

# Careful with that Axe, Eugene

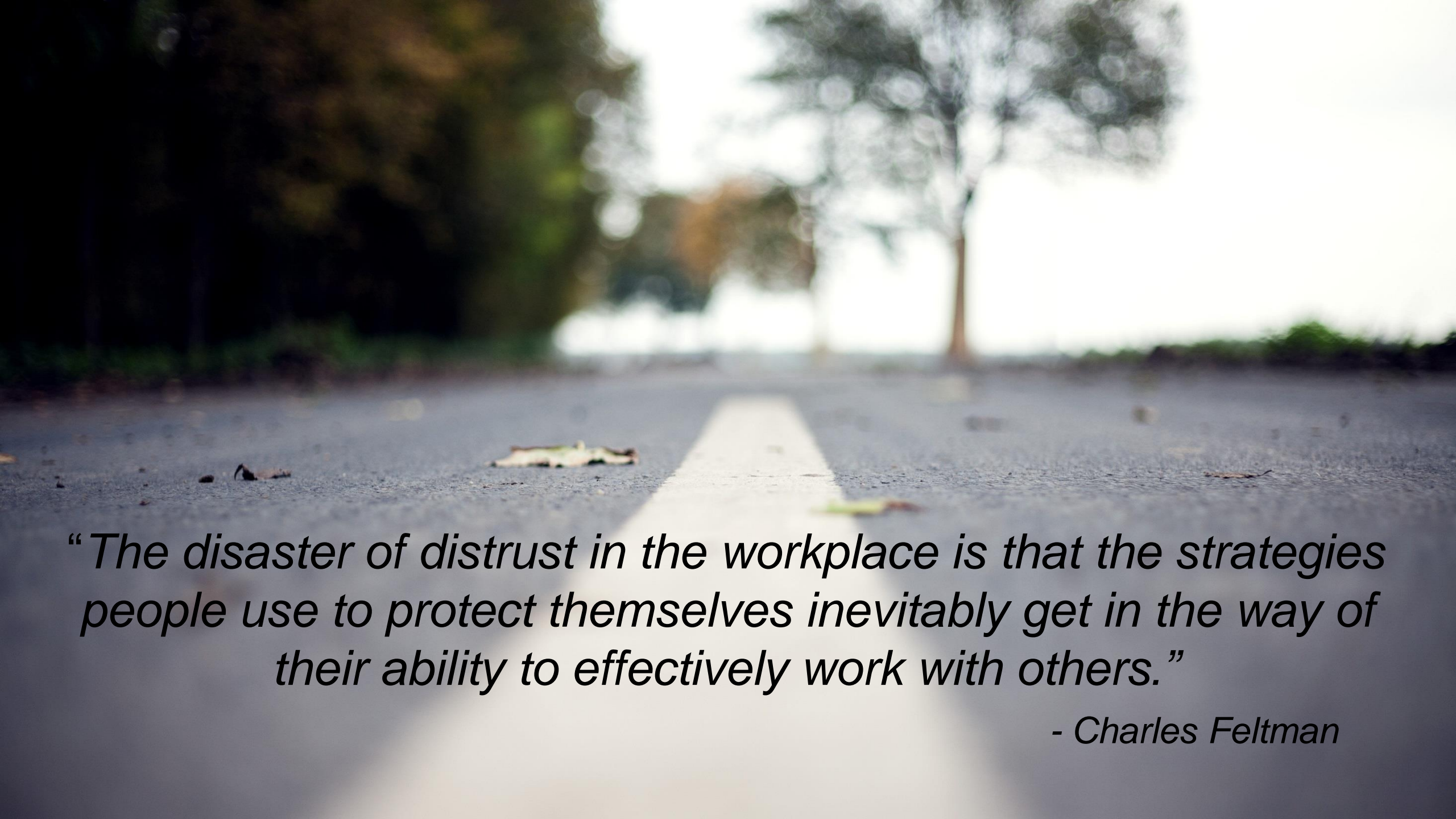
*Derek Brown, Country Manager ANZ, SSI*

fact: *Ornithorhynchus anatinus*



alt-fact: *elaborate hoax*



