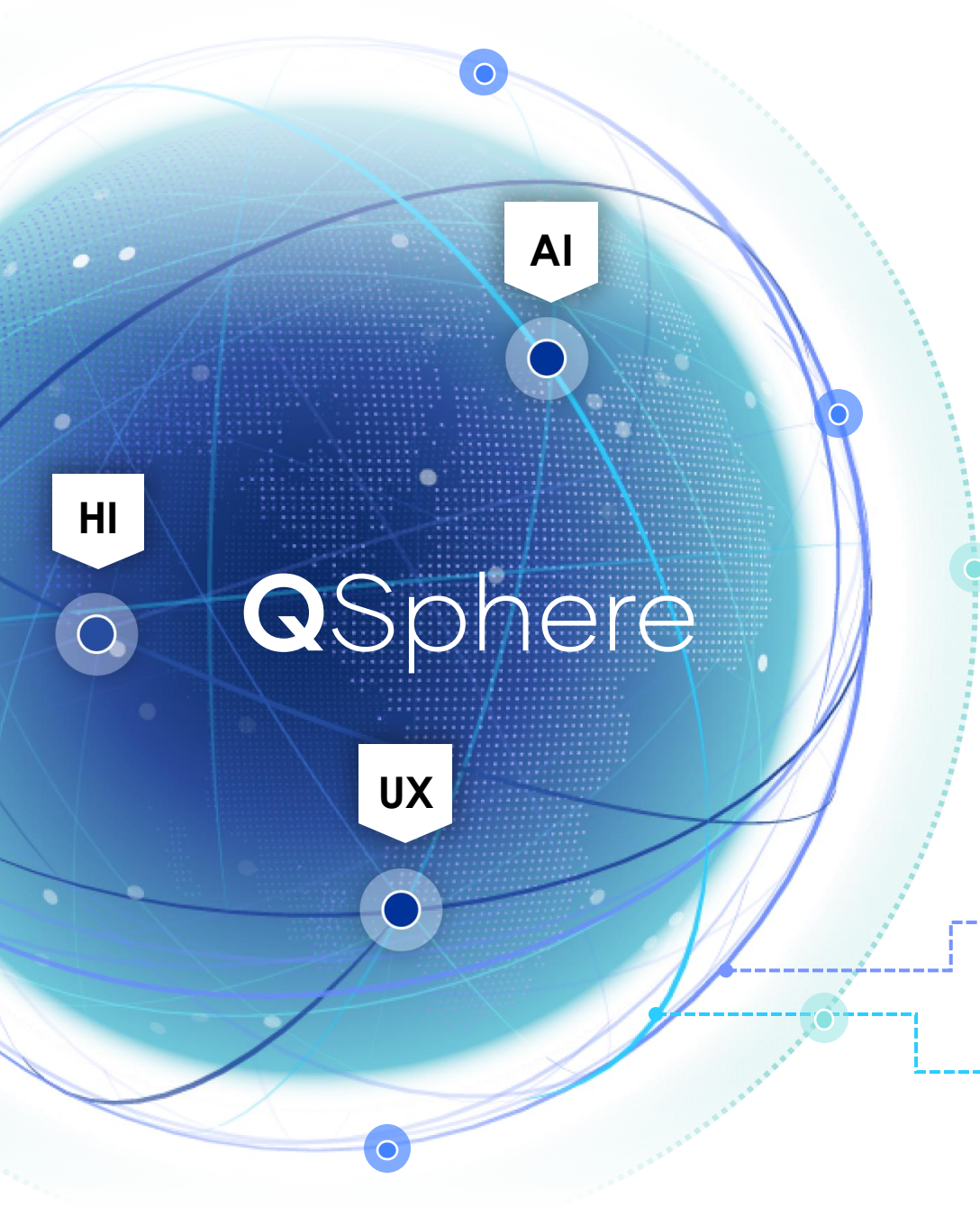


toluna* METRIXLAB

Spotting the Invisible: Cultural Considerations in Fraud Prevention

26th February 2025





Toluna & Cloud Research

Respondents

Toluna vets respondents in real-time combining device, behaviour, and identity checks.

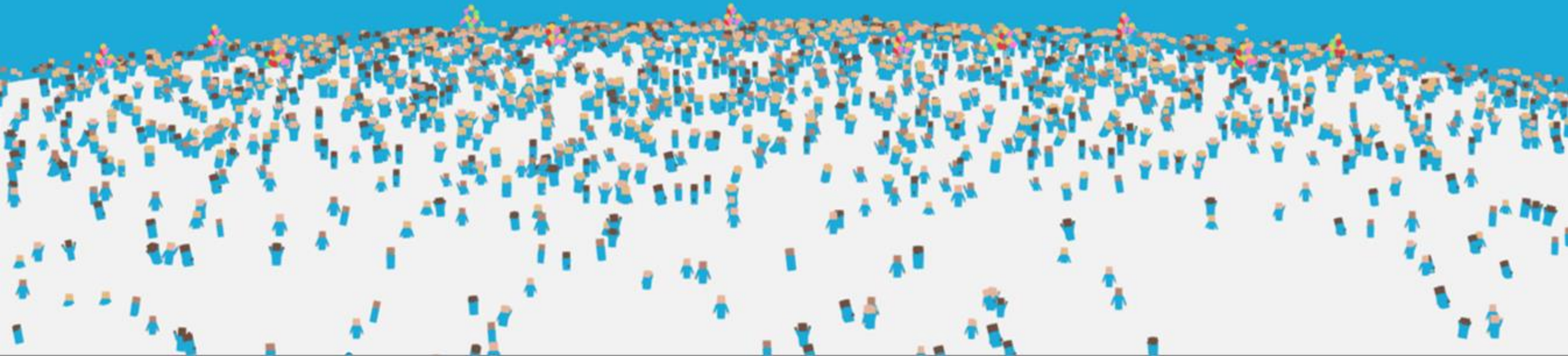
To create an effective quality approach, Toluna **combines proprietary tools with external partners – Cloud Research's Sentry being one of them.**

