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The good, the bad, and the bot:

what you don't see does hurt

Latest learnings on fraud detection from **Toluna** and **System1**

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Introduction

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Meet today's VIGs
(very important gremlins)!

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Systematic Swindlers

The gremlin gangs in the shadows, armed with bots and lots of coordinated teams.

Solo Schemers

Lone rascals doing a dodgy dance through your survey.

Half-Hearted Hobgoblins

Only human – just getting bored every now and then.

Golden Gremlins

The unicorns of the gremlin world – real, authentic, and highly motivated.

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Systematic Swindlers

Profile

- **Highly coordinated, large-scale fraud operations**
- **Highly tech-proficient**
- **Click farms & bot usage**

Is systematic survey fraud actually worth it?

National level minimum wage in India
~ 178 rupees per day

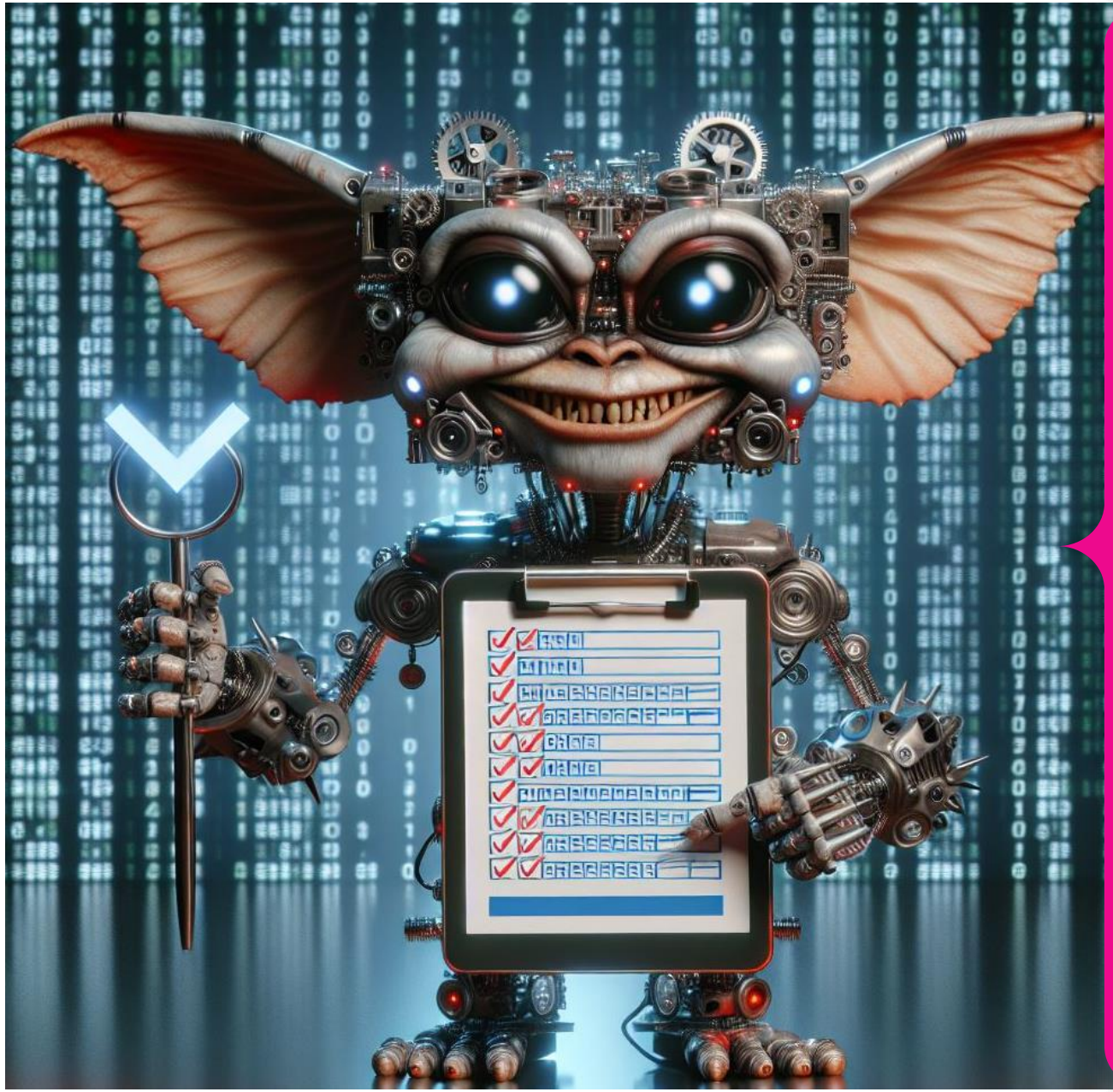
178 rupees = ~£1.60

Tradingeconomics.com, 2024

A couple of surveys a day are enough to make it worth it

Systematic Swindlers are greedy gremlins!
They love…

- High incentives
- Low IRs
- Surveys without open ends
- Surveys without quality checks
- Obvious screeners



