

# A Holistic Approach to Data Quality



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# Introduction

## The Toluna Way to Data Quality

In the ever-evolving landscape of market research, the essence of genuine, high-quality data cannot be understated. This e-book illuminates Toluna's holistic approach to achieving unparalleled data quality at every juncture, fortified by innovative technology, strategic design, and collaborative expertise.

Our commitment begins with the engagement of genuine respondents. Using advanced technology and analytics, we combat challenges posed by insincere participants, laying the foundation for unbiased, resonant results. Further, our dedication extends to meticulously crafted, mobile-optimized questionnaires, ensuring every response is both authentic and insightful.

At Toluna, collaboration isn't just a value—it's our operational mantra. By sharing insights and best practices, our combined expertise champions reduced inaccuracies and an elevated research experience.

**Real Respondents:** Our global panel nurtures deep respondent relationships, ensuring genuine and invested participation.

**Rigorous Research:** In partnership with Harris Interactive, we prioritize continuous learning, granting our researchers access to MRS-accredited resources and training through the Market Research Society's Advanced Certificate program.

**Robust Technology:** Our user-friendly research platform, Toluna Start, seamlessly combines our vetted respondents and research expertise with advanced technology, enabling researchers of all experience levels to conduct best practice research studies at scale and speed.

**Reliable Results:** As active contributors and partners with esteemed industry bodies like ESOMAR and the MRS, our dedication to outstanding data quality is unwavering. Our leadership in industry initiatives is a testament to our unparalleled expertise.

In partnering with Toluna, you're not just accessing quality data. You're embracing a commitment to precision, trustworthiness, and innovative thinking. Dive into this e-book and discover why Toluna is the gold standard in quality market research.



