

BEST PRACTICES

# Designing Surveys for Humans Not Fraudsters

---

Blanc Research

Best Practices Series





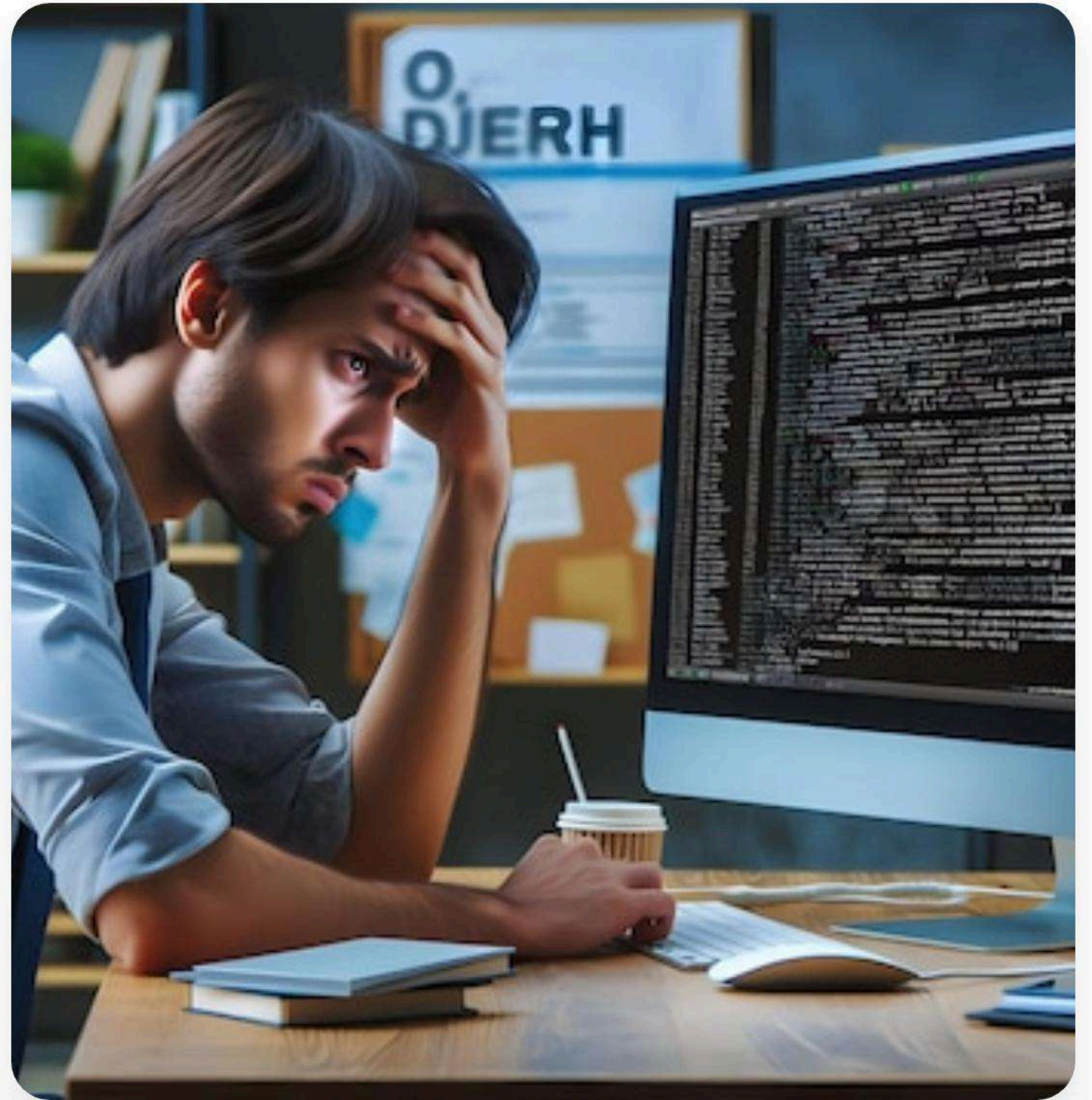
# | The Design Problem

⚠️ **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.





# | 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.



# | 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.







# Right Design = Real Respondents

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