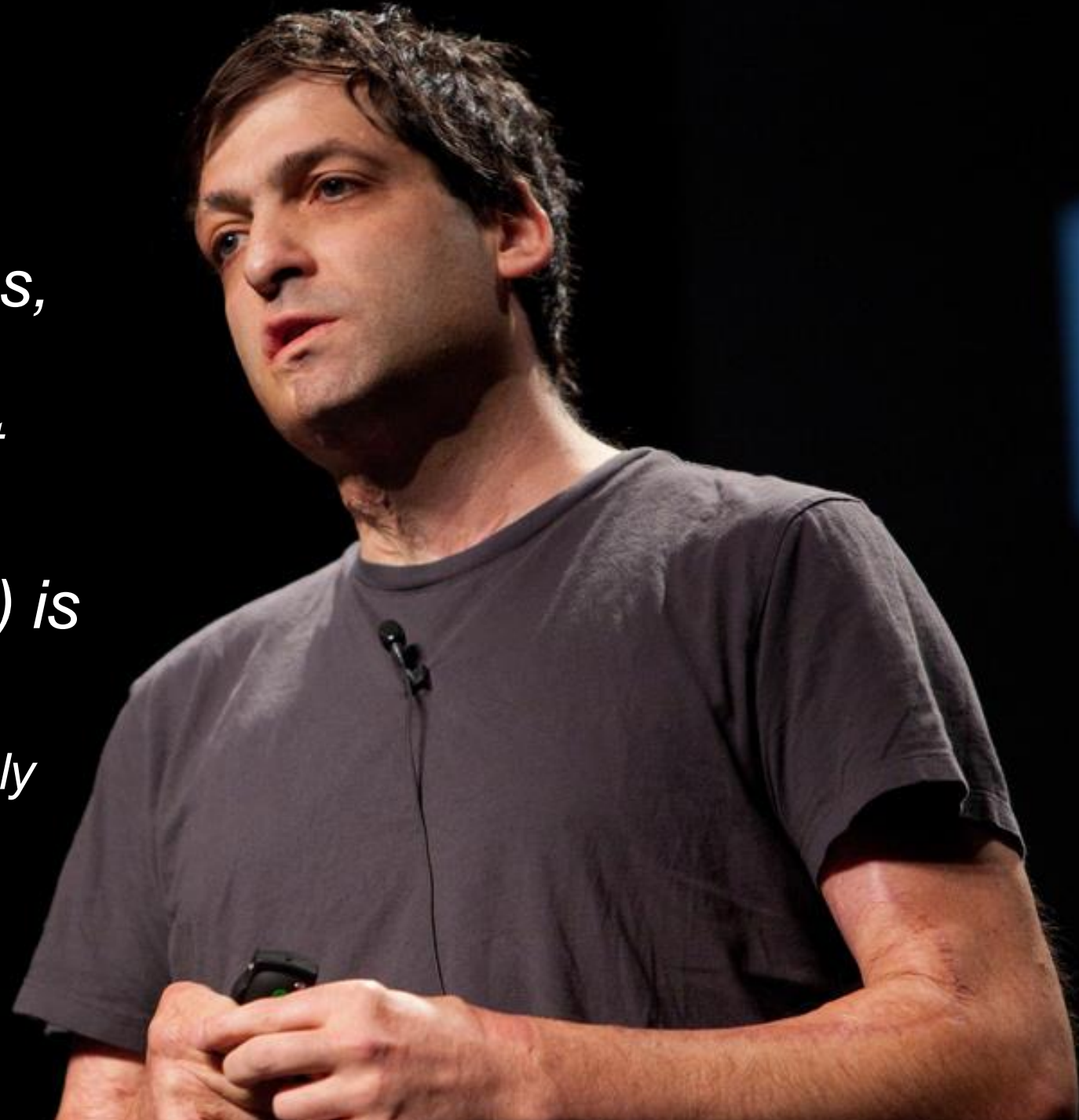


*“The disaster of distrust in the workplace is that the strategies people use to protect themselves inevitably get in the way of their ability to effectively work with others.”*

