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TOWNHALL

Data Quality Today: A U.S. and Global Imperative

MARCH 8, 2024

Housekeeping

- Be polite and respectful of others in the chat.
- Topics dealing with competition law such as price, CPI, selling or promotion of services and territories may not be discussed in the chat or asked during Q&A.
- Any information shared today is not intended to be a substitute for strategic, legal, HR, or financial advice that can be provided by your own advisors.

- Use the Q&A to submit questions for the speakers.
- This session will be recorded and made available to everyone who registered as well as uploaded to the IA Town Hall library.

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Today's Town Hall

State of Data Quality Today

2023 Fraud Survey Results

IA's Council for Data Integrity

How Associations are Working to Address Quality & Fraud

Global Data Quality Partnership

Moving Forward Together as an Industry

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Our Speakers

Melanie Courtright
CEO
Insights Association

Shannon Danzy
Senior Director, Research Strategy
Insights Association

Brian Lamar
Strategic Director of Survey Products
TraQline

Co-Chairs, Council for Data Integrity

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What data quality trends and issues are impacting your business the most?

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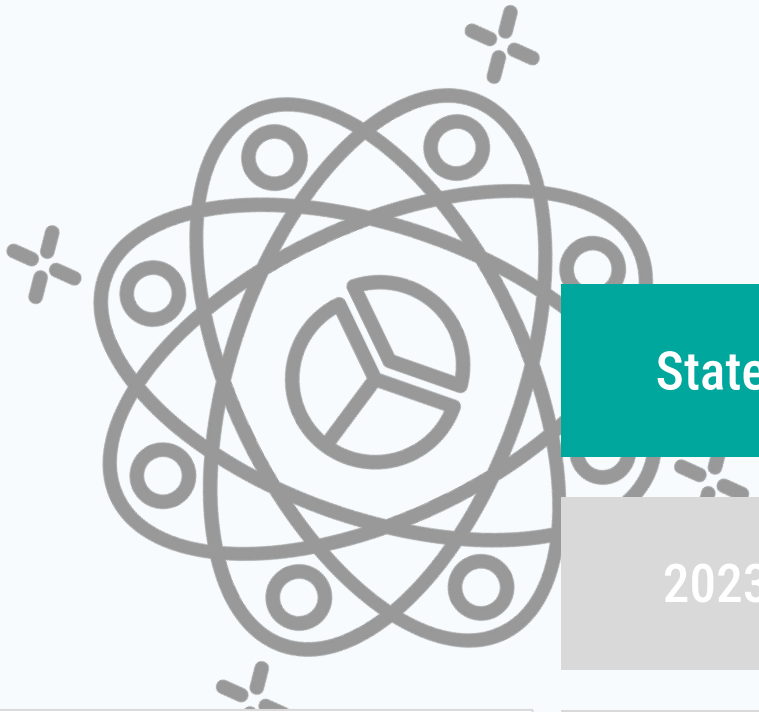

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DATA QUALITY

The **measure of the condition** of data based on factors such as accuracy, completeness, consistency, reliability and how up to date it is.

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The Current Environment

- Quality Concerns are High
- Clarity is Low
- The Ecosystem is Complicated
- Language is Inconsistent
- No Great Quality Signals
- Not a Data-Driven Discussion
- Eroding Trust and Confidence
- AI Amplification Potential

