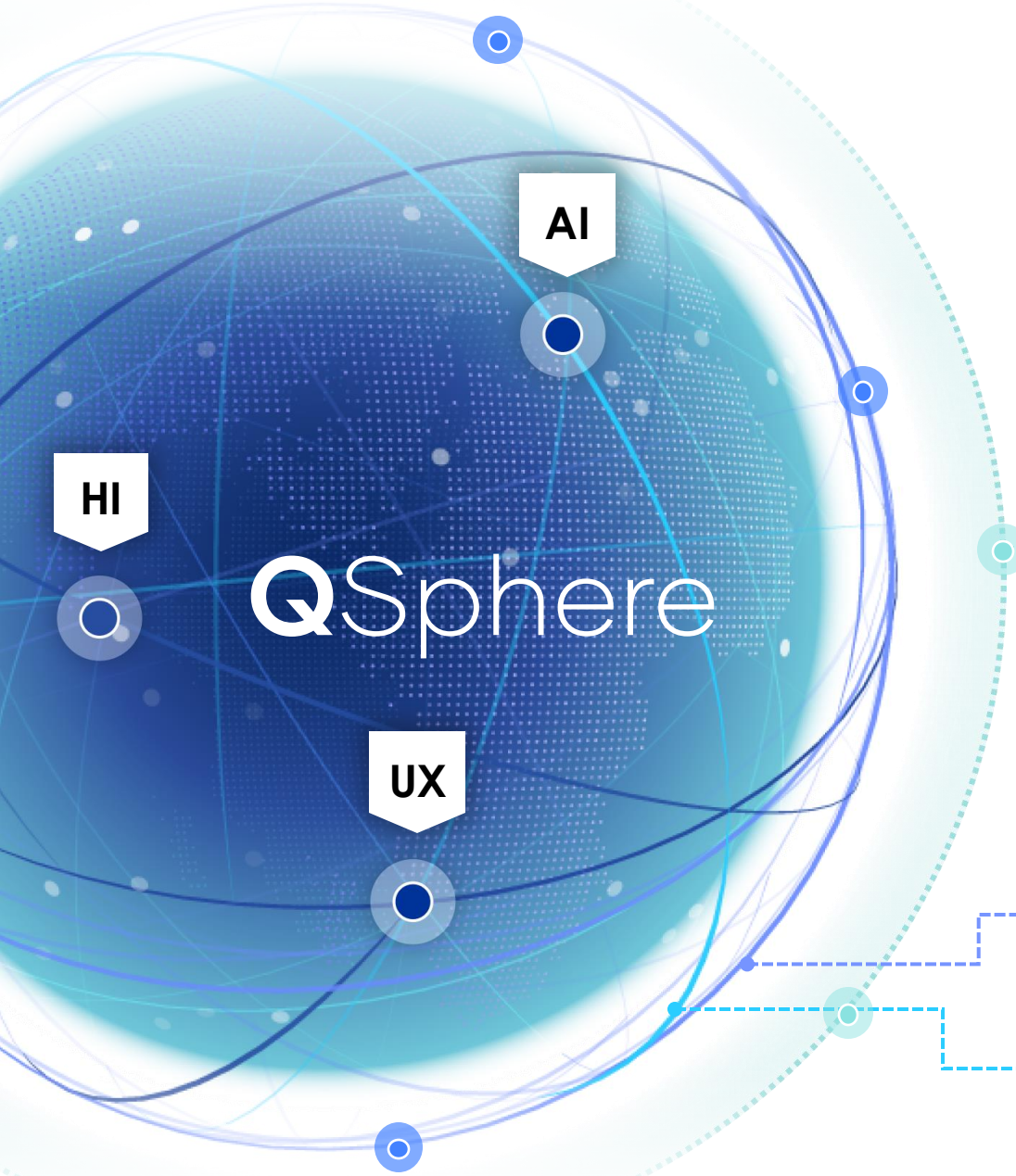
toluna MetrixLab

# 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**.

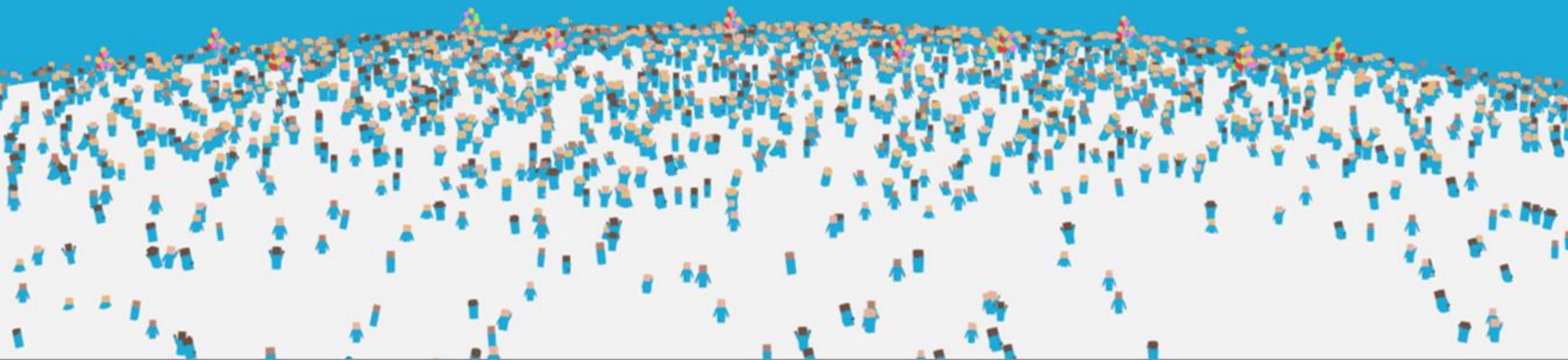
Research

Platform

CloudResearch®

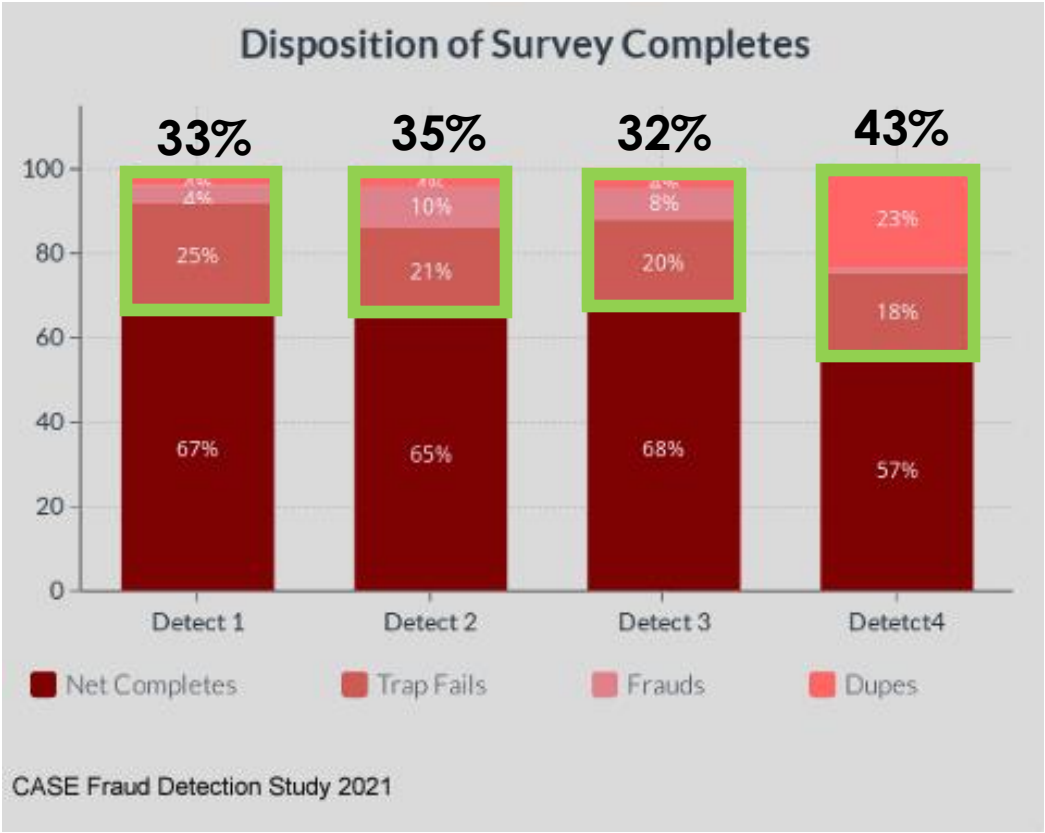
