



Real Answer[®]

Analyze Open-end Responses for Quality

Real Answer helps companies achieve a higher-degree of confidence in their data by ensuring the authenticity and quality of open-end survey responses.

Open-end survey responses provide unparalleled insight – and companies rely on this data to add depth to their research. Real Answer uses a proprietary algorithm to evaluate the quality of the open-end responses by comparing the lexicon used against several critical factors. The factors used include garbage words (nonsensical words, keystrokes, etc.), ‘bad words,’ similar prior responses, and pasted responses, or robot-generated text, as well as, length of response. Real Answer scores are returned in real-time.

Benefits of using Real Answer

Real Answer scores inform decision-making

Real Answer scores, and factors that impact the score are provided for each record.

Prevent undesirable respondents from registering, or completing surveys

Real Answer scores can be used to re-route, or terminate respondents dynamically, saving on incentive costs, and ensuring data quality.

Save time and money by automating the data cleaning process

Real Answer eliminates the time and expense involved in manually cleaning data files.

Avoid sharing poor quality or embarrassing data

Real Answer guarantees that you’ve removed poor quality data before sharing it with key stakeholders, or clients.

Benefits & Advantages

- Ability to set custom factors to flag specific answers
- No interruption to the user experience or automated redirection of users
- Cloud-based solution, does not require dedicated hardware or infrastructure
- Can be used as needed, on each question within a specific survey, or sporadically
- Available in 27 languages
- Log reporting and download to Excel
- Individual response translation
- Batch translation available
- Custom lexicon capability

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How it Works

Real Answer evaluates the open-end response against several factors to determine the quality of the answer provided. A Real Answer Score of 0 to 100 is then generated based on the quality of the response given. The numeric Real Answer Score is provided along with an indication of which factors contributed to the score, enabling clients to determine whether it is appropriate to accept the response, or eliminate it from the data set.

Factors Used

Custom Factors

Real Answer enables you to configure custom factors to identify specific answers important to you.

Garbage words

Real Answer will check and score for words not found in the dictionary. There is extensive localization for each of the languages.

Bad language, words & expressions

Real Answer will check and score for profanity, sexist, racist, ethnically offensive terms.

Pasted responses

Real Answer will detect and score an answer that has been pasted from a respondent's clipboard.

Similarity

Real Answer will detect and score an answer that is identical or substantially similar to previous answers.

Robot responses

Real Answer will detect and score answers that have been programmatically inserted.

Engagement

Real Answer will evaluate an answer with reference to the length of response as compared to other answers to the same question to ensure respondent engagement.

Customized Approach

As with all Imperium products, Real Answer was designed to meet the data quality needs of our vast, global market research client base. Real Answer is a licensed solution, and can be used on an ad hoc basis, or, standard on every project. Call us to learn how Real Answer can work for you.

About Imperium

Imperium is the leading provider of data quality, and anti-fraud solutions for the marketing research industry and beyond. For more than ten years, some of the most respected global companies have come to rely on our industry-leading suite of technological services, designed to verify self-reported personal information and restrict fraudulent online activities. Imperium services include RelevantID®, Verity®, Verity Append™, Verity Challenge™, Verity SSN™, Real Answer®, Capture®, Address Correction™ and ChildGuardOnline™. For more information please visit www.imperium.com

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SAMPLE SURVEY

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You do not want answers like these. Real Answer can help.