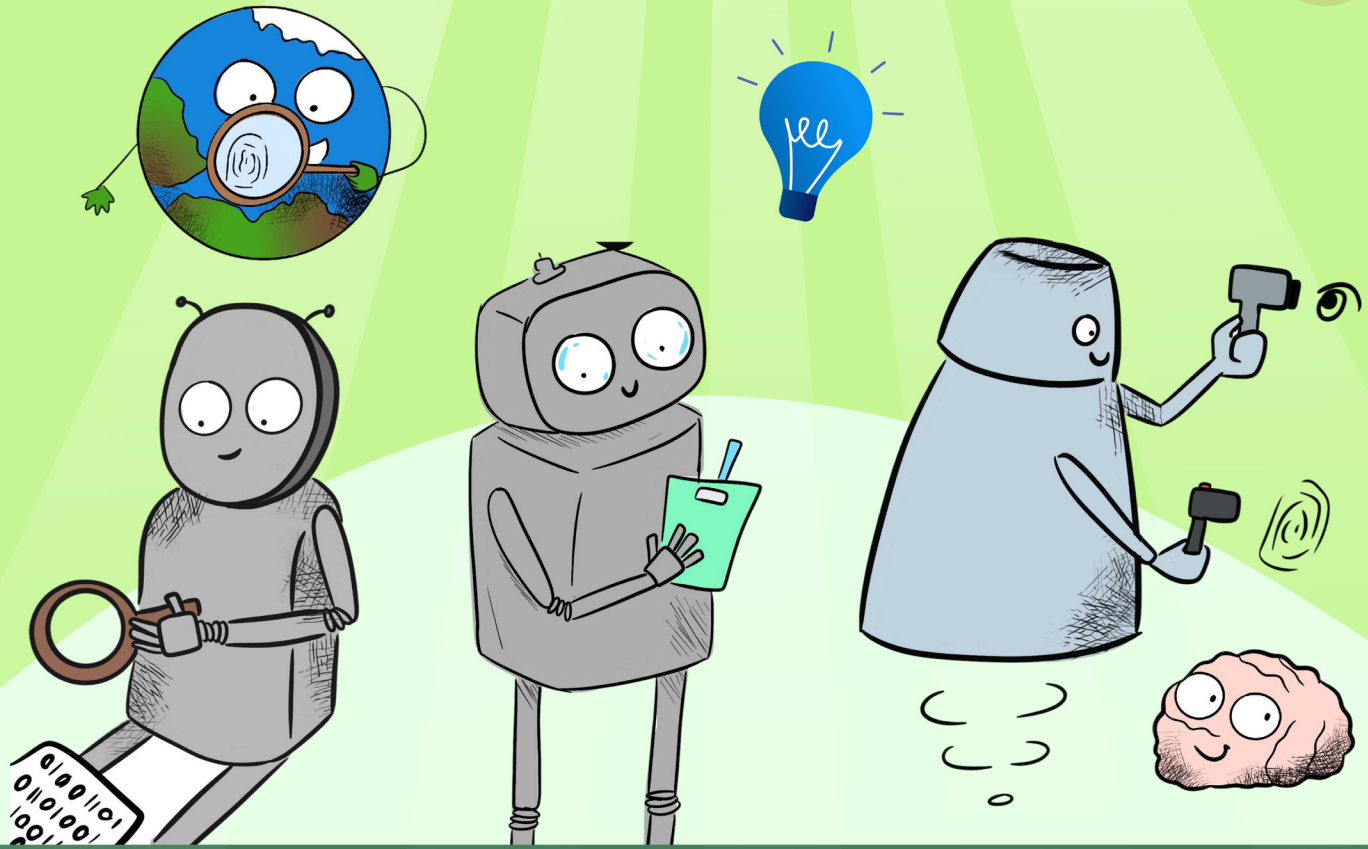
Frauds, Bots and Mixed-Up Thoughts

SORTING TRUTHS FROM DATA KNOTS

By Sam Pisani & Steve Male

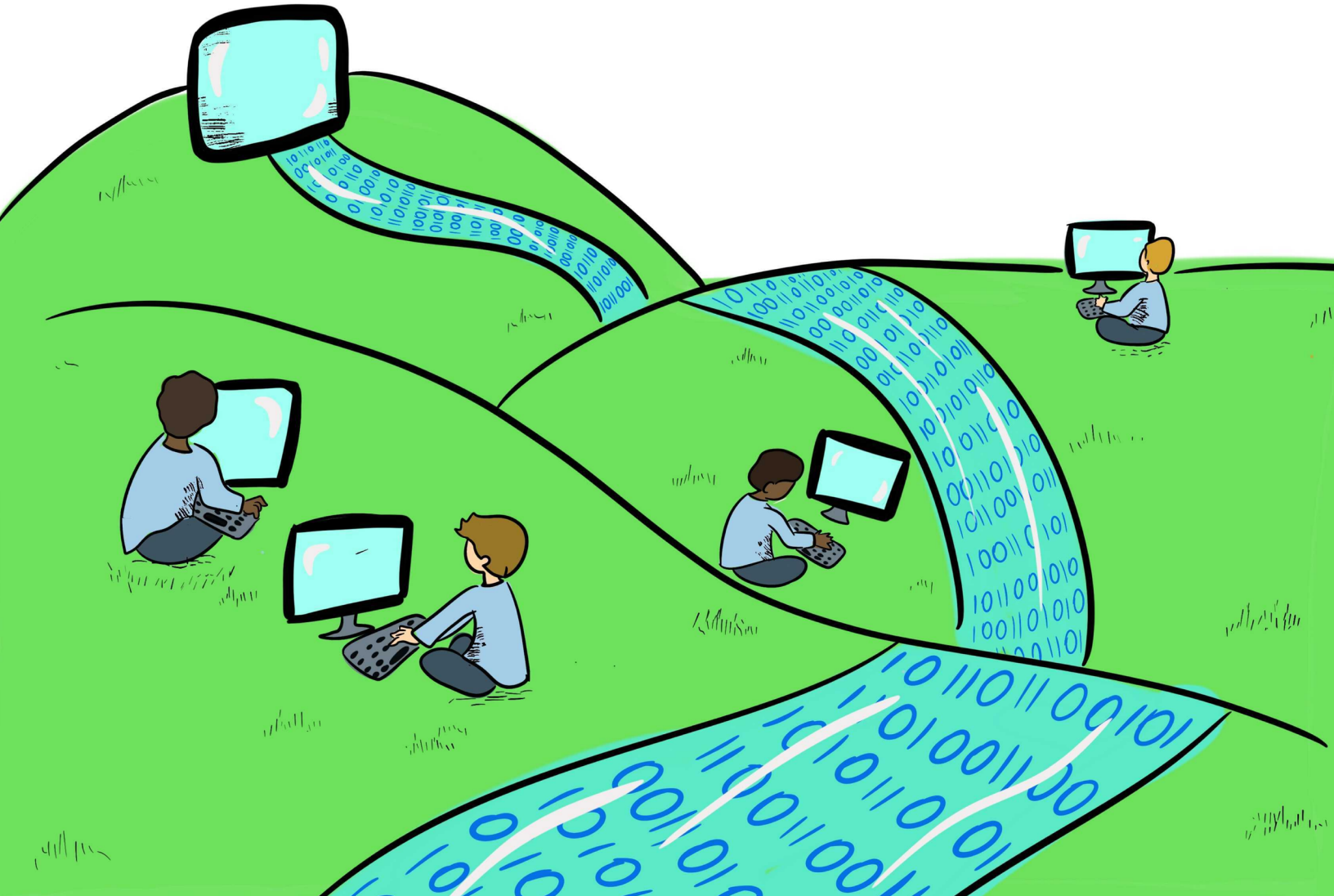


Curated by: The Logit Group