*- Charles Feltman*

*“When there’s no fairness,  
there’s no reciprocity.  
When both are absent, it  
often causes distrust.  
Distrust (same with trust) is  
also reciprocated”*

*- Dan Ariely*







“..When we trust we are **BRAVING**  
connection with someone”

- *Brene Brown*



## **B**oundaries

You are clear about your boundaries and you hold them

## **R**eliability

You do what you say you say you'll do, over and over again

## **A**ccountability

You own your mistakes, apologize and make amends

## **V**ault

What I share with you, you will hold in confidence

## **I**ntegrity

Choosing courage over comfort, what's right over what's fun, fast or easy

## **N**on-judgment

I can ask for what I need without being judged by you

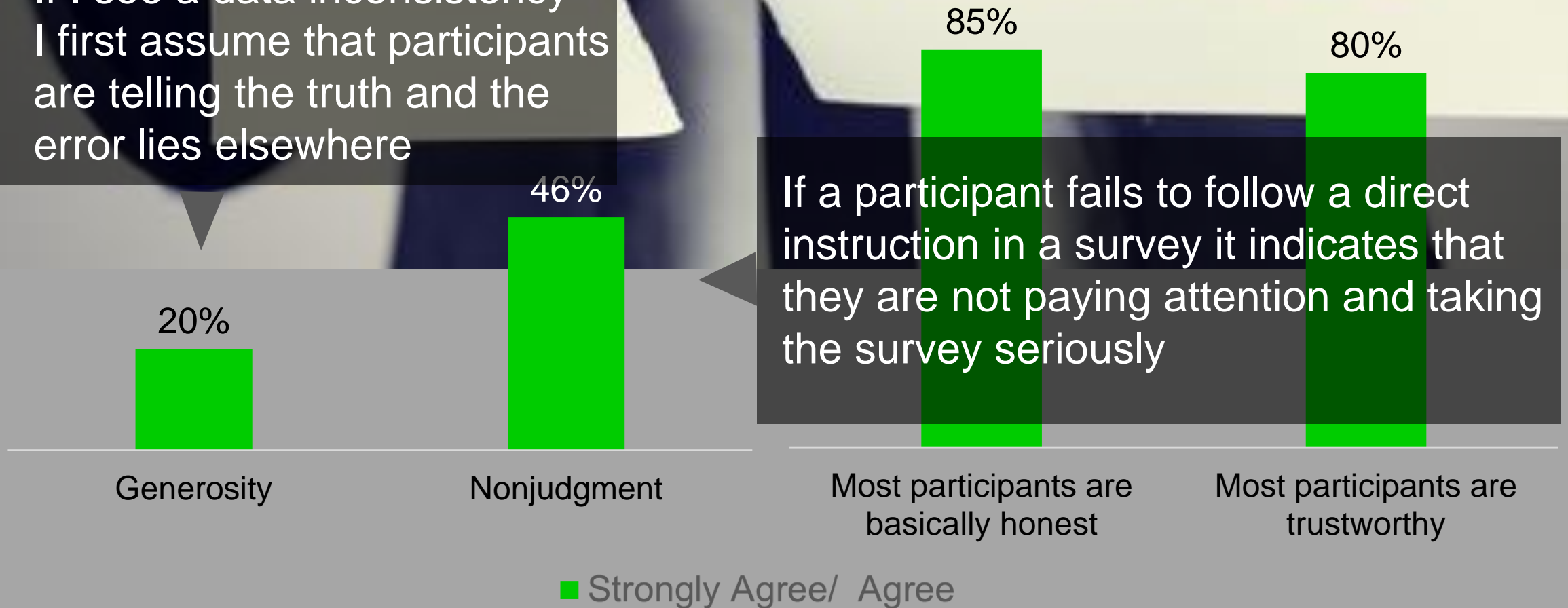
## **G**enerosity

You assume the most generous interpretation about my words, intention, behavior

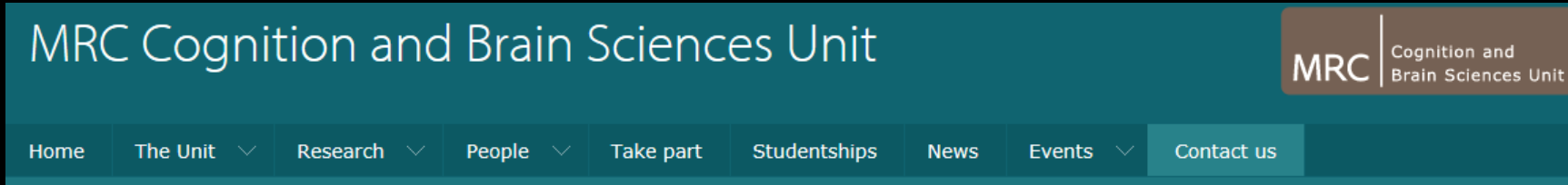
# DIS TRUST

If I see a data inconsistency I first assume that participants are telling the truth and the error lies elsewhere

If a participant fails to follow a direct instruction in a survey it indicates that they are not paying attention and taking the survey seriously



# SART (Sustained Attention to Response Task)



What error % made by average human?

3-4%



# The test - 15 quality control checks

Direct Instruction in question body

#3  
#12

Direct Instruction in grid

#6  
#9

Unlikely events

#2  
#11

Open Question Gibberish

#5

Fake brands/Names

#4  
#8

Consistency (repeated question)

#1  
#7  
#10  
#13

Consistency (straightlining)