Real Respondents



Rigorous Research



Robust Technology



Reliable Results  
You Can Trust

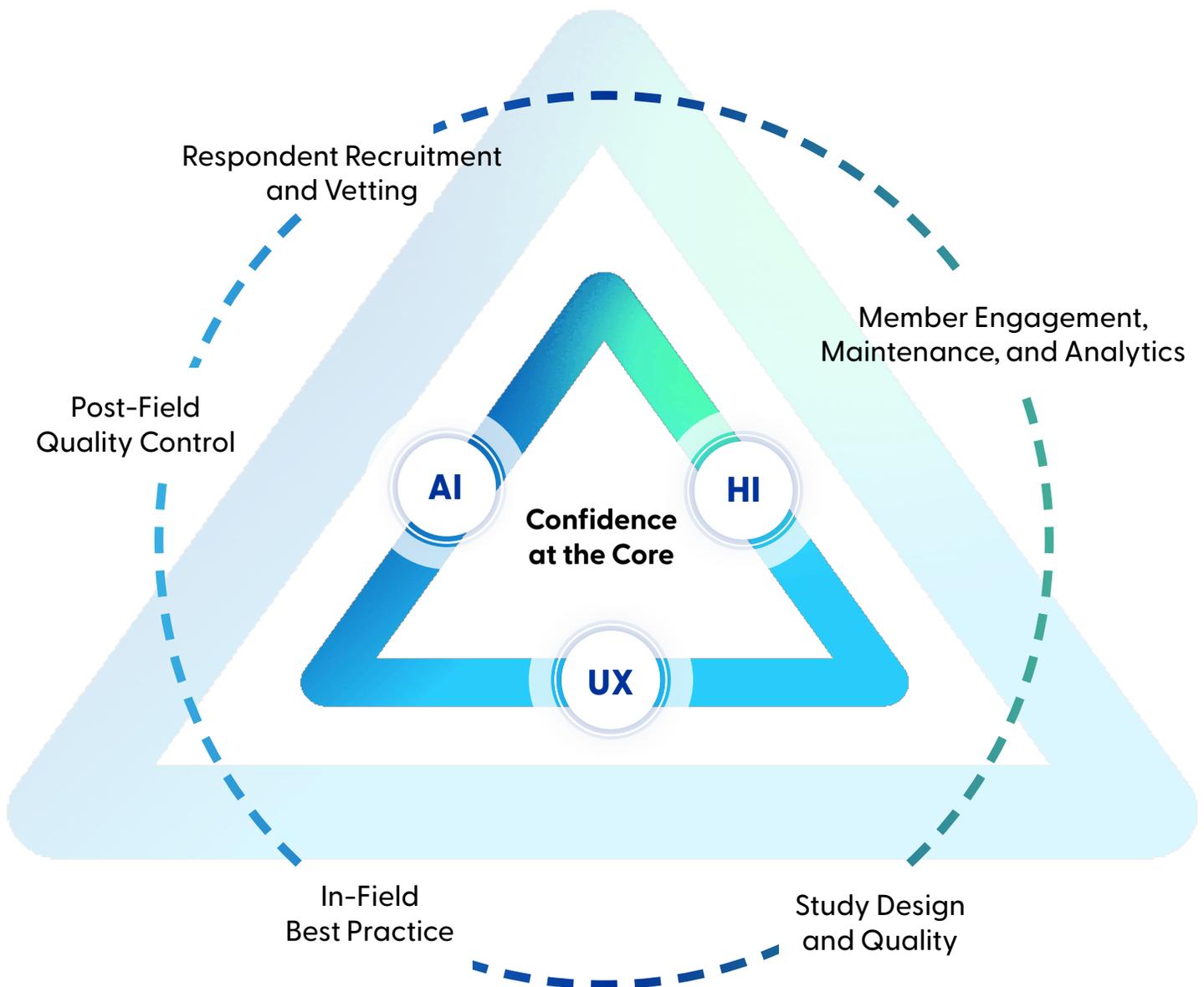
# Quality in Three Dimensions



## AI+HI+UX

Introducing Toluna's holistic approach to quality. By fusing advanced AI technology, human expertise, and user-centric design, we've created a unique triangle of excellence. From rigorous respondent recruitment and continuous engagement to strategic study design and meticulous post-fieldwork checks,

we ensure every phase is touched by this triple-tiered commitment. Experience an all-encompassing dedication to quality, ensuring insights that stand tall on the pillars of trust and precision.



# The Essence of Quality: Respondents



# Identifying Genuine Respondents



## Why it Matters

Reliable insights hinge on respondents being authentic, attentive, and driven by more than just incentives.



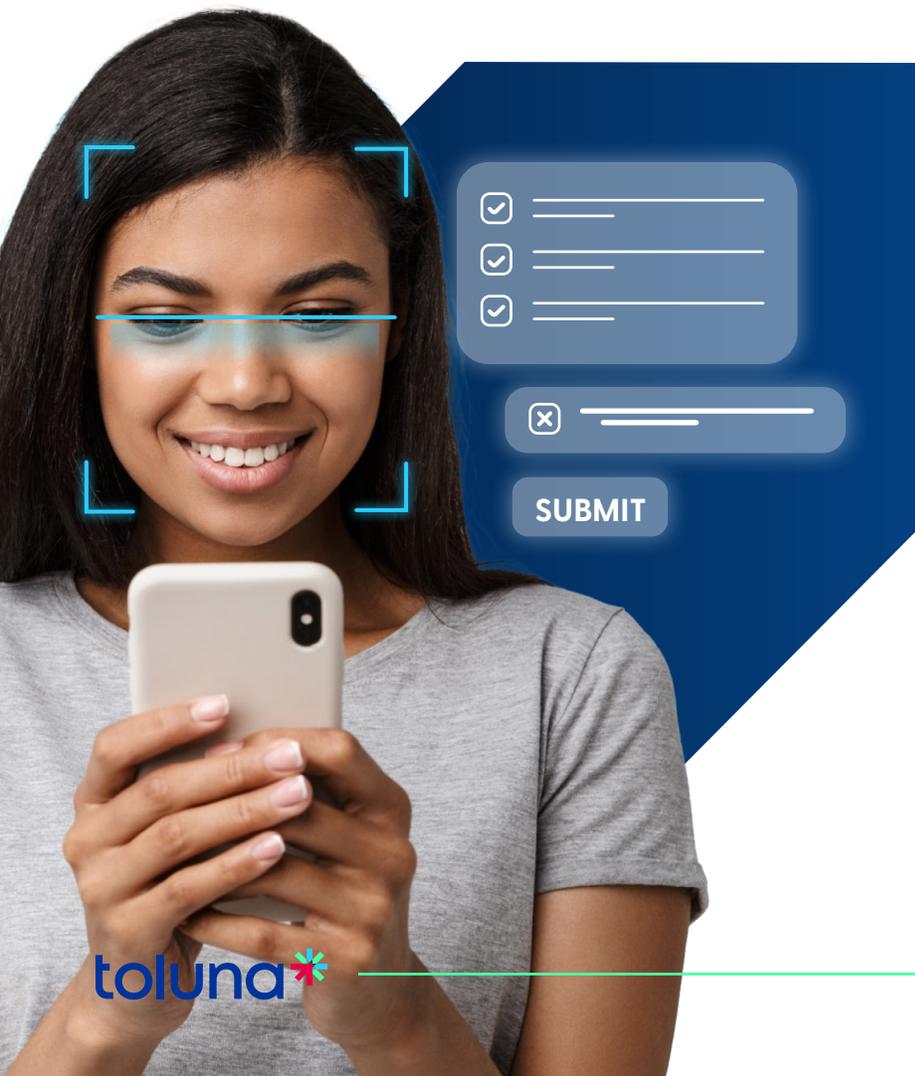
## Our Strategy

We harness automated checks and real-time analytics to assess respondent activity, translating these data points into individual quality scores. These scores dictate a respondent's continued eligibility for surveys.