# Rise of Online Research

# 3 billion



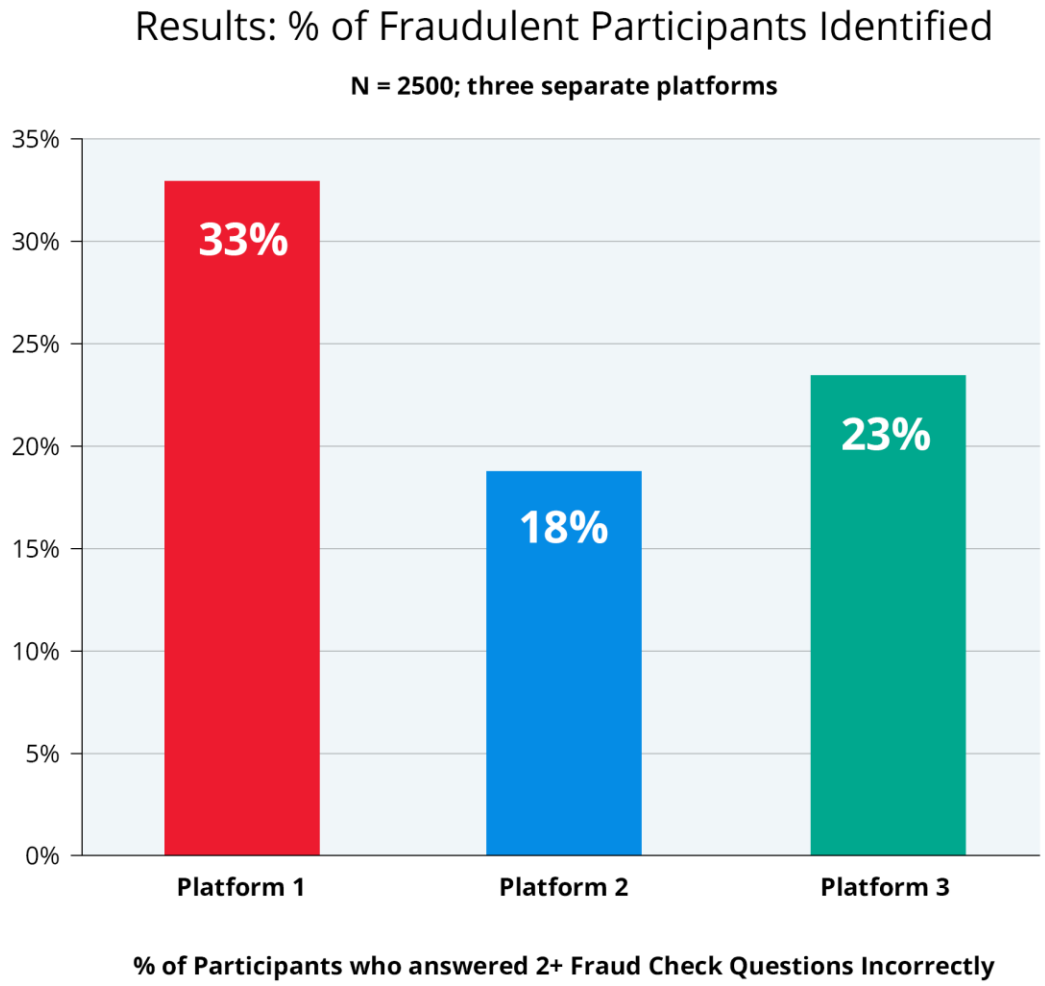
# Documented the scope of fraud and quality problems in the industry

## Total Cleaning Removes 30-40% of Completes




https://case4quality.com

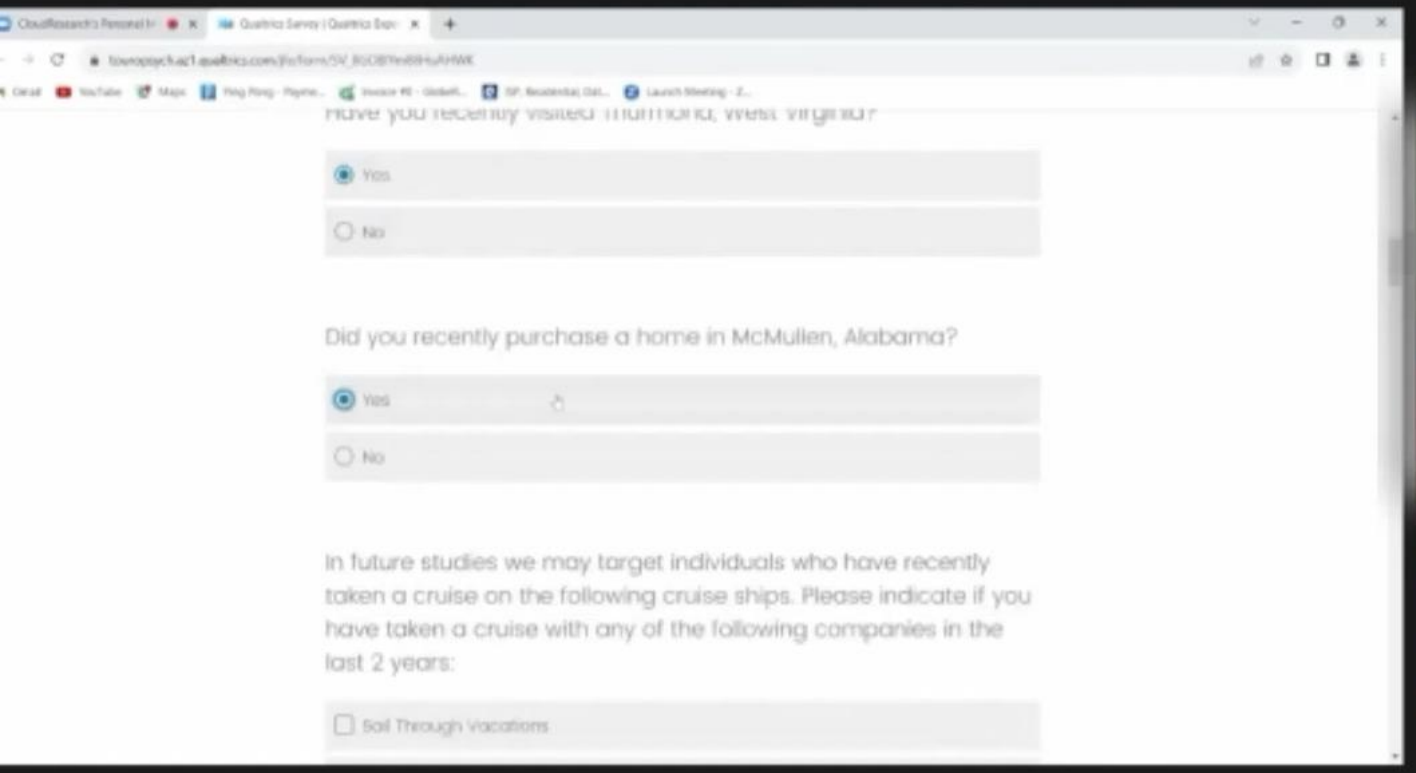
## How prevalent is in-survey fraud?