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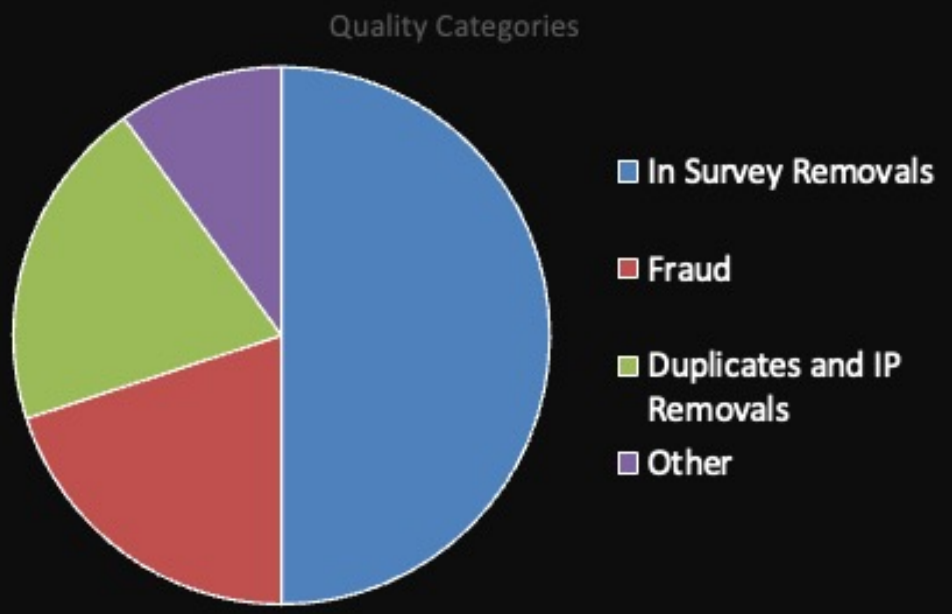
Clarity is Key



Each Have Different Solutions

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DATA FRAUD

Deception or malicious behavior intended for financial gain with fake insights provided or through system manipulation.

The term “Fraud” should only be used in the context of deliberate or malicious deception.
It should not be confused with poor “Data Quality”.

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The current fraud environment

‘Mother of all breaches’ data leak reveals 26 billion account records stolen from Twitter, LinkedIn, more

CBC

From Kyiv, with fraud: Why Canada is a main target of investment scammers

There's a call centre in the Ukrainian capital of Kyiv where employees have one job: to steal the life savings of Canadians through a...

American Express Alerts Customers of Data Breach: Urges Vigilance Against Fraud

American Express has issued a warning about a data breach at its Travel Service portal, urging customers to monitor for fraud and highlighting security measures.

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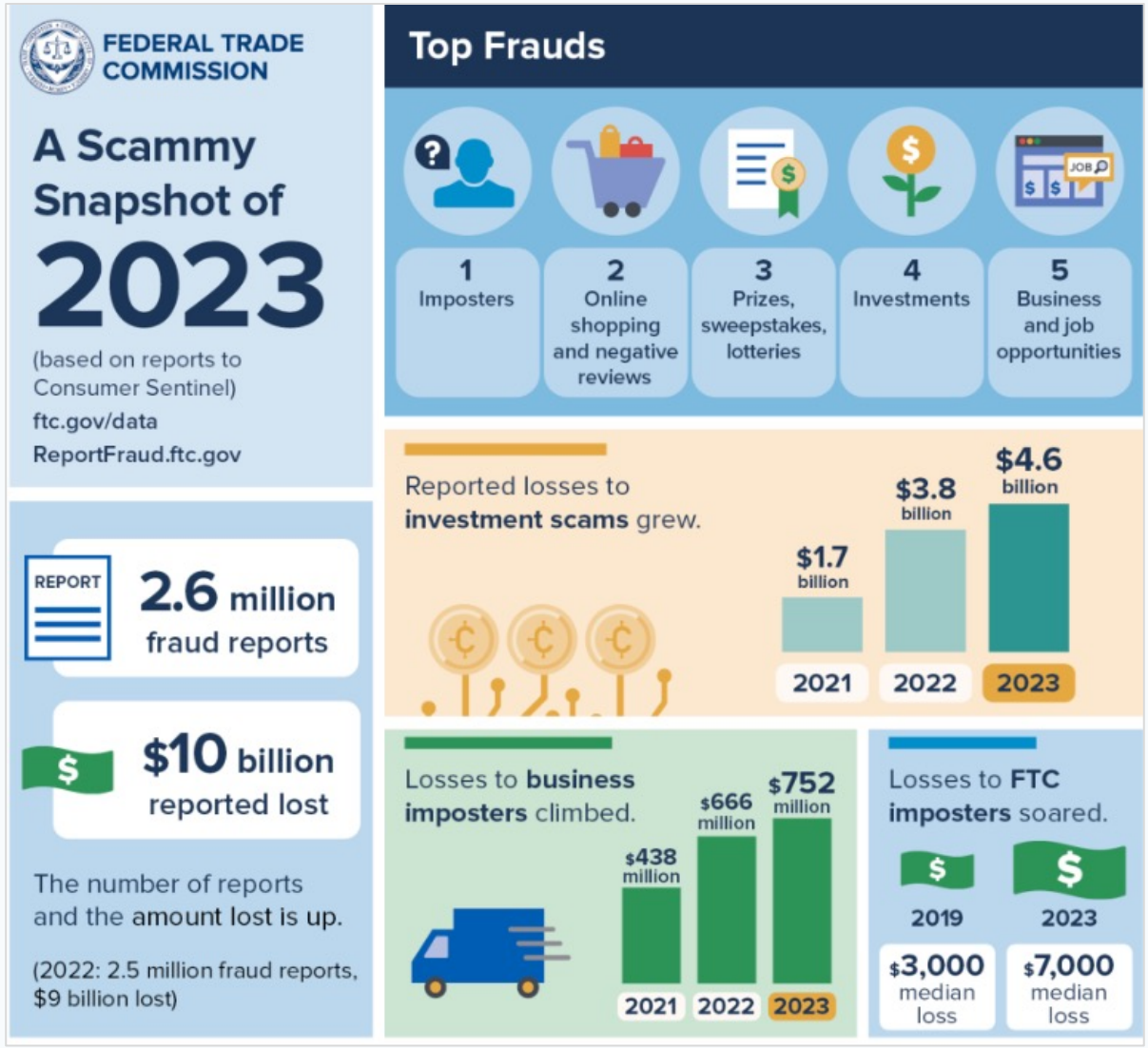
The size of fraud today