## Relationship Building

By fostering a deep connection with our panelists through our dynamic Toluna.com community, we motivate them to provide genuine feedback. Recognizing their efforts not only elevates their involvement but also uplifts the quality of data they provide.



## Quality Checks in Real-time

### Tools at Play

Advanced algorithms, AI, and machine learning drive our real-time data quality assessment.

### Monitoring

We continuously observe respondents' behavior, adjusting their individual quality scores according to their contributions. If someone doesn't meet our standards, they're automatically precluded from future surveys.

# Guarding Against Bots and Inauthenticity



## Real Respondents

Through integrations like Google's invisible re-CAPTCHA and double opt-in procedures, we ward off bots. AI further refines this by filtering out nonsensical or inappropriate responses.



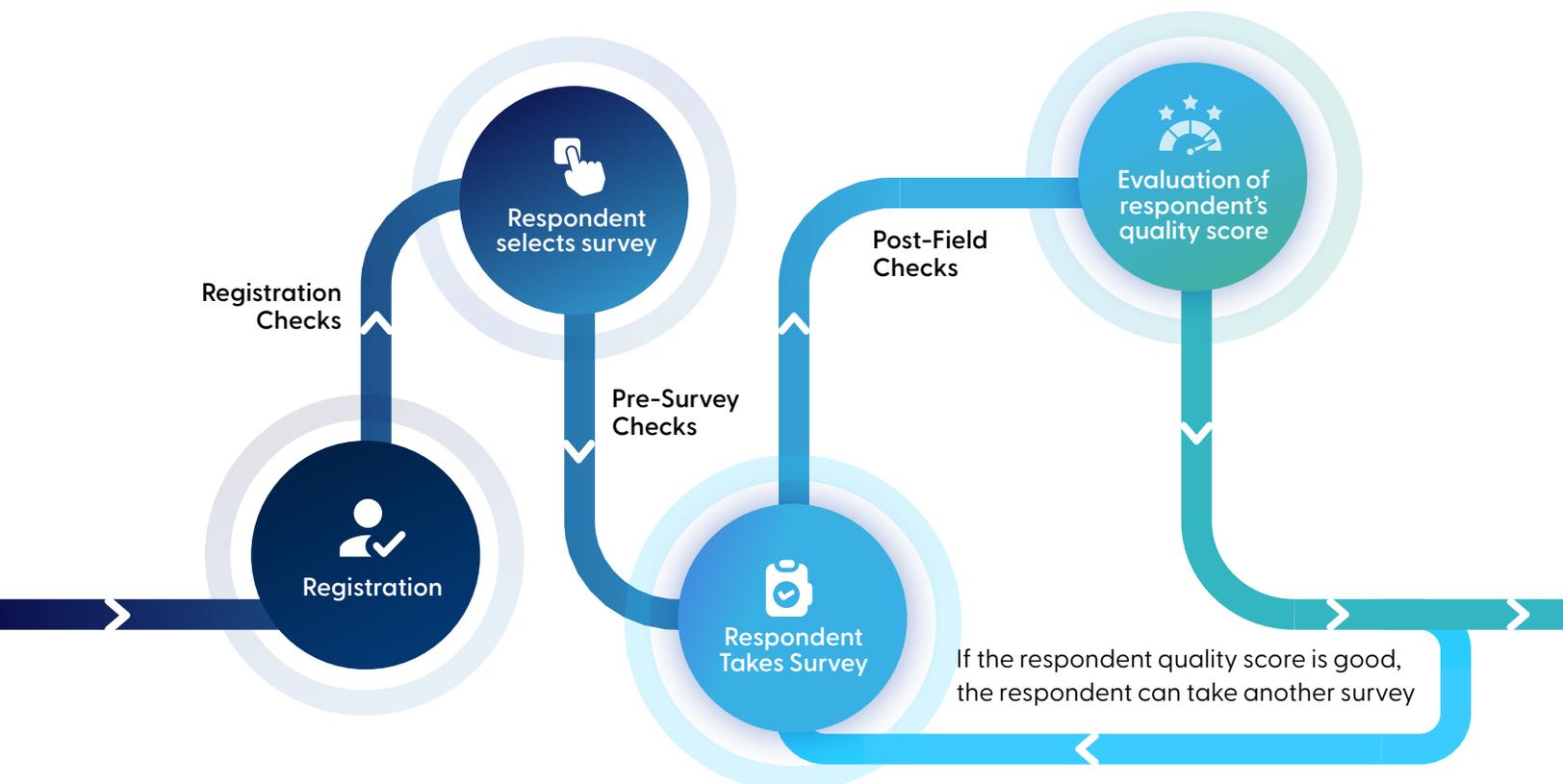
## Genuine Respondents

From registration onwards, we employ layered checks—linked account detections, blacklisted domain checks, and consistent device monitoring using digital fingerprinting, geo-location, and cross-referenced IP address checks. In-survey behaviors, like language inconsistencies and extreme biases, are also closely watched. For added integrity, we cap survey participation at five daily.



