

## Ensuring integrity through comprehensive survey data cleaning

At Drive Research, we understand that survey data cleaning is not a one-size-fits-all solution.

Identifying fraudulent respondents requires a strategic combination of approaches encompassing question design, in-survey checks, and post-fieldwork review.



## Our survey data cleaning process

We implement a multi-faceted approach to weed out unreliable responses:



### ReCAPTCHA Integration

We start surveys with a reCAPTCHA to eliminate bot submissions



### Comprehension Questions

Incorporating questions that gauge comprehension to help filter out unreliable responses



### Specific Requests

Including questions that demand specific responses to add an additional layer of data quality



### Red Herring Questions

Integration of [red herrings](#) aids in identifying respondents who may not be engaging genuinely



### Articulation Questions

We ask an articulation question and review the open-ends (e.g., what is your favorite movie and why?)



### Duplicate IP Addresses

Metadata analysis helps eliminate responses from the same location, reducing the risk of repeat submission



### Time to Complete

Reviewing this helps identify and remove outliers, ensuring the integrity of response times



### Straightlining Checks

We review grid questions to identify respondents who provide consistently repetitive responses



### Consistency in Open-ends

All open-ended responses are reviewed for consistency, avoiding contradictions across question sets

