



JTN Research Data Quality Checks

Survey Length: The platform we use (Confirmit) allows us to monitor in real time the so called speedsters. Basing on the specific questionnaire structure, we define the average time it will take for completion. If a respondent has completed the study in 60% or less than the average time, that indicates data of poor quality. Apart from that, we also monitor the average time per question type, for example a grid question takes more time to answer in comparison to a “Yes/No” one and so on. The respondent interviews that have been identified as carrying poor data are not passed to the client, those are deleted from the survey database instead and at our expense new respondents of the same profile as the deleted ones are allowed into the study. This check is done in real time.

Tracing problematic completion trends – There are also the so called straight-liners, who are respondents that do not pay enough attention at the grid questions and just mark answers in a straight line. If too many “straight-lines” are detected by the system in somebody’s responses, the given respondent is again removed from the survey database and at our expense new respondent of the same profile as the deleted ones are allowed into the study. This check is done in real time.

Open-end questions – sometimes respondents put in meaningless text in the OE field. This check is done by our expert and is not automated. There are too many patterns that can be considered normal or vice versa as an indication for poor data quality. This is why in case of suspicions that the respondent did not complete the study responsibly, his/her answers are checked in detail by a DP specialist.

Demographics background checks – when we run onsite-hosted projects, for which we do the survey programming and run with our panel, we can do these background checks. When a person subscribes to our panel a certain number of profiling questions are answered like gender, age, marital status, household size and many others. When that person completes a survey questionnaire we compare the same attributes with the profiling data we have in real time. If there is discrepancy the given respondent is put in the so called quarantine for further checks, to evaluate whether the data he/she provided in the given survey is of good quality.

Duplicate checks – this particular check guarantees that one respondent will not enter the same study as a member of different panels. Such possibility is created when more than one panel providers are involved in the same project in the same country. In our platform (Confirmit) we have developed what we call 12-parameter machine ID, which identifies the respondent technically, using a combination of parameters. Obviously if a person tries to access twice from different panels he/she is allowed in only once.

How these checks work: All these quality checks, excluding the OE question checks, function in real time for 100% of the responses on 100% of the respondents involved for the full duration of the fieldwork. This is one of the main advantages of the CAWI (Computer-Assisted Web Interviewing) methodology – when done at a professional MR platform, it generates the most reliable market research data, which consistently provides almost error-free data sets. In comparison to CAWI, F2F or CATI interviews only have 10-15% of the collected data to pass through certain quality checks.

Advantages to using the CAWI methodology:

- Strict consistent monitoring of data quality on 100% of the interviews;
- Easy coverage of a large geographical area;



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- Hassle-free reach to difficult target groups (mothers of young children, owners of particular car brand, C-level managers in a given industry and many more) via convenient pre-targeting;
 - Error-free raw data due to limited human interaction – the system is automatically recording the answers of each respondent directly to the survey database, meaning that there is no need to transfer answer data from paper to a computer, hence reducing the possibility for human errors;
 - Better respondent engagement and more objective answering - multiple studies in the area prove that respondents are much calmer and more relaxed about sharing personal information in an online survey, than they'd be sharing it to a human interviewer over the phone or in a F2F interview;
 - Respondent convenience – with F2F and telephone interviews it is crucial that the respondent spends time right now to answer the questions. With CAWI an email invitation is received by the respondent, it provides details on how long the survey is among other things. Thus, the person that is to take the study can decide whether to start completing now or later, when they will have more time or be at a calmer environment. This stress-free approach guarantees that the survey receives the needed amount of attention, resulting in much better data.

In conclusion, the most important advice we can give to anybody willing to run a research project, using CAWI is to ensure they (their contractor) is using a well-known and trustworthy programming and hosting platform that will allow for diverse quality checks to be run. Such platforms are Confrontit, Dimensions, Beacon (Decipher), Nebu and a few others. Relying on free survey programming software like LimeSurvey, Survey Monkey, Google Docs Survey may be appropriate for unofficial research projects or student projects in university, but is not in any way a valid platform, that can generate results to base serious business decisions on.

JTN Research holds a full-service Confrontit license.

For more information, please visit us at www.jtnresearch.com or email us at info@jtnresearch.com