CAN YOU REALLY TRUST YOUR DATA?
HOW TO CATCH & DEFEAT ONLINE PANEL FRAUD

One of the biggest challenges faced by the market research industry is ensuring the quality of the data. Every day we see fraudulent respondents undertaking surveys and developing technologies, including AI and Language Models, that are used by bots and click farms to complete interviews.

To put it simply, if your research data is collected via online panels, the significant increase in fraudster infiltration means that
no, you probably can't trust your research data!

Based on our experience at MM-Eye, the vast majority of quality assurances that panel providers give are just not enough to stop fraudsters from completing your surveys.

We've put together this deck to raise awareness of the problem and provide practical solutions for how you can battle the bots;
ensuring you have data that you can trust to make reliable business decisions.

AUTOMATED QUALITY CHECKS ARE NOT ENOUGH

Many panel providers will provide a whole list of automated checks to ensure data quality, such as those mentioned below:

- Digital Fingerprinting
- Encryption to Tamper-Proof Links
- Cash-out ID Verification
- Geo-IP Flagging
- Invisible reCAPTCHA
- Logical Inconsistencies, including scrutiny of profiles
- Device / Account Duplication
- Location & Browser Spoofing
- 3 Intelligent Data Quality Layers
- AI Analysis of Open-End Text Questions
- Auto-Translation Detection
- Pattern Recognition Technology
- Red Herrings in place
- In-Depth Forensic Analysis
- Regulated by ISO, GDPR, and local data privacy laws

Surely, if they're doing all of this, it should give you confidence that they can assure quality?

Unfortunately, the answer is still **no**. Based on our experience, it's just not enough to stop fraudsters.

We need to be even more vigilant and stringent with our quality control checks and **not solely rely on automated processes to battle the bots!**
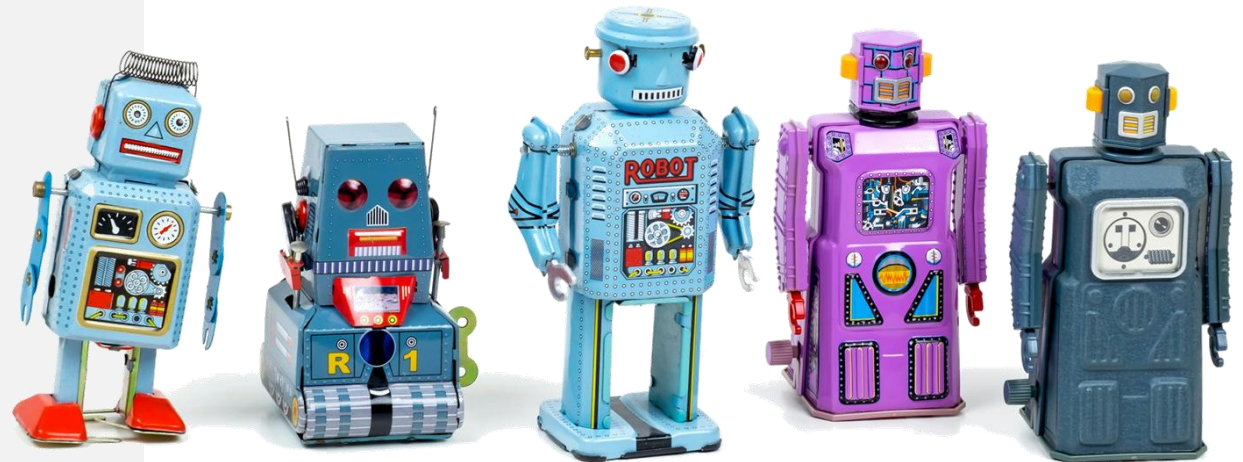
At MM-Eye Ltd, we believe that on average,

40% OF INTERVIEWS ACHIEVED VIA PANELS ARE NOT GENUINE

In some markets and with some panel providers, it's as high as 90%

You might doubt that, but we have the removals to prove the claim

SO, WHAT CAN YOU DO?

