



QUALITY ASSURANCE

WHY IT'S IMPORTANT



- Low quality data can lead to noise in the data or potentially inaccurate conclusions.



- Cue implements multiple measures to ensure a high level of data quality from a focused and engaged audience.



- Our experienced data analysts utilize both automated and human processes to weed out bad respondents, and keep good respondents engaged throughout surveys.



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SURVEY SET UP

Setting Expectations Upfront

For long/tedious survey sections where respondent fatigue is likely, we preface the section with an intro that prepares respondents on what to expect so that they don't give up early.

Prior to fieldwork, we purposefully set up surveys by:

Using Red-Herring Questions

We include a fake response in a list of legitimate answers to quickly identify respondents who are not paying attention to the questions they're answering.

Using Various Question Formats

To prevent respondent fatigue and the feeling of monotony during long/tedious survey sections, we can program similar questions to look or interact differently.

E.g., card sort, normal grid, one row at a time

Using Trap Questions

These direct respondents to answer the question in a certain way and terminate respondents in the screener if they answer incorrectly.

E.g., "Select Popcorn from this list of foods."

Implementing Images & Gaming Components

Using emoticons to answer scales, icons to illustrate answer choices, and gaming elements like slider scales or drag-and-drop, can all help to keep respondents engaged and data quality high.



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FIELDWORK MONITORING

IP Addresses

We check IP addresses when respondents log into a survey and remove people who are located outside of the sample target.

E.g., for a US study, removing respondents with IP addresses not located in the US.

Speeding

If respondents complete the survey below a minimum time threshold, they can be disqualified.

E.g., Remove anything under 5 minutes for a survey that should take 10 minutes

Time Zone Discrepancies

Check whether the respondent's device's time zone is the same as the target sample. For example, if the respondent should live in the U.S. and their computer is set to an East Asia time zone, we may consider removing them.

Throughout fieldwork, we are continuously flagging for:

Straight Liners

Respondent who give the same rating for all statements are flagged as straight liners and can be disqualified.

Duplicate Respondents

Digital fingerprinting of respondents' devices helps to ensure that the same respondent can't complete a survey more than once.

Poor Open-Ended Responses

Our analysts read through verbatims to ensure thoughtful and "real" responses. If verbatims include gibberish or if the same response is repeated through multiple verbatims, we consider removing the respondent.

E.g., "sdfdsdd", "not applicable"