Joining Forces to Fight Fraud and Boost Data Quality
The Quality Landscape
### The Current Environment

<table>
<thead>
<tr>
<th>Quality Concerns on the Upswing</th>
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<tbody>
<tr>
<td>The Ecosystem is Complicated</td>
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<tr>
<td>Inconsistent Messages</td>
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<tr>
<td>Alarmist Language</td>
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<td>No Real Quality Buying Signals</td>
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<td>Competition over Clarity</td>
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<tr>
<td>Not a Data-Driven Discussion</td>
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<tr>
<td>“Blame Game”</td>
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<td>Eroding Trust and Confidence</td>
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</table>
## 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
| 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)           |
Joining Forces to Fight Fraud and Boost Data Quality
INTERNAL SOLUTIONS
Harnessing the solutions and understanding from within the research sector

EXTERNAL SOLUTIONS
Investigating and leveraging solutions from other sectors

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

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

— Franklin D. Roosevelt

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

02 MRS Mobile Guidelines

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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#TweetMRS

Melanie Courtright
CEO, Insights Association
#InsightsMRX