

Screening as a tool to increase consumer data quality

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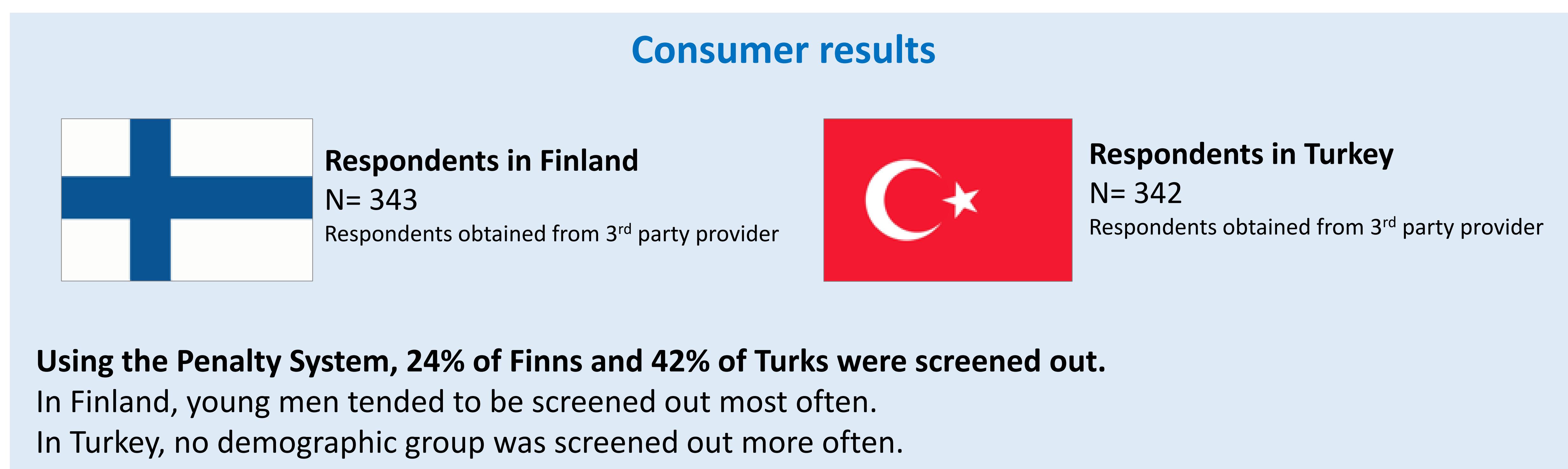
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We developed and tested a strategy to improve data quality in consumer tests by dropping consumers based on their screener responses.

Does this extra screening step improve test outcomes?



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.

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

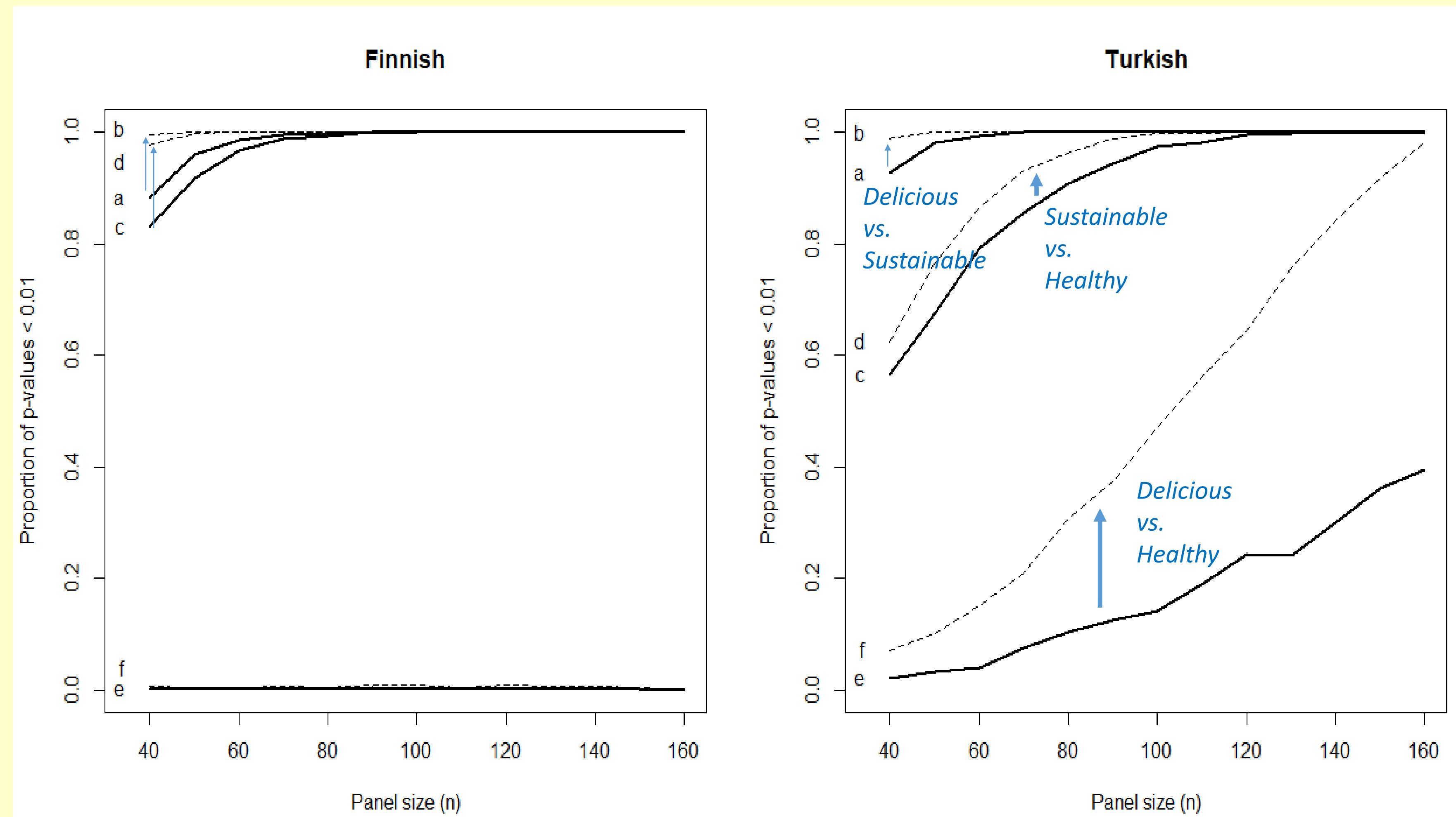
Find out more

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

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.

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