

GLOBAL DATA COLLECTION

Bespoke research programmes & solutions to
power up your decision making

STRAT7

researchbods



STRAT 7

Winning at change

Tapping into group expertise to add value

STRAT 7

BonamyFinch

Advanced analytics | Segmentation

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CROWD.DNA

Digital Insights | Global Trends

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JIGSAW

Insight | Planning | Strategy

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incite

Customer Centric Consultancy

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Rainmakers

Insight | Planning | Strategy

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Insight Communities | Agile Insight

STRAT 7 Advisory.

Business Consultancy and Strategy





Data Integrity



The Data Integrity Committee Members

a team of data collection experts committed to exceptional delivery....





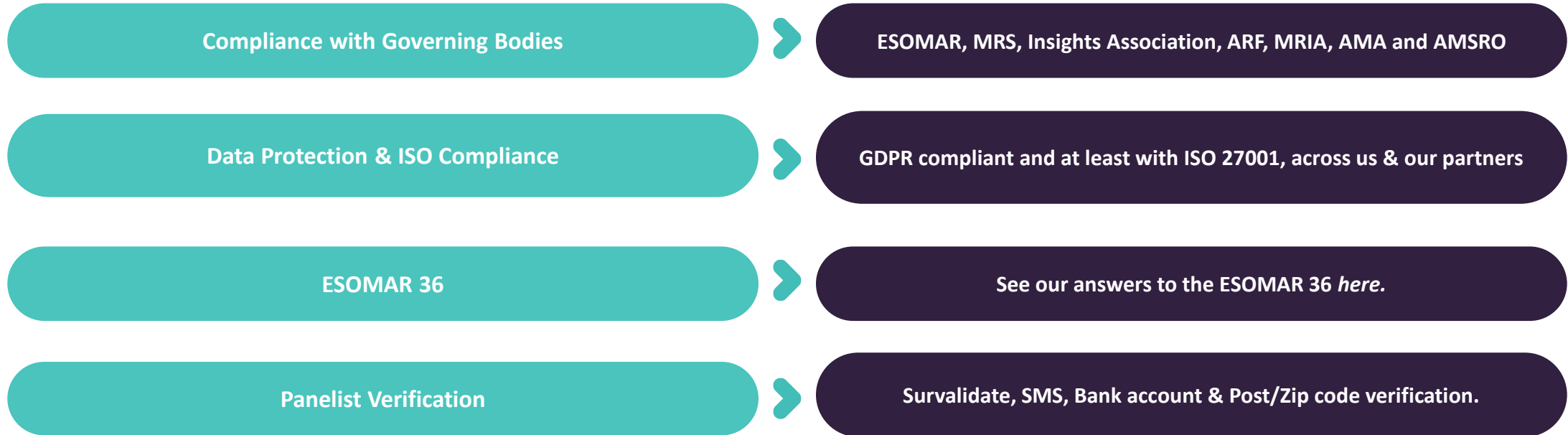
Operational excellence that gives you the insight edge

At Researchbods, we empower human champions with innovative technology, cutting edge data processing and the most conscientious, pragmatic processes to ensure your confidence in the data we deliver to you, time and time again.



Data Controls & Process

ResearchBods will continually abide across various industry standards & codes.



Providing you with the confidence that we take data controls seriously.

Standard Checks Per Survey

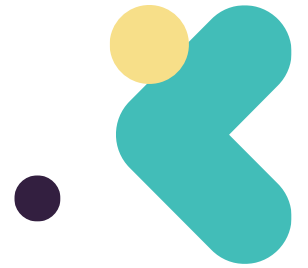
Every complete we host within our surveys then undergo the following custom project checks by our Data Integrity Manager alongside the below compliance controls:

Survey Checks

- ✓ reCAPTCHA
- ✓ Automated & Manual Verbatims Checks
- ✓ Automated Straightline Checks
- ✓ Speeders
- ✓ Plausibility Checks
- ✓ Honey Pot.
- ✓ Disabled copy & paste function.