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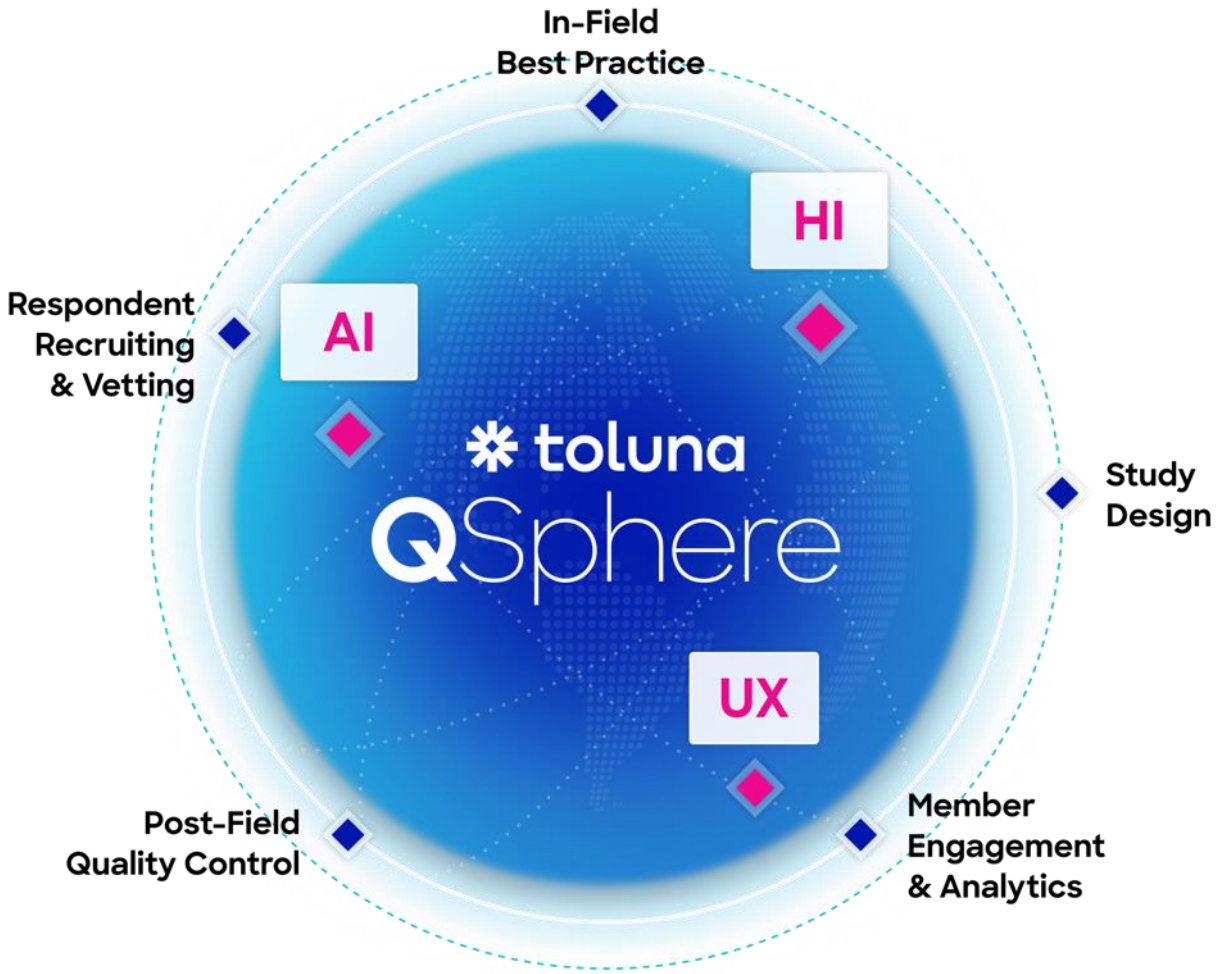
Solo Schemers

Profile

- Fraudulent individual actors
- May be inauthentic from the start or former authentic respondents who became frustrated or saw an opportunity
- Can be highly skilled

There's no silver bullet!



We combine three categories of quality checks to achieve optimal data quality.

1

Device

geolocation, language & time zone settings, IP address settings, hCAPTCHA, use of auto translators…

2

Behavior

overstatement, language comprehension, attention, copy paste, straight-lining, speeding, OE quality…

3

Identity

digital fingerprinting, respondent PII pattern checks, account grouping, unique and trackable respondent ID…

Remember your real respondents!

Overdoing quality checks can scare off real, authentic participants.

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Golden Gremlins

Profile

- **Real, authentic, and engaged respondents**
- **Aren't always perfect – they're only human after all!**

Questionnaire design is important

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Focus
on **emotion** –
ask how they feel, not
what they think they
will do

Keep it
quick and clear –
play with speed rather
than against it

Include variety
and a few **surprises** –
engaging for golden
gremlins, traps for
bad gremlins

Survey experience is directly linked to fraud

Boring surveys

Real respondents drop out

Gap is filled by fraudsters

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Half-Hearted Hobgoblins

Profile

- **Real, authentic respondents**
- **Have lost engagement**
- **Some of them may be at risk of becoming Solo Swindlers if given the opportunity**

5 Key Takeaways

- Fraud is worth it and it won't go away.
- There is no silver bullet for fraud detection.
- We mustn't forget about real respondents.
- Choose partners with comprehensive, transparent quality processes.
- The industry is in this together!

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Thank you.

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