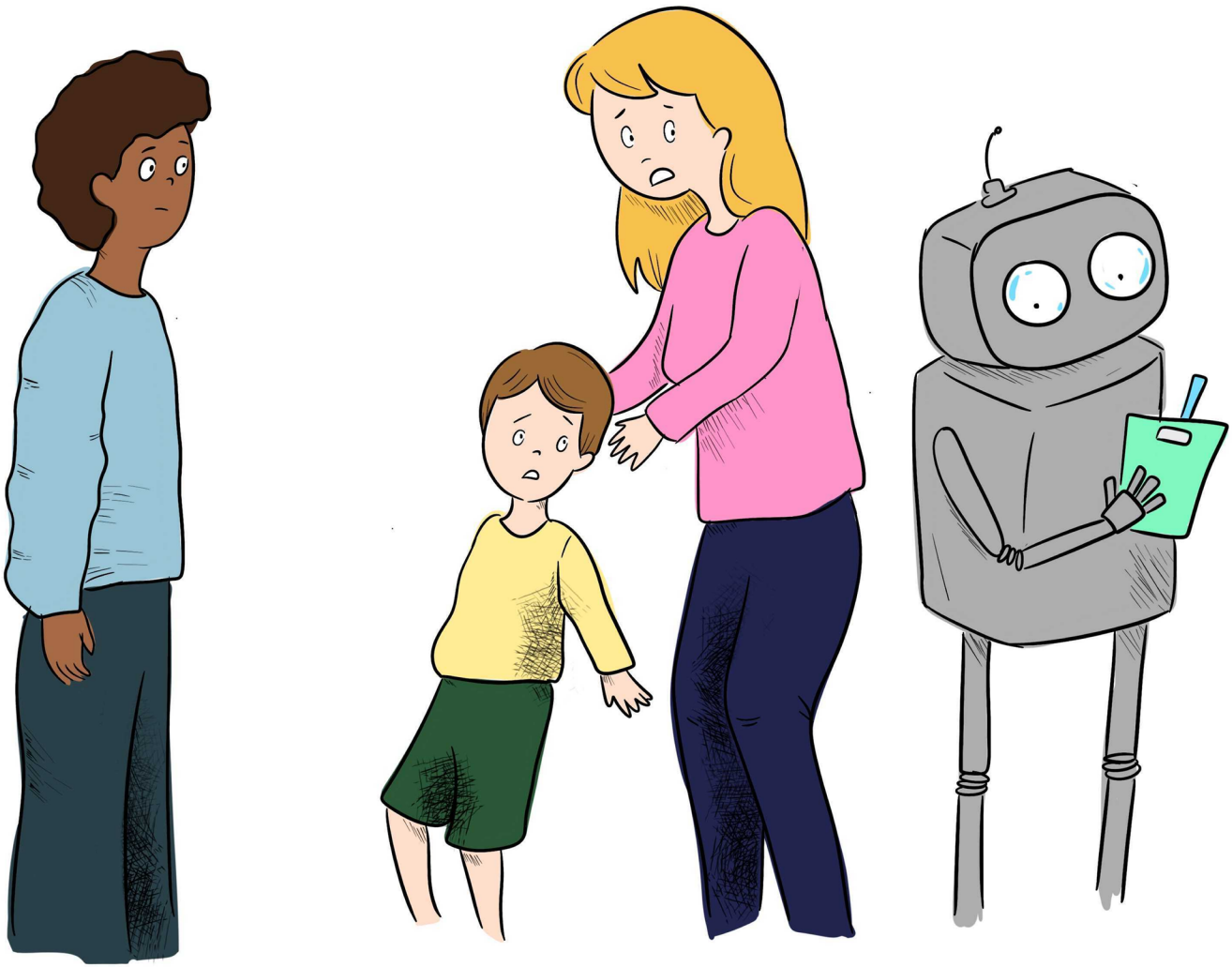
Dedication:

To the curious minds who ask the right questions, and the future researchers who believe that truth matters.
May your data always be clean,
your insights always clear,
and your surveys never full of bots.

In a world where surveys rule,
There's data to collect, to make things cool!
But not all data's true, you see,
Some comes from places it shouldn't be.



