

# IRB Ensures High-Quality Data in 5 Dimensions



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# 1 INTRODUCTION

## IRB's Assurance to Data Quality

At IRB, our mission is to empower businesses with actionable insights through qualitative and quantitative market research. We understand that informed decisions are crucial for success in today's competitive landscape. That's why we offer comprehensive solutions that go beyond just collecting data.

Our approach begins with understanding your unique needs and objectives. We work closely with you to define research goals and tailor methodologies that deliver the insights you need to drive growth and innovation. With our advanced technology and analytics, we ensure that the data collected is accurate, reliable, and actionable. Our rigorous quality control measures (such as data cleaning, validation & verification, compliance with regulation and more) guarantee that you can trust the insights derived from our research to make informed decisions with confidence.

But our support doesn't stop there. We provide guidance and expertise every step of the way, from designing surveys and questionnaires to analyzing results and extracting meaningful insights. Our team of experts is dedicated to helping you navigate the complexities of market research and turn data into actionable strategies.

By partnering with IRB, businesses gain access to a wealth of knowledge and experience that enables them to stay ahead of the curve and drive success in today's fast-paced marketplace. Our end-to-end research process is based on five aspects that help us maintain data quality



## Authentic Respondents:

Our global panel fosters deep connections with real respondents, ensuring genuine and engaged participation.

STEP  
01

## Innovative Technologies:

Our intuitive research platform seamlessly integrates vetted respondents, research expertise, and advanced technology. This empowers researchers of all levels to conduct best-practice studies at scale and speed.

STEP  
02

## Fact-Based Results:

As active contributors and partners in our industry, we are steadfast in our commitment to data quality. Our primary source of revenue is derived from our valued customers who consistently return to our services, indicating their satisfaction with the quality of our data.

STEP  
03

## Thorough Research:

We prioritize continuous learning, providing researchers access to MRS-accredited resources and training via the Market Research Society's Advanced Certificate program.

STEP  
04

## Comprehensive Support:

From survey design to data analysis, our team provides full-spectrum support, ensuring every step of your research journey is guided by expertise and best practices.

STEP  
05

**“Partnering with IRB means embracing precision, trustworthiness, and innovative thinking. Dive into this handbook and discover how and why IRB sets the benchmark for quality market research.”**



## Quality in 5D

### AI+UX+HE+I+E

Introducing our holistic 5D approach to quality at IRB. By integrating advanced AI technology, human expertise (HE), user-centric design (UX), innovation (I), and a commitment to ethical standard (E), we've created a unique pentagon of excellence. Our process spans from rigorous ethical respondent recruitment and continuous engagement to strategic study design, meticulous post-fieldwork checks, and a relentless drive for innovative solutions.

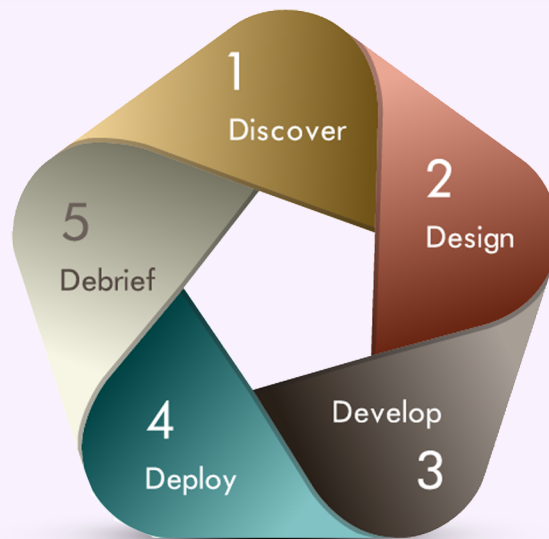
**AI** - Leveraging advanced algorithms for precise data collection and analysis.

**HE** - Applying human insights and understanding for nuanced and informed decision-making.

**UX** - Ensuring a seamless and engaging user experience throughout the research process.

**I** - Continuously integrating cutting-edge technologies and methodologies to stay ahead in the market research field.

**E** - Upholding the highest standards of ethical conduct in all our research activities.



At IRB, we ensure every phase is enhanced by this five-dimensional commitment. Experience a comprehensive dedication to quality, delivering insights that stand firm on a robust and innovative foundation.

## 2 The Backbone of Our Data Quality

### Our Respondents

At the heart of our market research firm lies an unwavering commitment to data quality, driven by our robust global respondent base. With 2.4M+ verified participants engaging daily, we ensure diverse and reliable insights. Our verification processes and continuous engagement strategies maintain the integrity and authenticity of our data. With IRB, experience the difference that genuine, verified participation makes in market research.

### Our Respondent Identification Process

We utilize automated checks and real-time analytics to evaluate respondent activity, converting these data points into individual quality scores. These scores determine a respondent's ongoing eligibility for surveys.



#### Initial Screening

We collect and verify demographic data, confirm identities, and assess initial engagement.



#### Ongoing Monitoring

The team then uses automated checks and quality scoring to continuously monitor respondent behavior.



#### Engagement Strategies

Finally, we build a community, offer incentives, and gather feedback to maintain genuine participation and quality responses.

### Our Focus Is On Real-Time Quality Checks

#### Tools we use

We use advanced algorithms, AI, and machine learning technologies to drive real-time data quality assessments.

#### Monitoring

We maintain constant vigilance over respondent behavior, regularly updating their quality scores in accordance with their contributions. Non-compliant individuals are automatically excluded from future surveys.

## ➤ Continuous Improvement

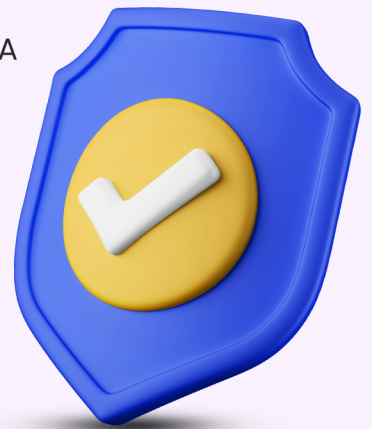
We analyze data from real-time quality checks to refine algorithms and enhance monitoring processes continually. This iterative approach ensures ongoing accuracy and efficiency in maintaining data quality standards.

## Protecting Data Insights From Bots And Inauthenticity

### ➤ Genuine Respondent Guarantee

Through strategic integrations such as Google's invisible reCAPTCHA and stringent double opt-in procedures, we effectively deter bots from infiltrating our respondent pool. AI technology further enhances this process by meticulously filtering out nonsensical or inappropriate responses.

From the moment of registration and throughout their engagement, we implement a series of layered verification checks to ensure the authenticity of our respondents. These include linked account detections, blacklisted domain checks, and continuous device monitoring utilizing digital fingerprinting, geo-location, and cross-referenced IP address checks. In-survey behaviors, such as language inconsistencies and extreme biases, are also closely monitored to maintain data integrity.



### ➤ Inspection Backed By AI

Our advanced AI systems utilize in-house natural language processing to meticulously filter open-ended answers, ensuring they meet our stringent quality standards and maintaining the relevance of responses. This allows us to scrutinize open-ended responses with precision, filtering out any responses that do not meet our quality standards. By leveraging this technology, we ensure that the responses provided are not only relevant but also of the highest quality, thereby enhancing the overall integrity of our research findings.