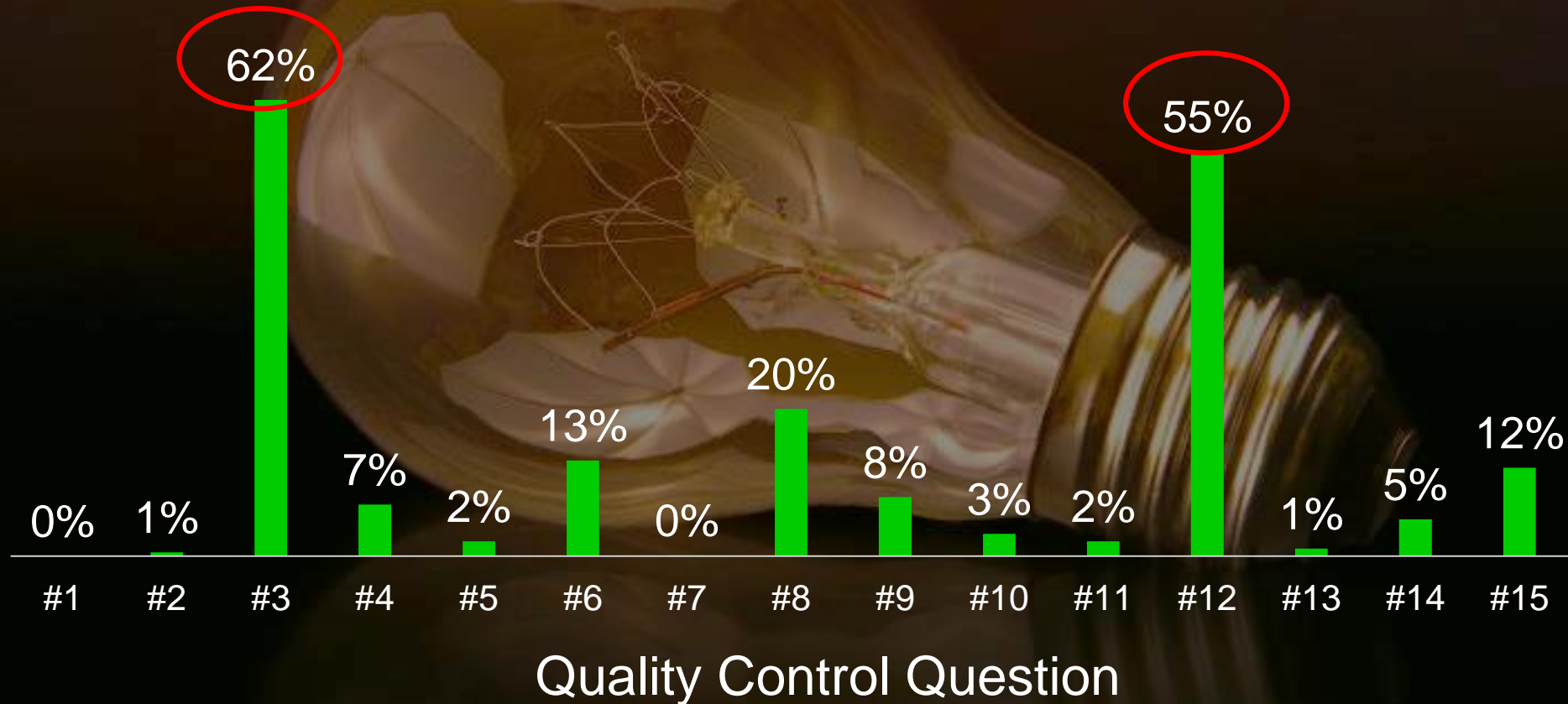
#15

Speeding

#14

# Direct Instruction in a Question Body

Participants Failing Each Question



Each one of these cannot be measuring the same thing!

Blah Blah

Question

Answers

One aspect of this study is to understand how people process the questions that are being asked to them. This information is useful when doing analysis. There are many aspects of a person's behavior that are related to the way they answer questions. One aspect is their ability to stay engaged throughout a survey and a person's willingness to read the directions fully. To make sure you are currently engaged, we would like you to answer "None of the above" to the question below.

Failed by 62% of participants

> Which of the following adjectives would you use to describe yourself?

- |             |             |             |                   |
|-------------|-------------|-------------|-------------------|
| Intelligent | Inquisitive | Fashionable | Plain             |
| Caring      | Depressing  | Thoughtful  | Adventurous       |
| Passionate  | Interesting | Anxious     | Generous          |
| Honest      | Fun         | Boring      | None of the above |



# Oppenheimer, Meyvis and Davidenko (2008)

“Instructional Manipulation Checks”

*‘some surveys do not require participants to read the directions in order to successfully answer the question’*

Fail too many people at random (14% - 46%)

