

The truth about Internet Survey Scams

Are you one of those people who are always concerned about the paid survey scams? So much so that you refrain from participating in any paid surveys at all? Do you feel that paid survey scams happen more than the legitimate market research?

You may be right up to some extent in your apprehensions. But paid surveys are a part of legitimate market research activity. Some insight into the process of paid surveys and also paid surveys scams may help.

Market research is the technique for finding solutions to various marketing problems. It utilizes both quantitative and qualitative research practices. The whole process involves collection and analysis of primary and secondary data to come to objective deductions leading to actionable applications. The exercise is aimed at better serving the target audience or end users of the products and services. Paid surveys are an excellent way to collect massive amounts of data within a short period of time.

Taking advantage of the above knowledge of market research and the cover of distance and anonymity that Internet communication provides, many companies cheat the consumers with paid survey scams. These look exactly like legitimate paid surveys but in reality are paid survey scams.

Paid survey scams are mostly done by the companies indulging heavily in online advertising. Paid surveys are only used as a cover for the fraudulent activities done in the name of market research.

It is easy to identify paid survey scams once you know how.

Most paid survey scams are conducted through websites demanding a subscription fee for joining the panel. This is strictly against the rules of legitimate market research.

Websites executing paid survey scams never give out any information regarding their whereabouts. At best only an email id is given. The corporate information, if given, by the paid survey scam sites is also highly ambiguous, which can be best identified either by the overrated tone or surreptitious nature.

Paid survey scams are mainly done through SPAM emails. SPAM is the process of sending out several copies of the same email message to many users who may not wish to receive these. It is a common form of commercial advertising for many get-rich-quick schemes, quasi-legal services or products of doubtful origin and quality. SPAM messages can be sent out at very little cost. Receivers may end up paying the cost or it is borne by the carriers. Genuine market research websites do not send any junk mail or SPAM. This declaration is generally made on the "Privacy Policy" statement of the website.

Paid survey scams occur on websites which never declare their associations with international governing bodies of market research like MRA, CMOR, COPPA, ESOMAR etc. Paid survey scams can also be identified with their rigorous selling activities.

To get a better understanding of paid survey scams it is a good idea to educate oneself by going through the websites of MRA and CMOR.

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