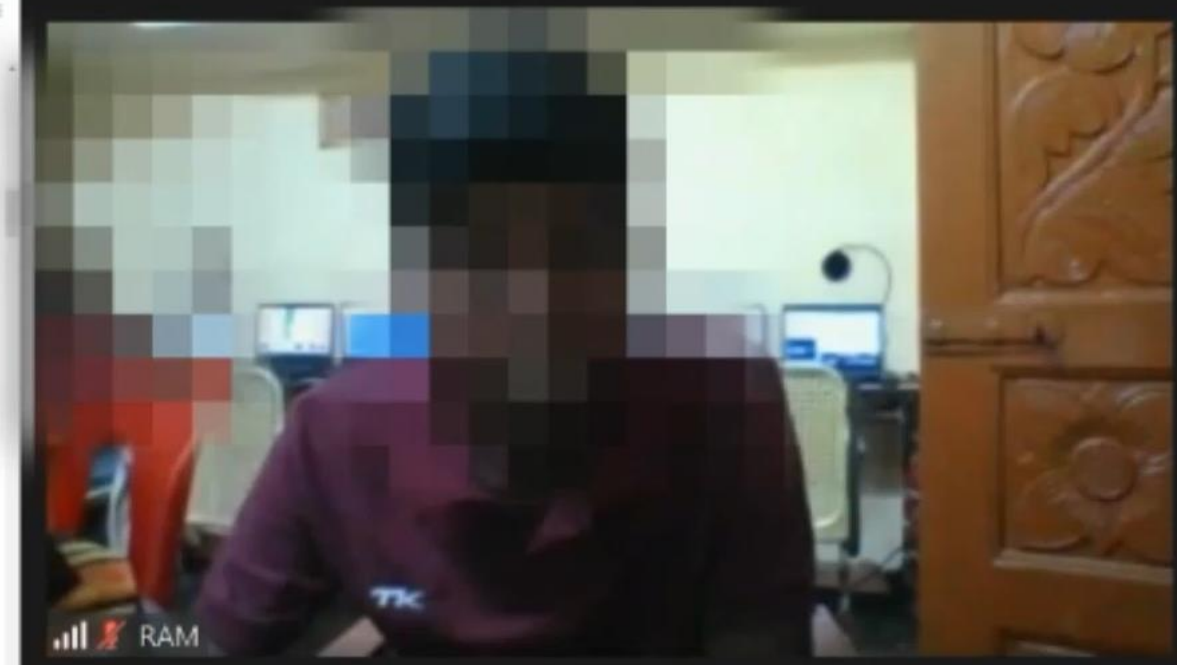





Reevey, Bruggerman, Rosenzweig, & Litman (submitted, Journal of Marketing)

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




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*

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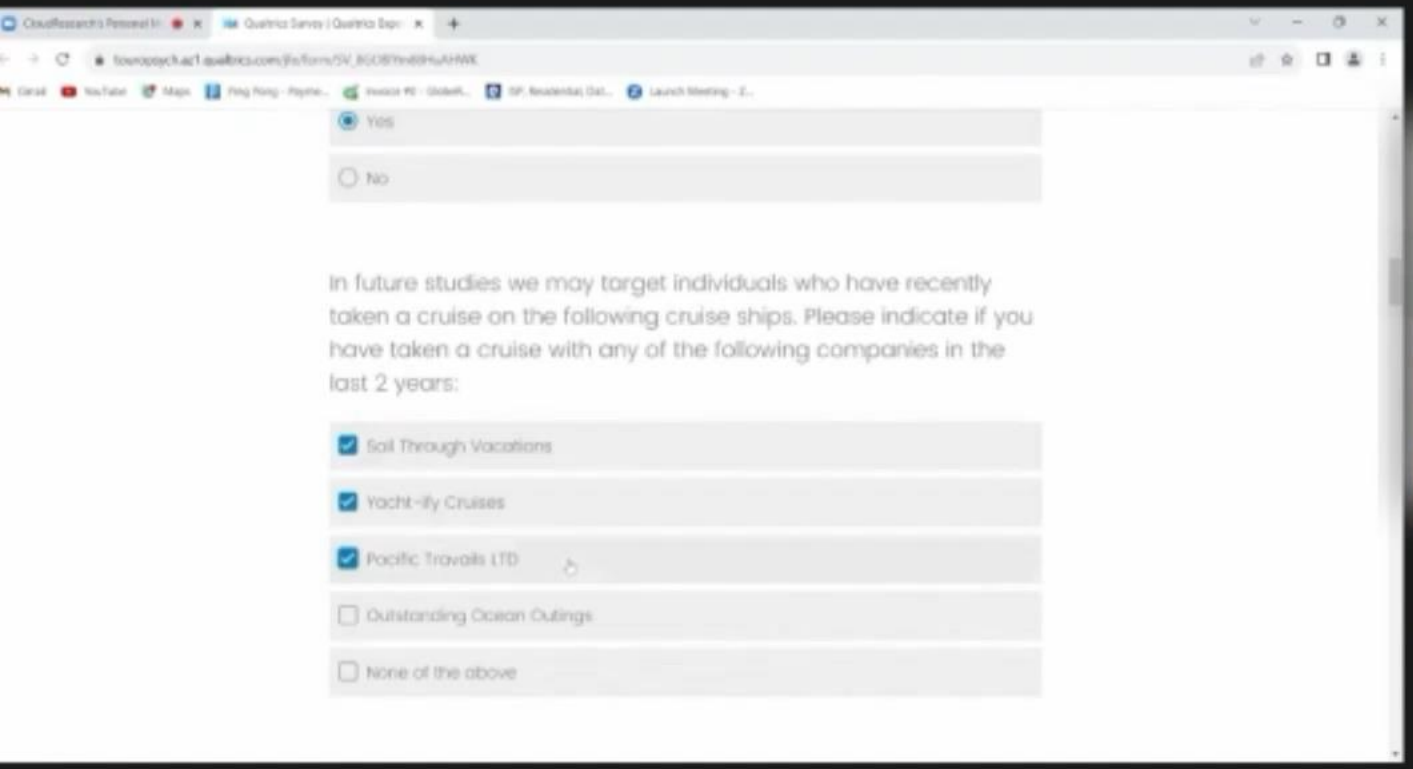