## AI-driven Scrutiny

We employ in-house natural language processing to filter out open-ended answers that fail to meet our quality standards, ensuring the relevance of responses.



# Ensuring Representation



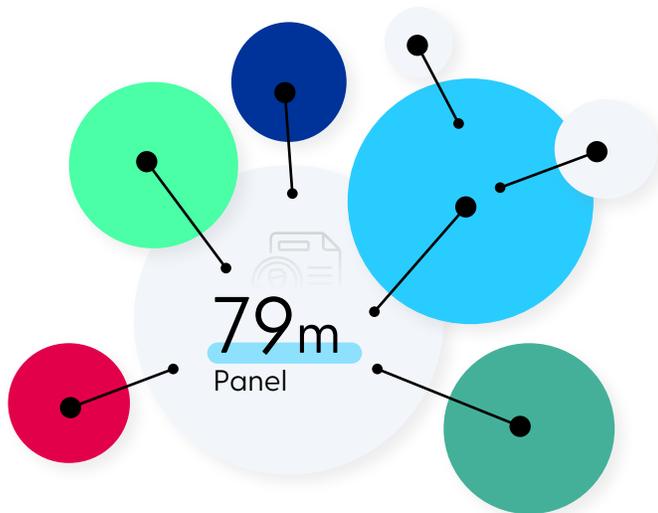
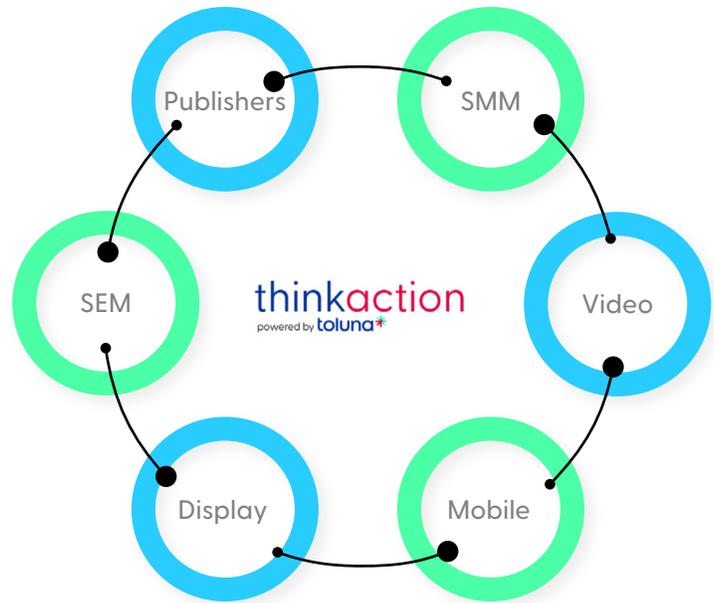
## Diverse Recruitment for Unbiased Insights

**Why it Matters:** A wide-ranging, impartial group of respondents is crucial for credible insights.

### ThinkAction™ Building a Global Community

#### Innovative Recruitment

We've cultivated our global panel through ThinkAction™, our proprietary affiliate network. Leveraging diverse channels from social media to display advertising, we ensure a rich, engaged respondent pool.



## Collaborative Ecosystem

### Strengthening Our Panel

We occasionally bolster our Toluna panel with trusted partner panels. These partners undergo a stringent vetting process, from detailed quality checks to scheduled assessments, ensuring their respondents meet our exacting standards.

# Harnessing our Platform for Quality Data.



Support, Guidance, and Assurance on TolunaStart.



# Support, Guidance, and Assurance in Tools



Our suite of intuitive tools ensures you harness best research practices effortlessly. While you may run projects on your platform, our knowledge base is open to you, championing the power of shared expertise.

## Data Quality and Tools

Research is layered with nuance and considerations. That's why we've designed our tools to simplify research theory, letting you operationalize with confidence. Launching a project with Toluna Start assures best practice alignment, securing impeccable data quality.

**To curate a seamless user experience, our tools continually undergo UX tests. This foresight drastically curtails potential errors.**

## How Our Tools Safeguard for Data Quality



On spotting any anomaly, you receive nudges and alerts.



Direct access to our support team for specific queries.



Integrated support resources, from tutorials to best practice guides.





# Beyond Tools and Respondents: The Design Matters



Quality data is an orchestration of genuine respondents, cutting-edge tools, and impeccable research design. Our in-house experts ensure this trifecta by implementing and sharing top-tier practices across various research domains.

## Target Group & Quotas

### Relevance to Data Quality

Tailored data springs from a tailored audience. Precise target group definitions, along with quota structures, are pivotal. Fumbled structures can inadvertently distort results.