Research

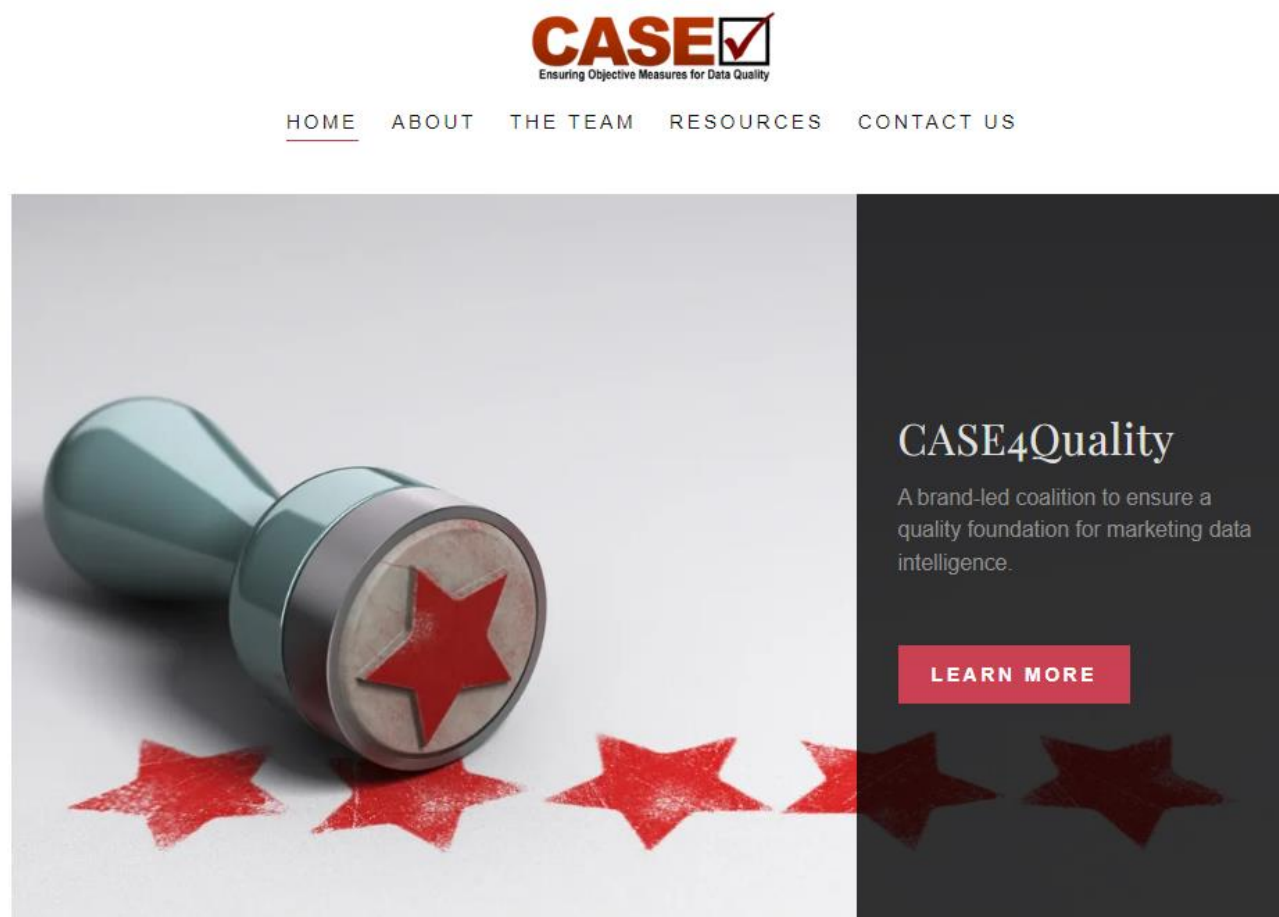
Platform

Rise of Online Research

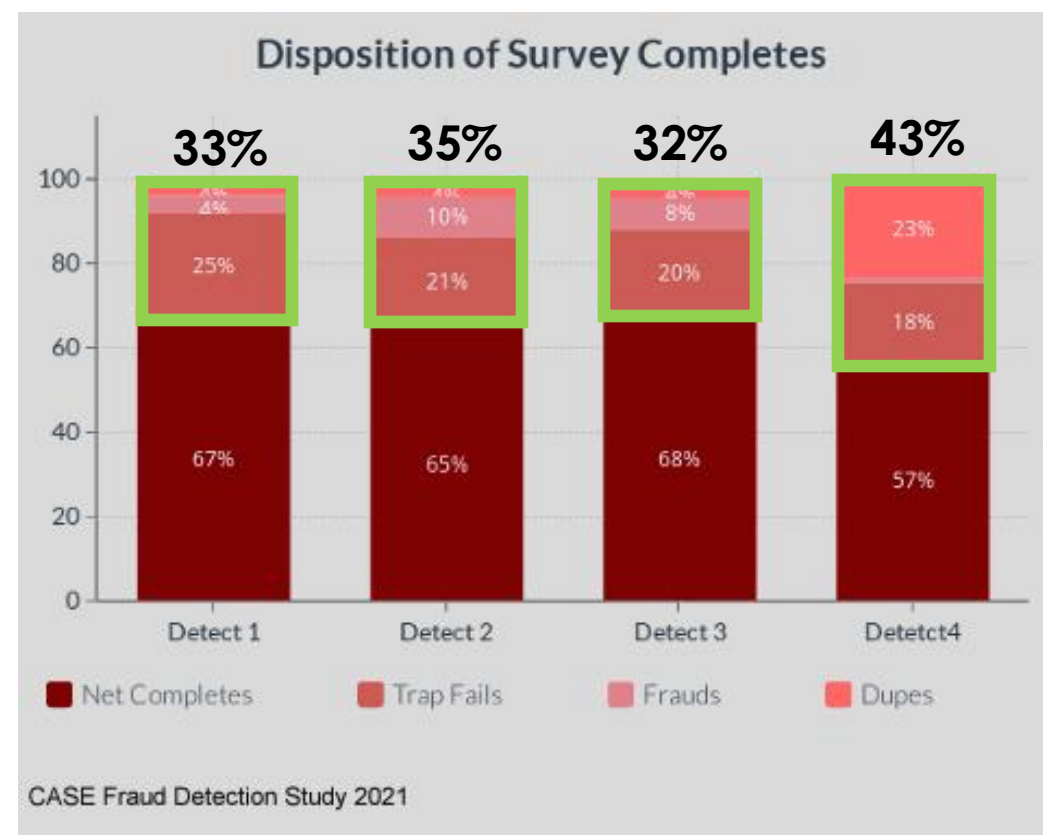
3 billion



Documented the scope of fraud and quality problems in the industry



▲ Total Cleaning Removes 30-40% of Completes

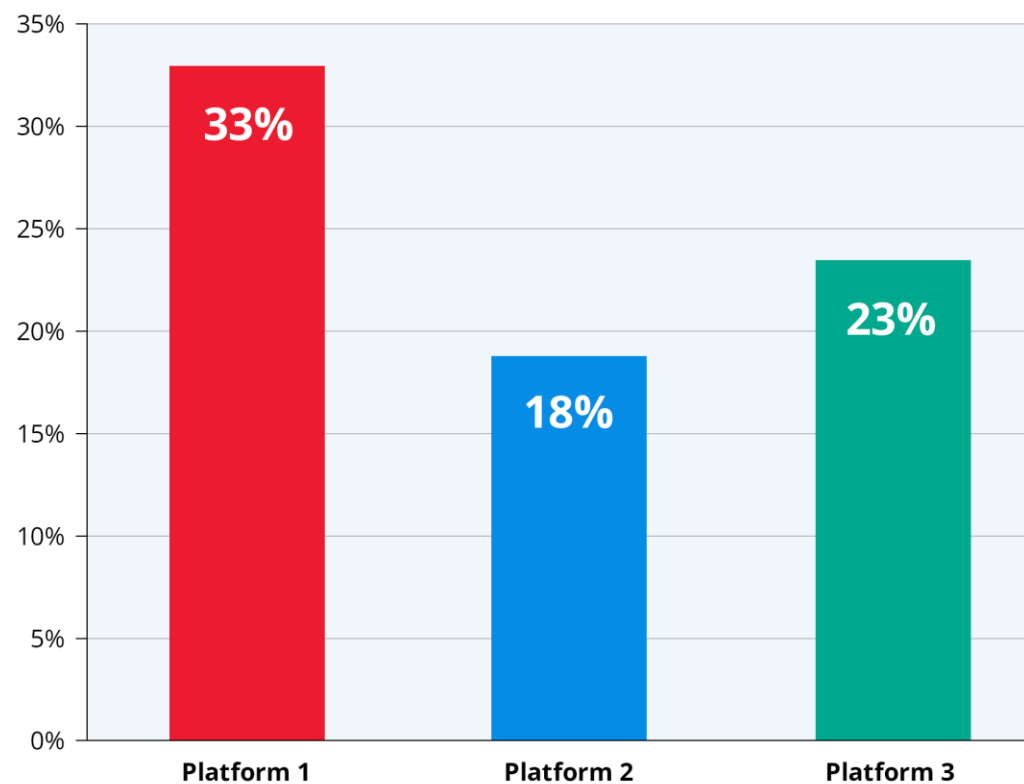


<https://case4quality.com>

How prevalent is in-survey fraud?

Results: % of Fraudulent Participants Identified

N = 2500; three separate platforms



% of Participants who answered 2+ Fraud Check Questions Incorrectly



McMullen, Alabama. Population = 29 people
417 people in the survey reported recently purchasing a home in McMullen, Alabama

Have you recently visited McMullen, Alabama?

☒ Yes

☐ No

Did you recently purchase a home in McMullen, Alabama?

☒ Yes

☐ No

In future studies we may target individuals who have recently taken a cruise on the following cruise ships. Please indicate if you have taken a cruise with any of the following companies in the last 2 years:

☐ Sail Through Vacations



Moss, A. J., Litman, L. et al., (in press). Bots or inattentive humans? Identifying sources of low-quality data in online platforms. *Methods in Psychology*

CloudResearch's Personal In... | Quinn's Survey | Quinn's Sur... | +

SurveyMonkey | qualtrics.com/forms/SV_80087m68H4HWE

Yes

No

In future studies we may target individuals who have recently taken a cruise on the following cruise ships. Please indicate if you have taken a cruise with any of the following companies in the last 2 years:

☒ Sail Through Vacations

☒ Yacht-ify Cruises

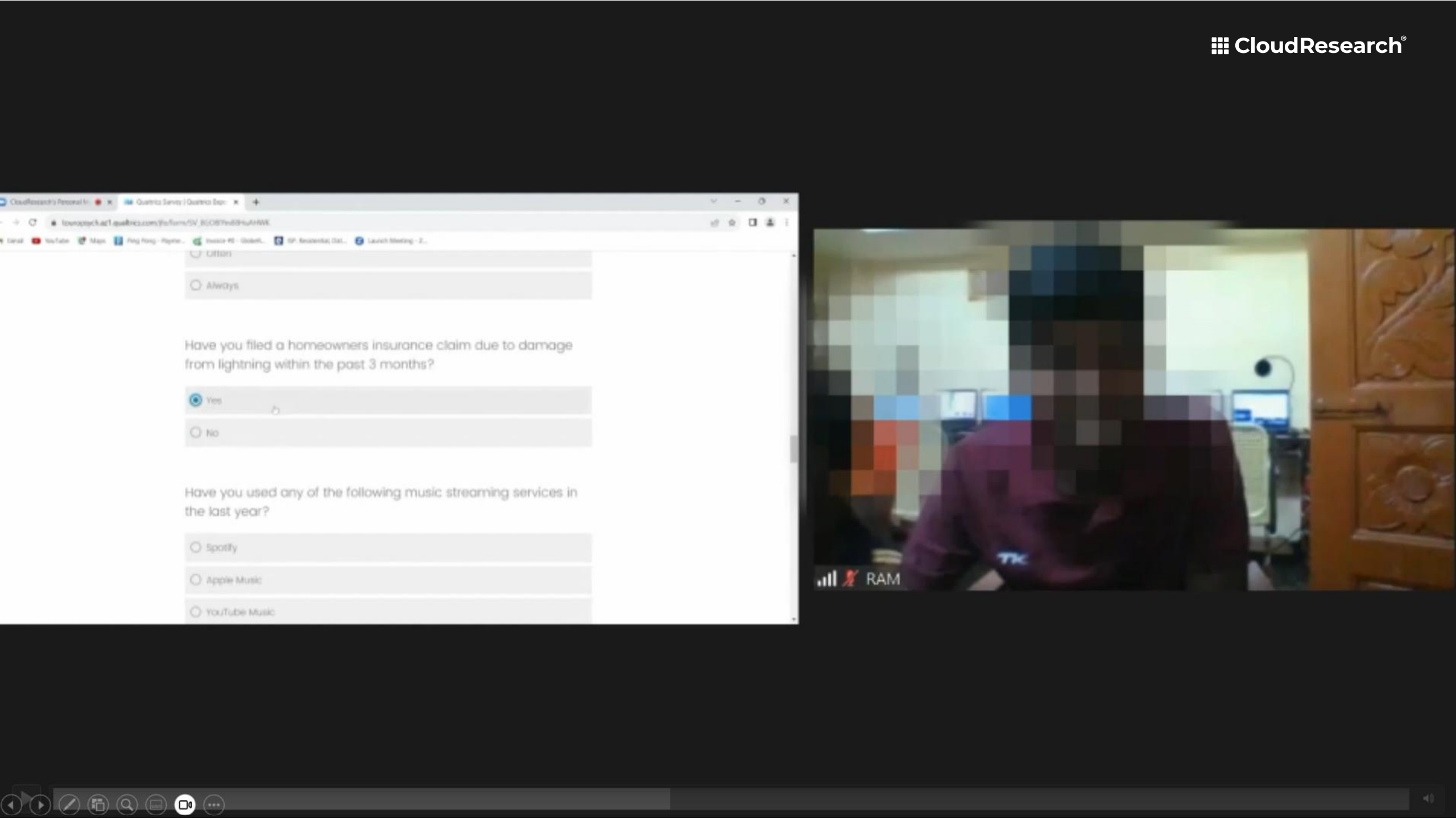
☒ Pacific Travels LTD

☐ Outstanding Ocean Outings

☐ None of the above



The image is a composite of two main visual elements. On the left, a web browser window displays a survey form. The browser's address bar shows a URL from 'formstack.com'. The survey contains three questions with radio button options. The first question is 'Have you filed a homeowners insurance claim due to damage from lightning within the past 3 months?', with 'Yes' selected. The second question is 'Have you used any of the following music streaming services in the last year?', with 'Spotify' selected. The right side of the image shows a heavily pixelated and blurred video frame, likely from a mobile device, depicting an indoor setting with a person and a desk. In the bottom right corner of this video frame, there is a status bar with a signal strength icon, a red 'X' icon, and the text 'RAM'. The top right corner of the entire image features the 'CloudResearch' logo, which consists of a 3x3 grid of squares followed by the brand name.



CloudResearch Personal | Quentia Survey | Quentia Sur...

localhost:4201 qualtrics.com/forms/SV_80087w88h4u4WKE

☐ A little influence
☐ No influence at all

Did you recently attend the TMNX convention held in Austin Texas in May of this year?

☒ Yes
☐ No

On a scale from 1 (very dissatisfied) to 5 (very satisfied), how important is sustainable/ethical production to you when choosing a product?

☐ Not at all important
☐ Slightly important



RAM

CloudResearch's Personal ... | Qualtrics Survey | Qualtrics Sign ...

tosmopach1.qualtrics.com/?qformid=SV_8G0B7ne694u4WKE

Do you own a Tesla?

☒ Yes

☐ No

Have you had your house entirely repainted in the last 7 days?

☐ Yes

☐ No

How often do you use mobile devices for online shopping?





Indiscriminate “Yeah-saying”



All this is leading to bad outcomes for clients...

Case Study: Oral Care Misinformed Go to Market Decision

Pre-Launch Purchase Intent

Unverified Product Usage: **54%**



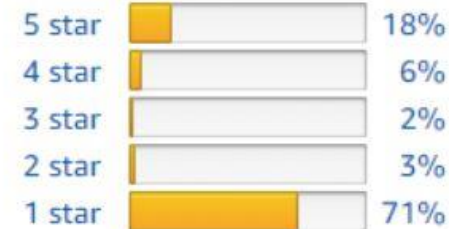
Verified Product Usage: **24%**



Crest Pro-Health Clinical Deep Clean Post-Launch Amazon Ratings

★★★★☆ 219

3.4 out of 5 stars

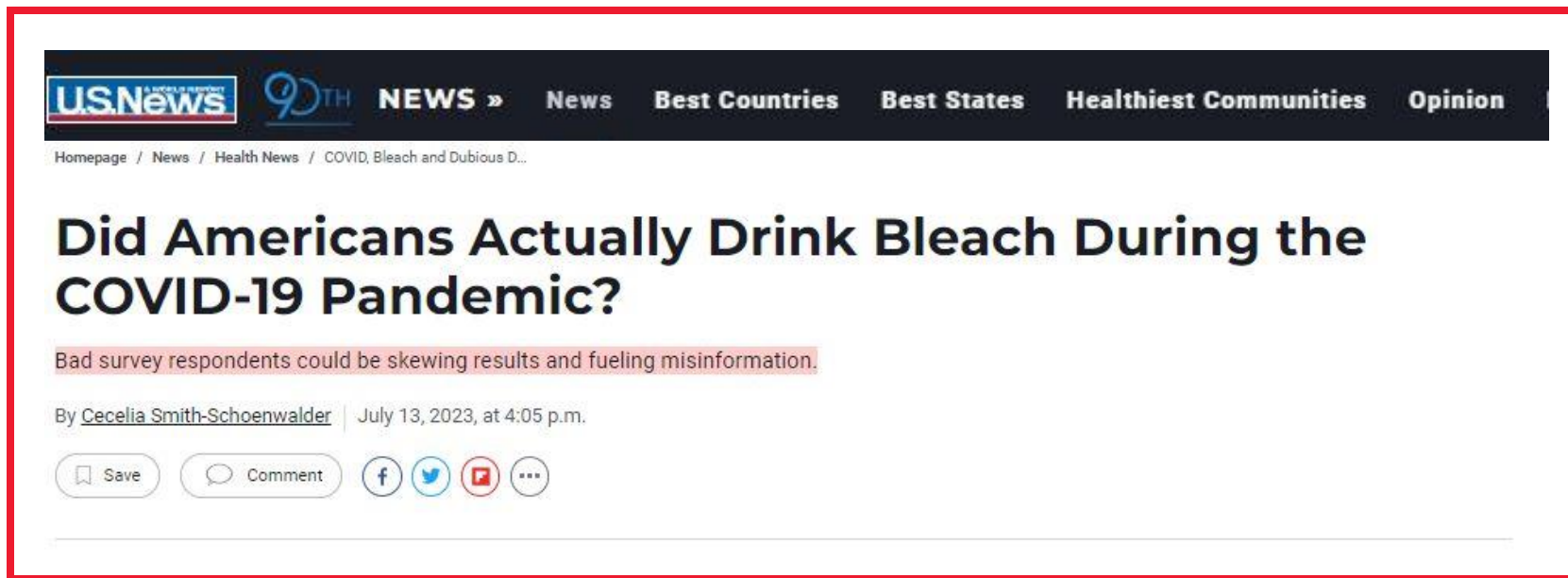


See all 219 customer reviews

CASE/P&G presentation, Quirk's Brooklyn 2020.

Maurer, T. (2020). *What you don't know can hurt you and your decision-making.*, Lucy.ai.