Some data comes from sneaky bots,
Answering questions in clever spots.
They fill out forms with no real care,
Taking the space of people who're fair.

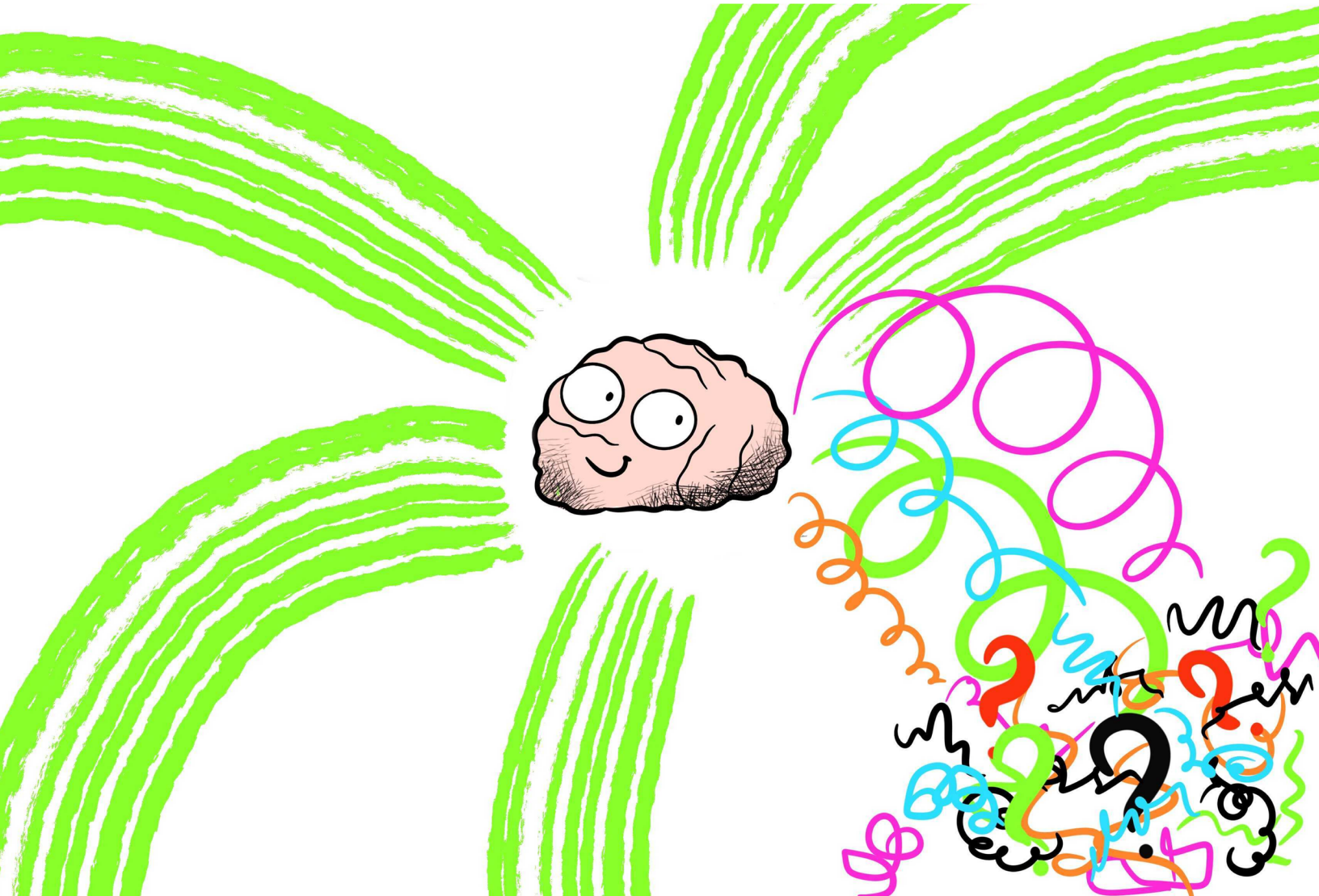


Survey farms grow answers, one by one,
But they're not true, not even fun!
With fake names and fake replies,
They trick us all with clever lies.