Work with research providers who are fully abreast of the issues and undertake stringent quality control checks – **BOTH MANUALLY & VIA AUTOMATED PROCESSES**
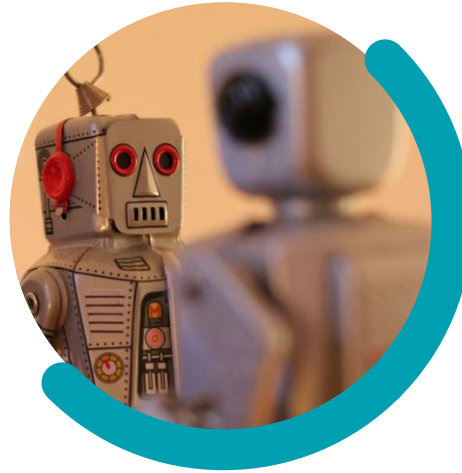
YOUR RESEARCH AGENCIES

should be able to outline in detail their **automated & manual checking processes**, when it comes to data collected via online panels
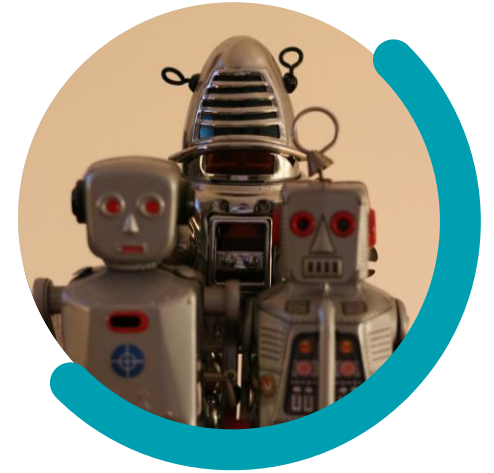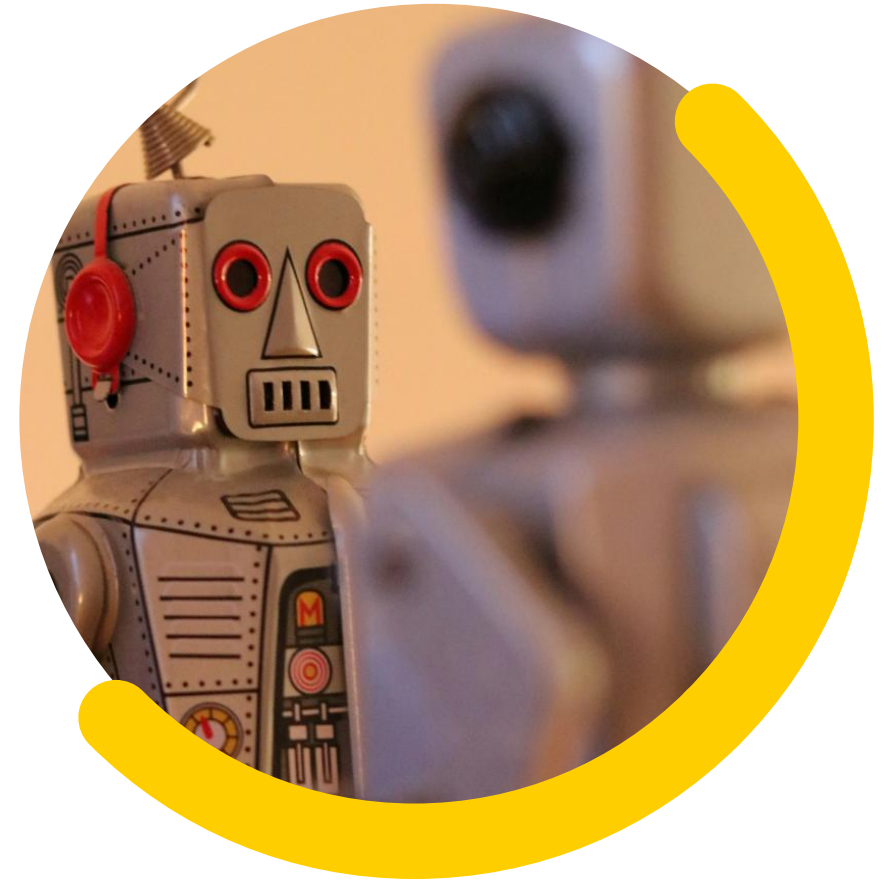

YOUR PANEL PROVIDERS

must, acknowledge that their **cutting-edge technology is not enough** to stop fraudulent respondents

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AS STANDARD, YOUR RESEARCH AGENCY SHOULD...