Compliance & Controls

- ✓ MRS & ESOMAR accredited.
- ✓ Compliance with Local governing bodies.
- ✓ GDPR compliant.
- ✓ ISO 27001 certification.
- ✓ AWS data security.
- ✓ SHA-1 encryption across all survey links.
- ✓ S2S encryption across all survey redirects.



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Survalidate



Instantaneously checks 120 data points

- Duplication score per participant.
- Fraud score per participant.



Works in the background without interfering in the respondent experience; 1-5 second API call.



Continuously updating software to keep up with new fraudulent behaviour & threats.



Millions of hits each month and growing, allowing trended analysis of the latest fraudulent techniques & adapting appropriately.



API driven 3rd party verification.

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Max Diff - Route Likelihood Score

An additional integrity check Researchbods has at our disposal is an indirect use of the Max Diff, by forcing differentiation rather than rating, helps us spot gamesmanship in the data.

We have statistically programmed 3x max diffs, across various general topics, which consist of 10 screens. These can be included within the screener section to gauge a survey participants attention, gauge their score for randomness/patterns to help weed out bots.

By creating a route likelihood score via a max diff exercise, this gives our data Integrity Manager an additional layer through which to judge a survey participants overall data – thus feeding into their overall integrity score.

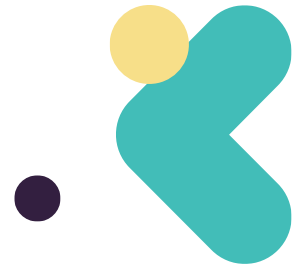
Within max diffs, bots are often programmed to pick the option with the most text attributed to it.

There is no silver bullet when it comes to identifying fraudulent participants, so our Data Integrity Managers work endlessly and innovatively to ensure we are using all tools and methods at our disposal to ensure your data is real and can be actioned without worry.



Duplicate & Fraud Scores Per Participant.

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Duplicate Check

- ✓ IP check
- ✓ Browser / Proxy
- ✓ Geo / Location
- ✓ Local System
- ✓ ISP
- ✓ Email (Provider/accounts)
- ✓ Additional Installed Components

Fraud Check

- ✓ Open/Anonymous
- ✓ Device Location
- ✓ Off-Peak Hours
- ✓ Browser/Device Language
- ✓ Operating System Language
- ✓ Uncommon Browser
- ✓ Uncommon OS
- ✓ IP Structure Analysis

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OE Responses – The Bods Way.

The average survey GDC runs generates 5,000 verbatims. Purely manual, human checks here would of course be subject to regular human error – particularly given the repetitive nature of checking large volumes of free text. To work smarter, faster and more accurately, we've changed some things:

- 1/ Automated verbatim flag built into our survey tool, which flags data for gibberish and nonsense responses. This is powered by a Python module, searching against grammatical & language based conventions – helps flag 90% of gibberish OE's automatically.**
- 2/ Automated profanity filter. Again powered by custom python code and a robust word processor, this helps flags offensive verbatims automatically for immediate review.**
- 3/ Word count filter; trended data tells us that, typically, longer verbatims are more fraudulent. We have an automated word count that flags any verbatims with over 25 words (the industry average OE response is 8.5).**

These automated flags help our Data Integrity Managers sift through large volumes of verbatims, with more time to check the data contextually and cross referenced against other IC flags for an overall integrity score per participant.