## A verified respondent assists us in our research in the following way –



Respondents with good quality scores are eligible to participate in additional surveys, contributing to ongoing research efforts. If a respondent's quality score does not meet our standards, they may be subject to various actions depending on the severity of their performance, such as exclusion from surveys, re-evaluation, suspension or limited participation.

## End-To-End Representation

### Neutral insights via varied representation

We have built a global panel through our affiliate network as well. We utilize various channels such as social media, influencer partners, and SEM to engage a diverse group of respondents. To further enhance our offerings, we sometimes collaborate with trusted panel partners. These partners undergo a rigorous vetting process, including thorough quality checks and scheduled assessments, to ensure that they meet our quality standards.

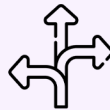
# 3 Using Our Platform For Quality Data

## The 3 pillars – Assist, Direct, Reassure



### Assist

Research can be complex, but our tools make it simpler, allowing us to conduct research with confidence. By starting a project with IRB, we ensure adherence to best practices and high-quality data. Our tools undergo continuous UX testing to provide a smooth user experience, minimizing potential errors and enhancing reliability.



### Direct

Navigating research processes can be challenging. IRB offers clear and precise solutions and guidance to keep your projects on track, helping you make informed decisions and effectively manage your research from start to finish.



### Reassure

We understand the importance of trust and reliability in research. IRB is committed to providing unwavering support and assurance. Our robust security measures, regular quality checks, and dedicated support team ensure your data is protected and your research meets the highest standards, giving you peace of mind throughout your project.

# 4 Our Methodology

## 2 Core Dimensions of Our Research Methodology

- P.E.E.P – Panel Engagement & Elimination Process
- K.Y.R – Know Your Respondents Technology

### Ensuring Panel & Data Quality Standards

The following table outlines the various proprietary and third-party technologies employed by our organization to ensure the highest standards of data quality and security in our research processes. By leveraging a combination of in-house developed techniques and trusted external solutions, we effectively address multiple aspects of data integrity, participant verification, and fraud detection.

PROPRIETARY TECHNOLOGY	THIRD PARTY TECHNOLOGY
DnR (Detect & Reject – using Digital fingerprinting technologies)	Digital Finger Printing (Third Party API)
IVS (Identity Verification score)	Advanced Proxy/VPN Detection Technique (Third Party API + Proprietary Technique)
SBS (Survey behaviour score)	Bot Detection (Third Party API + Honeypot Captcha)
Customised and category Red-herring Check	Duplicate IP, Geo IP & Cookies Tracking
Real-Time Response Logical Relevance check	Blacklisted Domain & Email Detection (Third Party)
Bad Open-end Flagging (In Progress)	

Our commitment to data quality is a constant driving force, and we are always seeking new methods to enhance the quality measures applied to our panel, samples, and surveys.



## WHAT IS P.E.E.P?

Achieving your research objectives hinges on gathering authentic and high-quality responses. At IRB, we are committed to ensuring that your research data is precise and immaculate. To achieve this, we have developed a unique and highly effective mechanism called P.E.E.P (Panel Engagement & Elimination Process).

P.E.E.P is designed to identify fraudulent panelists with exceptional accuracy, ensuring that we deliver only the highest quality survey data from our panel and surveys. Recognizing that research results are a direct reflection of respondents' attitudes, behaviors, and preferences, we employ best-in-class quality check techniques right from the start of member acquisition through to their survey participation.

Our rigorous process ensures that you receive reliable and insightful data, empowering you to make informed decisions based on genuine respondent feedback.

### P.E.E.P Measure #1

#### Real-Time & Manual Validation

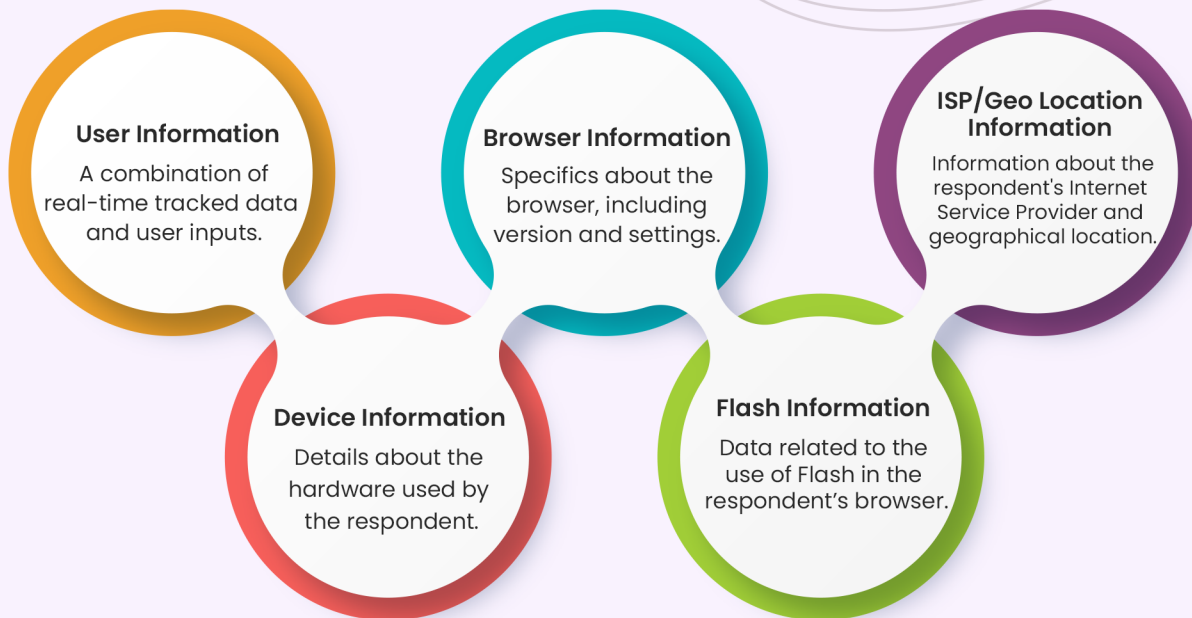
Under our P.E.E.P (Panel Engagement & Elimination Process) framework, we utilize a real-time manual validation method to maintain high standards of panel and survey data quality. By tracking multiple sets of user information, we validate the authenticity of respondents and determine whether they are unique or duplicates. Respondents must achieve a certain score, established by our algorithm, to be considered genuine participants. This rigorous process ensures that only valid and unique respondents contribute to your research data.