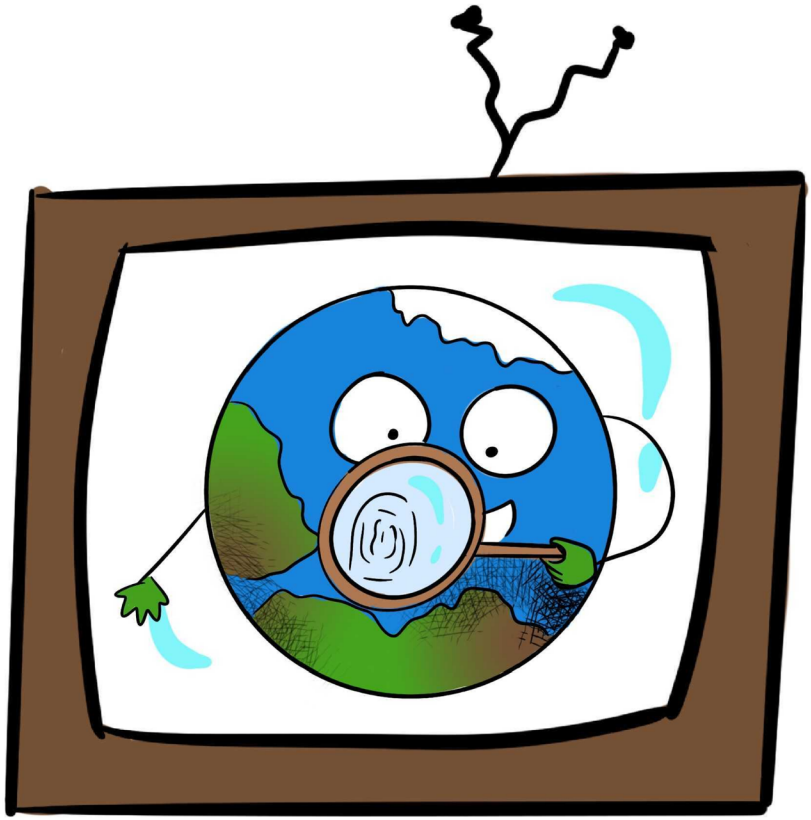
Some folks fill surveys fast and quick,
But don't pay attention, it's quite a trick!
They click through answers, all the same,
Not caring at all, it's just a game.

Then there's the pros who answer with speed,
But they're experts in this type of deed.
They know all the tricks, the smart disguise,
To make surveys look real with careful lies.