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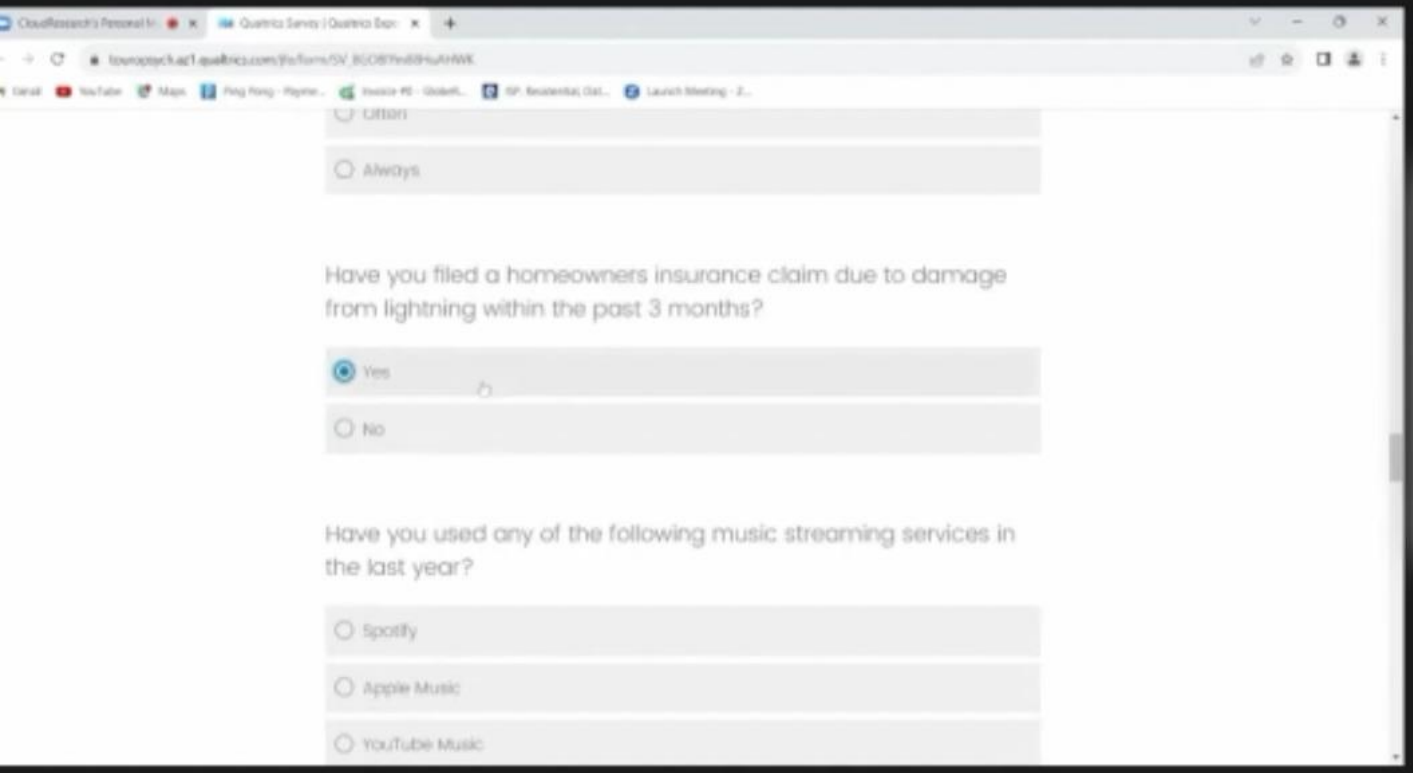


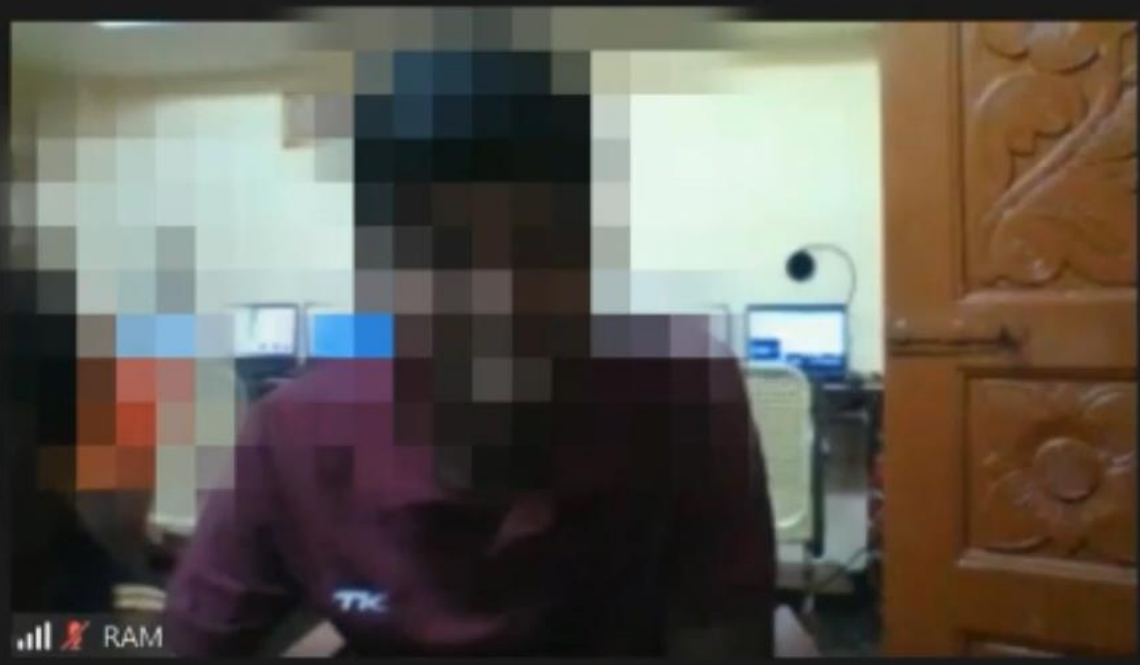

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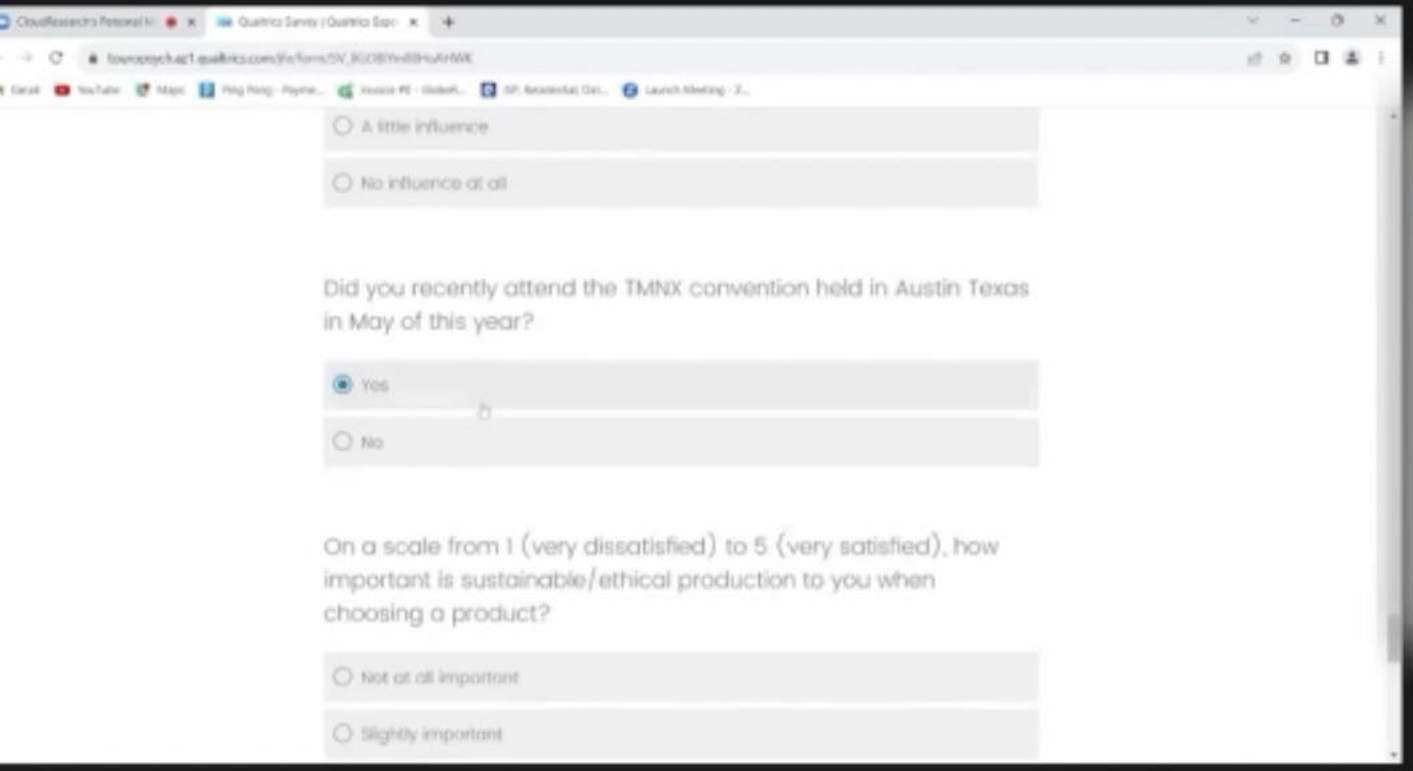