#### DNR Digital Fingerprinting

##### Digital Fingerprinting

Each user is assigned a unique ID based on real-time information collected during their interaction with our panel or surveys. This ID helps generate a score that predicts the likelihood of duplicity. Digital fingerprinting involves analyzing the following information:

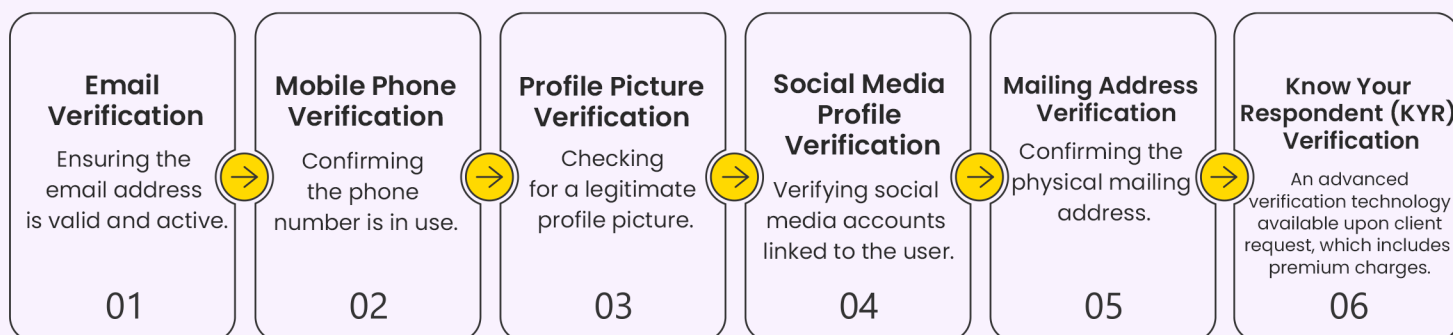


By leveraging these detailed measures, we ensure the integrity and quality of our research data, providing you with reliable and actionable insights.

## P.E.E.P Measure #2

### Identity Verification Score (IVS)

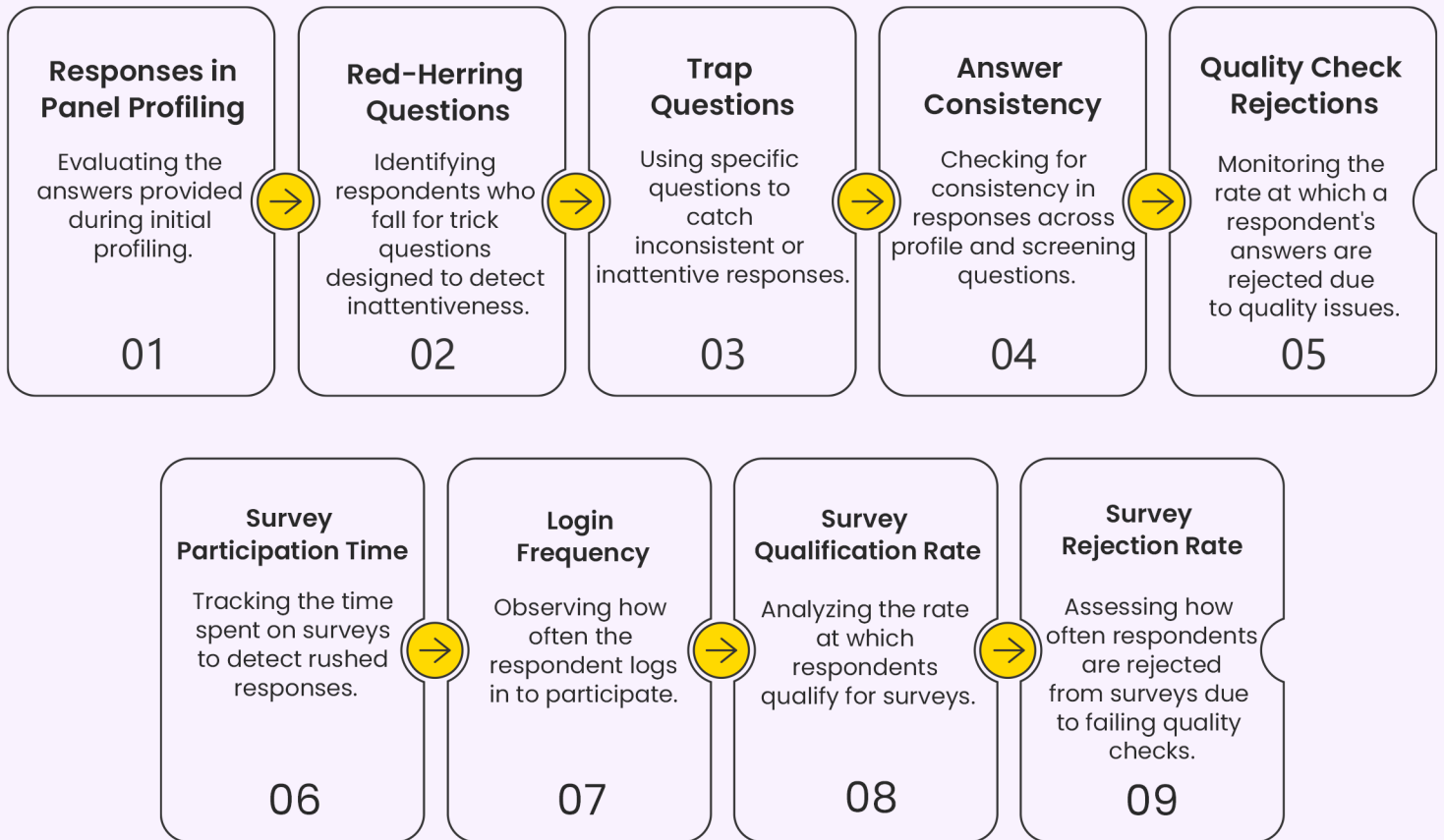
At IRB, we have developed a unique method to verify users and ensure their authenticity through our Identity Verification Score (IVS). This score is calculated by verifying various identity attributes of each user. The higher the score, the greater the authenticity and quality of the respondent. The verification process includes:



These measures collectively ensure that only authentic and high-quality respondents are part of your research panel.

### Panel Recruitment Process

The Survey Behaviour Score (SBS) is calculated based on various user behaviors and responses. This score helps in assessing the reliability and quality of each respondent. Factors contributing to the SBS include:



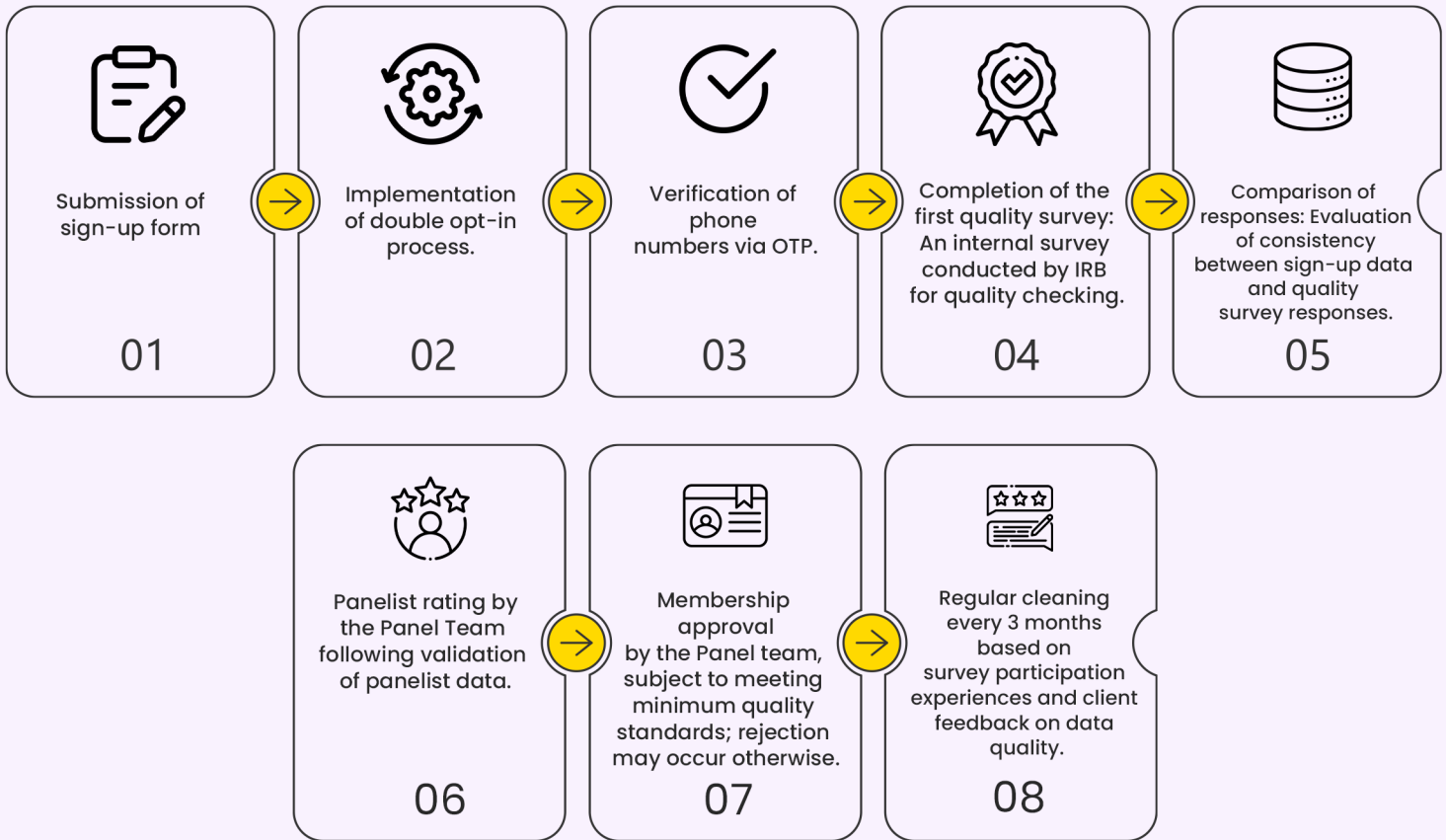
By incorporating these diverse metrics, we ensure that respondents with high SBS are reliable and contribute high-quality data to your research efforts.

### Survey Behaviour Score (SBS)

We employ targeted recruitment strategies to build diverse and engaged panels. From leveraging digital marketing channels to partnering with industry-specific networks, our approach ensures high-quality panelists across B2C and B2B demographics.



B2C PANEL	B2B PANEL
Search Engine Optimization	B2B Networks
Search Engine Marketing	LinkedIn Ads, Google Ads
Google Display Network	B2B Digital Magazines & Blogs
Social Media Marketing	Email marketing and Search Engine Marketing
Affiliate Marketing	Google display network



## INCENTIVES FOR OUR PANEL MEMBERS

At IRB, we value the time and insights provided by our panel members. To show our appreciation and encourage participation, we offer a variety of incentives tailored to different survey types and audience demographics. Below are the key aspects of our panel member incentivization program:

### Factors Influencing Incentive Amount

The amount of incentive offered varies based on several factors, including survey topic, audience type, specialty panel, length of interview, and field time.

STEP  
01

### Limitations on Incentive Adjustments

During the fielding process, the incentive amount cannot be increased more than twice to ensure fairness and consistency.

STEP  
02

### Payment Modes

We provide flexible payment options for incentives, including PayPal, Amazon Coupons, Virtual Visa Mastercard, Local Shopping Coupons, and Donation Coupons.

STEP  
03

# 5 Our Fundamentals to Designing Mindful Research

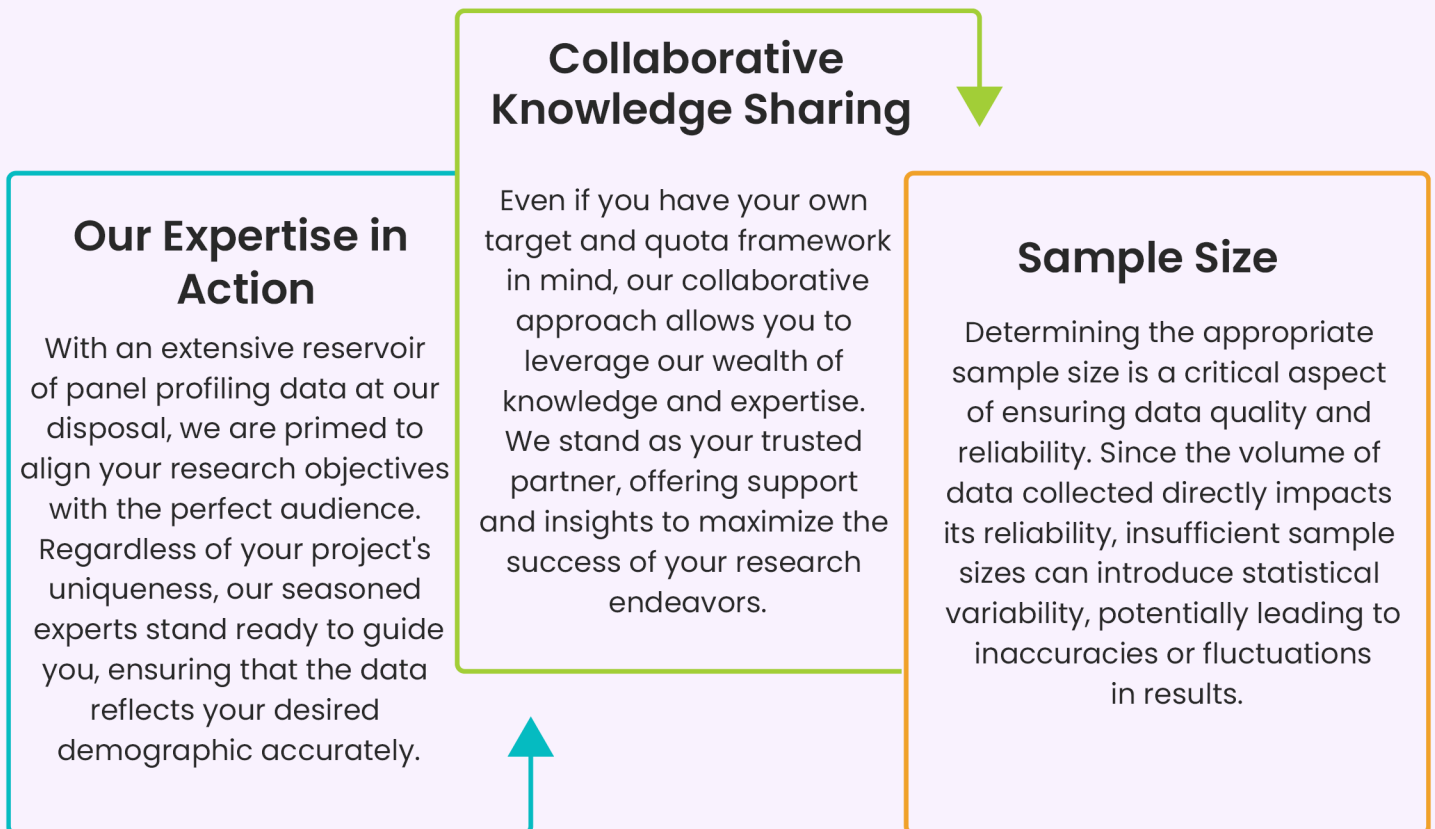
## Target Groups, Quotas and Sample Size

Quality data isn't just about having the right tools and respondents; it's also about impeccable research design. At IRB, we recognize the importance of this three-fold aspect and ensure its harmony by implementing top-tier practices across various research domains.

