

| The Assumption

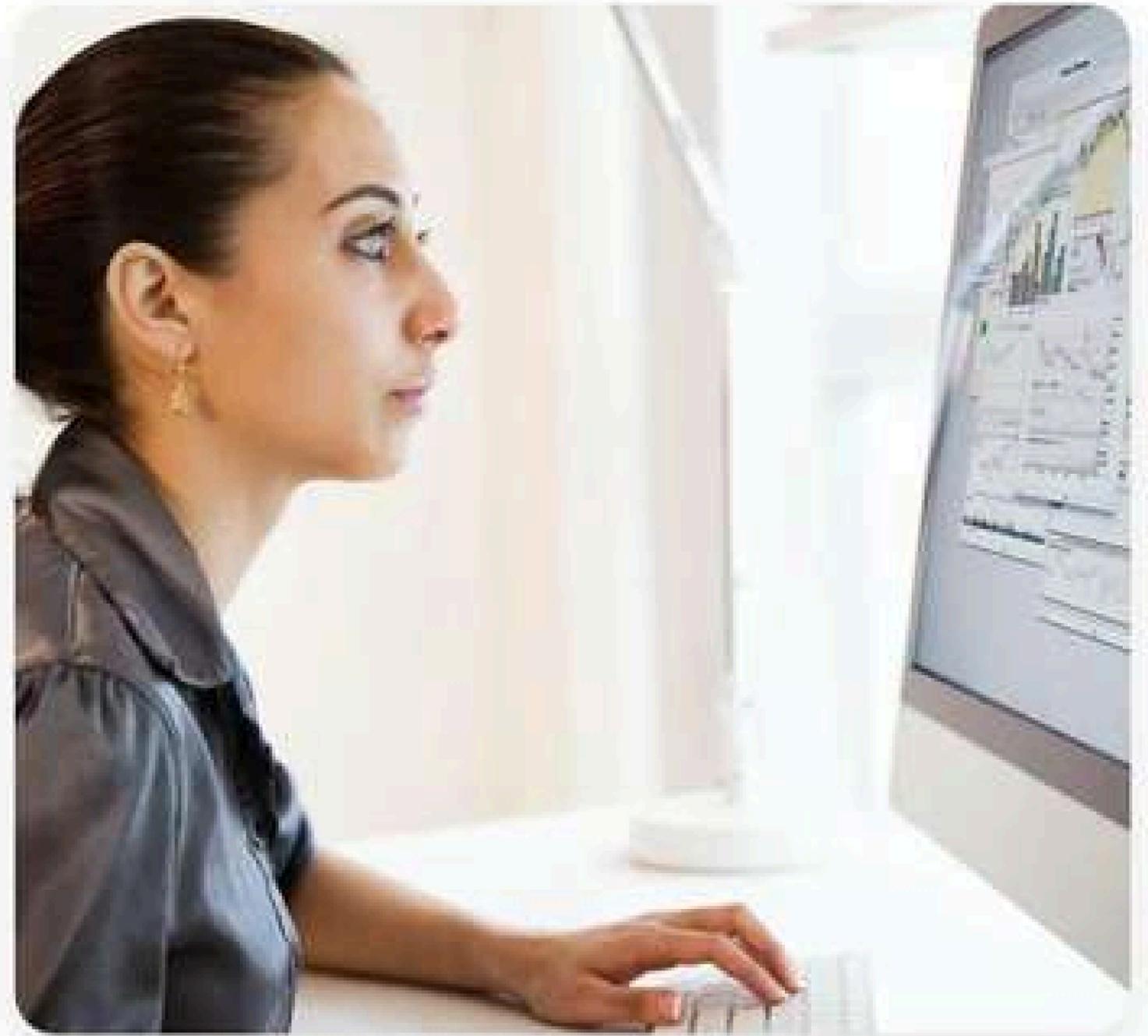
"Good data should be consistent."

Responses align neatly.

Patterns repeat predictably.

Trends look smooth and unbroken.

The industry belief: "Consistency feels like quality."



| The Reality

Reality

Real humans are not consistent.

- 👉 They hesitate.
- 🔄 They rethink answers.
- 🗨️ They contradict themselves.

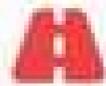
| That's normal human behavior.

| What We Observed

Some datasets looked too perfect.



Uniform Completion Times



Predictable Answer Paths



Minimal Variance

No friction anywhere.



| The Investigation



We analyzed behavior, not just answers.



Timing Patterns

Looking for unnatural speed or robotic pacing.



Section Shifts

Analyzing how respondents move between topics.



Cognitive Load

Checking for signs of real thought process.

Result: Human signals were missing.

| The Insight

Inconsistency is a quality signal.

Real respondents show:

- Natural pauses
- Minor contradictions
- Uneven engagement



| The Impact



Removing "perfect" responses changed everything.



Segments Reshaped



Drivers Weakened or Shifted



Confidence Intervals Widened

But accuracy improved.

Trust friction, not perfection.

Behavior reveals authenticity.

Variability protects insight quality.

Clean data isn't always real data.

– BLANC RESEARCH