### Our Expertise in Play

With an unmatched library of panel profiling data, we're poised to match your research to its perfect audience. Regardless of the project's distinctiveness, our experts guide you, ensuring the data mirrors your desired demographic.

### Collaborative Expertise

Even if you chart your own target and quota structure, our reservoir of knowledge and expertise is yours to tap into.



Target group definition & quota definition cheat sheet



## Relevance to Data Quality

Volume imparts reliability. Sample sizes that are too small may result in unreliable data due to statistical shifts, potentially yielding inaccurate or changing results.



## Our Recommendation

We recommend a baseline sample size of  $n=385$  for each subgroup under analysis, adhering to the 95% confidence benchmark with only a 5% margin of error. For certain scenarios, a reduction to  $n=275$  might suffice yielding a 90% confidence level.



## Shared Wisdom

Your chosen sample size or quota structure stands to benefit from our expertise. We share our target group and quota cheat sheets, ensuring you're well-equipped every step of the way.

## Toluna's sample size calculator

**Margin of error at 95% confidence level**

**Minimum recommended sample size per sub-group where the target population is estimated at  $N=5,000,000$**

10%	97
7.5%	171
5%	385
2.5%	1,537
1%	9,586

# Ensuring Top-Quality Fieldwork Materials



Fieldwork materials can make or break data quality. An engaged respondent can lose interest with a poorly constructed questionnaire or a misinterpreted translation. The following is how we optimize these crucial materials.



# Questionnaire Design



A questionnaire is your gateway to data. Any flaw here can skew your results, leading to respondent confusion, loss of engagement, or—in the worst case—respondents feeling compelled to give inaccurate information.

## Our Expertise

With two decades in online research and a comprehensive in-house research program, our tailored approach ensures:

- ▶ Questions aligning with your brief, considering respondents and the digital medium.
- ▶ Inclusion of our in-survey quality checks for pinpointing disengaged respondents.

## Collaboration

If you bring your own questionnaire, our team reviews and fine-tunes it for optimized results. We also offer:



A cheat sheet on best practice questionnaire design.



Masterclasses on questionnaire crafting.



Pre-templated solutions via Toluna Start.



Fresh insights from our research and industry developments.

## Tip

To avoid respondent fatigue, consider using closed-ended questions first, and when needed, follow up with an open ended question.



Q. What did you think of the webinar?



Q. What was your impression of the webinar?  
1 = Not at all informative 5 = Very informative



Q. Please describe in your own words how you felt about the webinar?

# Translation



Precise wording matters. Inaccurate translations can distort meaning, jeopardize multi-country study comparisons, or disengage respondents.

## In-House Translation Experts

A small nuance in question wording can make a big difference in the responses you receive, which is why our experts:



Are native speakers or have advanced degrees in their language of expertise.



Boast 3+ years in specialized translation.



Undertake a rigorous “four-eye” review for every translation project.

## Quality Control

Our external translation partners undergo meticulous vetting, ensuring:



Upheld quality standards and procedures.



Preliminary testing before client project initiation.



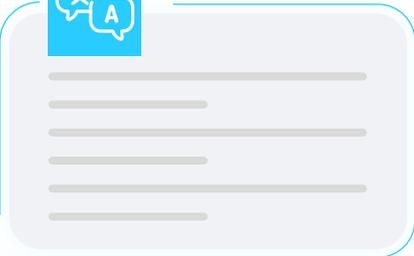
Scheduled and impromptu quality reviews.

## Resource Sharing

Even if you’re handling translations, benefit from our:



Translation & localization cheat sheet.



See Translation



# Survey Scripting



Survey presentation affects engagement and comprehension. A visually pleasing, device-compatible survey leads to accurate and comprehensive responses.

## Our Approach

When we script your survey:

- ▶ It aligns with our best practices.
- ▶ Undergoes device-specific testing by two Toluna experts

## DIY with Confidence

Utilizing Toluna Start? Enjoy auto-optimized survey designs that are also device-friendly. Rest easy knowing that your survey will automatically follow best practice survey design.

## Extending Expertise

Scripting on another platform? We still support with:



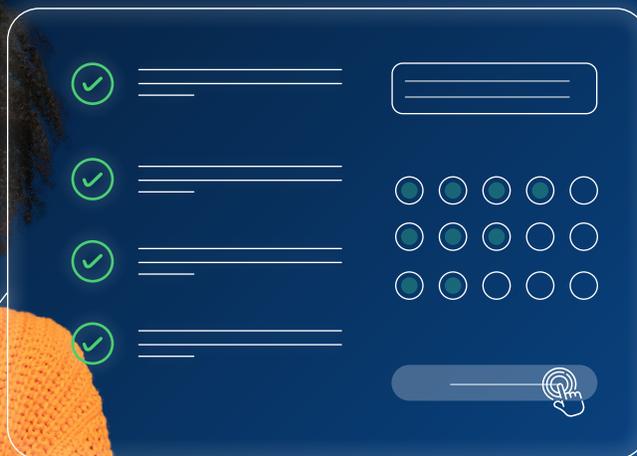
Best practice survey design cheat sheets.