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ChatGPT – Combating AI

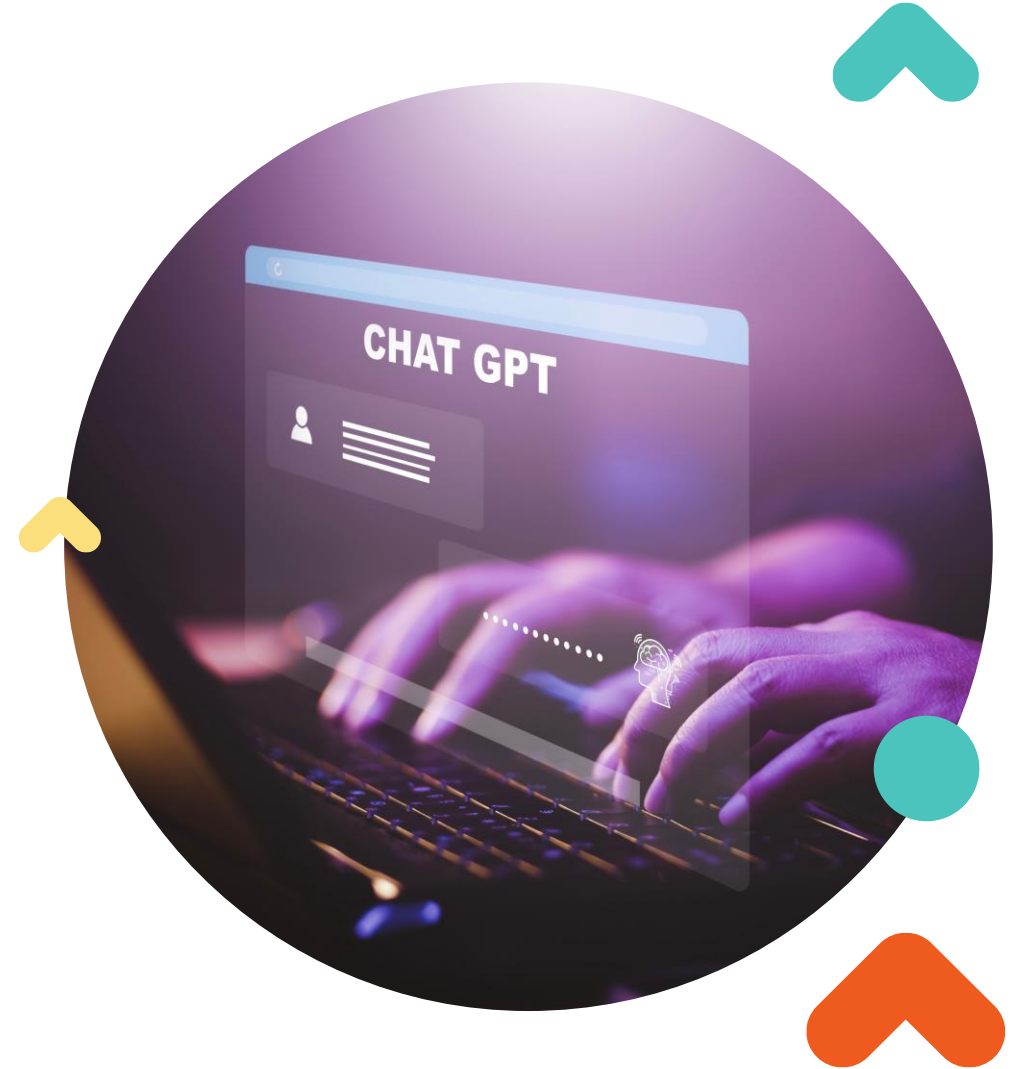
The use of AI within surveys is growing at an alarming rate. ChatGPT is attracting over 40million visits per day globally. In order to combat this disingenuous survey technique, ResearchBods have undertaken several steps:

1/ Timing verbatim responses; often ChatGPT responses, using natural language processing, are inputted in milliseconds. We timestamp our verbatim questions to check for plausibility and human behaviour versus word count.

2/ We disabled the copy & paste function. Typically, ChatGPT are cut/copied & pasted into the open text box via NLP's and the ChatGPT plug-in. By disabling this, we're ensuring participants are manually entering text into their verbatims.

3/ Word count. Applying a filter to outliers, an ChatGPT responses average 220+ words as opposed to the average 8.5 words we see in verbatims from traditional survey participants.

