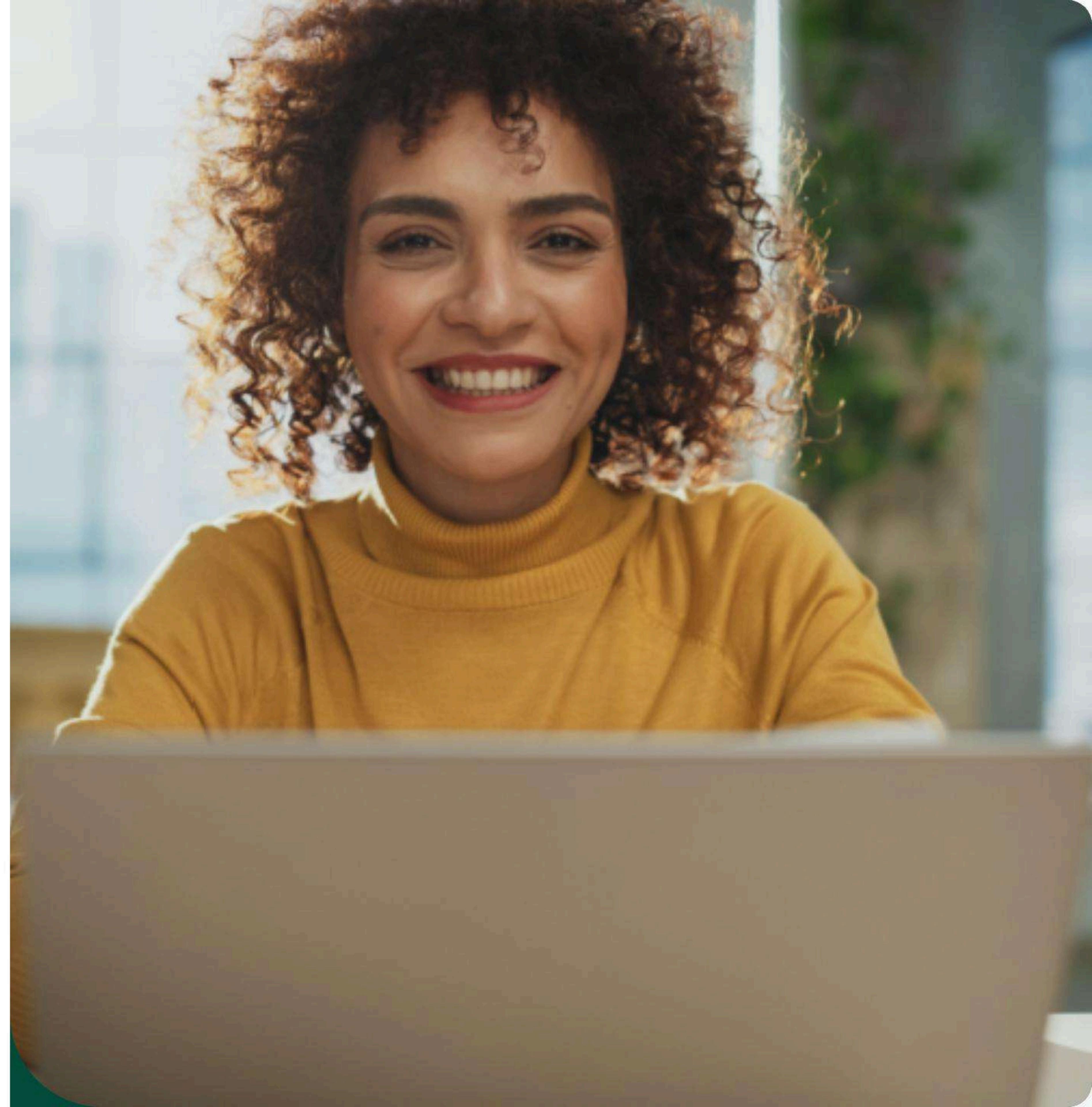


BEST PRACTICES

Designing Surveys for Humans Not Fraudsters

Blanc Research

Best Practices Series



| The Design Problem

⚠ Loose Screeners

Invite fraudsters as they are easy to qualify.