A variety of mobile-compatible question templates via Toluna Start.



Latest insights from our ongoing research and industry contributions.



# Ensuring Data Quality in Fieldwork



Both sampling strategies and fieldwork timing play pivotal roles in ensuring data quality. Ensuring unbiased, representative data is our top priority. The following is our approach to these crucial steps.



# Sampling



Proper sampling minimizes bias. A randomized selection of respondents enhances the representativeness of the sample, mirroring larger population views.

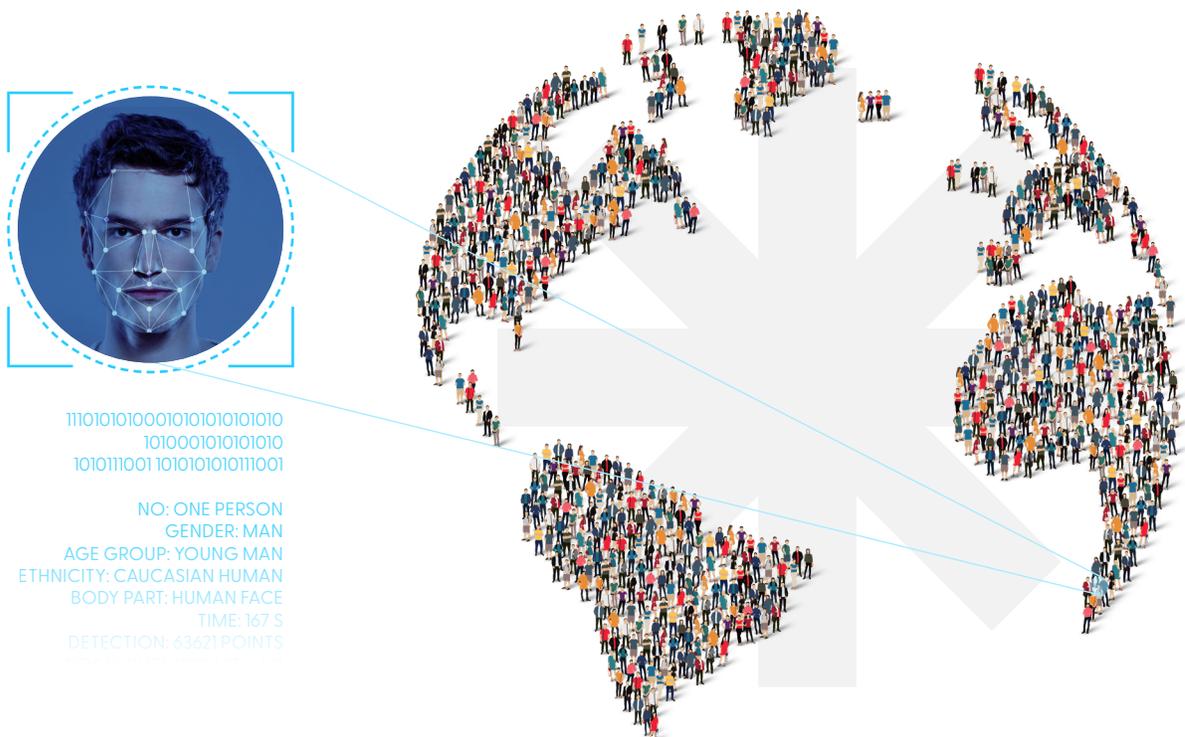
## Our Approach

We harness the power of algorithms and AI for our sampling:

- ▶ Achieving a near-random process, our algorithms efficiently pinpoint appropriate respondents, minimizing panelist dissatisfaction from unsuitable survey invitations.
- ▶ These algorithms consider external survey-related factors and respondent specific variables.
- ▶ In addition to algorithm-driven sampling, respondents can select surveys, introducing another randomizing factor.

## Committed to Continuous Improvement:

Our AI-driven algorithms are in a state of ongoing development. We conduct quarterly assessments of their randomization effectiveness, with our most recent evaluation showing promising progress, affirming our dedication to unbiased sampling.