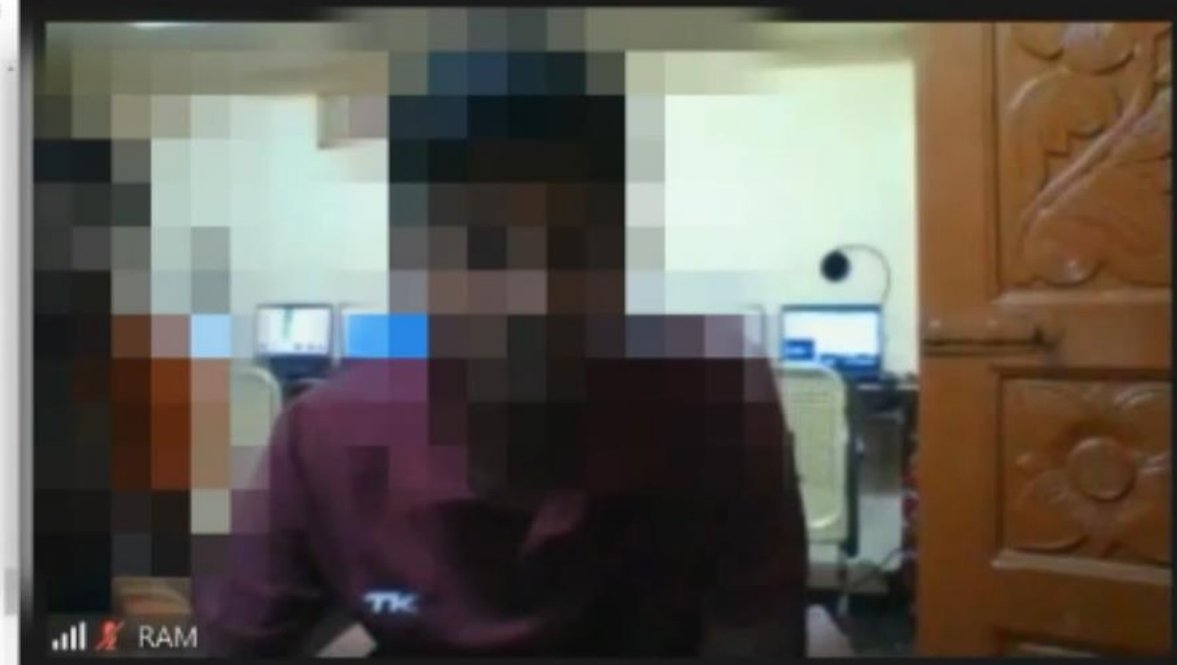

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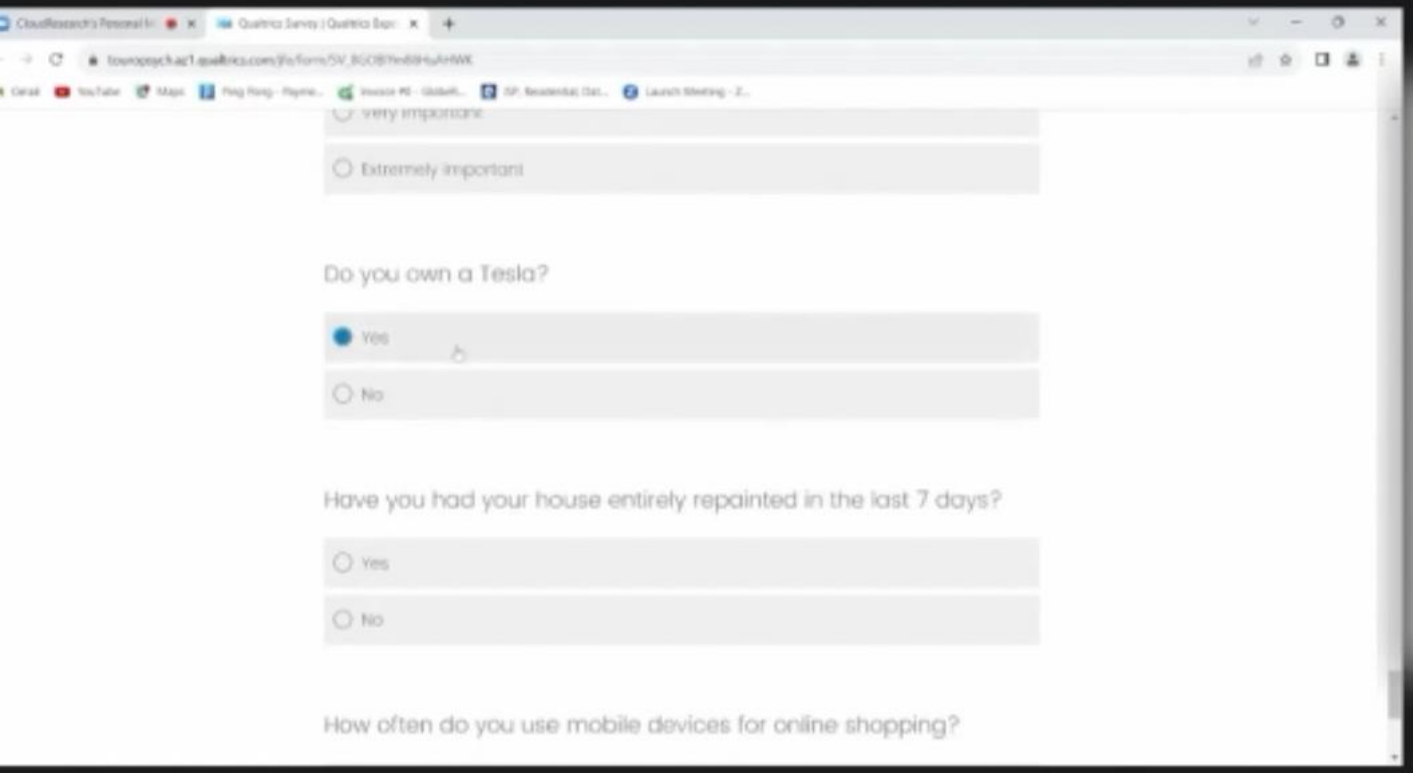