### Target Group & Quotas

Tailored data begins with a tailored audience. Precise definitions of target groups, along with well-structured quotas, are crucial. Mistakes in these structures can inadvertently skew results.

### Relevance To Data Quality



## Shared Wisdom

Benefit from our wealth of experience and insights in sample size determination. We provide access to our comprehensive target group and quota cheat sheets, ensuring that you are equipped with the necessary resources to navigate the complexities of research design effectively.

# 6 Research Material Quality Assurance

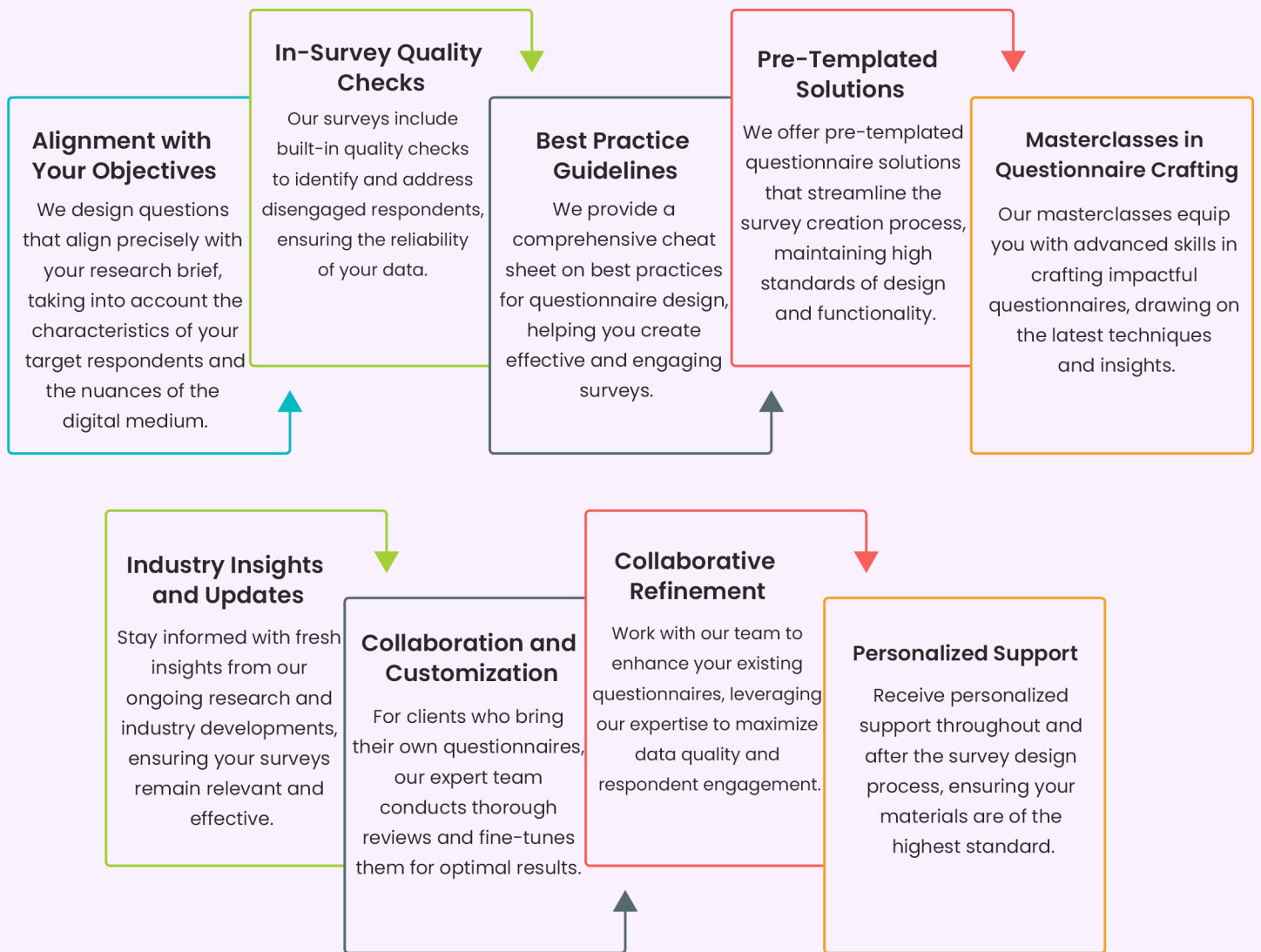
Fieldwork materials are critical to the quality of data collected. At IRB, we understand that the engagement and accuracy of responses can be significantly impacted by the design and execution of these materials. A respondent's interest can quickly wane with a poorly constructed questionnaire or a misinterpreted translation, leading to compromised data quality. Here's how IRB ensures the optimization of these crucial elements:

## Expert Questionnaire Design

Our team of seasoned researchers designs questionnaires that are clear, concise, and engaging. We focus on logical flow, relevant questions, and user-friendly formats to maintain respondent interest and ensure high-quality responses.