💰 High Incentives

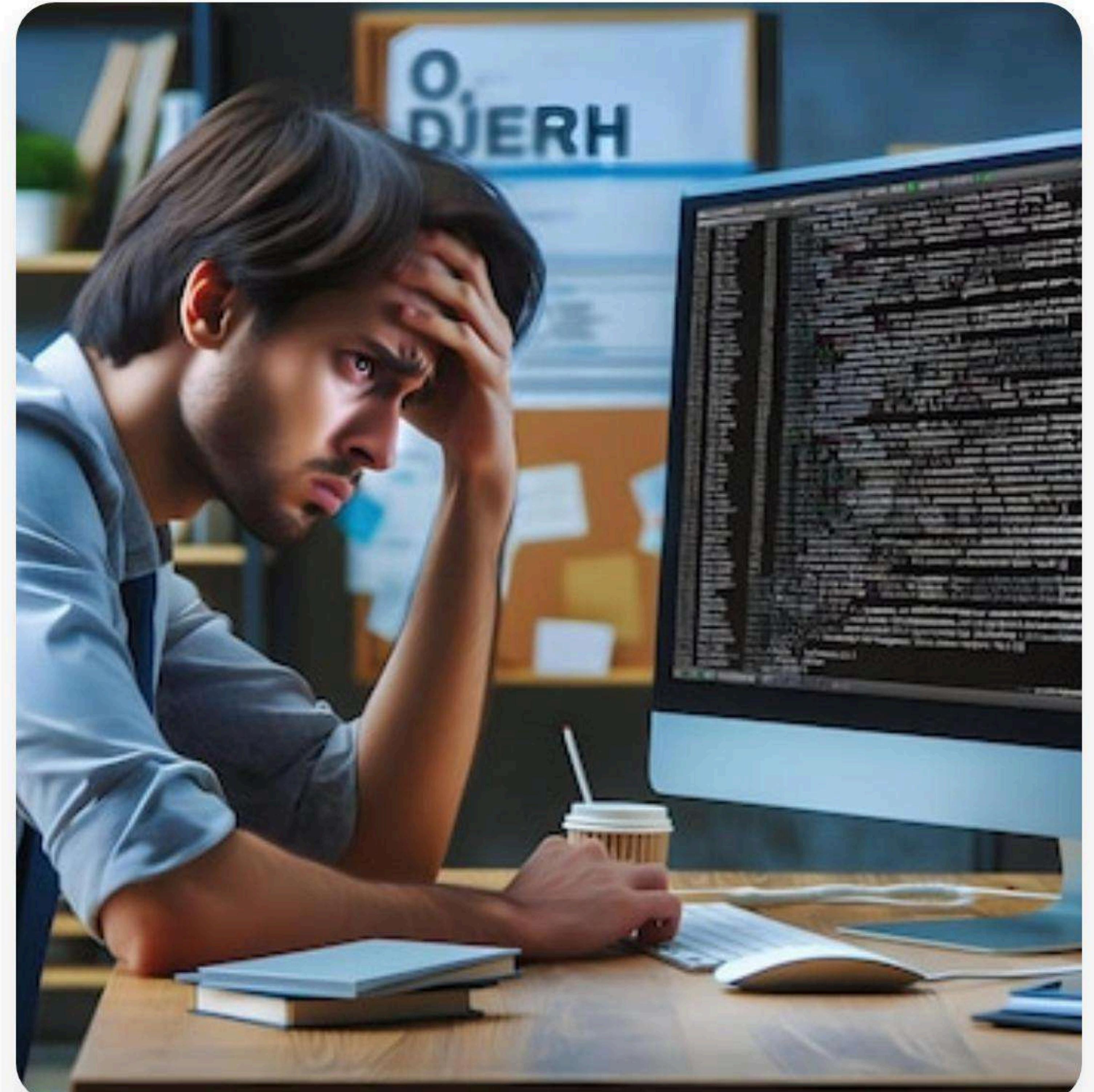
Attract professional farmers over real customers.

✖ Long Surveys

Encourage speeders and automated bots.

😢 Poor UX

Frustrates genuine respondents, rewards farmers.



I DO: Smart Screener Design



💬 Context Questions

Ask about recent behavior, not just demographics. Real humans have stories; bots rely on static profiles.

✓ Inconsistency Checks

Conflicting answers should immediately trigger a fraud flag or rejection. Use logic to validate reality.

| DO: Right Incentive Structure

Moderate Incentives

Enough to value time, not high enough to attract farms.

Identity-Level Caps

Prevent repeat players from gaming the system.

