



CliQ Protect Guard

The gold standard of data quality

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Research CliQ



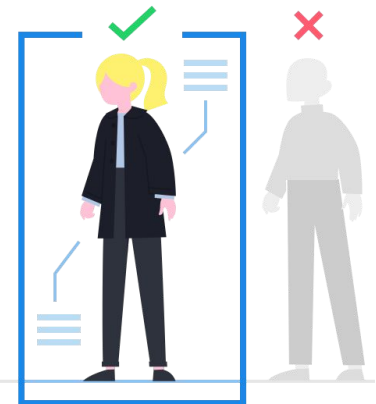
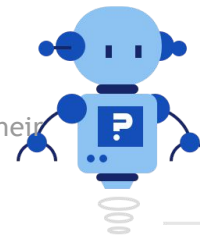
What is it?

Is a security system that includes both technology-based bot and fraud detection, and Psychological/behavioural approaches to prevent low-quality respondents from participating in a survey while being fair to attentive respondents.



Respect its principles

- Effectively prevent bad respondents from participating in surveys Those who answer randomly Those who do not read questions carefully Respondents who lack English skills Those who respond inconsistently Fraudulent bots and agents
- Effective in **keeping the right respondents in the survey**
- Inclusive - not biased against respondents with lower levels of education and their
- Tested by psychology and behavioral science
- Multimethod - **uses** both behavioral and technological **solutions**
- Multi-stage - multiple levels of protection, depending on the measurement requirements of a study
- Patented - several patented and patent-pending technologies



Multi-method

Behavioural approach

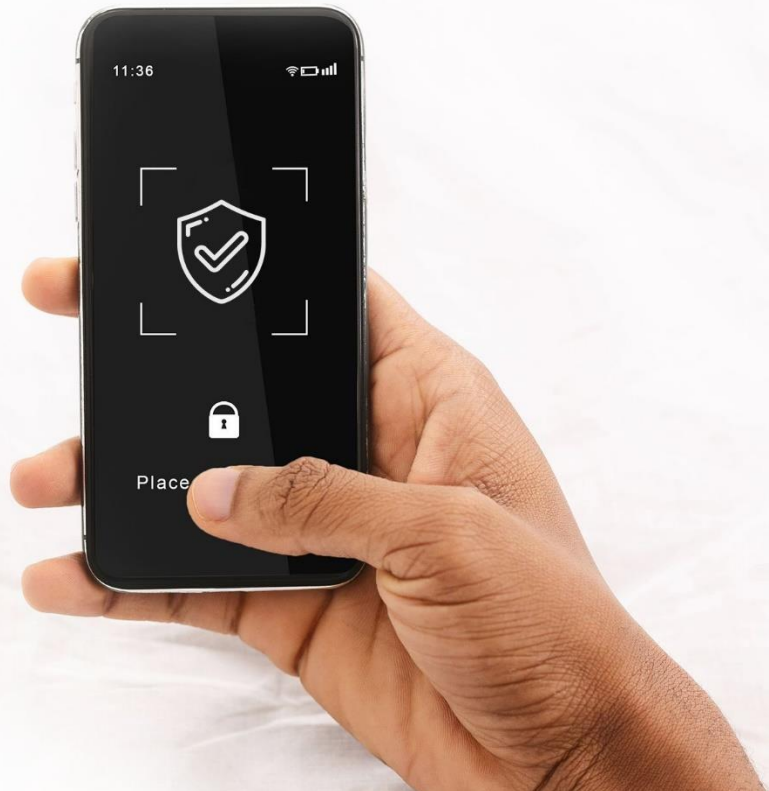
Uses a library of questions based on the Sociative semantic identification of participants who

- Attentive
- Committed
- Speak English (or **mother tongue**)
- Respond consistently

Technological approach

Multiple levels of technology

- Detection of suspicious IP addresses
- Digital printing
- Streaming and event analysis
 - Translation of texts
 - Shots
- Bot detection via CAPTCHA



Walkthrough

Identified Quality Respondents until Behavioural

High-quality respondents

These are identified using a library of tested and validated questions. CliQ Protect Research uses stimuli based on cognitive science research to ensure that researchers receive a reliable and engaged respondent.

Associative network

Question **generation** models based on word groupings and frequency of natural language use

Automatic

Automated generation of an unlimited number of questions.