The most common types of identity theft

Identity theft comes in many forms, with credit card fraud being the most common. Roughly 426,000 cases of credit card fraud were reported to the FTC in 2023. That's down 5% from 2022 but still 53% higher than 2019, when 278,000 cases were reported.

Type of identity fraud	Reported cases, 2023	Percent change in reported cases, 2022 to 2023
Credit Card Fraud	425,977	(5%)
Other Identity Theft	279,221	(19%)
Loan or Lease Fraud	171,900	(4%)
Bank Fraud	145,206	(12%)
Government Documents or Benefits Fraud	102,115	68%
Employment or Tax-Related Fraud	92,177	(12%)
Phone or Utilities Fraud	87,402	2%

Data source: Federal Trade Commission (2024). Not all identity theft reports include the theft type or subtype.

Impacts of true fraud

Avoiding Type I and Type II errors

Confidence in determining a quality respondent

Lack of standards

Trust

Whack a mole and moving target

Fears of AI

Cost & time

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2023 Fraud Member Survey Objectives

Capture the impact of fraud among IA members who work at sample providers, research agencies, tech companies and brands

- **How much fraud** are members encountering in research studies?
- What's the **impact of fraud** on the work?
- What **protection measures are being used** by members?

N=137 (Total), 80 (Research Agency), 29 (Sample Provider), 18 (Tech Company). 35 (Brand)

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21%

Estimated amount of sample/data flagged for fraud in a typical project according to members

Research Agency
21%

Sample Provider
28%

Tech Company
21%

Brand
17%

N=137 (Total), 80 (Research Agency), 29 (Sample Provider), 18 (Tech Company). 35 (Brand)
Q: Thinking about your typical market research project, approximately what percentage of the sample/data is flagged for fraud concerns?

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How are you currently managing fraud in studies?

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		% Agree Index			
FRAUD PROTECTION MEASURES USED	*% Agree*	**Research Agency**	**Sample Provider**	**Tech Company**	**Brand**
Traditional Methods					
Manual cleaning post collection	91%	102	91	104	98
Consistency checks	87%	105	87	96	92
Time-based checks	80%	102	104	98	90
Location/Zip	77%	107	116	101	70
IP address/Domain name	71%	99	117	118	81
Digital fingerprint	60%	107	121	111	48
Real-time open-end analysis	56%	107	98	109	71
CAPTCHA/Re-CAPTCHA	55%	96	126	101	73
Stat methods	50%	101	90	78	109
Activity/Participation controls	50%	86	146	123	92
Honesty validations	49%	110	106	68	82
Copy/Paste detection	47%	103	109	117	66
Emerging Methods					
VPN proxy	44%	88	173	178	39
Phone/Image/Video authentication	28%	110	145	98	70
3rd party validations	22%	74	236	101	65
AI methods	20%	76	157	226	72
Auto-translation detection	19%	92	127	176	45
Generative AI response	15%	94	189	228	59

N=137 (Total), 80 (Research Agency), 29 (Sample Provider), 18 (Tech Company). 35 (Brand)
Q: Still thinking about data fraud, and to the best of your knowledge, which of the following fraud protection measures are included in your marketing research projects?