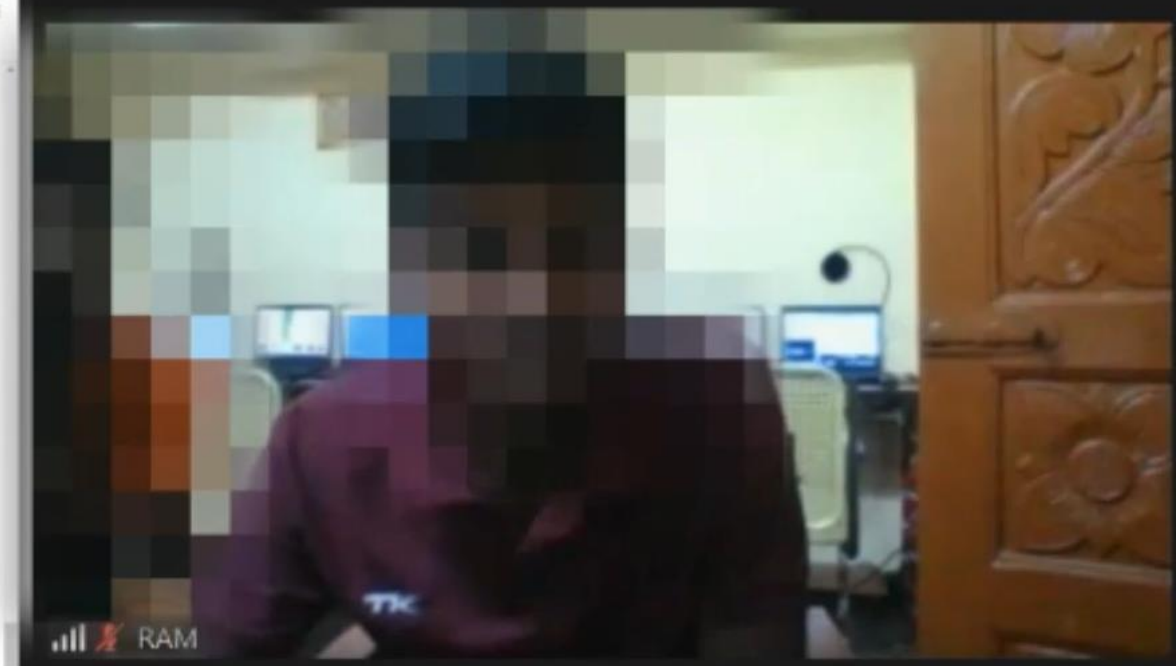

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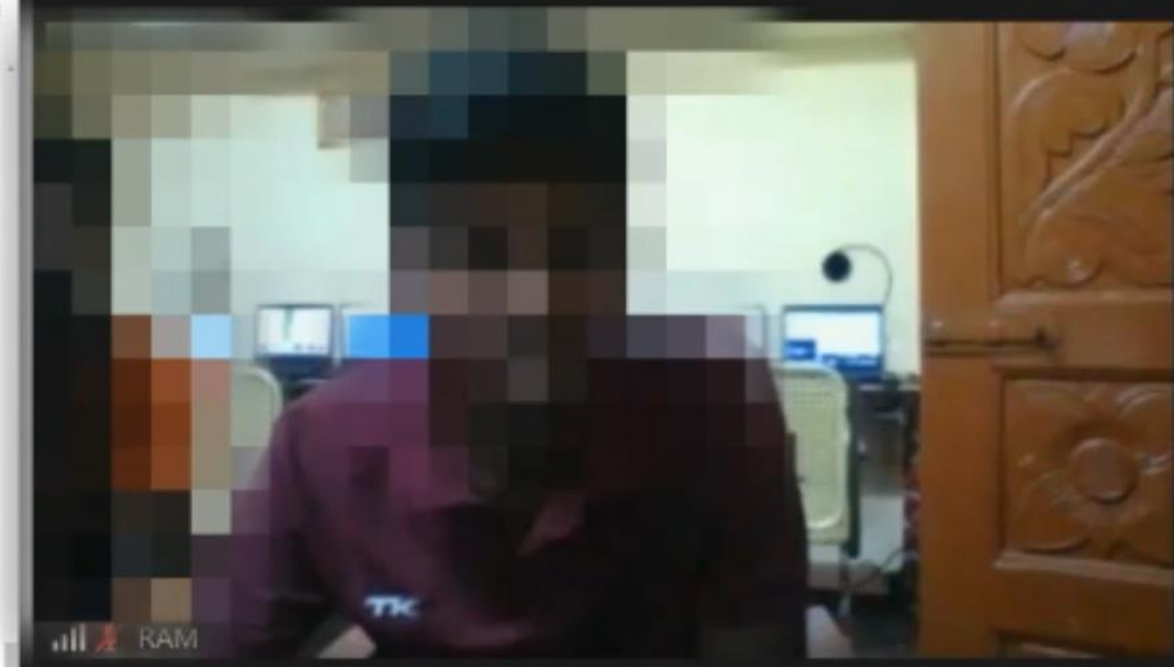


# Indiscriminate "Yeah-saying"

# Severe Implications of Fraud: Marketing Decisions

All this is leading to bad outcomes for clients…

**Case Study: Oral Care Misinformed Go to Market Decision**

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

# Severe Implications of Fraud: Marketing Decisions

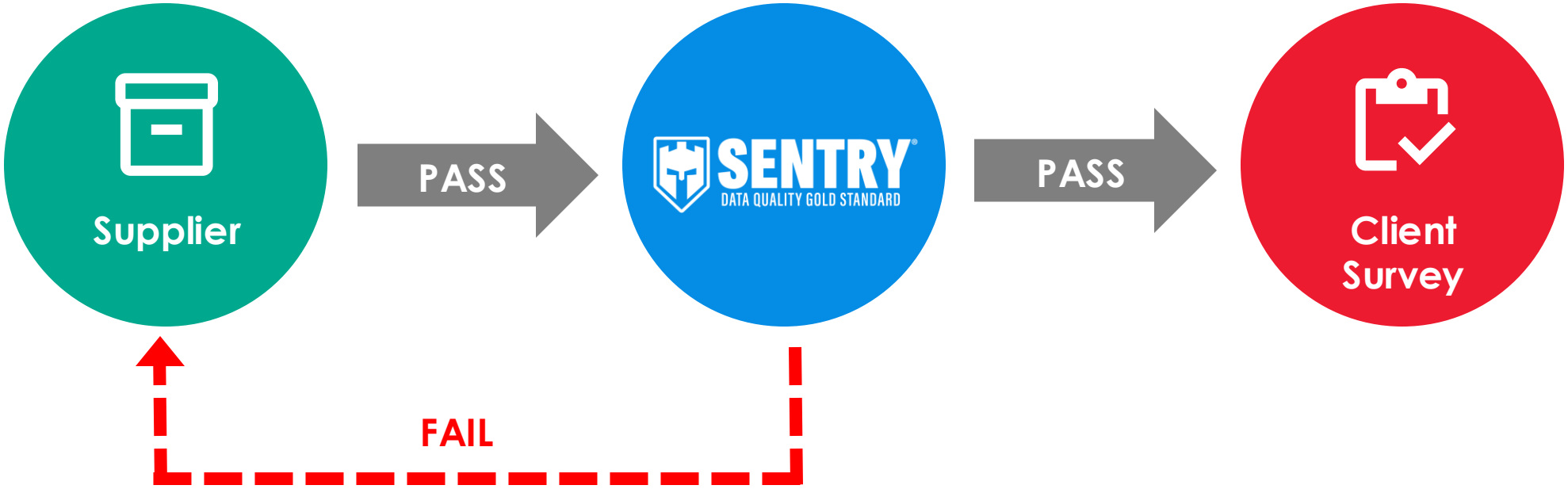
CloudResearch®

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.