Questions about piping

Each respondent sees different questions within and between surveys

Question 1 of 1

Apologize is most associated with

A	peak
B	particle
C	industrial
D	mistake

Please select answer to continue

Next →

Identified Quality Respondents until Behavioural

Monitor and analyze

Research CliQ Protect monitors and analyzes how respondents navigate questions to detect and remove common fraudulent and suspicious behavior among bots and "survey farmers" while avoiding duplication of effort

Question 1 of 4

Skillet is most associated with

A	reputation
B	pan
C	wildlife
D	internal

Please select answer to continue

Next →

Question 1 of 4

La sartén está más asociada con

UNA	reputación
si	pan
C	fauna silvestre
re	interno

Por favor seleccione respuesta para continuar

próximo →

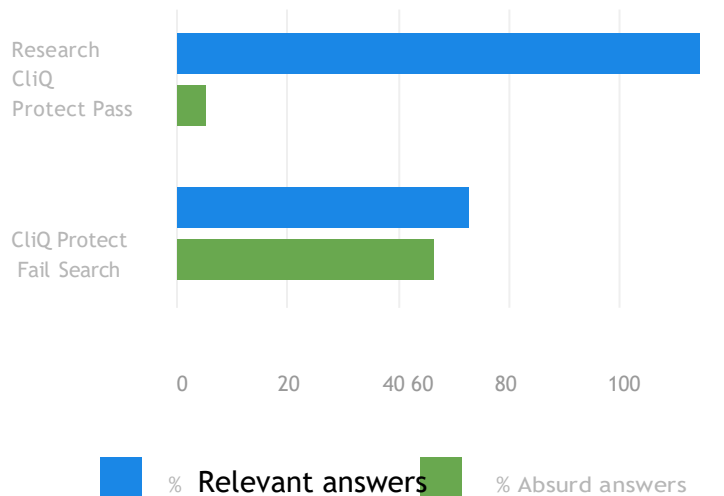
*This is an example of a respondent using a translation app to answer the Research CliQ Protect questions

Open Finite Answer Quality

Quality assurance

Improve open responses among those who **succeed** Research CliQ Protect

What was the best decade of your life and why?

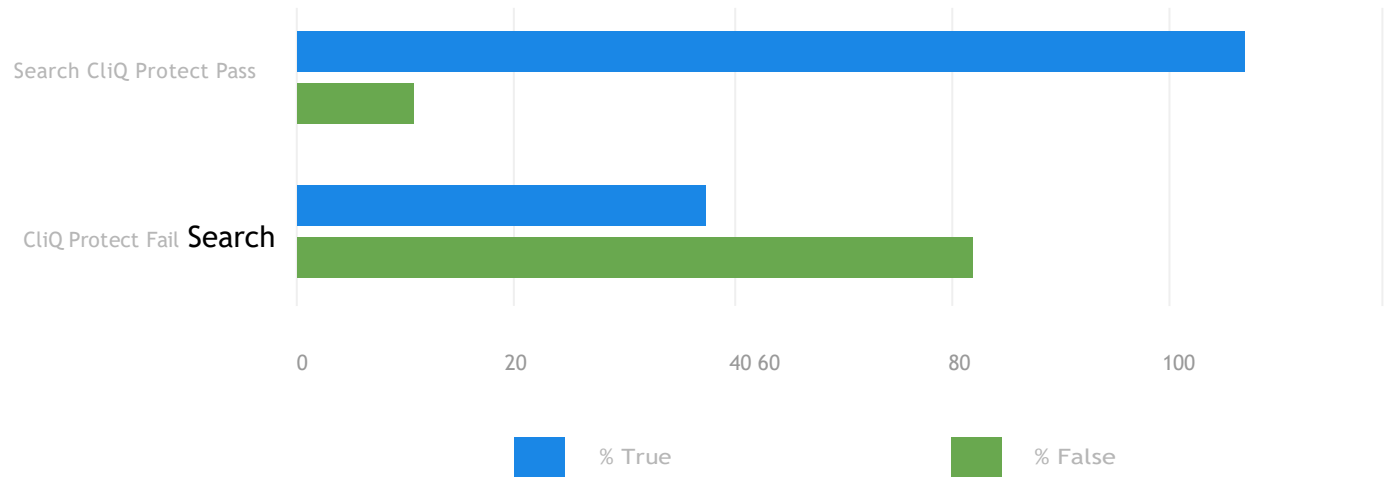


Relevant answers	Absurd answers
"I married my high school sweetheart in those years"	"refwdqs"
"I was much younger, I had a well-paid job and the war much more active with my family"	"You because I don't have this service of catering service and food and excellence ... »"
"My parents were both still alive and I felt like the world wasn't as terrible a place as I had discovered."	"great"

Careful & Honesty

Can respondents answer the basic questions correctly?

- Have you ever suffered a fatal heart attack?
- Do you know what the world of Lortan means?
- Have you ever used the Internet?
- Do you remember from memory the names of all the senators **who** have ever served in the U.S. Senate?