Again, issues caused by technology can be solved by technology – ResearchBods will champion always-on Data Integrity.



Operational Excellence.

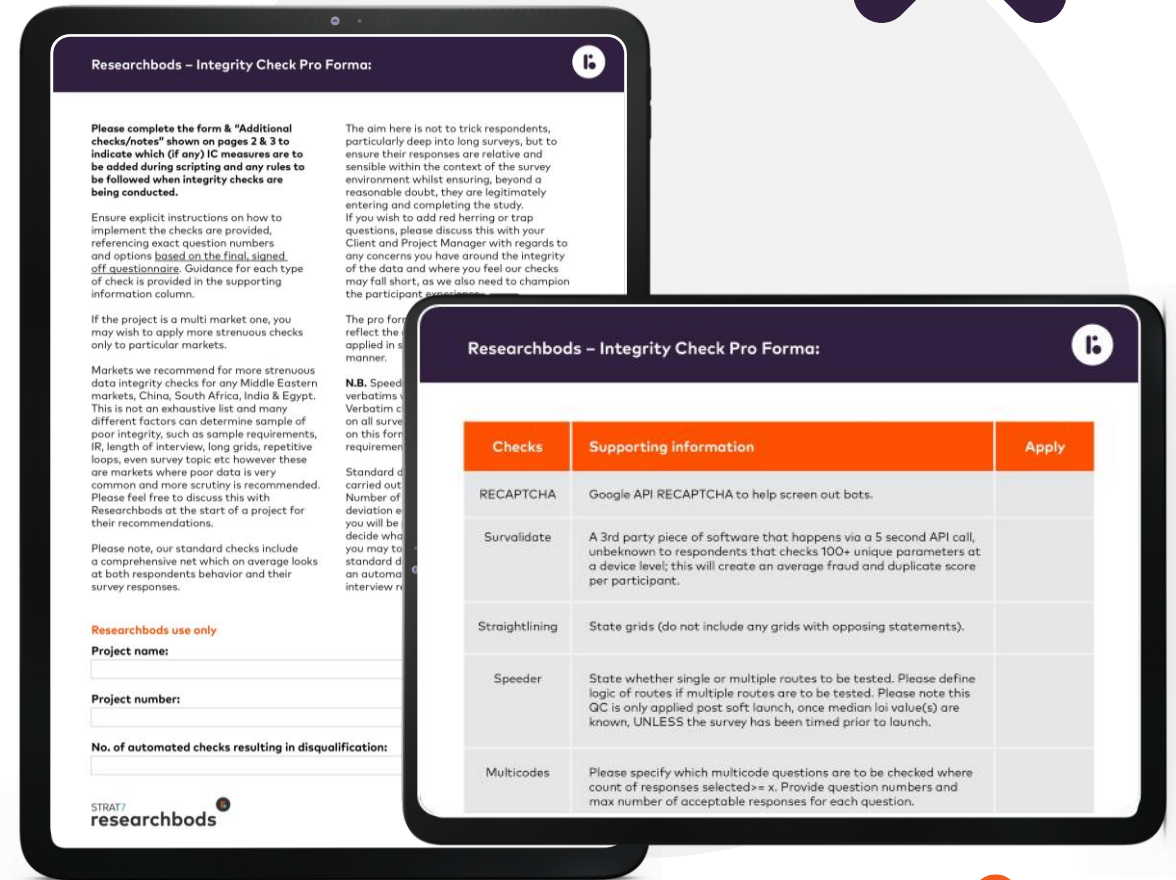
The IC ProForma

This is a document our team will champion, which details the standard and custom checks we recommend for your survey survey.

This will be owned by the Data Integrity Manager, with input from the Insight Lead, Scripter, PM, AM & Client. The KO Call will be used to establish this and it will continue for the lifecycle of the project.

This is where we will detail our recommendations & expertise for ensuring the veracity of the data we deliver to you.