# How Does Sentry Work?

CloudResearch®

**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

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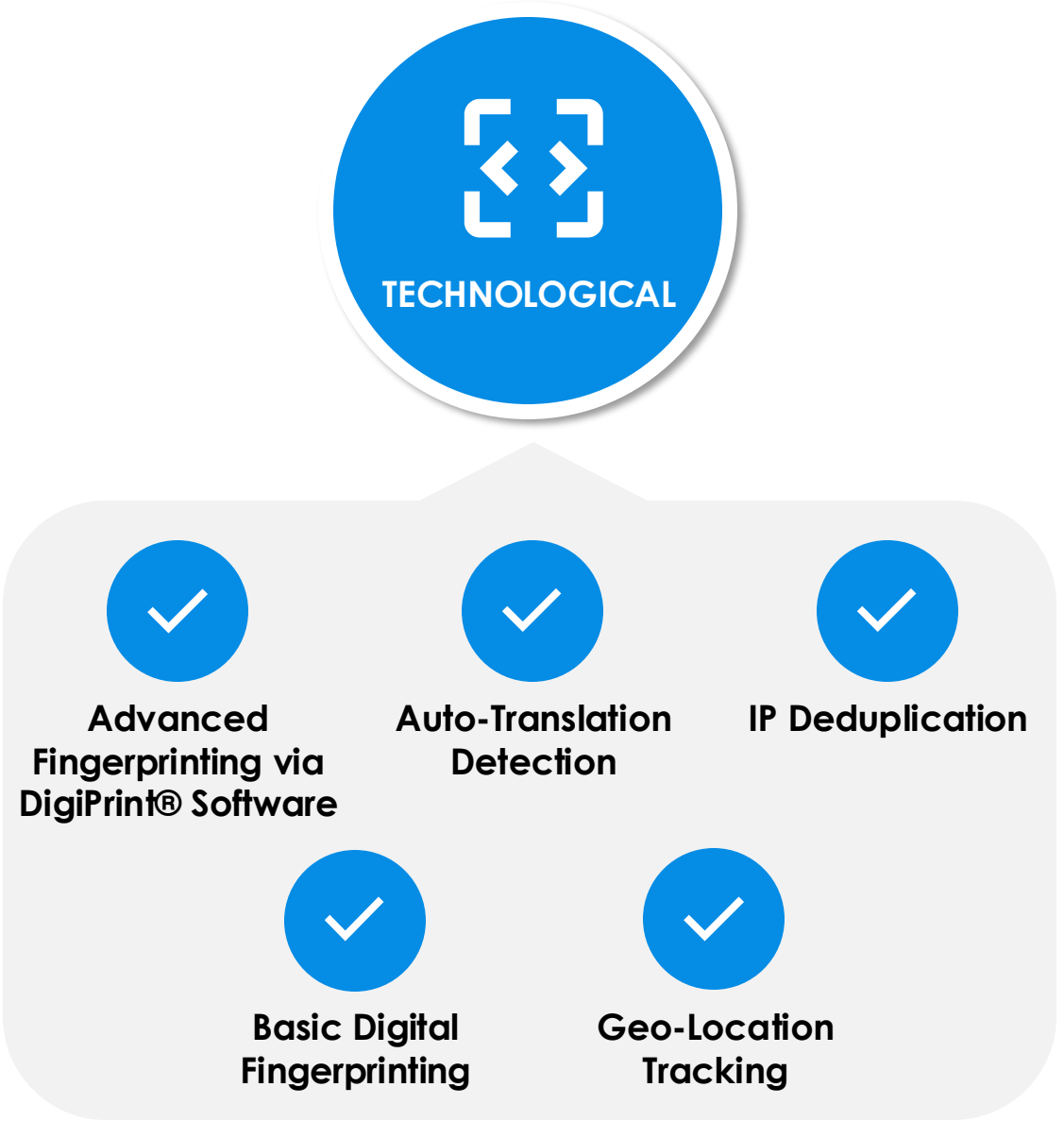


# Sentry: a Different Kind of Protection

CloudResearch®

- Attention Verification
- Honesty Verification
- Open-Ended Quality Verification
- Targeted B2B Verification
- Chat GPT Blocking

- Advanced Fingerprinting via DigiPrint® Software
- Auto-Translation Detection
- IP Deduplication
- Basic Digital Fingerprinting
- Geo-Location Tracking

CloudResearch

Question 2 of 6

## Are you living in Roscoville, Alabama at the moment?

- ○ Yes
- ○ No

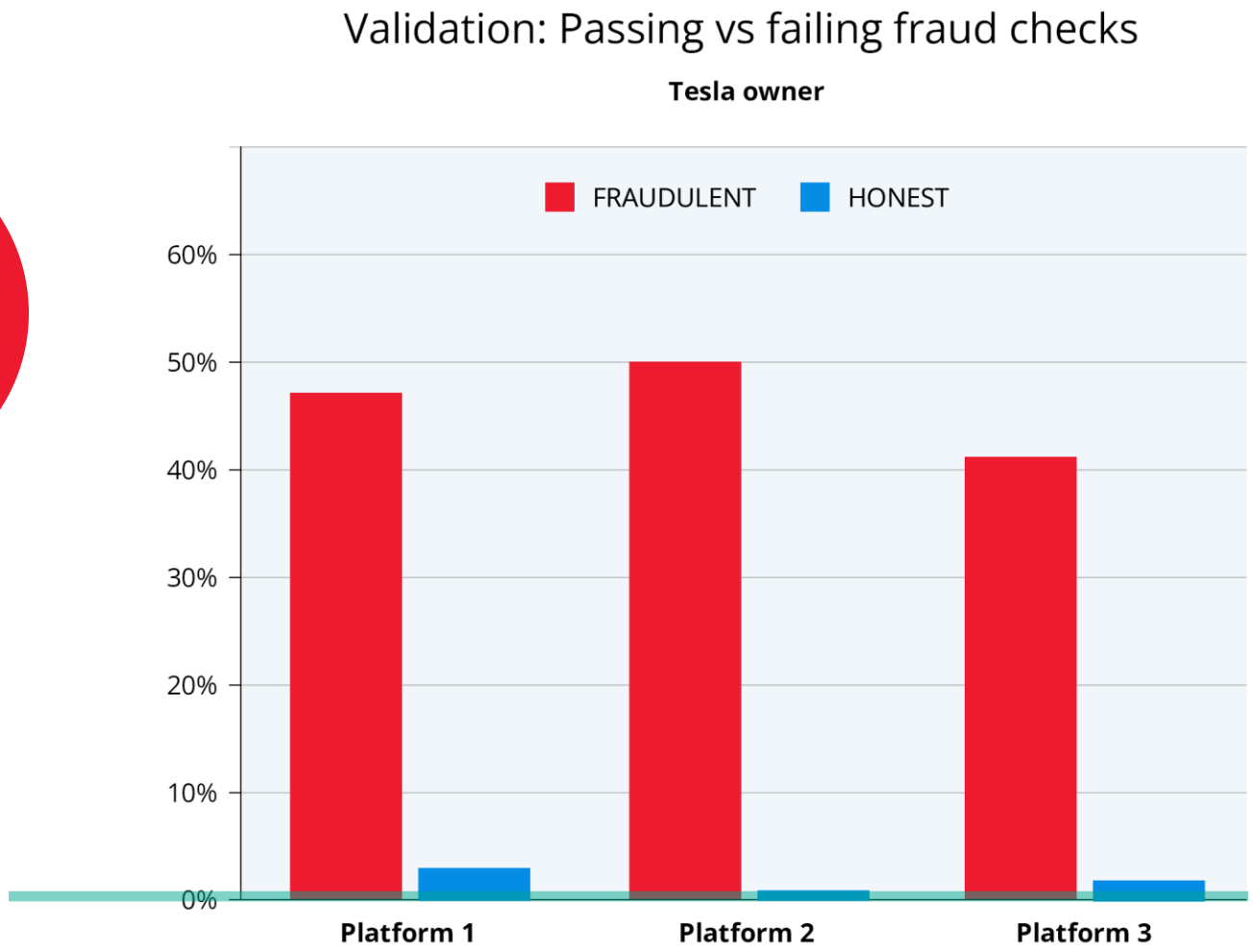
Please select answer to continue

下一个 →

完成以下预习问题：

02： 59： 37

How bad are Deceptive respondents?