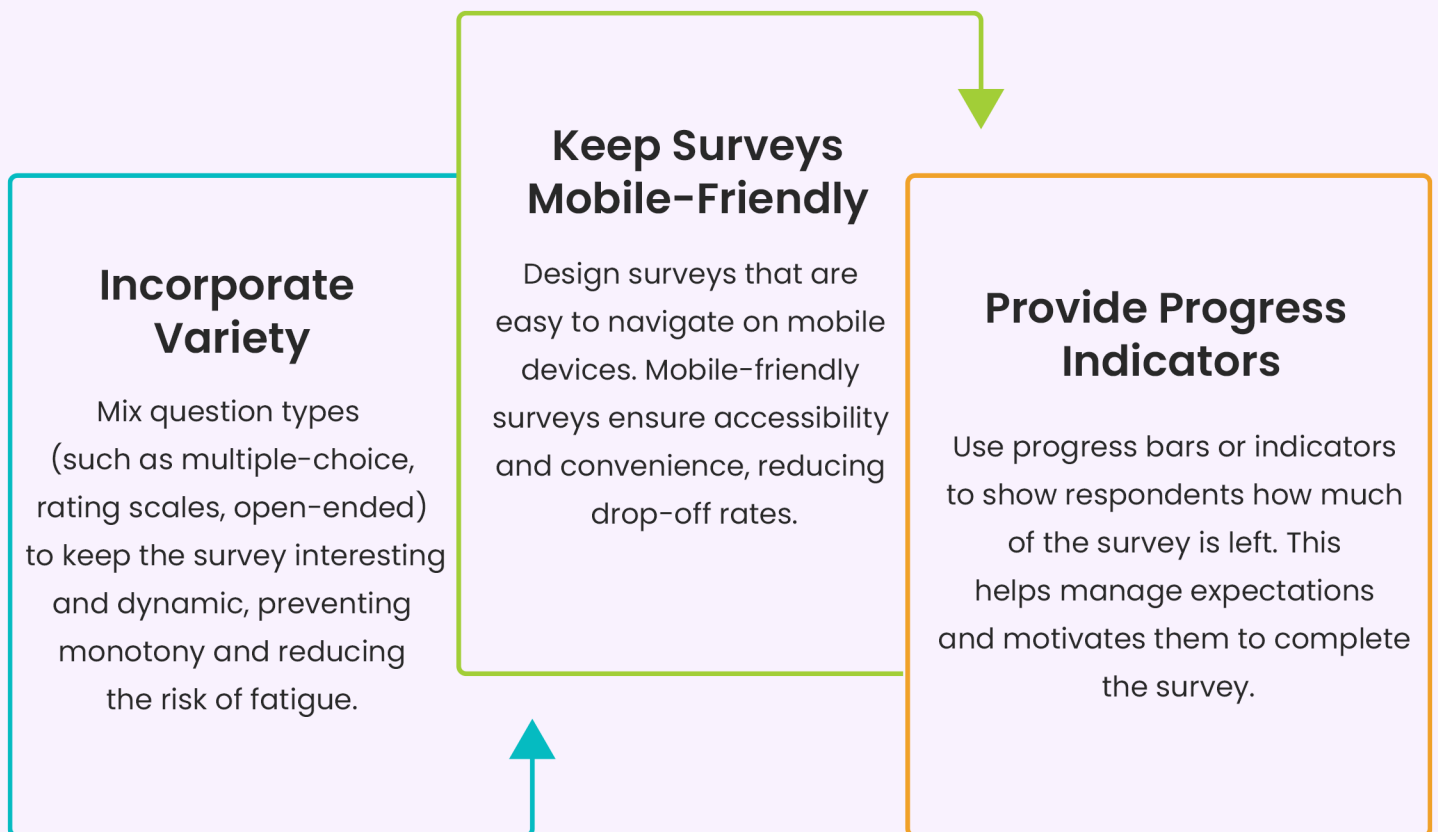
With over 13+ years of experience in online research and a solid in-house research program, IRB provides a tailored design approach that guarantees:





At IRB, we are committed to elevating your data collection through meticulously designed questionnaires that deliver accurate, reliable, and actionable insights. Let us help you unlock the full potential of your research with our expert guidance and innovative solutions.

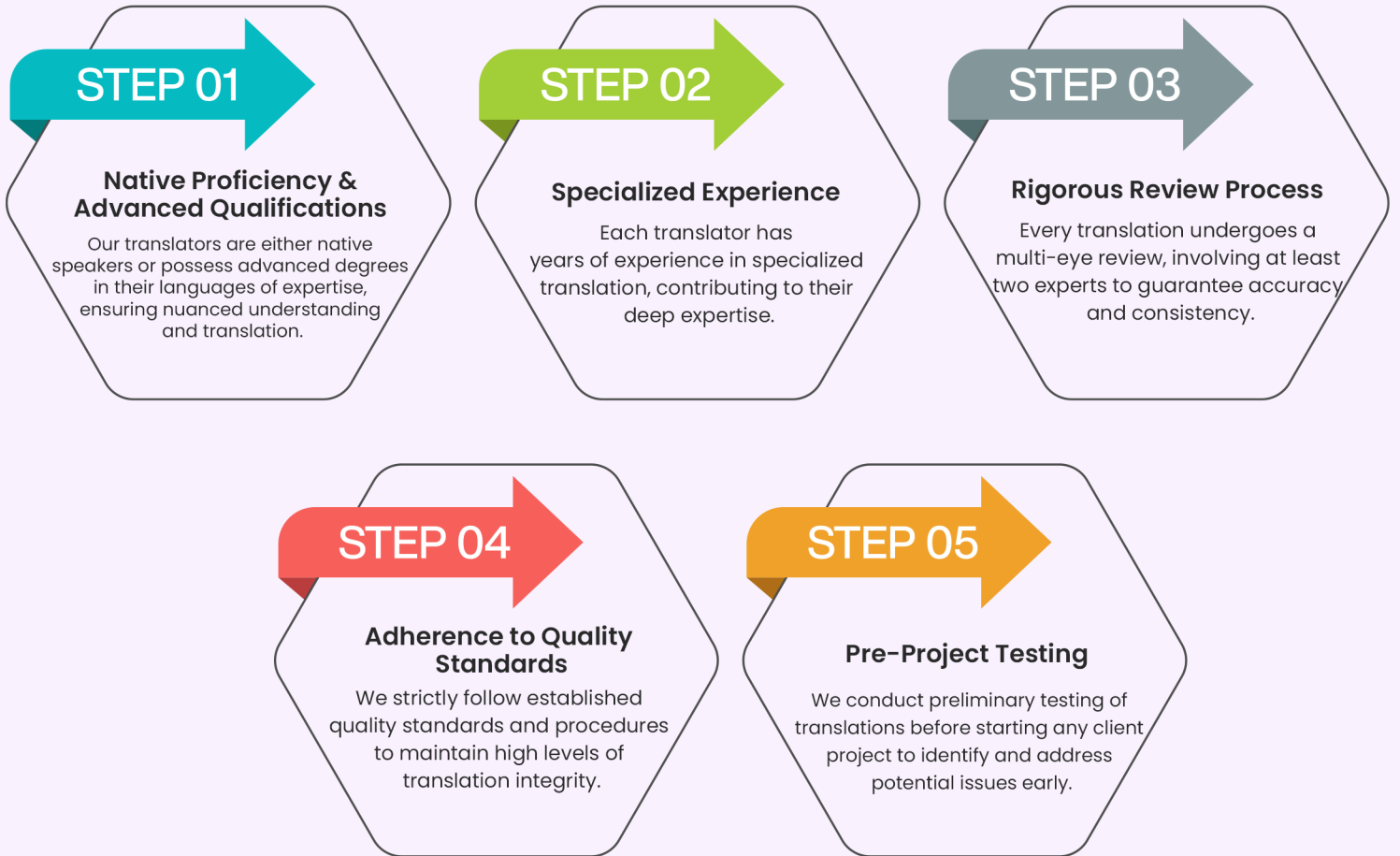
## Top 3 Tips To Avoid Respondent Fatigue



## Translation Precision

Accurate translations are critical for maintaining data integrity, especially in multi-country studies. Misinterpretations can distort meanings, affect cross-country comparisons, and disengage respondents. At IRB, we prioritize translation precision through meticulous processes and expert resources

The subtle nuances in question wording can greatly impact the responses received. Our translation experts ensure accuracy through:



## Resource and Support Sharing

For clients managing their own translations, IRB offers valuable support resources:



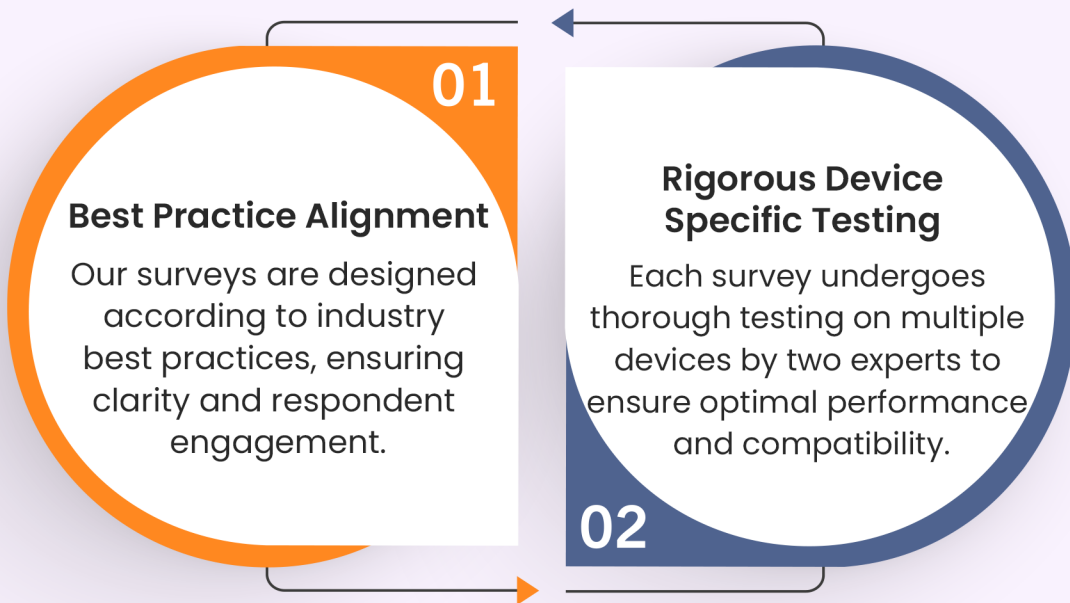
By leveraging our expert translators, stringent review processes, and supportive resources, IRB ensures precise translations that uphold data quality and engage respondents across diverse regions.

## Survey Scripting

The design and presentation of your survey are crucial for respondent engagement and data accuracy. At IRB, we ensure that your surveys are visually appealing and compatible with various devices, leading to precise and comprehensive responses.

## Our Comprehensive Approach

When we script your survey, we ensure:



## Extending Our Expertise

If you're scripting on another platform, IRB still provides valuable support:



## Best Practice Survey Design Cheat Sheets

Access our detailed guidelines on designing effective surveys.

STEP  
01

## Mobile-Compatible Question Templates

Utilize a variety of question templates that are optimized for mobile devices.

STEP  
02

## Latest Research Insights

Benefit from the latest insights and trends from our ongoing research and industry contributions.

STEP  
03

# 7 Promising On-Site Research Standards

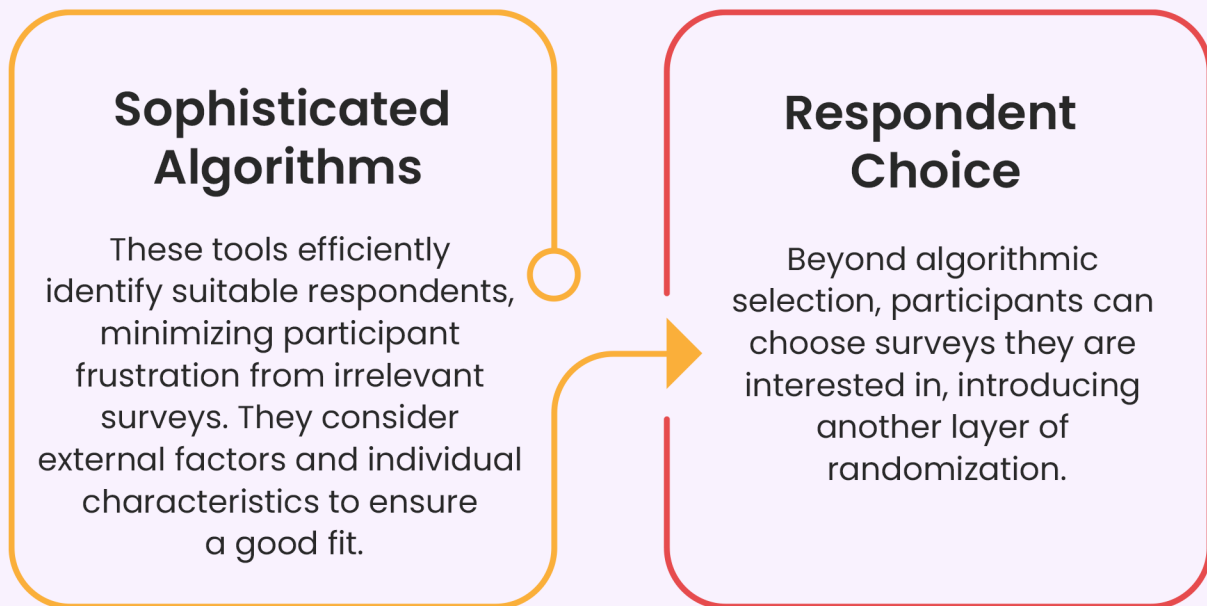
IRB prioritizes unbiased and representative data collection. To achieve this, we implement meticulous sampling strategies and conduct fieldwork at optimal times. This ensures the data accurately reflects the target population and minimizes external influences.

## Sampling Process

To guarantee accurate data and minimize bias, a well-designed sampling approach is crucial. We prioritize random selection of participants, ensuring the sample accurately reflects the target population.

## Powered by AI & Algorithms

Our innovative approach leverages AI and algorithms to streamline the sampling process. This multi-layered system incorporates:



## Continuous Improvement for Unbiased Results

We're committed to ongoing development of our AI-powered sampling. We conduct regular assessments to verify its effectiveness in minimizing bias. Our evaluations demonstrate promising results, solidifying our dedication to delivering unbiased data insights.

## Optimal On-Field Timing

Gathering data at the right time is critical to avoid bias. Factors like weekdays, specific times of day, or even ongoing events can skew results. Our goal is to collect responses from a diverse pool that truly represents your target audience.

## Meeting Your Needs

Our experienced project managers understand the impact of timing on data accuracy. They actively identify potential concerns and work collaboratively with you to determine the ideal timeframe for your specific project and target group. We recognize that every project has unique needs, so we provide customized solutions to ensure the most representative and reliable data collection possible.

# 8 Refined Data Analysis

Our commitment to data quality extends beyond collection. We implement exhaustive post-fieldwork checks and weighting principles to ensure the accuracy and representativeness of your data, ultimately delivering reliable insights you can trust.

## Post-Field Quality Assurance

External factors can often lead to unreliable data due to respondent disengagement. To ensure the highest quality insights, we implement a rigorous post-fieldwork data validation process. This builds upon the initial in-survey quality checks that automatically filter out participants who don't meet our strict standards.

## Our Approach

For projects under our supervision, we leverage a powerful combination of technology, research expertise, and data science to meticulously evaluate the quality of each respondent's data. This comprehensive process includes:



### In-depth Review

Flagged responses are thoroughly reviewed by experienced researchers to assess their validity and relevance.



### Open-Ended Analysis

Open-ended questions are evaluated for completeness and relevance to the research objectives.



### Automated Syntax Checks

Data is re-verified using advanced automated syntax checks to identify and correct potential inconsistencies.

