



Data Quality Evaluation Checklist

A Practical Framework for Protecting Research Integrity

High-quality insights depend on high-quality participation.

As the data quality landscape evolves, traditional fraud checks alone are no longer sufficient. Today's environment requires a more comprehensive approach that considers both respondent legitimacy and engagement.

We designed this checklist to help research teams evaluate how well their current approach supports data quality throughout the research process.

DATA QUALITY EVALUATION CHECKLIST



1. RESPONDENT VALIDATION AND ENTRY CONTROLS

Strong data quality begins before respondents enter your survey.

- Are respondents evaluated beyond basic technical checks, such as IP, device, and duplication?
- Are behavioral signals used to assess attentiveness and engagement readiness?
- Are low-quality or disengaged participants filtered out before they reach the survey?
- Are validation methods calibrated to protect data quality while minimizing false positives?



2. FRAUD PREVENTION AND DETECTION

Modern fraud requires a layered approach.

- Are multiple safeguards in place, including technical, behavioral, and pattern-based checks?
- Is there protection against VPN usage, device masking, and duplicate identities?
- Are fraud detection methods updated as tactics evolve?
- Is fraud prevention managed as an ongoing process throughout fielding?



3. OPEN-END QUALITY AND AI AWARENESS

Open-ended responses remain a critical indicator of data quality.

- Are responses evaluated for relevance, coherence, and alignment with the question?
- Are AI-generated or overly structured responses identified and flagged?
- Are typing patterns, response timing, and articulation quality monitored?
- Is human review incorporated alongside automated detection methods?



4. SCREENER AND SURVEY DESIGN

Survey design plays an important role in protecting data quality.

- Are screeners structured to reduce the likelihood of strategic qualification?
- Are validation or cross-check questions used to identify inconsistent responses?
- Do questions require real experience rather than easily inferred answers?
- Is survey logic designed to limit over-reporting and patterned responses?



5. BEHAVIORAL ENGAGEMENT MONITORING

Disengagement can impact data quality even when respondents appear valid.

- Are response patterns such as speeding and straight-lining monitored in context?
- Are engagement signals evaluated across the full survey experience?
- Are thresholds adjusted based on device type, audience, and survey complexity?
- Are inattentive respondents identified before they affect results?



6. REAL-TIME FIELD MONITORING

Data quality should be managed throughout fieldwork.

- Are responses reviewed during fielding to identify emerging issues?
 - Are patterns monitored across completes, including repeated phrasing and inconsistencies?
- Can adjustments be made during fielding to address quality concerns?
 - Are quotas protected from contamination early in the process?



7. DATA CLEANING AND QUALITY CONTROL

Upstream validation should reduce downstream effort.

- What percentage of completes are removed during post-field review?
 - How much time is spent evaluating questionable responses?
- Are open-end responses frequently unusable or low effort?
 - Could earlier validation improve efficiency and reduce rework?



8. TRANSPARENCY AND VISIBILITY

Clarity around quality processes supports better outcomes.

- Is there visibility into how respondents are evaluated and filtered?
 - Are quality signals available within the dataset or reporting?
- Is there a clear understanding of how respondent inclusion decisions are made?
 - Is responsibility for data quality actively managed?



9. CONTINUOUS IMPROVEMENT

Data quality approaches should evolve alongside the landscape.

- Are validation methods refined based on observed performance?
 - Are new fraud patterns incorporated into detection approaches?
 - Is there a feedback loop between field performance and quality controls?
 - Are processes designed to adapt as respondent behavior changes?



10. OVERALL DATA QUALITY APPROACH

Effective protection requires coordination across all stages of research.

- Does your approach combine technical safeguards, behavioral evaluation, and human oversight?
 - Is data quality addressed before, during, and after fielding?
 - Are tools and processes aligned and working together?
 - Does your approach reflect current fraud and engagement challenges?

A Clear Path Forward for Data Quality

Keeping pace with today's data quality challenges requires more than individual tools or isolated checks. It calls for a connected approach that brings the right signals together and applies them consistently throughout the research process. And yes, that's a lot to manage on your own!

At Research Results, we're experts in building that structure into every study. RADAR (Respondent Analysis & Data Anomaly Recognition), our proprietary quality framework, is part of how we do that. It evaluates both technical indicators and participant behavior to help ensure respondents are not only legitimate but prepared to contribute thoughtfully before they enter your survey.

Our role is to help make the process easier to manage. We work alongside our clients to understand their needs, identify potential risks, and support a data quality approach that aligns with their research goals.

Let's identify practical ways to strengthen data quality in your next study.

Contact Ellen Pieper, Chief Client Officer to learn more.

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