# Ensuring Data Quality in Survey Research

Olson Research is a front runner in current industry-wide efforts to utilize the highest level of data quality in research so that we may enhance the accuracy, reliability, and integrity of the insights we provide. We understand the critical importance of protecting data quality for our clients as well as the insights industry at large and we continually explore and harness cutting-edge fraud prevention technologies to keep our research accurate and reliable.

**GDQ** GLOBAL DATA QUALITY

Olson Research has demonstrated this commitment by signing the **Data Quality Excellence Pledge** which was drafted by a collaborative of industry associations to ensure the highest standards in data collection efforts. Specifically we have committed to:

- Upholding rigorous data quality standards
- Ensuring transparency in methodologies & data sources
- Protecting participants rights & privacy
- Fostering industry collaboration & education

## OLSON RESEARCH'S DATA QUALITY PROTOCOL

### BEFORE GAINING ACCESS
*Strict qualifications and protected entry*

- Multi-layered verification
- Rigorous sign-up process
- CAPTCHA security
- Link to reputable industry source data
- Unique invitation urls, password protected

### SAMPLE PARTNERS
*Close alignment on quality control*

- Exclusive use of trusted sample providers
- Bad actors flagged, shared with partners, and disqualified from future engagements

### ONCE IN THE SURVEY
*Real-time tactics to prevent fraud*

- Real-time automated data validation tactics to ensure data consistency
- Adaptive questioning techniques employed to deter AI/bots from progressing

### UPON DATA REVIEW
*Human-centered approach*

- Data downloaded and reviewed periodically during fielding
- Human review of open-ended questions

**Please reach out to learn more about how Olson Research maintains the highest standards in overseeing the data we collect and how we can provide meaningful and accurate insights for your next project!**

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