The adoption and improvement of protection measures will require cross-collaboration and education

The more effective tackling of fraud is currently limited by several factors including:

- A lack of industry standards
- How fast emerging methods evolve, e.g. AI
- Education
- An underindexing on how much fraud is actually occuring
- The reliance on sample providers in procurement by research agencies and brands

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But…how much is too much when it comes to fraud?

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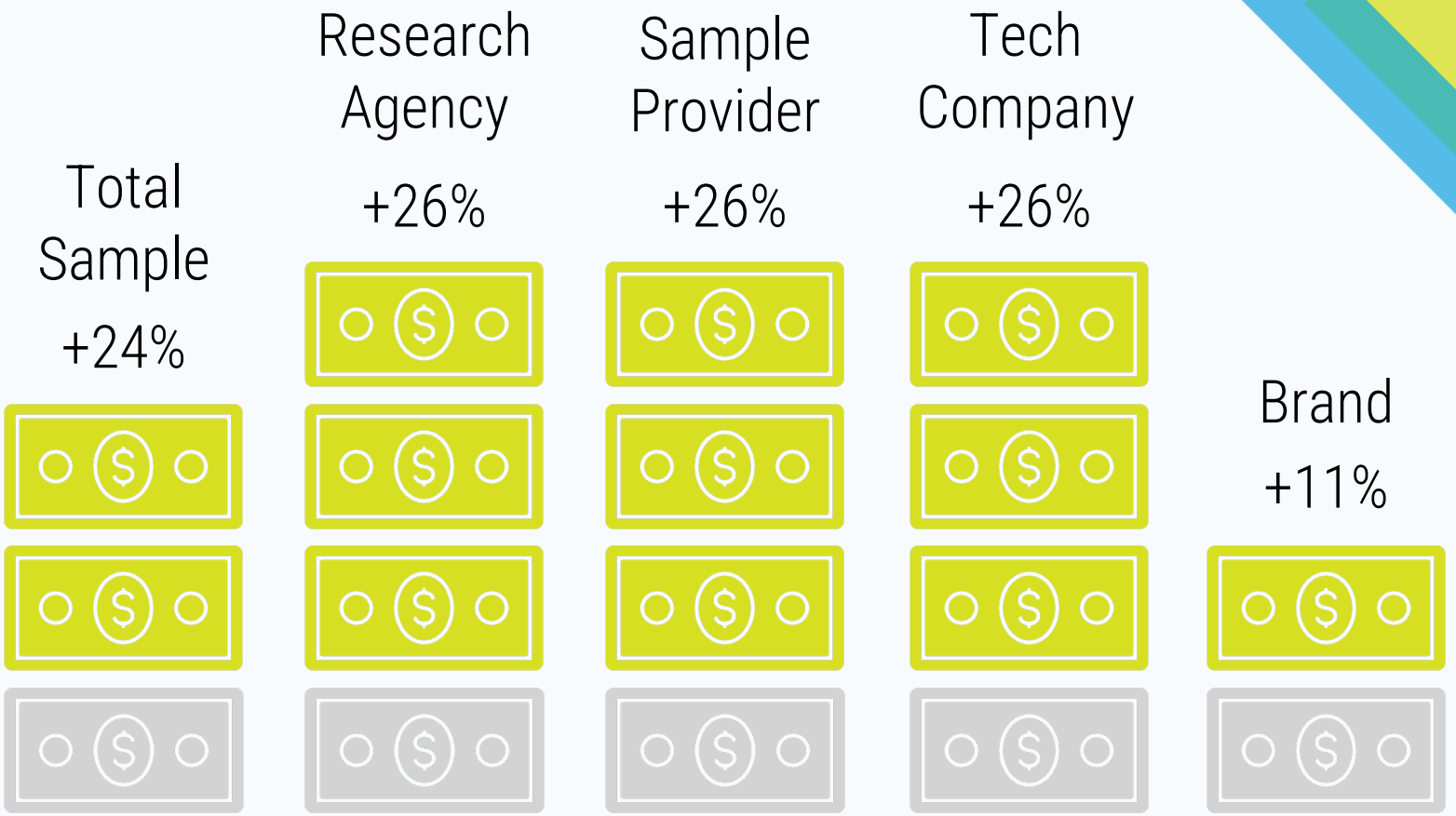
Percentage more members are willing to pay to ensure research and data quality



