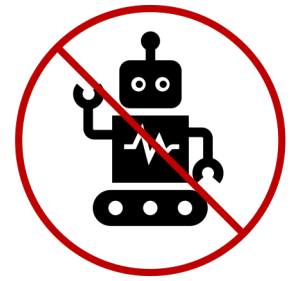


How to Stop Bots From Ruining Your Survey



“Bots” are automated tools that people can create to take your survey automatically (and often many, many times) to try to earn the incentive you are giving for taking the survey (e.g., \$15 gift card). This can happen whenever you have a public link for your survey. *So what can you do?*

Detect Fraudulent Responses (From Bots or Anyone Else)

There are common approaches to detecting Bots and other fraudulent responses, regardless of the survey tool you are using:

- 1** *Include two or three open-ended questions in the study and require responses to them*
- 2** *Collect timestamps (start, end, and time during tasks)*
- 3** *Use CAPTCHA (or similar) to test if the entity is a human or an automated tool*
- 4** *Insert attention or logic checks, use skip logic, and use redundancy.*
- 5** *Track IP address or other indicators to reduce “ballot stuffing”*
- 6** *Pre-screen participants and use personalized links*

To learn more about how to implement these for your survey, please see the useful links below:

[Write Up on Bots \(by Melissa Simone\)](#)

[Qualtrics Tools for Bot Detection](#)

[Data Science & Discovery Unit](#)

[CEHS Research Page](#)