

shift work to existing “guaranteed 100% human” panels.

- **Move from online to mobile-only** (to the greatest extent possible). Mobile phone only-based registration and response is vastly more bot-resistant than web-based options and increases validation. Most data fraud is web-based, not mobile.

The true cost of low-quality data

I'd like to say that quality shouldn't be negotiable and that we as an industry shouldn't sell low-quality data at any price but this is not realistic. There will always be companies who seek to sell lower-quality data at a lower price and there will always be clients who take them up on that offer. There's nothing we can do about that in a free-market economy, nor should we. What we can do is educate insights customers on the true cost of low-quality data and its externalities and begin to charge what high-quality data costs. Clients must understand the real cost of quality data and cheap data should come with clear disclaimers about limitations.

If you provide high-quality data, lean into it and join initiatives that promote and uphold these standards. Join the Insights Association's data quality benchmarks initiative. Seek ISO 20252 certification. Practice radical transparency concerning respondent-level data, results testing, your answers to ESOMAR's 37 Questions to Help Buyers of Online Samples and your efforts to move from pull to push. It's up to us to educate sample-buyers and help them better understand modern sample practices and the ramifications of different approaches to those practices.

Yes, I'm suggesting that the industry split into two groups: those who provide high-quality data and can prove it (at a higher price) and those who focus on providing more directional survey results at the lowest-possible price. There's nothing wrong with the latter approach, as long as buyers have transparency and know what they're (not) paying for. Contrary to many sales pitches, I don't think high quality can be provided at the lowest cost.

Enter synthetic data

There are two questions in consumer research. First, are respondents who they say they are? Second, are they answering truthfully? If we can't consistently an-

swer yes to both questions, the prognosis for our industry as we currently know it is poor. And if we don't solve this problem quickly, the writing is on the wall...enter synthetic data (many budgets are already being reallocated here).

We no longer have the luxury of downplaying the simmering data fraud crisis because we are well past the tipping point. Fraud concerns have now spread beyond our industry to our customers, who are well aware, are deeply concerned and are demanding accountability.

We have an opportunity to bring forward a solution that will restore data integrity, create efficiencies for the bottom line and allow for faster and more reliable decision-making but it requires a commitment to change the model. Building a thriving, engaged, low-fraud panel is very possible. We and others have proven it.

A call to action

I'm passionate about this and so are the leaders of many other companies, including those who have signed below. We're all happy to help others start the process and share what we learned as we implemented push vs. pull, online to mobile-only and other solutions. We all need to talk about this, perhaps in ways we haven't before. So, let's talk. Reach out to us, we'll get back to you.

Join us and other companies in aligning with initiatives like IA's data-quality benchmarking initiative, Global Data Quality and CASE4 Quality and collaborating toward a bot-free future. Get on board with these initiatives, now!

And to our fellow sample providers, let's collaborate. Many of us are willing to share our own best practices on this and so are others. Together, we can expand task forces, devote conferences to this topic and significantly reduce if not eliminate the bot/fraudster problem. Solving this and bolstering our industry's reputation benefits everyone. Let's build a bot-free, transparent insights industry that restores trust and secures our future. Together we can turn the tide on data fraud. 🙌

Keith Rinzler is founder and CEO of 1Q. He can be reached at 1@1q.com.

We, the undersigned, support the need for industry change and commit to being an agent of change in our respective roles.

Tona Alonso

Director, Category Management and Insights
– North America
Hasbro

Simon Chadwick

Managing Partner
Cambiar Consulting

Melanie Courtright

CEO
Insights Association

Bob Fawson

Co-Founder
Data Quality Co-op

Angela Glowienke

Senior Manager, Consumer Insights
Pura

Cynthia Harris

Founder
8:28 Insights

Kerry Hecht

Founder/CEO
10k Humans

Brad Larson

Founder/CEO
Ironwood Insights Group

Bob Lederer

President
RFL Communications

Dana May

Manager, Customer Research and Insights
Sally Beauty

Wes Michael

President and Founder
Rare Patient Voice

Lenny Murphy

Chief Advisor for Insights and Development
Greenbook | Gen2 Advisors | Veriglif | Savio

Adam Roberts

Senior Product Manager, Survey
Numerator

Colson Steber

Co-CEO
Qlarity Access

Brett Watkins

CEO
L&E Research

Christopher Webb

VP Marketing – Head of Brand Management
The Honey Pot Company

Bump Williams

CEO
BWC Consulting