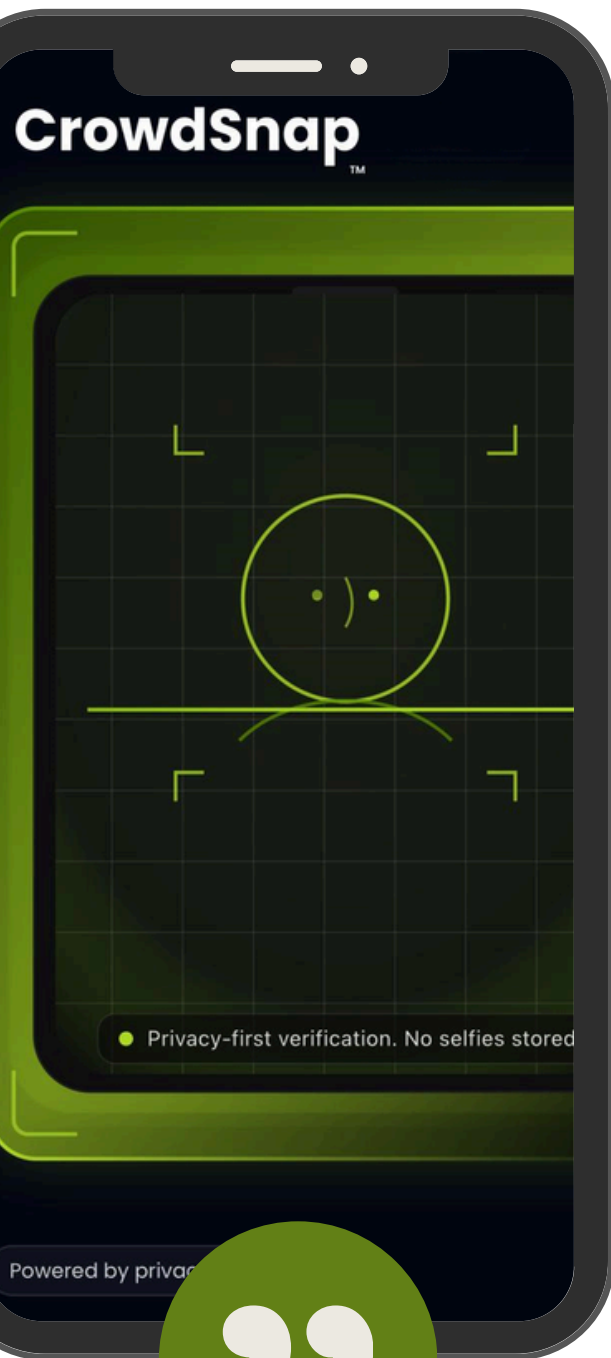


CrowdSnap

Proof Of Humanity(POH)



ENSURING AUTHENTIC SURVEY DATA IN THE MARKET RESEARCH INDUSTRY

Why the next decade of insights will rely on verified humans, not guesses.

The market research industry is facing its biggest challenge in history. Automation, bot traffic, AI-generated answers, duplicate users, and geo-spoofing have made traditional fraud detection nearly useless.

Today, over 29% of global online survey responses show indicators of being low-quality or fake.

To restore trust, research panels must verify not just “activity,” but actual humanity.



This is where Proof of Humanity (POH) fundamentally transforms the research pipeline.



PROBLEMS POH DIRECTLY SOLVES

1 Bot Infiltration & AI-Generated Survey Responses

Panels are increasingly filled with LLM-generated answers, bot farms, and automated scripts.

POH Fix:

- Biometric facial & vocal verification
- Liveness (blink, head movement, gaze tracking)
- Device-level and geo validation

Bots cannot pass these multi-layered checks, ensuring your dataset is **100%** human-only.

2 Duplicate Users & Multi-Account Fraud

Users create several accounts to collect incentives multiple times.

POH Fix:

- A biometric-fused digital signature (bio-hash) is generated
 - MPC (Multi-Party Computation) ensures the biometric hash is privately matched across clusters
 - One human → One DID
- Duplicate identities are automatically rejected without exposing raw biometrics

4 Geo-Spoofing for Region-Specific Surveys

Respondents fake their location using VPNs to qualify.

POH Fix:

- Geo-validation is performed on-device
 - Sensitive coordinates are protected via MPC (no single server ever sees the full location)
 - Only region validity ("verified EU", "verified APAC", etc.) is shared
- This guarantees true geographical accuracy while respecting privacy

3 Low-Quality, Speed-Click Responses

Anonymous users have no accountability.

POH Fix:

- A verified DID is tied to a real human
- Respondents behave more responsibly
- Response time analysis + behavioural liveness = no speed-clickers
- Panels become high-integrity, high-engagement pools.

5 Incentive Abuse

Fraudulent participants claim rewards repeatedly

POH Fix:

- The DID is used to ensure unique reward eligibility
- MPC-secured identity prevents replicating the same user
- Rewards reach only real, validated participants, Saving research firms millions on incentive leakage.

HOW POH WORKS

Human Verification (Biometrics + Liveness)

- Face landmarks
- Vocal wave signatures
- Liveness detection (blink, gaze, micro-movements)

Algorithms confirm the user is alive and human, not an AI generator.

Private Matching With MPC Clusters

Distributed MPC clusters compare encrypted biometric hashes without ever revealing the biometrics themselves.

No single server can read or reconstruct identity data.

This gives:

Privacy	Security
Compliance	

DID Creation

Each verified human receives a DID, a stable, tamper-proof digital identity usable across platforms.

For market research:

One DID = One unique survey participant
Guaranteed authenticity.

Verified Data to Clients

Only validated, human-only, region-accurate responses reach the client dataset.



Accuracy starts with authenticity, POH ensures both.

SIMPLE IDENTITY LIFECYCLE FOR MARKET RESEARCH PANELS

IDENTITY CREATION

VERIFICATION

DELETE

When joining,

- ✓ A panel
- ✓ Entering a survey
- ✓ Redeeming rewards
- ✓ Before submit the Survey

The system quickly confirms it's the same human.