Language (language)

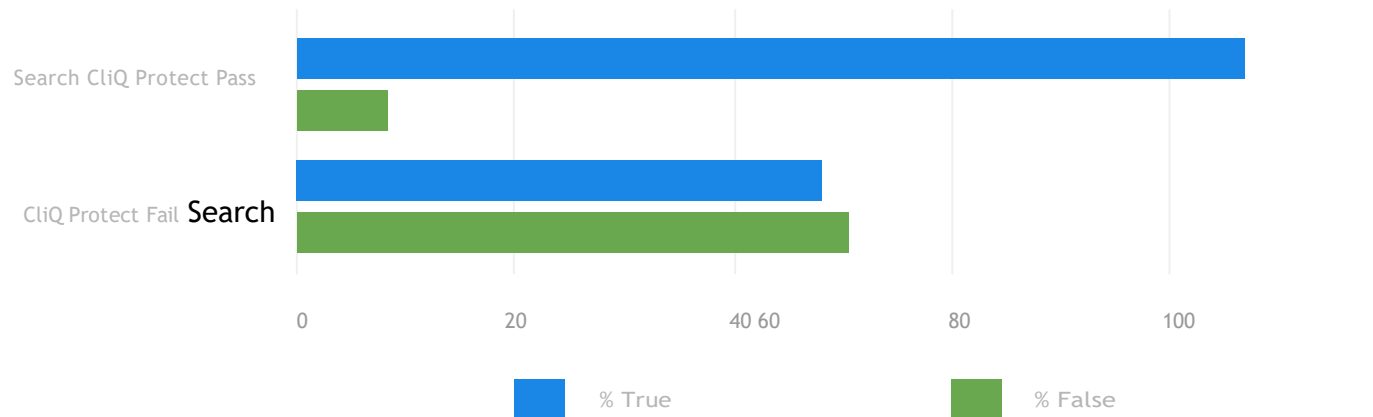
Screening of respondents

Research CliQ Protect ensures that participants who participate in a survey have an appropriate level of understanding and knowledge of the English language.

How can respondents give specific answers if they do not understand the questions?

Which of the following words is most closely related to "sympathy"?

a) Honest b) Mercy c) Sociable d) Truthful



Betrothal

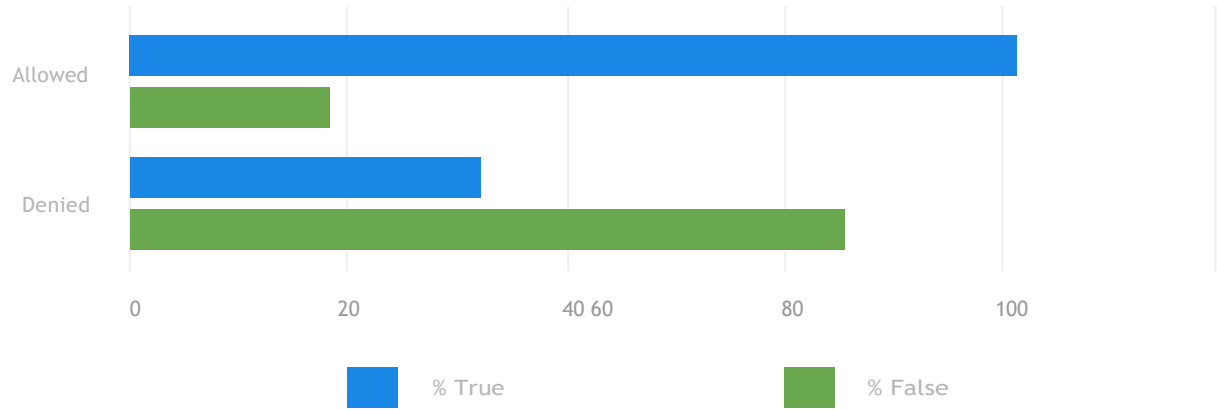
Recognize moods!

Participants reviewed by Research CliQ Protect are ready to actively address issues and tasks.

Are respondents really engaged or are they doing "just enough" to complete your study?

What is the name of the current governor of Oklahoma?