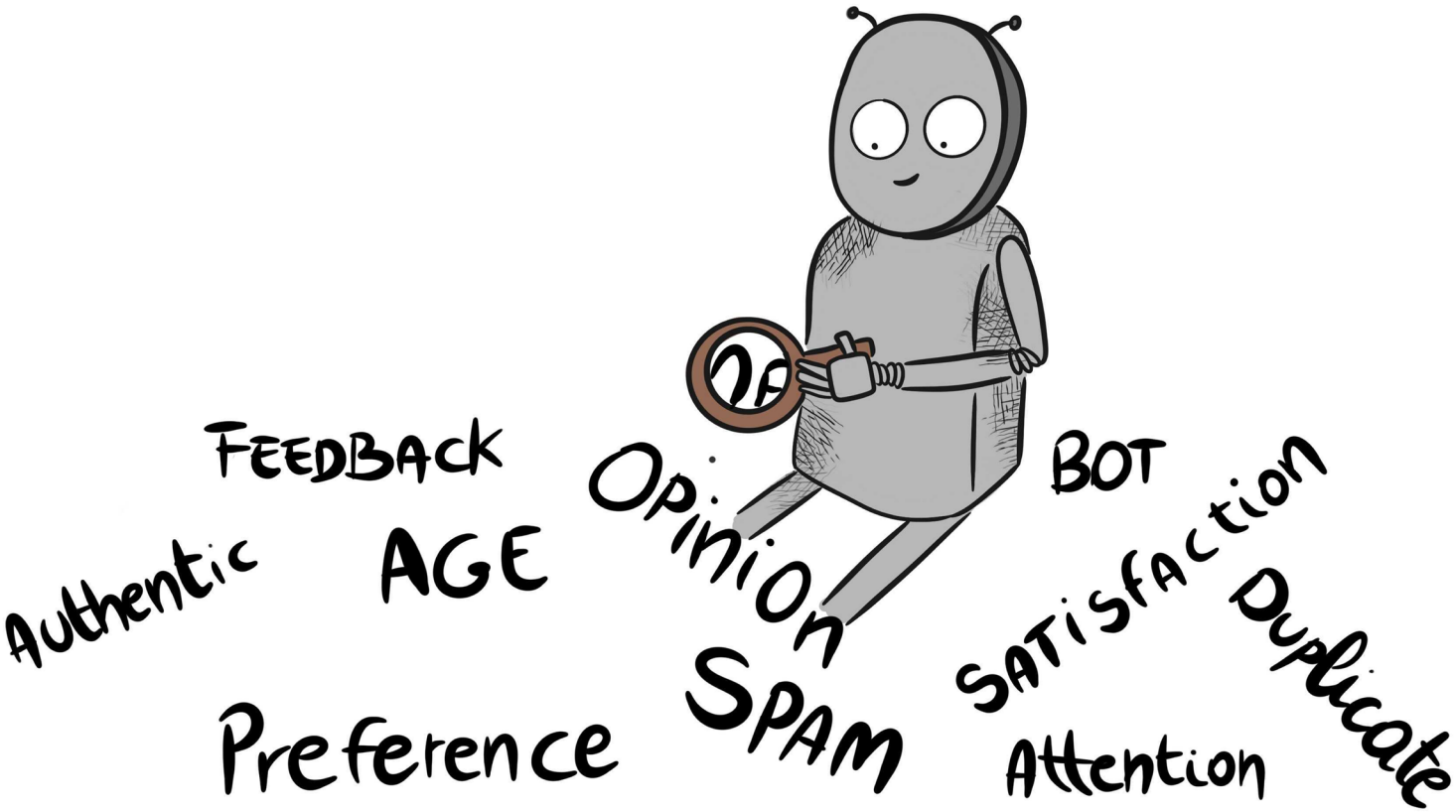
AI can help, but some misuse,
Making fake answers that try to confuse!
They fool the system, make it seem true,
But something's amiss when we take a closer view.