N=137 (Total), 80 (Research Agency), 29 (Sample Provider), 18 (Tech Company). 35 (Brand)
Q: If you are willing to pay more to ensure research and data quality, then what percentage more would you be willing to pay?

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Fraud is interfering with our industry's bread and butter: the ability to inform smart marketing decisions

Fraud has **impacted my decision-making** (56%)

I've had a **project delayed or negatively impacted** by fraud (64%)

I accept some level of fraud as part of conducting market research studies (63%)

N=137 (Total)
Q: Please indicate how much you agree or disagree with each of the following statements.

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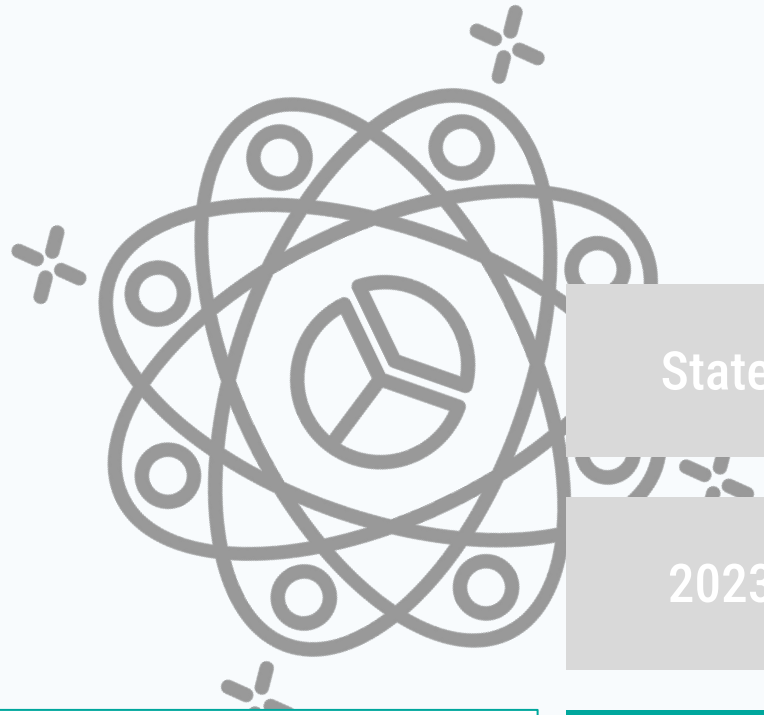

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About IA's Council for Data Integrity

- Founded in 2021
- Led by IA member industry leaders and experts
- Goals: To educate and develop best practices and guidelines on sample quality, integrity and fraud
- Collaborates with global associations via the Global Data Quality partnership

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2024 Council for Data Integrity Members