## Beyond the Basics

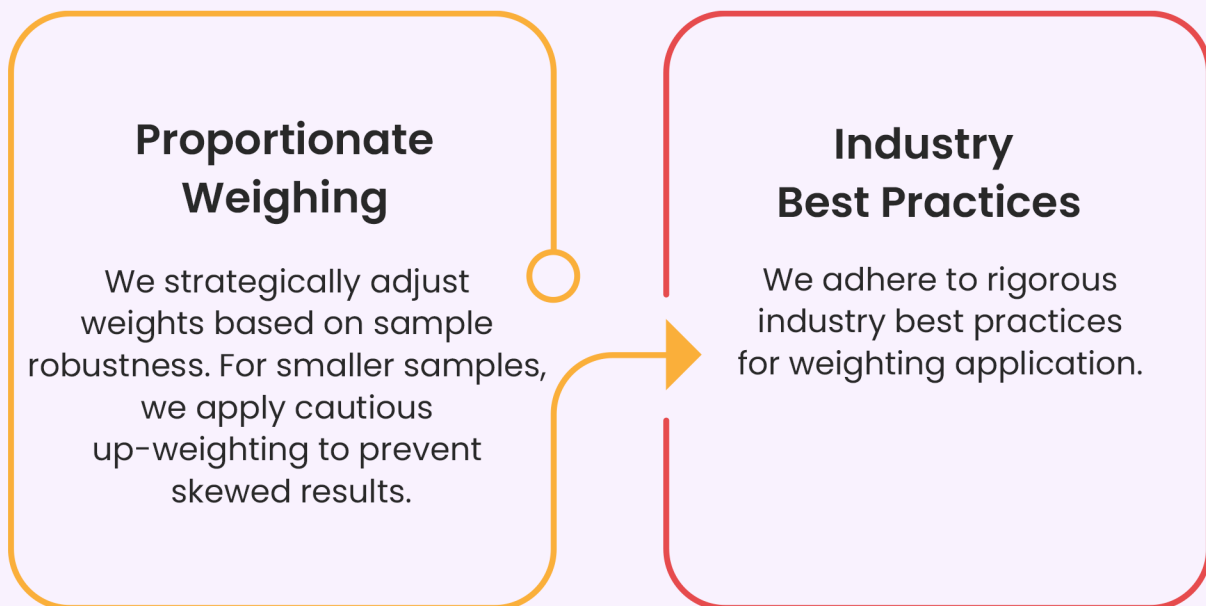
We don't stop at basic data checks. Our team continually draws insights from ongoing research and industry best practices to refine our processes and ensure we consistently deliver the highest quality data possible.

## Data Adjustment Through Our Weighing Strategy

While quotas are ideal during sampling, unforeseen circumstances can sometimes lead to unmet quotas. To address this, we utilize data weighing to ensure your final sample accurately reflects the target population. However, we understand that excessive weighing can distort results and hence maintain a diligent balance.

## Balancing Representation and Accuracy

Our expert team applies weighing in a measured approach, considering sample size and the need to maintain data integrity. Here's what you can expect:



## Independent Weighting

Our team adheres to stringent data processing guidelines when working with your own weighting preferences. Our advanced weighting function automatically fine-tunes your data based on industry best practices, ensuring accuracy and efficiency.



## IRB – Your Trusted Partner for Quality Insights

At IRB, we go beyond data collection. We become your dedicated partner in your pursuit of reliable and impactful insights. Whether you need support for a single project or seek a long-term research partner, our comprehensive services offer:

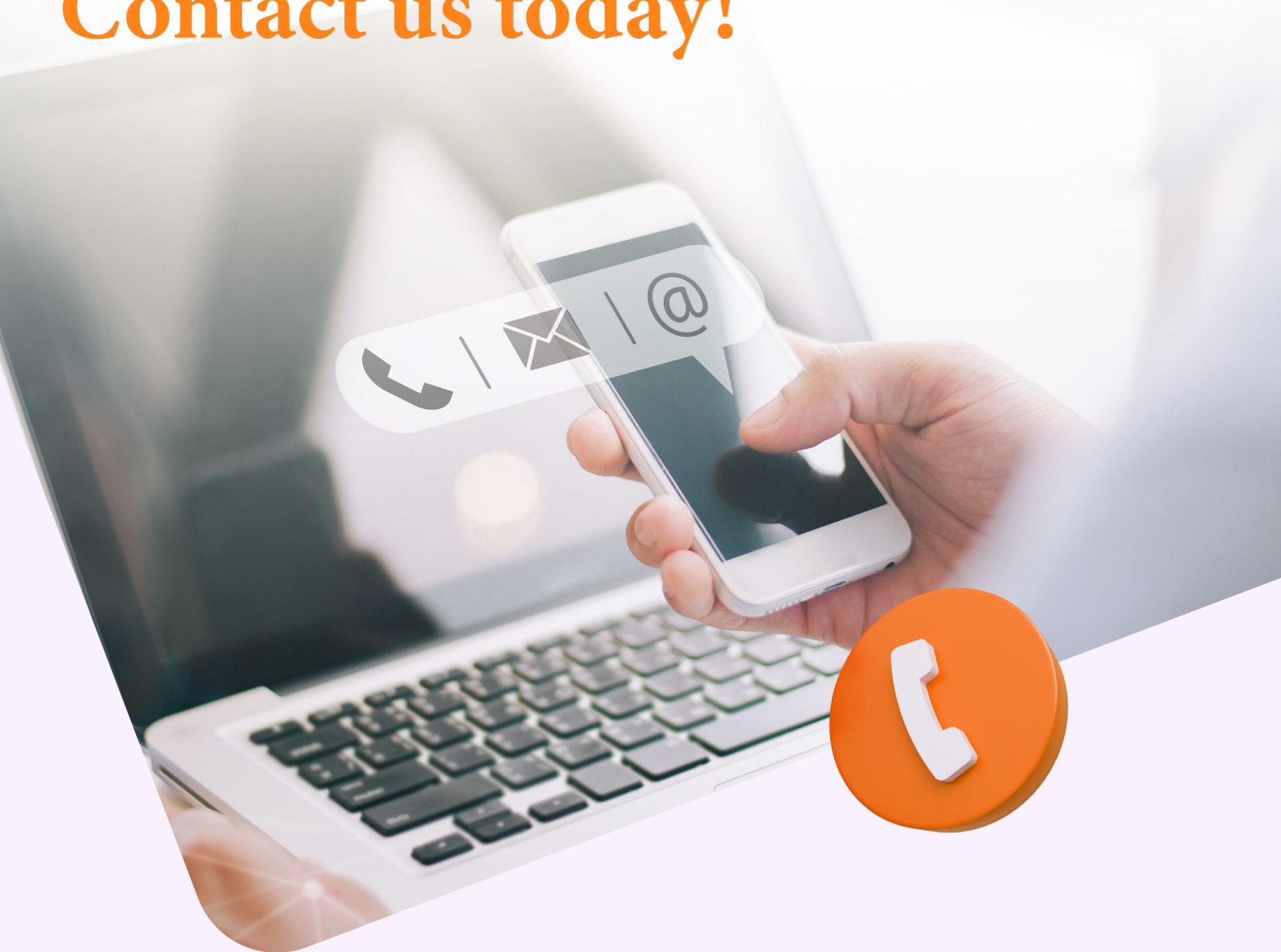


### Partner with IRB

We believe in investing in your success. Let us be your ally in upholding research excellence and unlocking the power of data to drive informed decisions and achieve your business goals

**Discover Your Next Big Insight With IRB!**

**Got questions?  
We got you covered.  
Contact us today!**



**sales@irbureau.com**