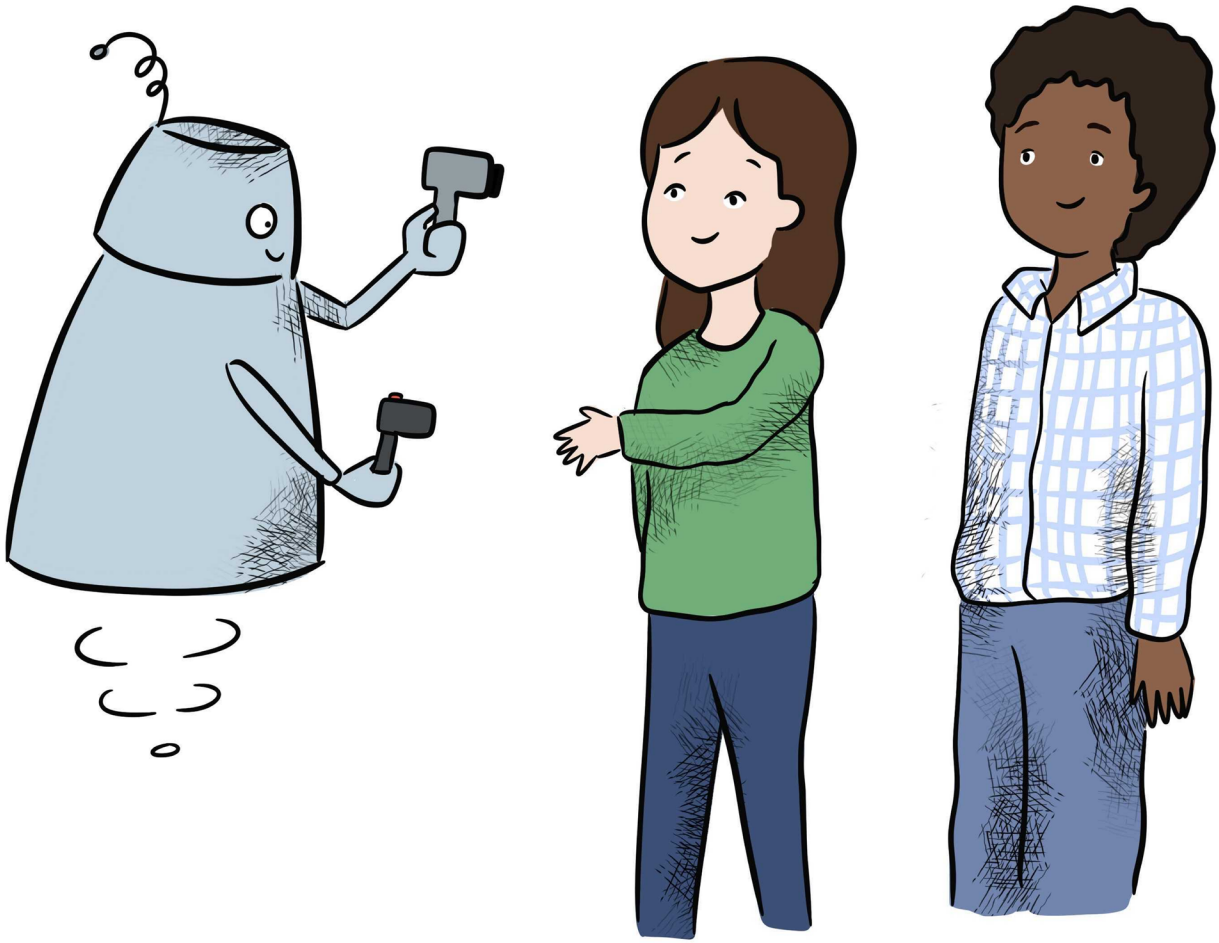
To catch the bots and those who lie,
Geo-fingerprinting helps us try!
It checks the place where answers are made,
And if it's wrong, the data's delayed.



AI helps us review answers with might,
Finding ones that just don't seem right.
It checks the words and context too,
To see if the answers are really true.



