

Screening as a tool to increase consumer data quality

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We developed and tested a strategy to improve data quality in consumer tests by dropping consumers based on their screener responses.

Does this extra screening step improve test outcomes?

Online Ballot

Screener

Evaluation of 3 concepts: "delicious", "sustainable", "healthy"

Consumer-related questions

Penalty System

Penalties were applied based on screener responses if...

- Consumer claims to eat many non-existent products
- Answering a question with only a few letters
- Flatline responses to category questions
- Contradictory answers
- Completing screener excessively fast

Consumers with too many penalties were considered "screened out" but all consumers proceeded to answer all questions

Find out more

For more information, contact John at jcastura@compusense.com

Also, join us at **Workshop 3: Towards good consumer data quality**
September 15th (14:30-16:00)
Teatro Hall

Consumer results



Respondents in Finland

N= 343

Respondents obtained from 3rd party provider



Respondents in Turkey

N= 342

Respondents obtained from 3rd party provider

Using the Penalty System, 24% of Finns and 42% of Turks were screened out.

In Finland, young men tended to be screened out most often.

In Turkey, no demographic group was screened out more often.

Comparison of results from all consumers vs. only consumers who passed the screener

Linear mixed-effects model fitted to concept liking data within each country.

In both countries, the analysis based on **only consumers who passed the screener** had...

Larger effect sizes for paired deviances

Larger standard errors (due to lower panel size)

Very similar p-values (despite much smaller panel size)

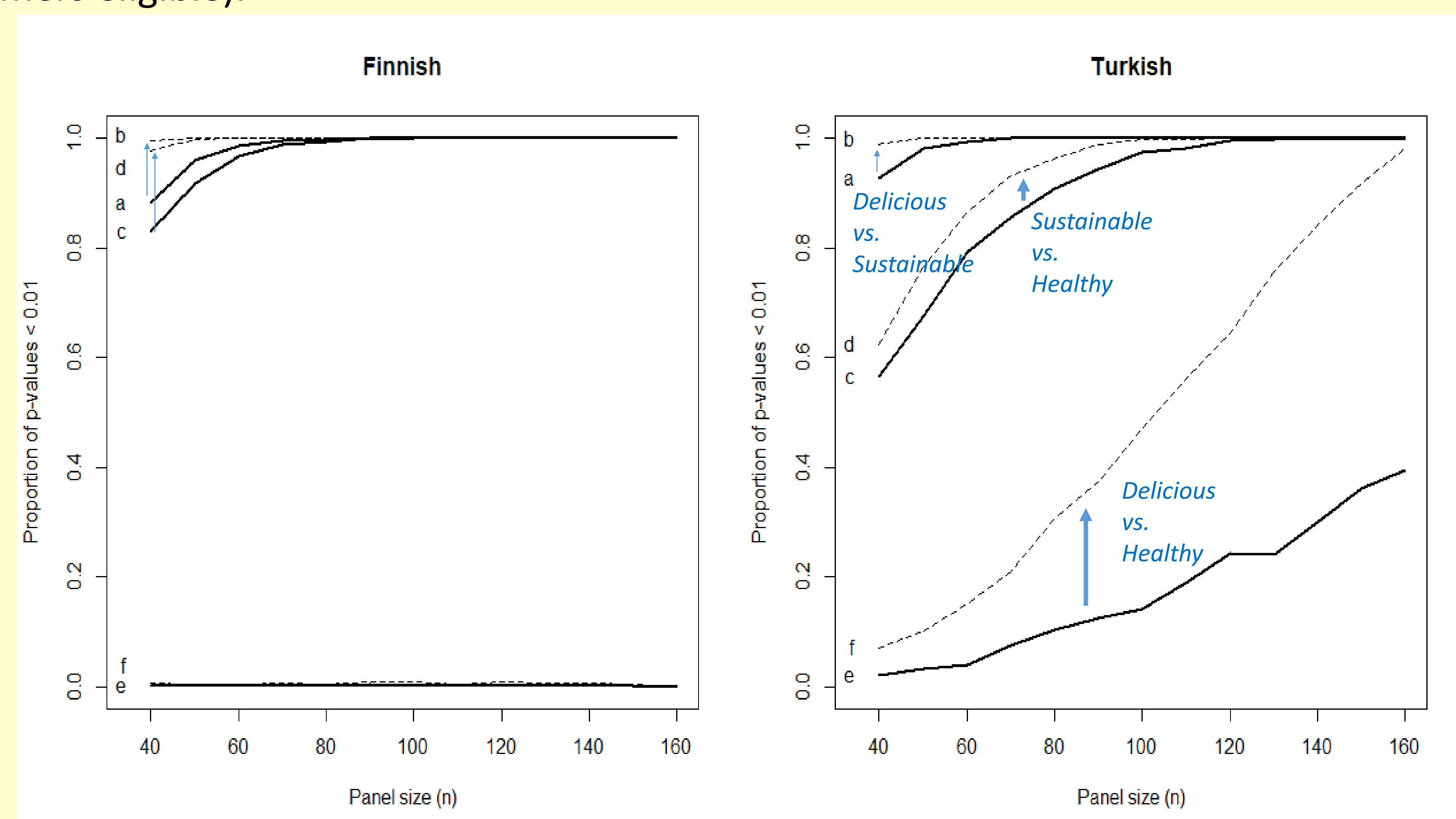
Same conclusions reached regarding paired comparisons

...as an analysis based on **all consumers**.

Conclusion: We get about same result with fewer consumers, which has a lower study cost.

Comparison of results from all consumers vs. only consumers who passed the screener based on panels sizes of 40, 50, ... 160 respondents (2000 panels per panel size)

Paired deviance estimates are **more extreme** (further from zero) in **panels composed with quality standards** (eligible only if screener passed) than in **panels composed without quality standards** (all consumers eligible).



— Solid line = everybody eligible

- - - Dashed line = only respondents who "pass" data quality checks are eligible

Delicious vs. Sustainable: (a) everyone, (b) passed screener; **Sustainable vs. Healthy:**

(c) everyone, (d) passed screener; **Delicious vs. Healthy:** (e) everyone, (f) passed screener.

Conclusion: We get better results (directionally the same, but more discriminating of concepts) from panels comprised of consumers who "pass" data quality checks vs. panels comprised of any consumers.