Qualitative Bonuses

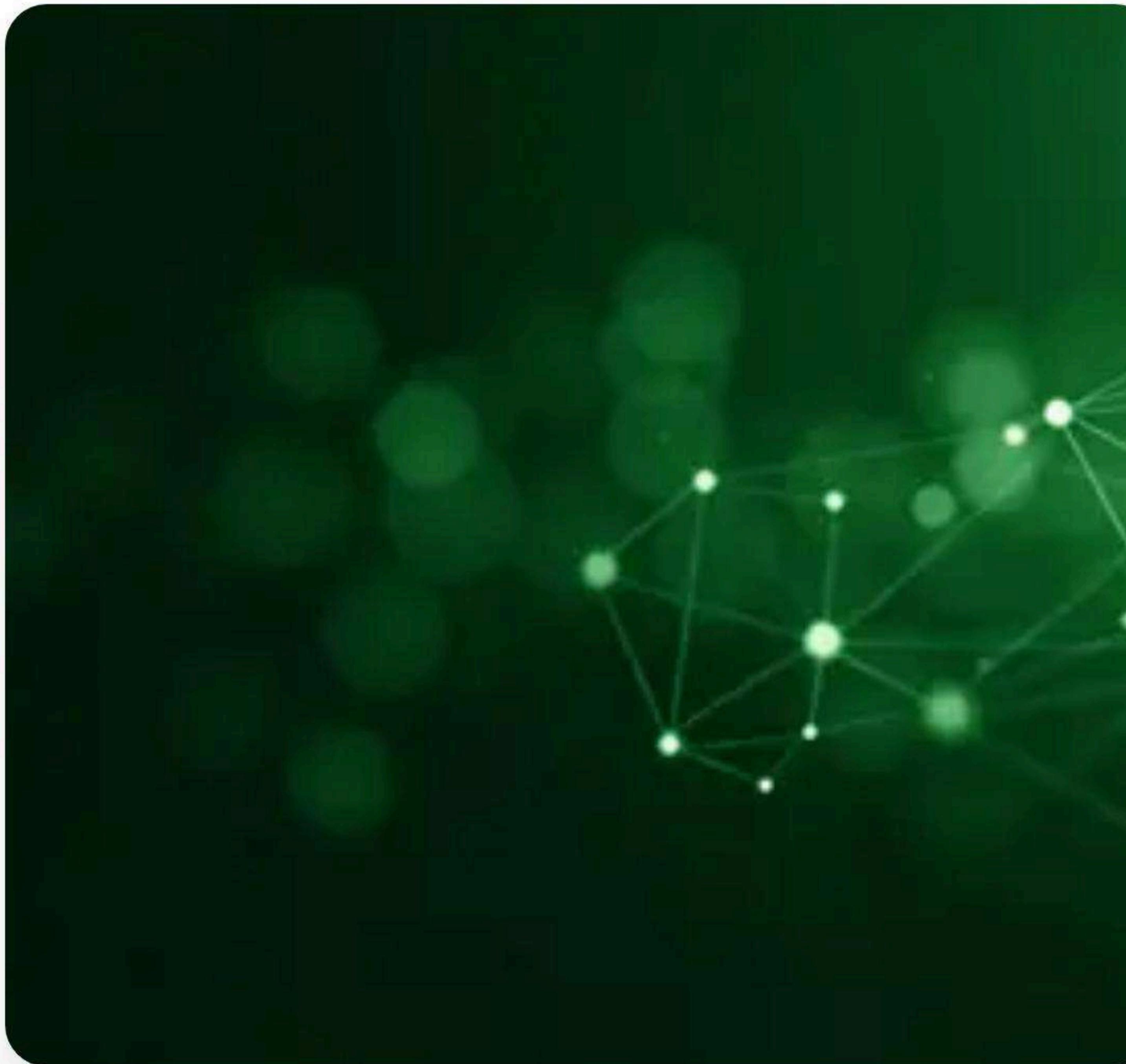
Reward depth for detailed open-ended responses.

Monthly vs. Daily Limits

Spread participation to ensure data variety.



| DO: Survey Flow That Screens Bots



💡 Adaptive Logic

Use skip patterns that feel natural to humans but confuse scripted bots. Nonlinear paths break automation.

🔀 Dynamic Content

Change question phrasing or order per response. This makes it incredibly hard for bots to memorize the "right" path.

I DON'T: Design Traps for Fraudsters

- ✗ **Static Trap Questions:** Pros memorize them easily.
- ✗ **Excessive Incentives:** High payouts attract organized farms.
- ✗ **Blind Trust:** Accepting self-reports without validation.
- ✗ **Speed Obsession:** Don't ignore speed, but incentivize quality.



A group of diverse people in a modern office setting, smiling and clapping, symbolizing a positive and genuine response.

Right Design = Real Respondents

Surveys built for humans naturally repel fraudsters and attract genuine voices.