Melanie Courtright	CEO | Insights Association
Shannon Danzy	Senior Research Director | Insights Association
Brian Lamar	Strategic Director of Survey Products | TraQline
AJ Keirans	Founder | Good Human Partners
Alexandrine de Montera	Chief Product Officer | Full Circle Research
Alisa Weinstein	VP, Marketing | Full Circle Research
Andrew Hunt	Senior Research Director | The Link Group
Bonnie Breslauer	Chief Evangelist | Disqo
Brad Franz	Director, Online Quality and Sourcing | Burke, Inc.
Brooke Reavey	Associate Professor of Marketing | Dominican University
Dawn Hoskins Fite	Research Director| Marketvision Research
Deb Ploskonka	Chief Data Scientist | Cambia
Ellie Hecht	Head of Impact & Academic Research | 10K Humans
Gene Saykin	VP of Supply Quality | Toluna
Gregory Kowalski	New Business Director | SoftArchitect
James Lytle	Senior Manager | Big Village Insights
Jamie Lussier	Director, Research Operations | Travelers
Jeff Christianson	Research Analyst | InsightsNow
Karine Pepin	Co-Founder | The Research Heads
Katrina Noelle	President/Co-Founder | Know Research/Scoot Insights
Kerry Hecht	CEO & Founder | 10K Humans
Kerry Edelstein	President & Founder | Research Narrative
Kyle Morrison	Research Manager | Touchstone Research
Mary Draper	VP. Partner Network & Quality | EMI Research Solutions
Mary Seiler	Associate Director of Global Panel Quality | M3
Mauricia Willis	Senior Vice President | Symmetric
Nick Flores	Account Director | Imperium
Rich (Richard) Ratcliff	Chief Trust Officer | OpinionRoute
Steven Snell	Head of Research | Rep Data
Terry Sweeney	Country Head North America | RONIN Research
Tim Cornelius	Director Audience, Founder | Question Pro & P3 Technology
Tracy Isacco	President | L&E Research
Travis Santa	Vice President and Security Officer | Touchstone Research
Vignesh Krishnan	CTO | Rep Data

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What We Did in 2023

Glossary

Toolkit Update

Journey Map

Pledge & Badge

Educational Microsite

Fraud Member Survey

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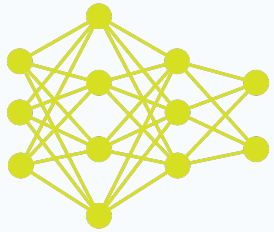
2024 Initiatives

Glossary Update

Industry Benchmarks

Bill of Rights

Online Course



Data Quality x AI Report

Microsite Expansion

Member Slack Channel

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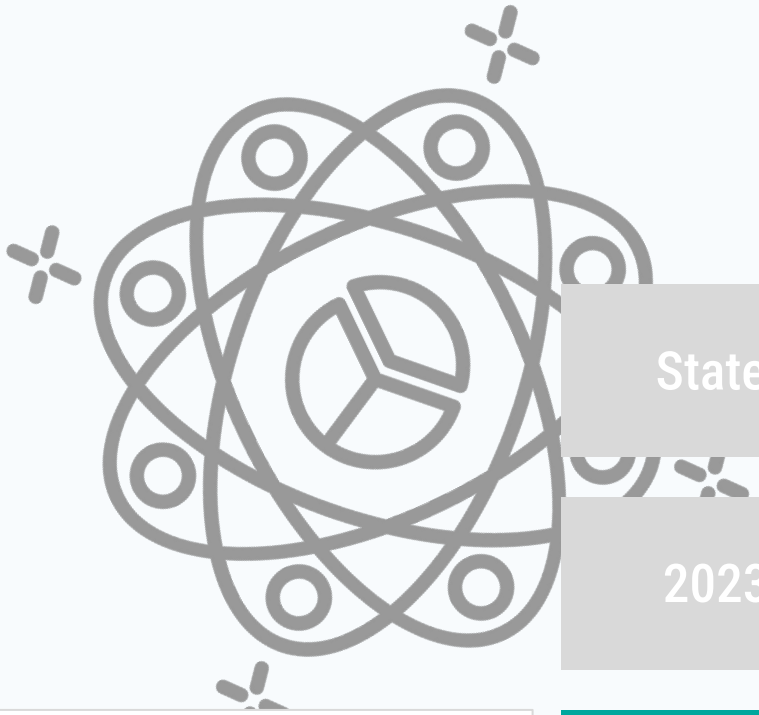

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About the Global Data Quality partnership

CANADIAN RESEARCH
INSIGHTS COUNCIL
LE CONSEIL DE RECHERCHE
ET D'INTELLIGENCE
MARKETING CANADIEN

The Research Society

Global Data Quality goals

Discussion/exploration of the data quality issues

Development and adoption of tools and benchmarks

Development and adoption of standards

Measurement of impact and change

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What We Did in 2023

- Global Glossary of Data Quality Terms
- Buyer's Guide to Data Quality (soon to be released)
- End Link Security Guidance
- Survey Design Guidelines
- Fraud Technology Landscape Report (soon to be released)
- Incentives Guidance (released Q3)