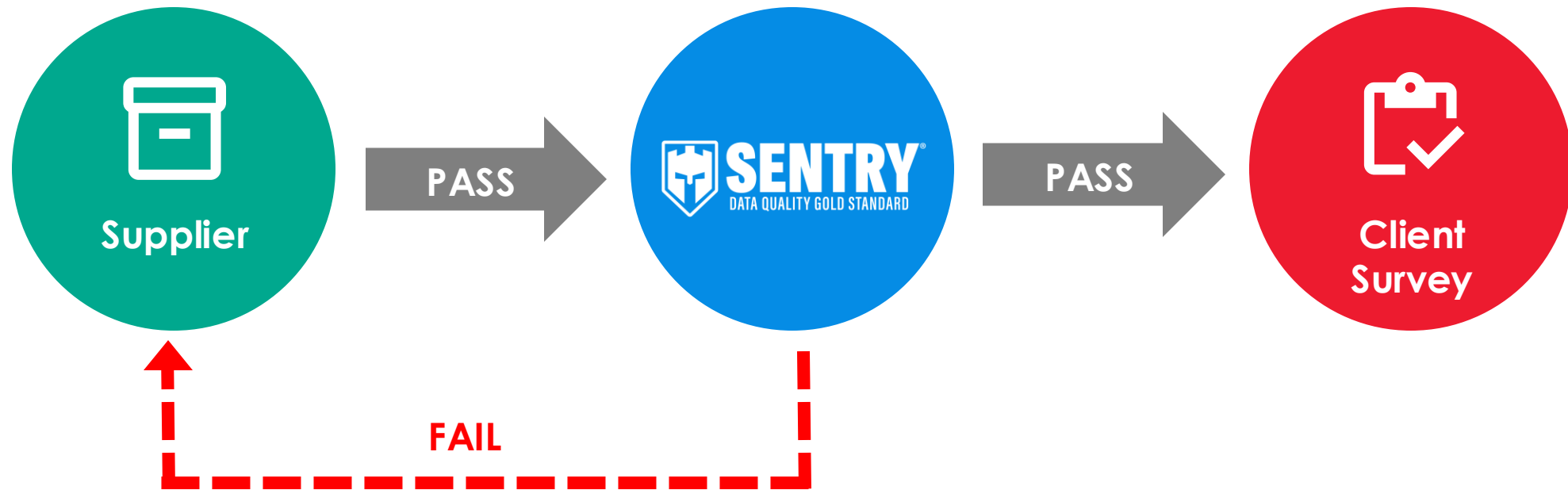
<https://www.lucy.ai/webinar-how-brands-are-uniting-to-ensure-data-quality-watch-now>



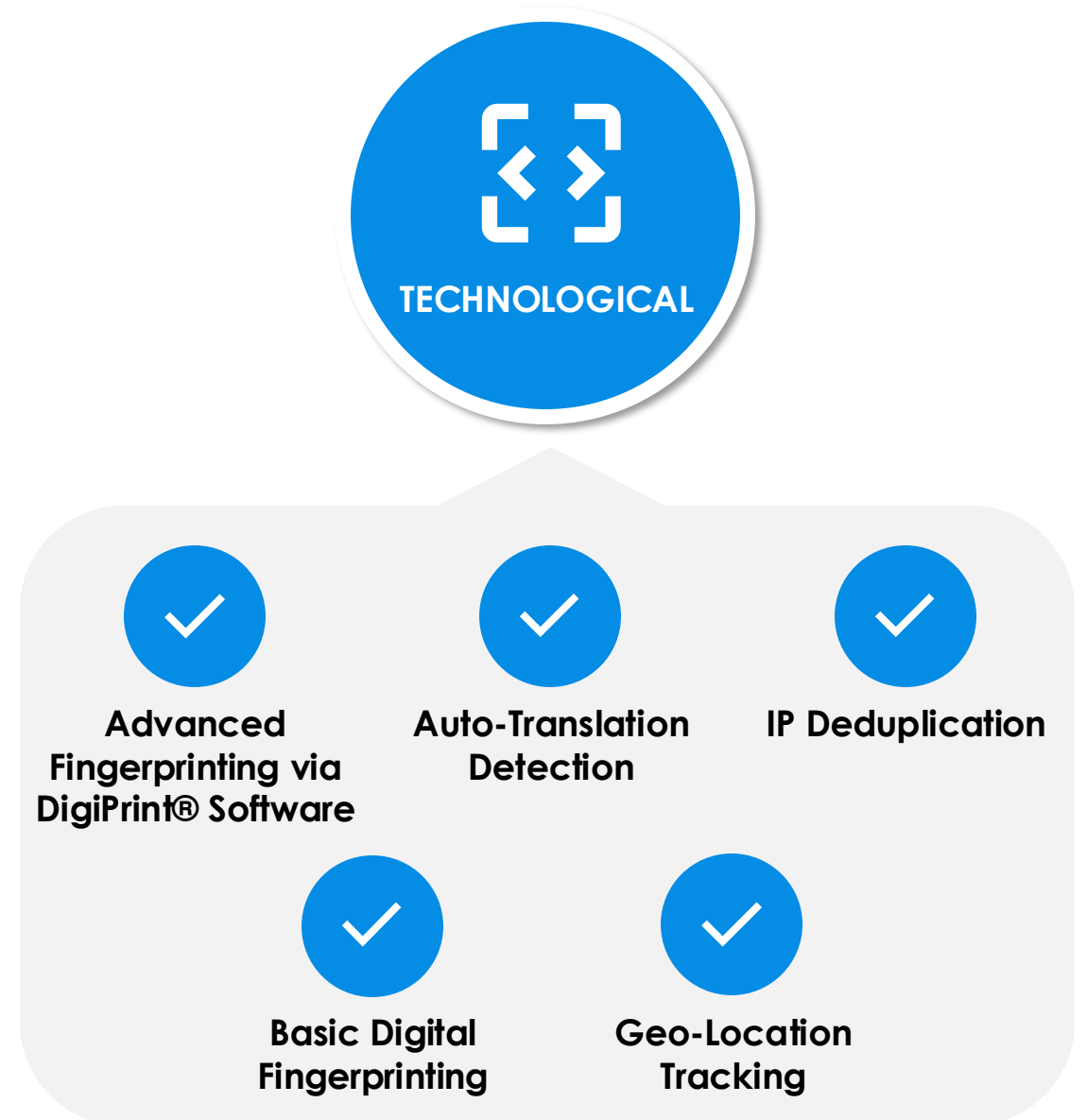
Litman, L., Rosen, Z., et al., (2023). [Did people really drink bleach to prevent COVID-19? A guide for protecting survey data against problematic respondents.](#) *Plos one*, 18(7), e0287837.