Are useful if failures are forced back through the IMC

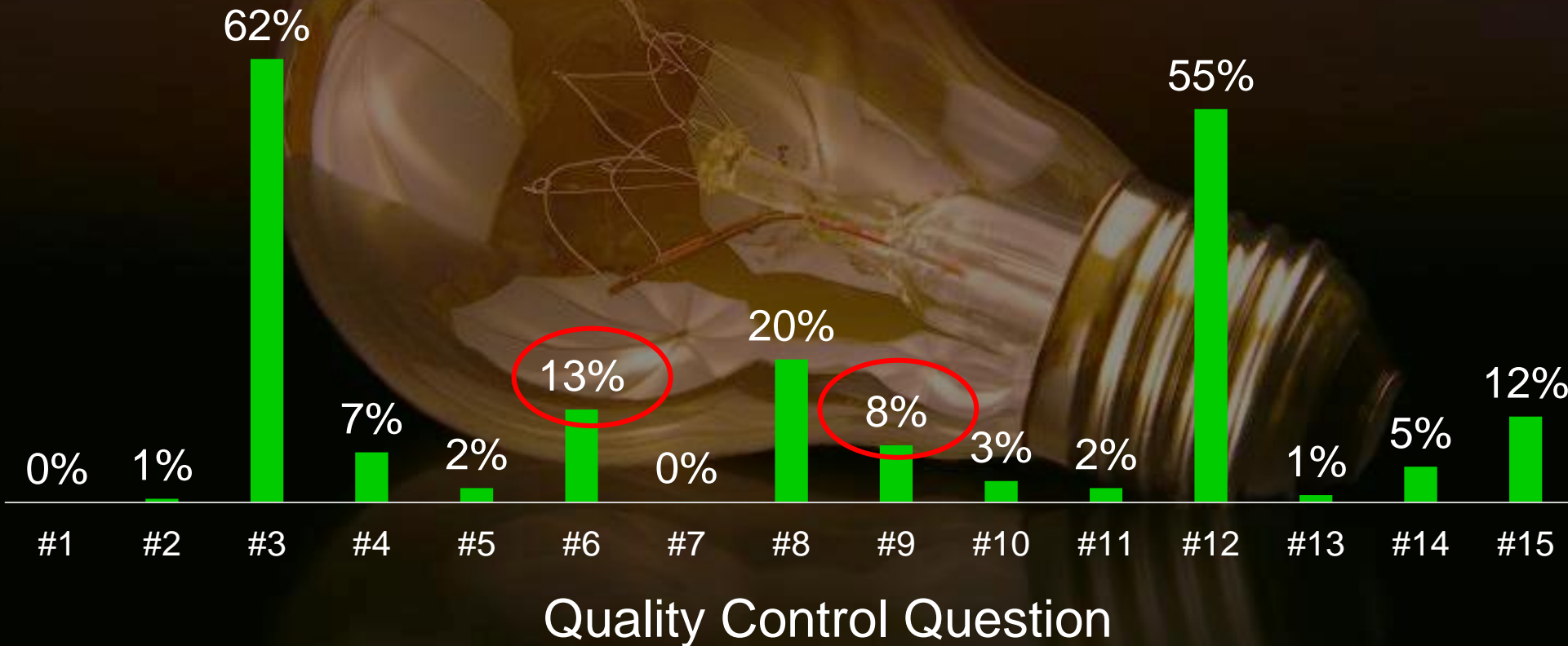
Are not acceptable as disqualifying quality control questions

Since this is normal human behaviour



# Direct Instruction in a Grid

Participants Failing Each Question



These are big!