For this tracker, we will create a custom net of checks that every participant in your final data set must satisfactorily pass.



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Data Integrity Score

Per survey, we create a net that survey participants must satisfactorily pass. All variables & flags are combined to create a score per participant – this is the data integrity score.

No one check in isolation is enough, we need to combine all checks per participant holistically to gain an understanding of a participants engagement, suitability and ultimately, to decide if we can have confidence in their data.

Through trended data analysis and ongoing industry developments, we will know when to apply stricter scores – should this be at a market level, sample type, particular sampling methodologies or panel partners.

Each participant will have ALL their data checked contextually & thoroughly, across all checks and for plausibility – you can be assured each complete in your data has a high integrity score.



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Integrity Report

This will be a report completed at the end of each quarter, signed internally by the people responsible for the checks.

This will summarise the removals that have been conducted, with final stats as well as detailing the markets & sample type.

Accompanying your final deliverables, you'll have proof of the precise and custom checks that were put in place to ensure the integrity of your data, per data set.

This can accompany reports or DP delivery to end clients, or to internal stakeholders, to create reassurance and transparency for all involved.

Researchbods – Global Data Collection

Data Integrity Report

Client: Project:

Throughout project the Researchbods Data Integrity Team carefully checked every participant, removing those whose responses we did not deem acceptable. These checks are a mixture of technological automations and human interpretation, using internal and external resources to create assurance in your final data set.

Project Information:

Sample type: Markets:

A summary of the removals can be found below:

Duplicate Responses:	<input type="text"/>	Plausibility Checks:	<input type="text"/>
Fraudulent Responses:	<input type="text"/>	Poor Verbatim:	<input type="text"/>
Speeders:	<input type="text"/>	Total Removals:	<input type="text"/>
Straightliners:	<input type="text"/>	% Removals:	<input type="text"/>

Additional thoughts from the Data Integrity Team:

The above has been completed in accordance with the project specific IC proforma and the Researchbods Data Standards Charter and has been reviewed and signed by the following team members:

Data Integrity Manager:
Name: Signature:

Project Manager:
Name: Signature:

Head of Client Services – GDC:
Name: Signature:

Please contact your Client Manager for any further information.

Integrity Checks – In Action.

Global B2C Study

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Challenge

A global study across 6 markets, of highly affluent participants. The survey data responses were challenging in that the survey was long (25 minutes) so we had to ensure the difference between fraudulent versus naturally fatigued responses in the final data set.

Similarly, there were several questions around the participants spend of niche, highly expensive audio brands.

How we ensured the data was real

The IC ProForma for this study was one of our more custom nets built to date. With our standard checks in place, and the Survalidate API in place, we added in a contextual verbatim question at the start of the survey within the screener section to give us an additional variable to check the attention & care of the participants against the 12+ other custom checks we had in place.

It was also key to ensure the plausibility of this data for our client, due to the niche & low market penetration nature of the products. With spend claim questions on some very expensive products, and using data from desk research and Statista, we created custom cross reference checks in the data allowing us to cross reference spend claims versus income, demographics and segmentation data to have an open, transparent conversation with our client around which participants we were all confident of.

Project Details:

UK, US, China, Japan, Germany & France

N=6,000

25 mins LOI.

12% IR.

Removal Details:

N=1,897 removals.

31% sample removed & replaced.



£35k+



6 weeks

Safe and secure environment

Relax, you're in **safe hands**

Researchbods holds the accreditation for **ISO 27001**, the premium information security management system.

As part of the process we are independently audited to ensure we comply with all of the requirements of the standard.



Researchbods are registered as Data Controllers under the Data Protection Act: Nr.Z5498703 and adhere to three strict policies across the business, all governed by GDPR.

These are:

- Data protection policy
- Information security policy
- Rights of individual policy

We are registered under several data classes that allow for the recording and maintenance of personally identifiable information. Certificates and policies are available upon request.

Thank you

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researchbods

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