SENTRY operates as a pre-survey vetting system.

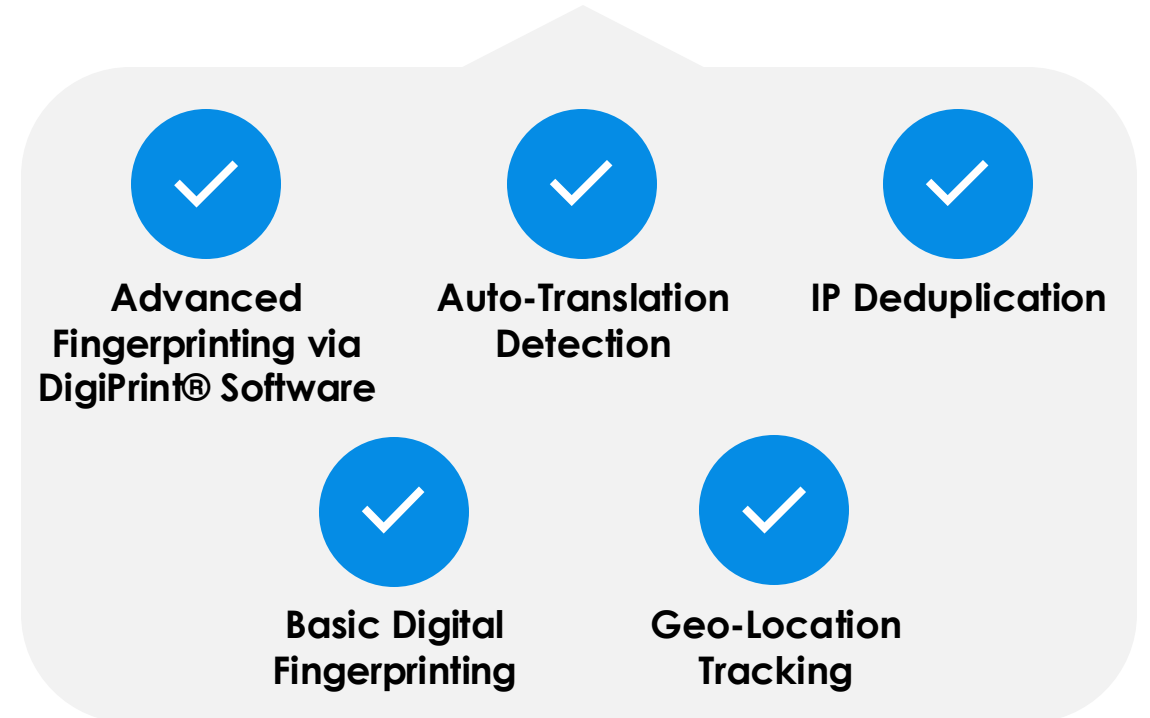
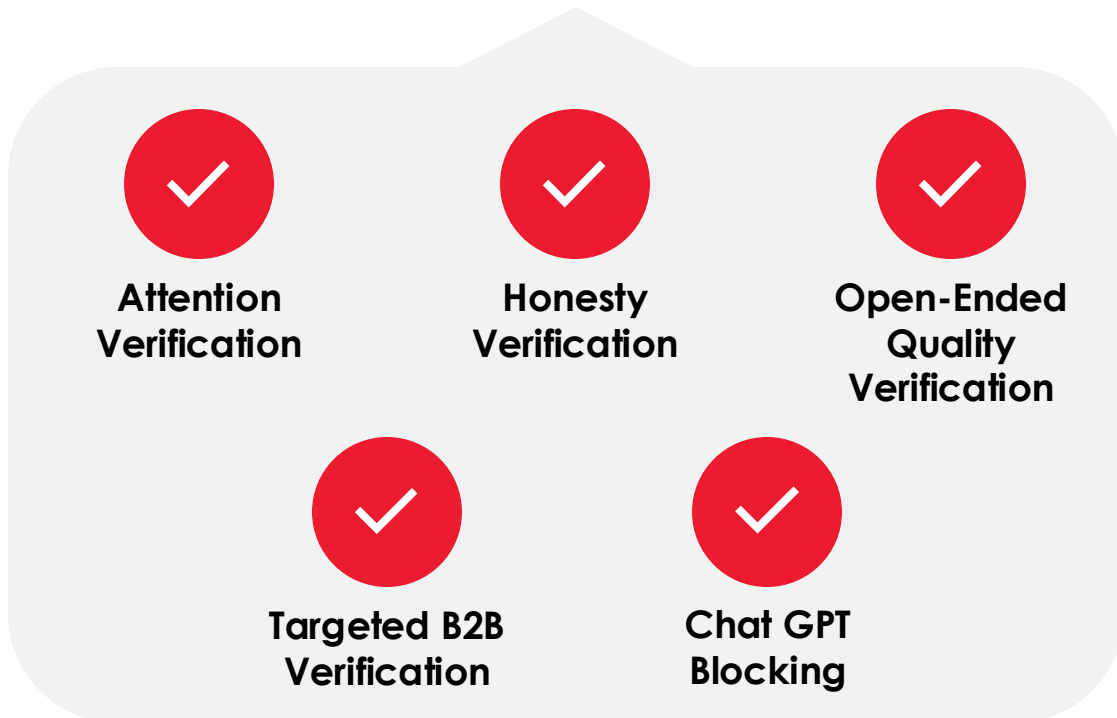
Participants from any online source are directed to SENTRY, vetted in under 30 seconds, and then routed to your survey-hosting website.



Sentry: a Different Kind of Protection



Sentry: a Different Kind of Protection



Question 2 of 6

Are you living in Roscoville, Alabama at the moment?

