

Trust Enhancement in Randomized Response Technique (RRT) Models

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Abstract:

RRT Models, both binary and quantitative, have been used extensively in surveys that include sensitive questions. These models allow respondents to provide randomized or scrambled responses which can later be unscrambled at an aggregate level but not at individual level. This feature protects the respondent privacy during face-to-face surveys which sometimes become necessary to decrease non-response. Although privacy protection is the key feature of RRT models, lack of trust in RRT models remains a concern. This lack of trust can lead to inaccurate response, as shown in a recent field survey by Kalucha et al. (2025, *JSTP*).

In this presentation we will discuss methods to enhance trust in both binary and quantitative RRT models.