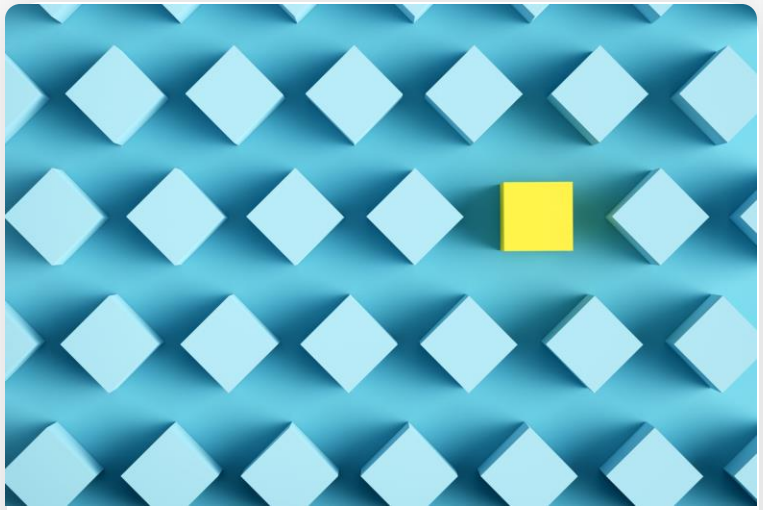





Reevey, Bruggerman, Rosenzweig, & Litman (submitted, Journal of Marketing)

# 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

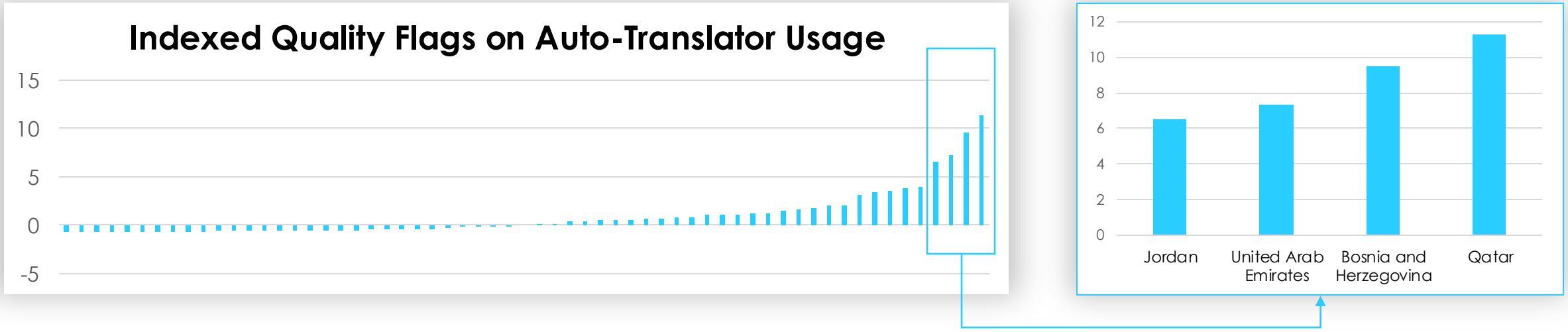
❗ **We always recommend removing respondents who use auto-translators from any research.**

*However*

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

OR

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




Data: Toluna internal quality data 01st Sep 2024 – 31st October 2024, markets with 500+ checks

# 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]

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

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

"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

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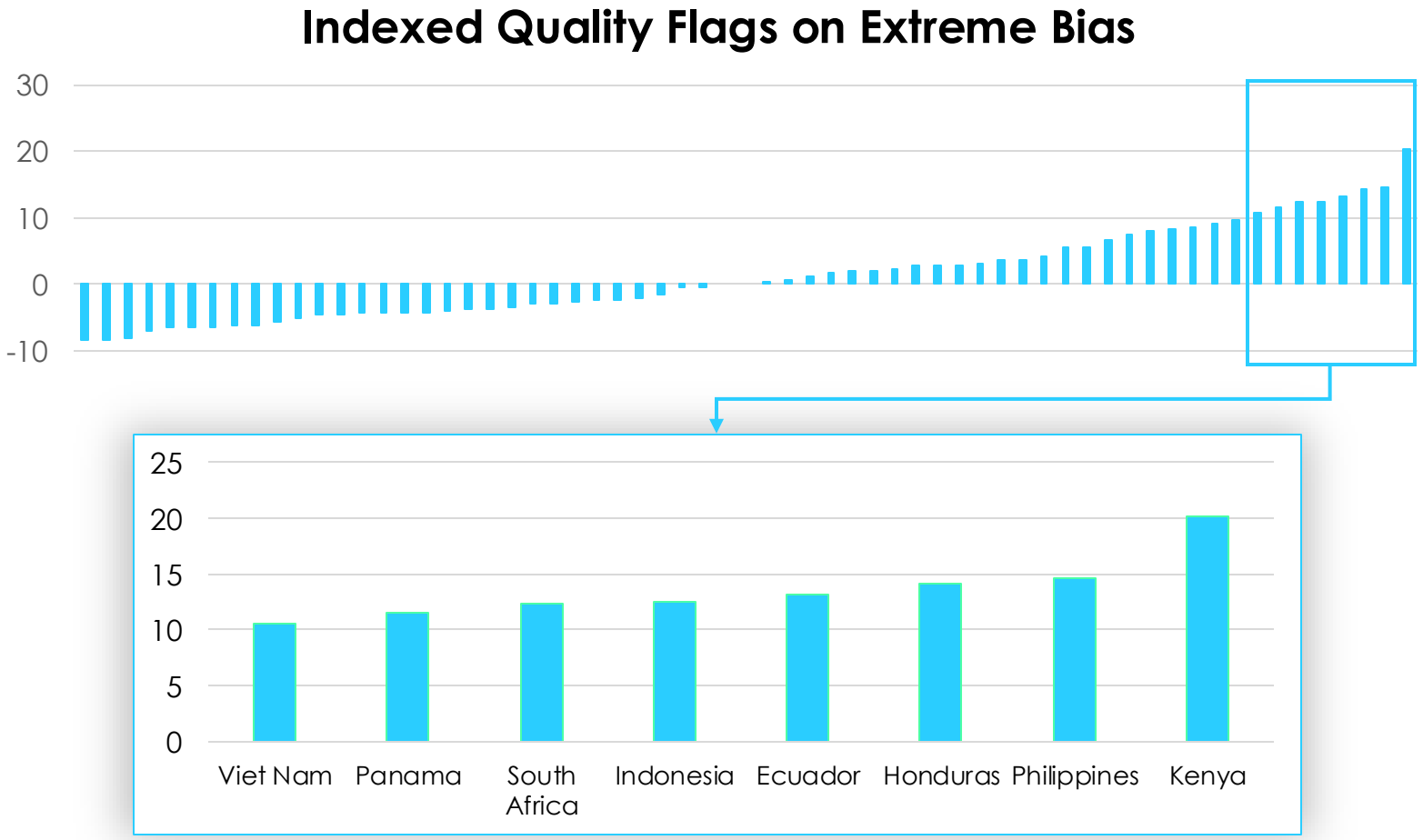
❗ **Extreme bias is generally an effective way of identifying fraudulent respondents.**

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




data: Toluna internal quality data 01st Sep 2024 – 31st October 2024, markets with 500+ checks

# 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: Readingraphics, 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 US[3]

- 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

2 IP2Location Internet IP Address 2024 Report

3 If-so.com: Everything You Need to Know About IP Based Geolocation

# 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