☐

Yes

☐

No

Please select answer to continue

下一个 →

完成以下预习问题:

02 : 59 : 37

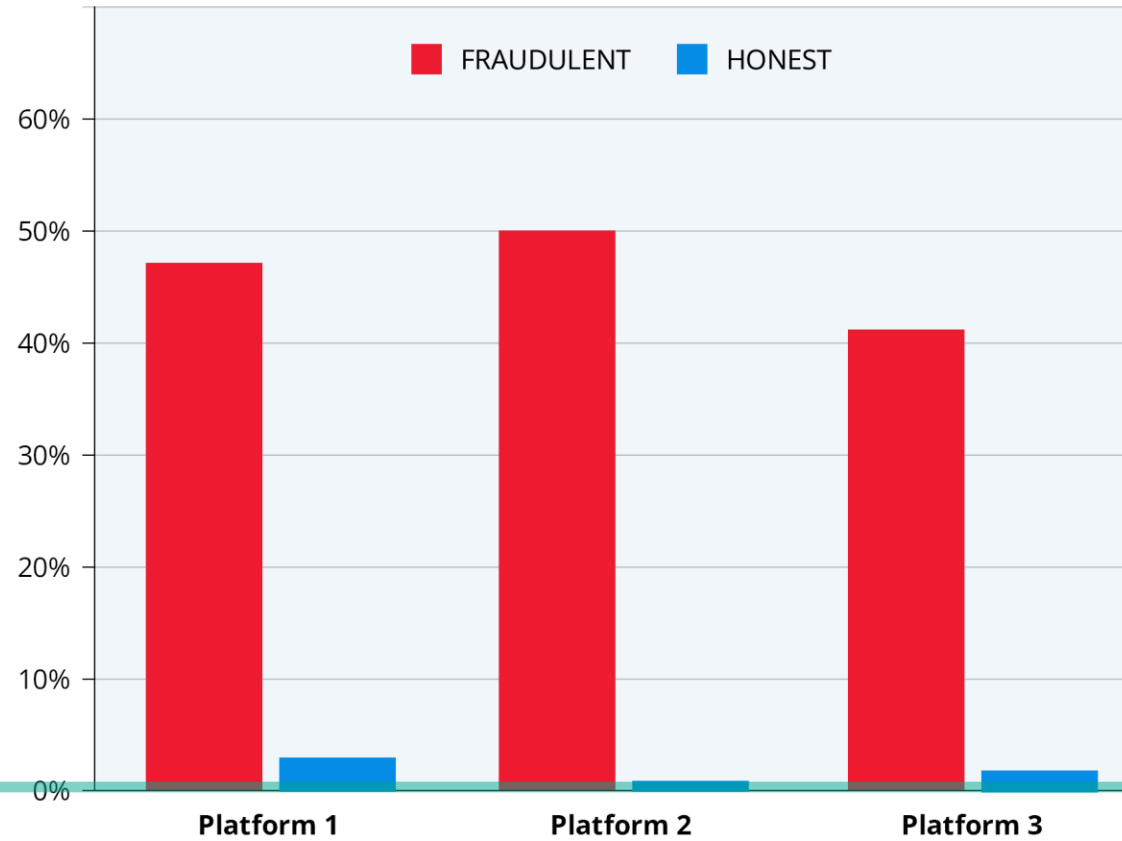


Validation: Passing vs failing fraud checks

Tesla owner

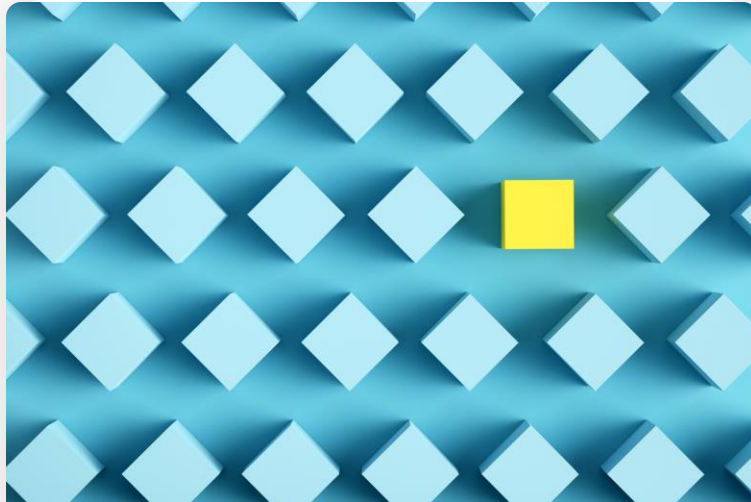


EXPECTED %



Cultural Considerations in Quality Screening

Why it's important to correctly identify fraudulent respondents



Bias

Introducing skew via pre-selection.



Respondent Experience

Fewer real, genuine respondents in the long-run.



Operations

Longer fieldwork timelines and higher costs.

Cultural Difference Examples: Translator Usage

! We always recommend removing respondents who use auto-translators from any research.

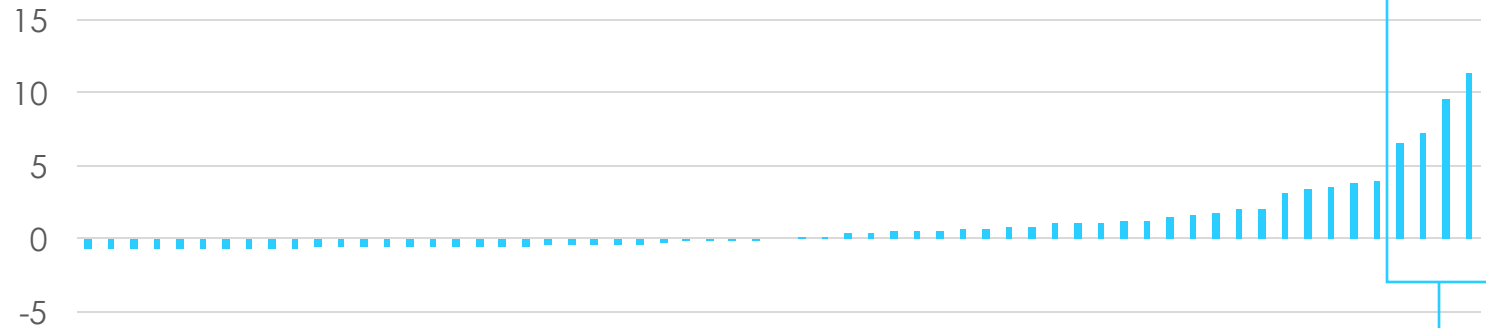
However

Do we just **prevent these respondents from entering the survey?**

OR

Do we **permanently block** these respondents as suspicious?