(Please search for the answer online if you don't know)



Not random and consistent Answer

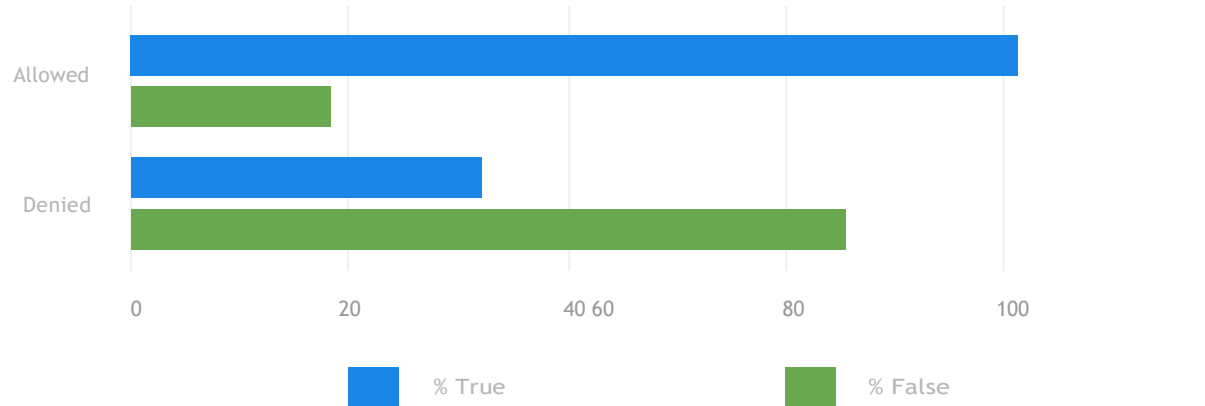
Keep things on track

While a person's opinion of a politician or brand may change over time, an honest respondent needs to be consistent within a single study.

One of the **best ways** to recognize a respondent's credibility is to systematically answer questions in a survey and about yourself.

What is the name of the current governor of Oklahoma?

(Please search for the answer online if you don't know)



Efficiency

Return on investment

Traditional quality screens with instructive orientation errors and common distraction techniques used by researchers typically eliminate twice as many respondents (37% in the current test) as (18% in the current test), but the quality of the data remains comparable

Without Research CliQ Protect Screener				
Status	Total N successful	Which of the following words is most closely related to "sympathy"?	What is the name of the current governor of Oklahoma?	Internal consistency values
Adopted	410 (63%)	95.6%	85.9%	.810
Failure	236 (37%)	65.3%	48.3%	.594

With Research CliQ Protect Screener				
Status	Total N successful	Which of the following words is most closely related to "sympathy"?	What is the name of the current governor of Oklahoma?	Internal consistency values
Farewell	527 (82%)	93.0%	81.4%	.784

Efficiency

Failure	119 (18%)	47.1%	31.5%	.309
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Maintenance Suppliers

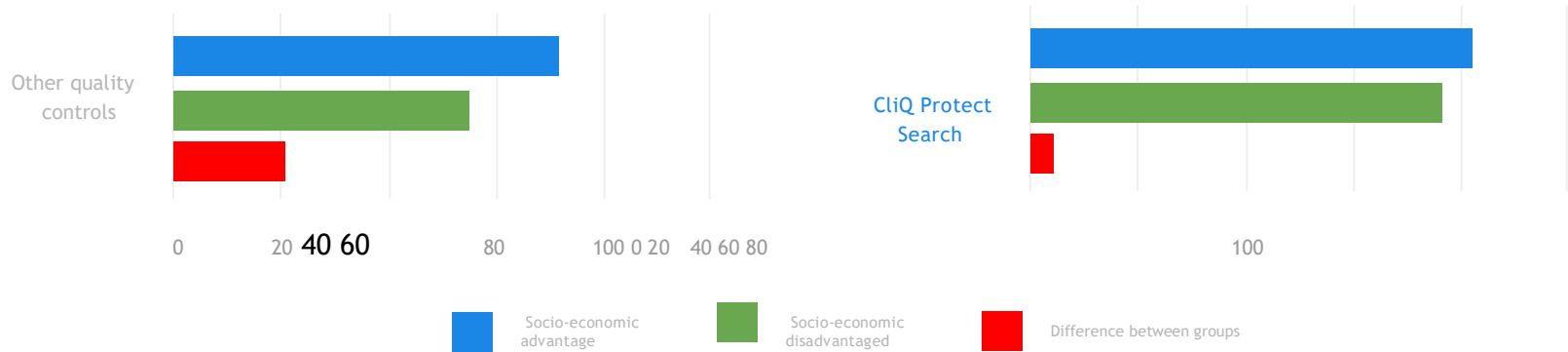
How is this handled?

One of the best ways to identify a respondent's credibility is to consistently answer the questions in a survey and do it themselves.

Quality

Red herrings, pedagogical orientation errors, and other traditional data quality tactics eliminate respondents from minorities and lower schools, while Research CliQ Protect preserves these hard-to-recruit groups.

Success rate and diversity



Any questions?

Thank you!