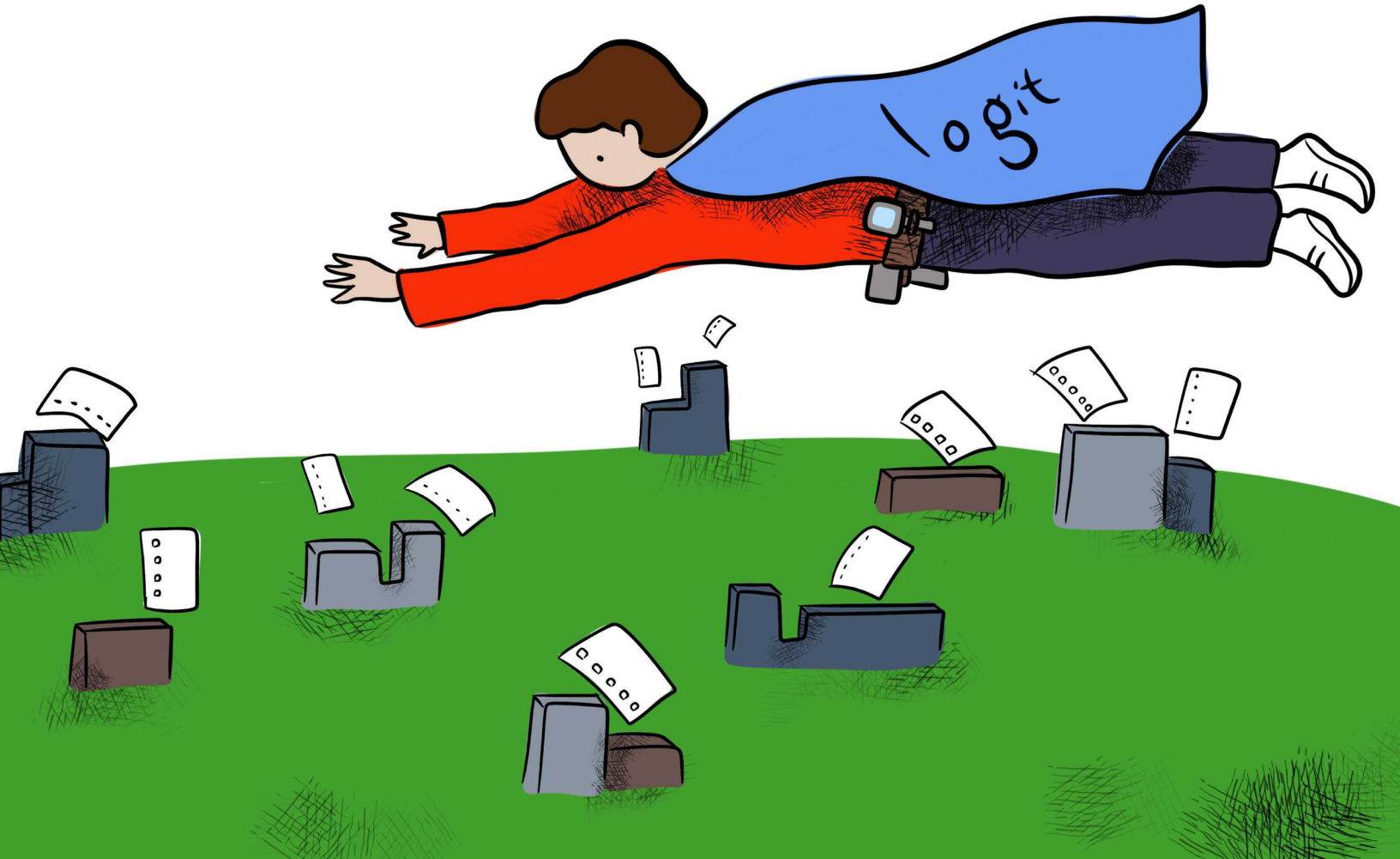
Biometrics track how you type with care,
Or if you're using shortcuts to answer unfair.
It helps to know if you're honest or not,
Detecting fraud in every spot.



To uncover the truth, we must be smart,
Tracking data from every part.
With bots and fraudsters on the run,
We keep data safe until the job is done.

True data helps in so many ways,
Making decisions for brighter days!
It helps companies grow and thrive,
And helps their businesses thrive and survive.

When bots and fraudsters try to play,
Logit comes to save the day!
With geo-fingerprints, AI too,
And biometrics. all in view.



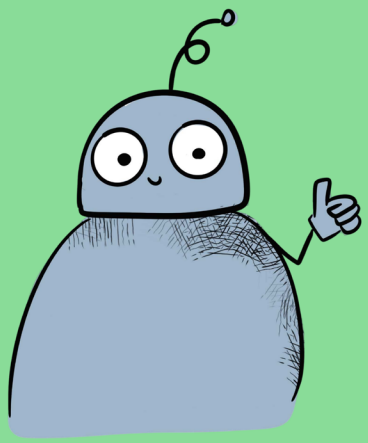
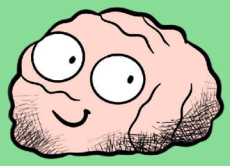
Logit's tools make data bright,
Finding wrong answers in the night.
With honest work, we lead the way,
For better surveys, every day!

Sam Pisani

Sam's a research pro who's been chasing honest answers for over 25 years. He believes every answer tells a story — and it's up to us to check the facts.

Steve Male

Steve uses technology to turn messy data into clear insights. He helps clients understand how smart tools can spot bad data and make the information we use more trustworthy and useful.



✓ Quality
✓ Accuracy
✓ Trust