

**“Detecting Bots in PA Agricultural Survey Data: Techniques and Challenges”**

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**Abstract**

The integrity of survey data is crucial for deriving accurate insights and making informed decisions. However, the increasing prevalence of automated bots in online environments poses a significant threat to data validity. This talk will explore the multifaceted problem of bot interference in survey data, specific to the Pennsylvania agricultural brand of PA Preferred. This work focuses on effective detection methods and innovative solutions. Various techniques have been used to identify and mitigate bot activity, including behavioral analysis, pattern recognition, and machine learning approaches. The presentation will also address the challenges associated with these methods, such as distinguishing between human and bot responses, and the impact of evolving bot strategies on detection efficacy. Attendees will gain an understanding of current best practices, emerging tools, and the future direction of bot detection in survey research.