boost Data Quality

01

INTERNAL SOLUTIONS

Harnessing the solutions and understanding from within the research sector

02

EXTERNAL SOLUTIONS

Investigating and leveraging solutions from other sectors

03

BUILD ON WHAT WE HAVE

Drawing from existing quality projects and using these to build further solutions

Internal Solutions

- Terms and definitions to describe bot and fraud technologies
- Identifying and classifying research sector approaches to combat fraud across modes and methodologies
- Identifying legal and GDPR issues for the techniques being used
- Compiling a list of sources of fraud
- Investigating how technology could disrupt qualitative research

External Solutions

- Identifying and classifying external sectors' approaches to fraud and how these might be adapted to apply to the research sector
- Documenting and classifying third-party quality and security software solutions
- Investigating and developing new solutions to combat fraud

Thanks to the MRS Data Quality Steering Group

- Johnny Caldwell - Pureprofile
- Cecile Carre - Ipsos
- Oscar Carlsson - Cint
- Rebecca Cole - Cobalt Sky
- Daniel Culshaw - B2B International
- Mardien Drew - Today Consultancy
- Simon Glanville - Ronin
- Florian Kögl - Redem and VMÖ
- Leah McTiernan - Ipsos
- Jack Millership – Zappi
- Chris Stevens - Consultant

MRS Mobile Optimisation Project

- Collaboration between MRS and:
 - Dynata
 - Kantar
 - Cint (Lucid)
 - Toluna
- To address the impact of poor mobile research design and lack of mobile optimisation
- Response data across the four organisations
- Satisfaction survey testing poor mobile design on participant behaviour

Findings over the 5 years...

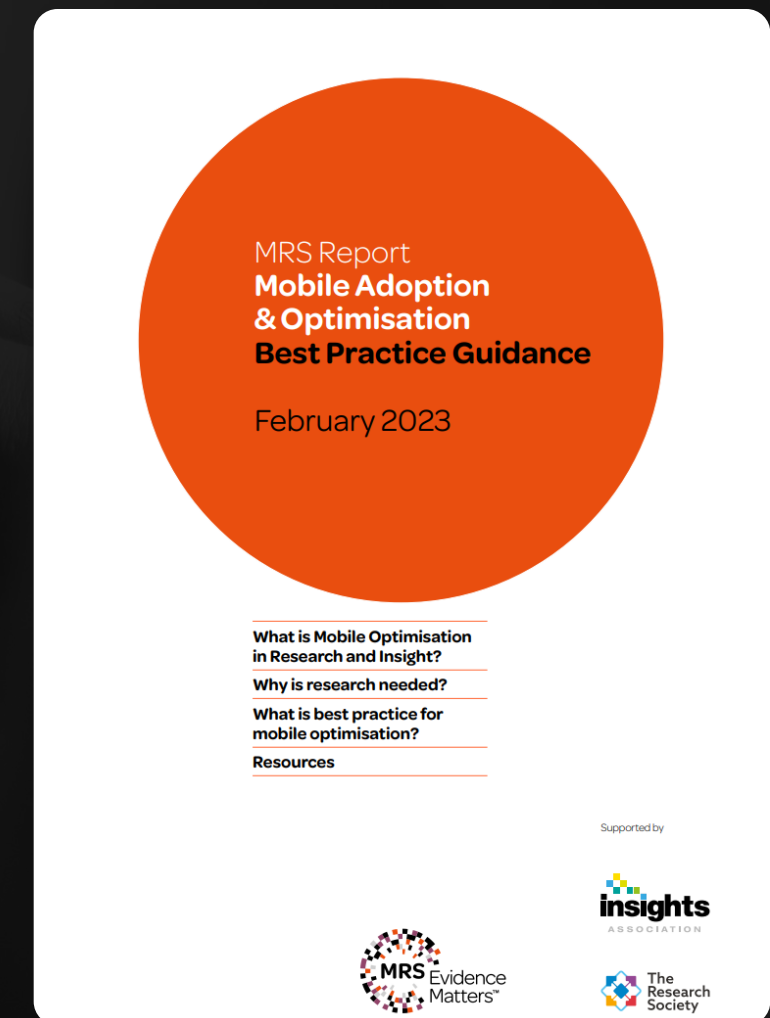
- Increasing numbers of participants are accessing research via mobile phones, particularly in the younger age groups
- Global trends predict that in future the majority of online participants will access research via mobile device
- Participants are more likely to drop-out on a mobile phone than on a desktop/PC; that gap is narrowing year on year
- Abandoned research is a major driver of overall participant and research panel attrition
- Allowing participants to choose their preferred device for research completion is important for research representivity and feasibility

Findings over the 5 years...

- Dropouts from open-ended questions were much higher for non-optimised surveys, indicating a loss of engagement
- Grids requiring horizontal and vertical scrolling resulting in drop-offs that were 3-4 times higher than optimised surveys
- Response options not visible on screen in non-optimised surveys were less likely to be chosen
- Non-optimised grids and less accessible pictures distorted how participants answered questions, with more lost responses and possible increased participant frustration

Outputs from the mobile optimisation project...

- Accepted approach for shared working across the four research organisations
- Agreed MRS best practice guidance on mobile optimization
- Globally recognized guidance supported by other associations – the Insights Association and The Research Society
- Research for 2023 underway





**Great discoveries
and improvements invariably
involve the **cooperation**
of many minds.**

— *Alexander Graham Bell*

“

If I have seen further, it
is by standing on the
shoulders of giants.

- Isaac Newton

”

**“I’m not the smartest
fellow in the world,
but I sure can pick
smart colleagues.”**

—FRANKLIN D. ROOSEVELT

GDOQ
GLOBAL DATA QUALITY

**If we are together nothing
is impossible. If we are
divided all will fail.**

Winston Churchill





Working together to
take data risk out of
research

Tools Already Available...

01

ESOMAR 37

<https://esomar.org/code-and-guidelines/37-questions-to-help-buyers-of-online-samples>

02

MRS Mobile Guidelines

<https://www.mrs.org.uk/pdf/2013-08-30%20Draft%20AMSRS%20CASRO%20MRS%20Mobile%20Research%20Guidelines.pdf>

03

Insights Association Data Integrity Language Guide & Toolkit

<https://www.insightsassociation.org/Resources/Data-Integrity-Initiative/Data-Integrity-Initiative-Resources>

... Working Together to Make a Difference!



Thank You!

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