- **Validate responses against hard facts**, such as buyer profiles and sales figures

- **Validate responses against logic**, such as mean responses, historic data, and the quality of written verbatims (i.e. expectations of the audience and their language of origin)

- **Be prepared to remove completes they don't trust** – and deal with the backlash that sometimes ensues from providers

- **Be prepared to extend fieldwork** to obtain genuine responses

- **Carry out thorough data integrity checks** and share their findings with you before sending a final report

- **Share their expertise** with others within the industry for the benefit of all


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AND PANEL PROVIDERS, MUST...
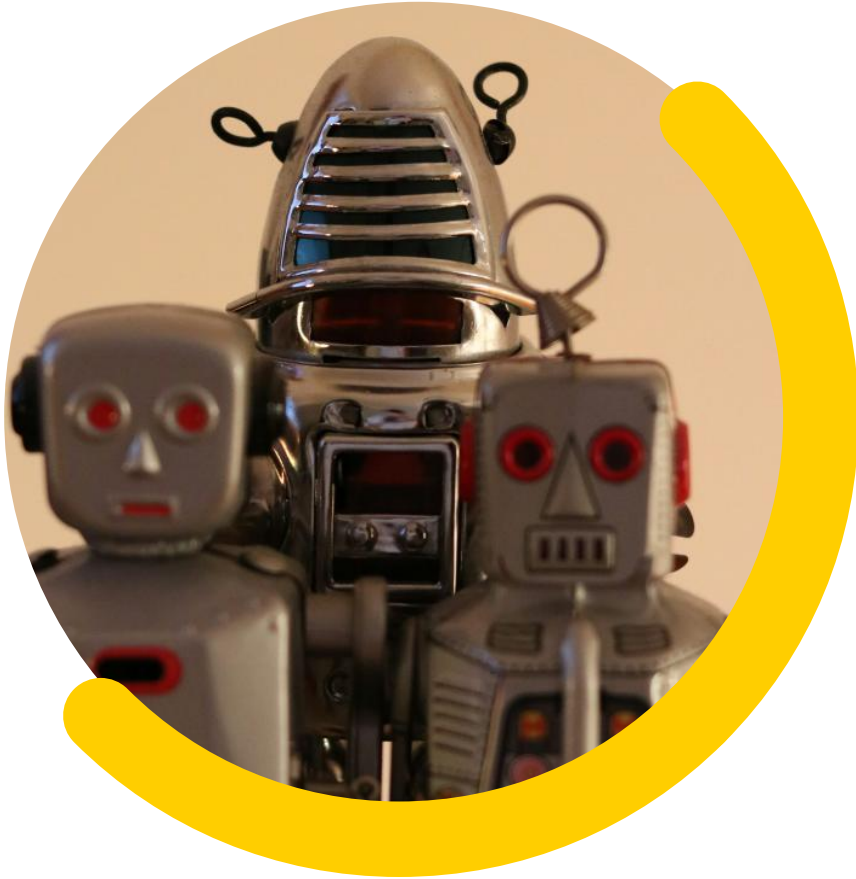
- **Not pretend the issue isn't as widespread as it is**

- **Not challenge you when you remove completes** that fail your quality checks

- **Not stop fieldwork because the incidence rate is lower** than they calculated, due to removal rates

- **Collaborate with you** to improve understanding and tackle the issues

- **Support you in survey design** – making it hard for fraudsters to easily complete (without upsetting genuine respondents)

- **Invest time, effort, and money in trying to stay ahead** – while acknowledging that fraudsters may still be ahead of the game

- **Share their knowledge** and findings with the industry for the benefit of all

PROTECT YOUR INSIGHTS; PROTECT YOUR BUSINESS

At MM-Eye, we are committed to sharing our knowledge and experience on this topic. Our team spends a significant amount of time, checking and verifying that we have genuine respondents, with valid responses. We never want to deliver data to our clients that we can't be confident in.

As standard, in all our projects, we implement the following quality control processes:
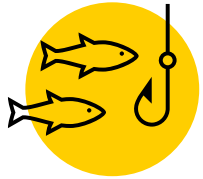
Red herring questions, designed to catch respondents not paying attention and ensure they actively read the questions
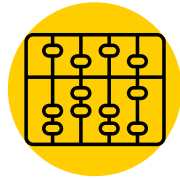
Straight lining checks to flag respondents selecting the same answer for most or all questions - indicating they may not be attentive

Respondent behaviour checks, such as speed checkers to screen out responses that fall below a reasonable threshold of completion time

Manual review of all verbatim responses, to identify bots, fraudulent responses or unengaged individuals. Including – gibberish, nonsensical or AI generated answers

Weekly, comprehensive review of entire dataset, including a deep dive into both open-ended and closed-ended questions

We will also work with you to implement additional checks as needed on your specific project to ensure high-quality data that you can trust. If you're interested in learning more about how we approach data quality and how it can benefit your business, contact us today at:
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We'd love to talk

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