

How We Keep Research Data Clean, Reliable, and **Decision-Ready**

20+
QUALITY
CHECKS

Every research firm claims clean, high quality data. Most rely on automated fraud detection tools or services directly from suppliers. **Drive Research pairs that same technology with a real human analyst reviewing every dataset**, because the biggest red flags are often the ones software doesn't know to look for.

EVERY STUDY, FROM SURVEY DESIGN THROUGH FINAL DELIVERY

Built into every survey



Layered audience masking

Screeners start broad so respondents cannot easily guess how to qualify



Bot and fraud protection

reCAPTCHA and automated tools block suspicious or non-human traffic



Red herring questions

Attention checks confirm respondents are reading and understanding the survey



Cross-check questions

Key facts (like demographics, firmographics, or core screening criteria) are asked twice and must match



Hidden study details

Generic survey links and masked topics make it harder to identify the target audience and game the screener

Monitored throughout fieldwork



Duplicate detection

IP addresses, panel IDs, and location data help identify low-quality or repeat respondents



Completion time outliers

Responses completed unusually fast or slow are flagged for review



Straightlining and open-ends

Answer patterns and written responses are reviewed for signs of low effort or inconsistency



VPN, proxy, and identity checks

Location masking and questionable identities are flagged, with added verification for professional audiences



AI-generated response screening

Open-ended responses are reviewed for patterns that suggest AI-generated text



Real analysts catch what algorithms miss

Our analysts review every dataset by hand, looking beyond individual responses to the patterns that emerge across the file. We read open-ends for tone and substance, watch for the subtle rhythms that signal low-quality data, and make judgment calls that a script can't.

When something looks off, we investigate it, remove questionable data when needed, and address the source before it ever reaches you. **Standard on every project – no added cost, no added time.**

Partner with Drive Research for stronger data quality controls behind your next study.