# Fieldwork Timing

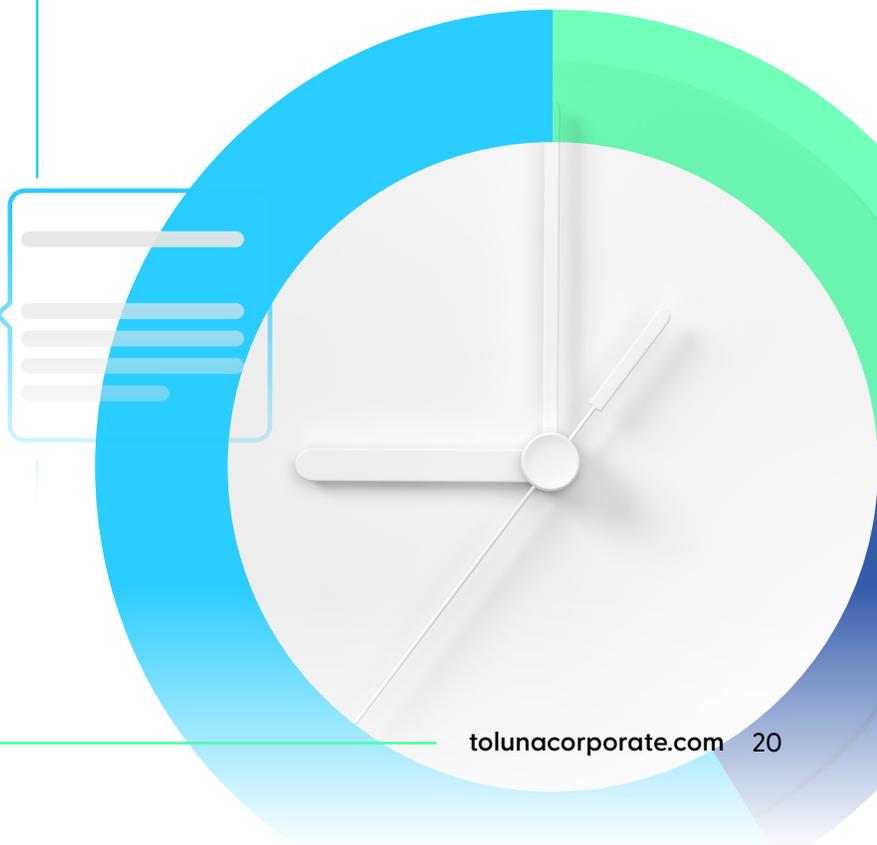
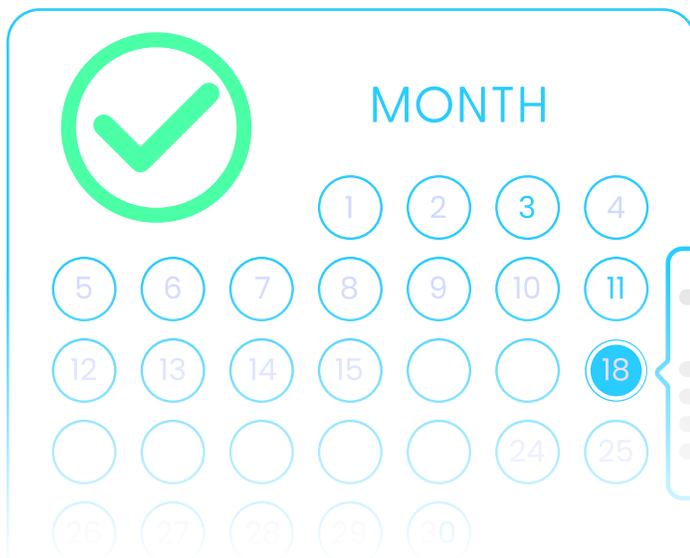


Different respondents, different availabilities. Variables like weekdays, specific times, or even events can introduce ‘invisible skews’. The aim is to gather data from a diverse respondent pool that embodies your target group.

## Our Approach

Our seasoned project managers understand the timing implications on a study’s representativeness. They’re ready to flag potential concerns.

Our research experts are happy to support you in determining the best timing and turnaround time for your project. Every project and target group is unique, and therefore, requires bespoke considerations. Our knowledgeable project managers are aware of the impact fieldwork timings can have on a study’s representativeness and will advise on any watch-outs to consider.



# Fine-Tuning Data Analysis



Once data collection concludes, meticulous steps ensure the preservation of data quality. Two pivotal stages include post-field data quality checks and weighing principles.



# Post-Field Quality Checks



External factors can lead to respondent disengagement. Post-field checks spot and exclude such data, capitalizing on in-survey quality checks.

## Our Approach

For projects under our supervision:

- ▶ We blend technology, research acumen, and data science to appraise every respondent's data quality.
- ▶ This includes reviewing flagged respondents, assessing open-ended responses for relevance, and re-verifying data using automated syntax.