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2024 Initiatives

- Data Quality Benchmarks
- Fraud Technology Guidance
- Incentives Guidance
- Data Cleaning Guidance
- Data Quality Training Module
- Incentives Guidance
- GlobalDataQuality.org Site Enhancements

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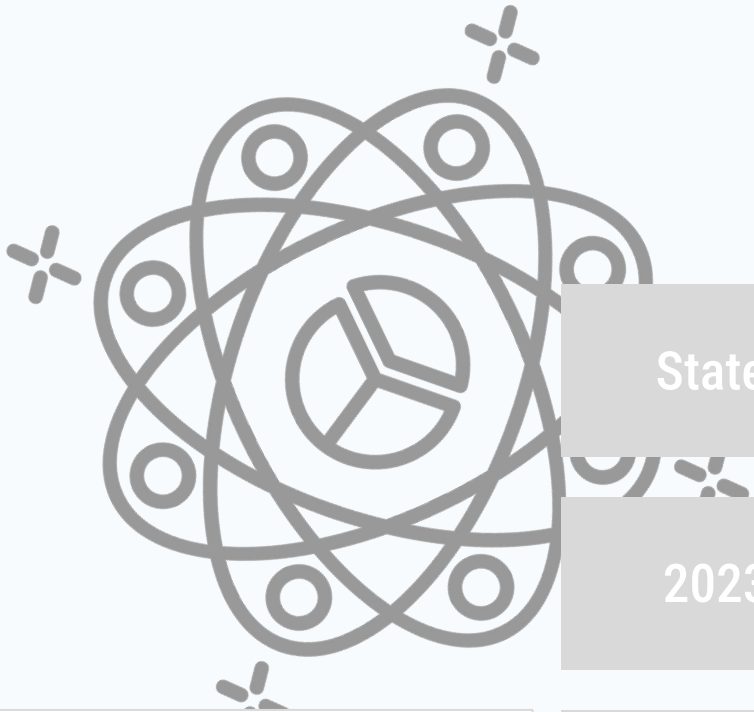

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Let’s **not accept poor data quality** as the norm.

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How can we move forward as an industry?

1.

We need to **commit to ongoing, deeper education on how** fraud affects all company types whether as the researcher, the research end user or somewhere in between – **and where** it occurs across the insights journey – so better questions are asked.

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How can we move forward as an industry?

2.

Sample providers, tech companies, research agencies and brands, led by IA and GDQ, must **work in partnership** to develop and adopt collective solutions that minimize fraud in all corners of the industry.

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How can we move forward as an industry?

3.

Fraud standards need to be defined so the industry knows where, when and how successes are achieved, such as the Industry Benchmarks initiative.

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How can we move forward as an industry?

4.

A consistent industry language needs to be adopted to provide much more clarity on where the problems really exist and the solutions to solve them.

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How can we move forward as an industry?

5.

Never ever∞ run a survey without a **secure end link**.
Make those the norm, too.

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Learn more and explore resources on data quality and fraud

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GDQ GLOBAL DATA QUALITY

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Continue the Data Quality discussion on our soon to be launched IA member forum. Stay tuned for details.

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Talk about Data Quality live with us

RITZ-CARLTON REYNOLDS, LAKE OCONEE

SAMPLECON

MARCH 11 - 13, 2024

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WEBINAR SERIES

Integrating AI Into the Insights Workflow

MARCH 14 & MARCH 19

MARCH 15 & MARCH 21

OUR 2024 EVENTS

ANNUAL CONFERENCE
ATLANTA, GA | APRIL 8-10

THE LEADERSHIP EVENT
CHARLESTON, SC | JUNE 12-14

CORPORATE RESEARCHERS CONFERENCE
NEW YORK CITY | SEPTEMBER 17-19

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PROFESSIONAL ANALYTICS & INSIGHTS RESOURCE

Formerly known as Blue Book, PAIR is IA's new and improved buyer's guide that matches solution seekers with the most appropriate providers.

WHY PAIR?

Elevate brand awareness and highlight your key services! PAIR provides access to a vast, unparalleled network of corporate researchers and agency executives.