# Does this catch a level of inattention?

1500 interviews

500 per treatment

1 x Grid with  
trap @  
item 1 & item 40

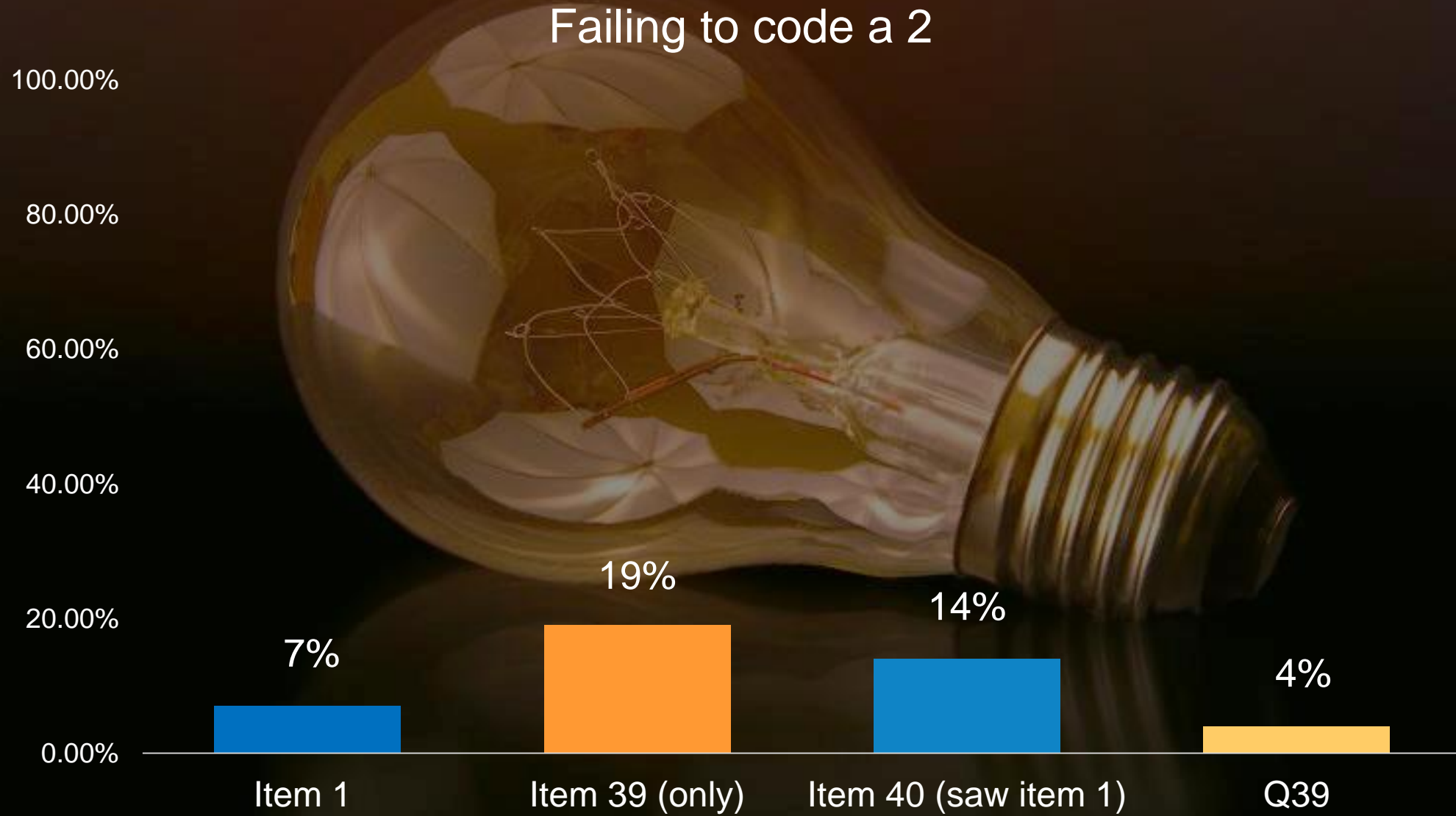
1 x Grid with  
trap @  
item 39

1 x separate question  
trap @  
q39

Survey on employee satisfaction, 71 items in total



# Failure rates



# Cognitive underspecification

context

Thinking about your work and the company you work for. Please indicate to what extent you agree or disagree with each of the following statements. Please use a scale from 1 to 5 where 1 means you disagree strongly, 2 means you disagree and 3 means you neither agree nor disagree, 4 means you agree and 5 means you agree strongly.

output

Disagree strongly		Neither agree nor disagree		Agree strongly	Not applicable
1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

inputs

Management is able to adjust rapidly to new situations

My company's pay policy helps attract and retain high performing employees

I am satisfied with the level of pay I receive

I feel I am adequately paid compared to my colleagues at other companies

Please select the answer labeled "2"

*does not compute!*

Stop! or...

A heuristic will be used to answer

# Direct Instruction in a Grid

Failure rate is dependent on position

Failure = Cognitive Underspecification +  
Inattention + Error

Has its place in a suite of tests...





Any survey participant can become disengaged in the moment and fail a single quality control question

Our suggested data quality plan:

Fail any 2 out of 5 [or 6]:

- 1) Multiple unlikely (and unconnected) events
- 2) Conflicting answers in a short grid
- 3) Direct instruction (e.g. told to answer “x” within a short grid)
- 4) Fact check (validate fact asked in the beginning of the questionnaire vs. the end)
- 5) Speeder check (48% of median)
- 6) [Open end check]

Badly design quality control questions (i.e. “trap” questions) do hurt feasibility and create a poor user experience

Quality control measurements that throw out a large number of participants appear to do so at random.

They undermine researcher’s faith in participants

*“When the trust level gets high enough, people transcend apparent limits, discovering new and awesome abilities for which they were previously unaware.”*

— David Armistead