## DIY Projects

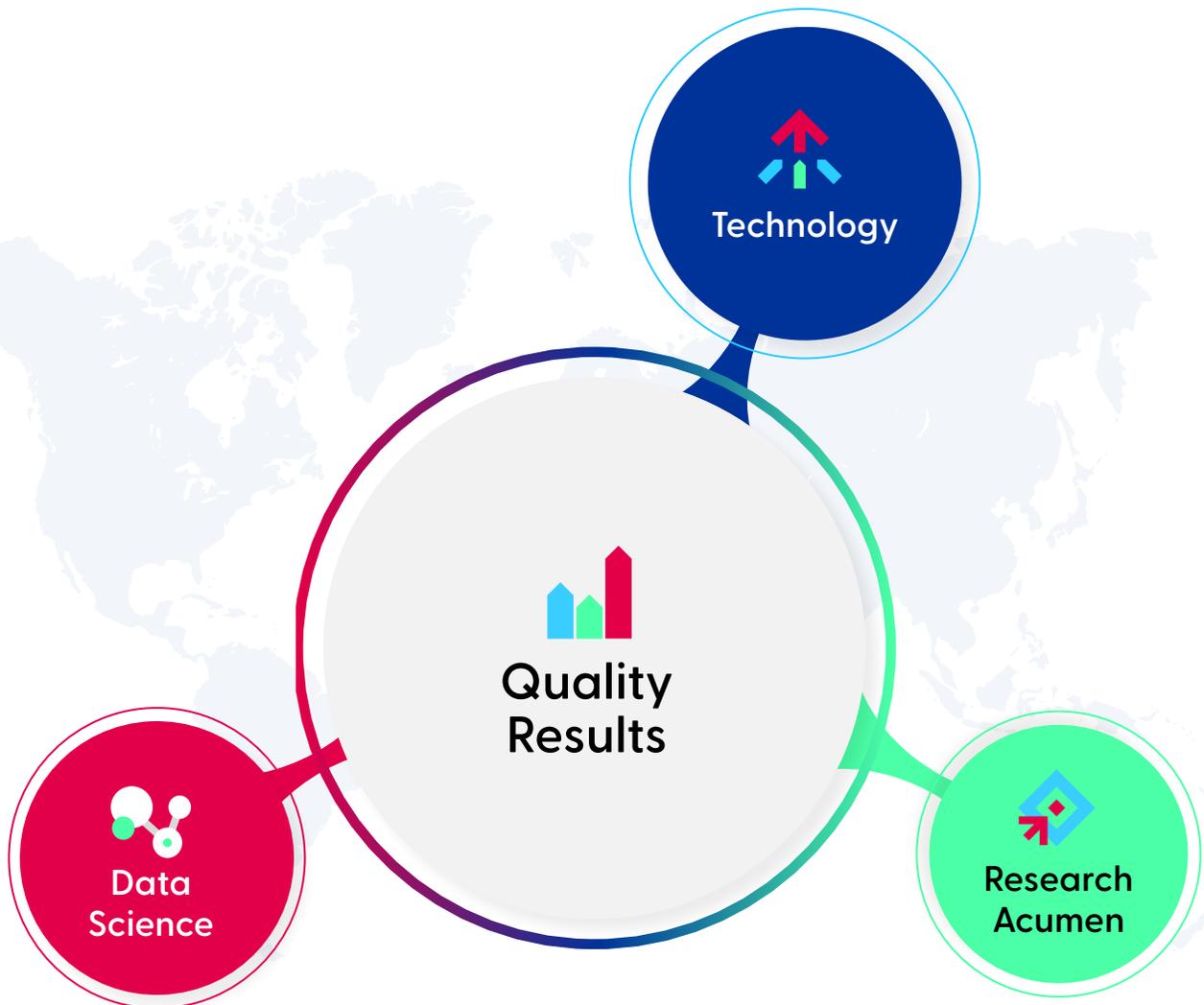
For self-run checks or when utilizing our sample/DIY platform, we offer:



Automated in-survey quality checks filter out respondents who don't meet our standards.



Insights from our research and industry-wide best practices.



# Weighting



Unmet quotas during sampling necessitate weighting to ensure sample representativeness. However, excessive weighting can distort data, amplifying unrepresentative responses.

## Our Strategy

Benefit from our expertise with:

- ▶ Weighting is proportionate to sample robustness. Lower sample sizes warrant cautious up-weighting to prevent skewed results.
- ▶ Best practices, including recommended weight application, are detailed in the accompanying table below.

## For Independent Weighting

Our specialists follow stringent guidelines for data processing:

- ▶ Toluna Analytics' integrated weighting function automatically fine-tunes your data based on industry best practices.

**Sample size of group to be weighted**      **Maximum recommended weight**

<250	3.0
251-750	4.0
>750	5.0





# Partnering for Quality Insights

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Your pursuit of quality insights is our priority. Our comprehensive research services promise proactive counsel and round-the-clock assistance for both isolated projects and enduring partnerships.

## How We Assist:

**Continuous Engagement:** Reach out anytime for clarity, advice, or backing on any facet of our quality frameworks.

**Skill Enhancement:** We extend bespoke training and guidance—catering to individuals or groups—to promote superior quality achievement.

Consider us your devoted ally in upholding research excellence.

Questions?  
please contact us.