Indexed Quality Flags on Auto-Translator Usage



Cultural Difference Examples: Translator Usage



Why some markets may be more likely to fail on translator usage:

“According to United Nations data, the total number of international migrants in **Jordan** is estimated to be 3 346 703, which constitutes 33.1% of the country's total population [...].”¹

“As of 2019, immigrants make up about 87.9% of the total population [in the **UAE**], according to UN data.”²

“**Qatar** has a migrant labor force of over 2 million people, who comprise approximately 95 percent of its total labor force.”³

“Languages [in **Bosnia and Herzegovina**]: Bosnian (official) 52.9%, Serbian (official) 30.8%, Croatian (official) 14.6% [...].”⁴

¹ [WHO Refugee and migrant health country profile – Jordan, 2023](#)

² [World Fact Book - UAE](#)

³ [Human Rights Watch, Qatar, 2019](#)

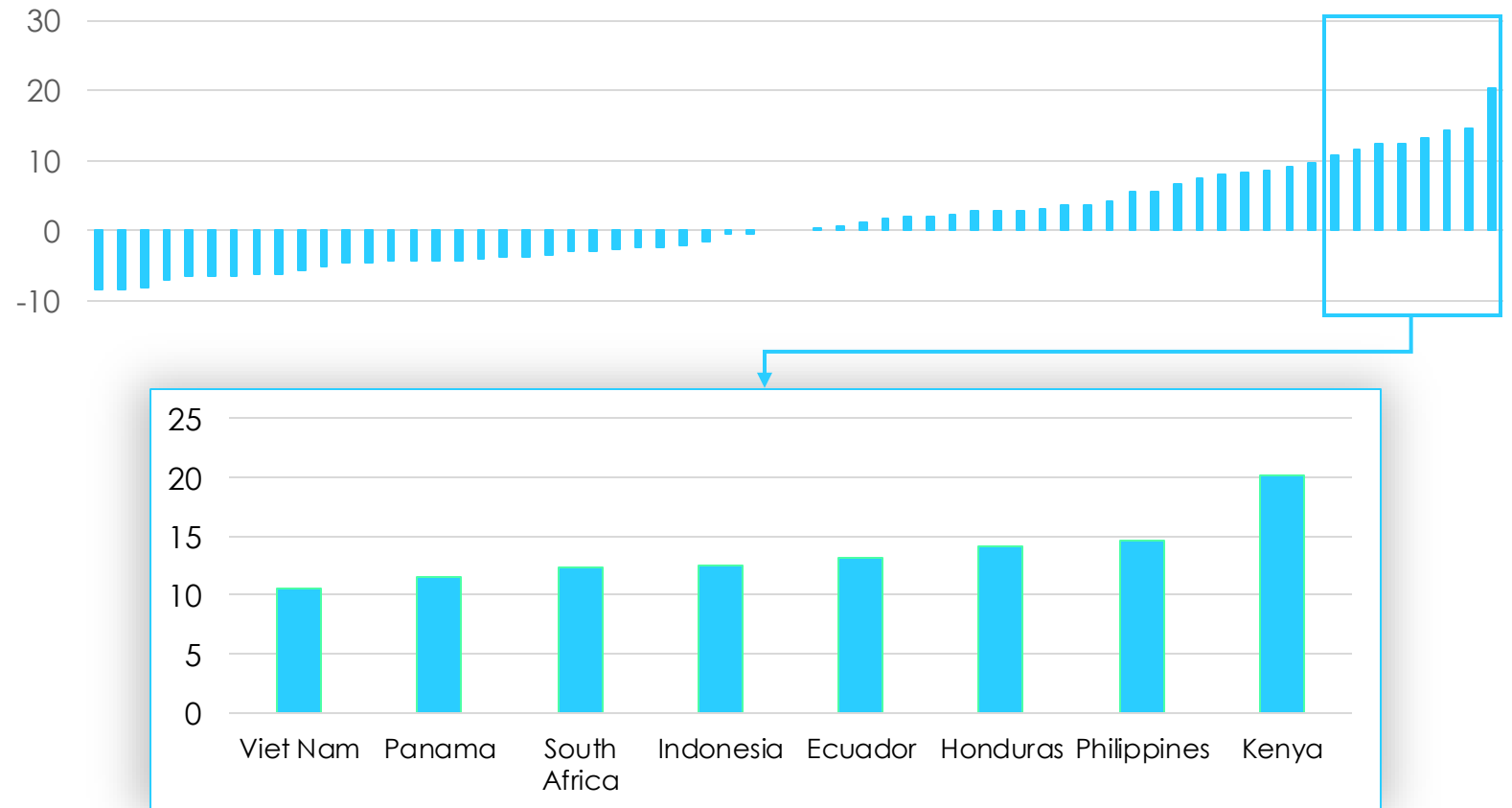
⁴ [World Fact Book – Bosnia and Herzegovina, 2013](#)

Cultural Difference Examples: Extreme Bias

! Extreme bias is generally an effective way of identifying fraudulent respondents.

However, there are some cultures where disagreement or not knowing an answer is seen as personal weakness.

Indexed Quality Flags on Extreme Bias



Cultural Difference Examples: Extreme Bias

Why some markets may be more likely to fail on extreme bias questions:



Example Indonesia & Kenya:

Both countries

- Are high-context communicators
- Give negative feedback indirectly
- Have high confrontation avoidance

Infographic source: [Readinggraphics](https://www.readinggraphics.com/), summarising 'The Culture Map' (Erin Meyer, 2014)

Country insights: [Book Notes – the Culture Map by Erin Meyer](#)

Cultural Difference Examples: IP Geolocation

How IP Geolocation Works

IP geolocation = uses databases to map IP addresses to geographic locations. These databases are created by collecting data from various sources, including internet service providers (ISPs), Wi-Fi networks, and regional internet registries (RIRs).

	Population ¹	Available IP addresses ²	IP addresses per person
US	342 million	1.24 billion	3.6
Germany	84 million	135 million	1.6
China	1.4 billion	351 million	0.3

The Consequences

There are limitations in countries with highly developed IP-based geolocation, such as the US³

- 95-99% accuracy of a user's country
- 55-80% accuracy for a user's state or region
- 50-75% accuracy for a user's city

Markets such as China have to use dynamic IP allocation, which dramatically reduces accuracy of geolocation.

¹ [The World Factbook](#)

³ [If-so.com: Everything You Need to Know About IP Based Geolocation](#)

² [IP2Location Internet IP Address 2024 Report](#)

Top Tips for Cross-Culture Quality Screening

Top Tips for Cross-Culture Quality Screening

In General

- **Test** - Ask local colleagues and do desk research to identify potential challenges with quality checks.
- **Benchmark** - Benchmark quality removals against projects in the same market, not only against projects in other markets. Also remember to benchmark your traffic sources

Device Checks

- **IP geolocation** does not yield accurate results in many markets.
- **Translators** may be used for legitimate reasons, e.g. in markets with high immigration rates.

Behaviour Checks

- When designing **trap questions**, be mindful of cultural differences to 'saving face' (e.g. how to handle 'admitting not knowing something') and agreement.
- Remember to **localise your checks**. English in the US ≠ English in the UK etc.

Identity Checks

- Consider **sense of privacy** in different markets. Just because somebody does not want to upload their ID doesn't mean they are a fraudster.

Q&A