



## Newsletter - January 2023



### 2022 was the year of data quality!

Online research was big before the pandemic, but the pandemic put things into overdrive. It also exposed some serious flaws in data quality that researchers are now working to address, and that is why CloudResearch has tagged 2022 as the year of data quality.

Sometimes you think you know a person. You see them day in and day out, and generally, you know what to expect from them. Then, they do something unexpected. Their behavior is so remarkable it causes you to question whether you ever really knew them at all.

That's what happened when I saw my colleague Cheskie Rosenzweig on a [podcast](#) last year proclaiming 2022 as the year of data quality. I know Cheskie. Most days I see his face on Zoom calls contorted in contemplation as he listens to team meetings. Or, I find him busy working on our Sentry® vetting system to

improve the quality of online data. He isn't brash, he isn't bombastic, and he wouldn't claim 2022 was the year of data quality unless he believed it.

After listening to the podcast and seeing the things our team accomplished last year, I decided Cheskie may be right. Coming out of the pandemic online research is a big deal—even bigger than before. But the threats to online data quality haven't gone anywhere. If anything, they've intensified.

What researchers need are tools to safeguard the quality of their online data and a source of participants they can trust. CloudResearch is working hard to provide just that. And, it's because of the progress we've made in 2022 that I decided to go all in with Cheskie and say that 2022 was the year of data quality. In our inaugural newsletter, you will find several reasons why the entire CloudResearch team agrees and some reasons we're excited about 2023, the Year of Data Quality Excellence.

From me and everyone at **CloudResearch**,  
Happy New Year! -Aaron Moss

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## We Launched Connect!



CloudResearch launched a new participant platform called Connect. Built and maintained by us, Connect is centered on data quality, providing a collaborative and convenient researcher experience, and developing the best online research tools possible. You can learn more about Connect [here](#), find answers to frequently asked questions [here](#), and check out our recent Connect workshop [here](#)!

With Connect, we want to create the best source of online research participants anywhere. With the momentum we've built since launching in July, we're well on our way. Join the experts already using Connect and we will give you [30 days to run studies with zero platform fees!](#)

Join Connect Now!

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## We're Revealing What "Lies" Behind Online Data...

At CloudResearch, we've been investigating the causes of bad data in online studies for years. Our [blogs](#), peer-reviewed [publications](#), and [webinars](#) all attest to the value of these investigations. But recently, we took things further. We interviewed people inside survey click farms. These interviews allowed us to learn an incredible amount about the behavior of survey fraudsters and the tools they use to circumvent common data quality protections.



Visit [whatliesbehindyourdata.com](https://whatliesbehindyourdata.com) to learn more!

## ...and Working to Make Research Fraud a Thing of the Past!

Using our knowledge about the threats to online data quality we've developed several solutions that fight fraud and set the gold standard for data quality.

So, whether the threat is people outside of the target population looking to scam the system, people [misrepresenting their demographics](#), or people failing to give studies the time and effort required, we know how to find bad respondents and keep them out of your studies. It's how we are [making online survey fraud a thing of the past](#).



Read more about online survey fraud in one of our [recent blogs](#) or schedule a meeting to learn how [our Sentry<sup>®</sup> system](#) can elevate the quality of your online data.

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## Prime Panels International





In December, we expanded the list of countries you can sample from when using our Prime Panels do-it-yourself system. With Prime Panels international, you can gather data from people in China, Korea, Japan, Italy, Germany, Brazil, Portugal, Columbia, Peru, and several other countries. And, you can do it with the data quality commitment of CloudResearch. Learn more [here](#).

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## Conference Round Up

We had a busy year on the conference trail. In February, we attended the Society for Personality and Social Psychology's Annual Conference. We talked with academic researchers about data quality, the launch of Connect, and all the great research taking place in experimental social psychology. A recap of our experience is [here](#).

Throughout last year, we've had countless opportunities to share data quality insights amongst industry market researchers with speaking engagements and interactions at Quirks Chicago, SampleCon, Quirks New York, ESOMAR Congress, Insights Association Vegas Conference, Corporate Researchers Conference, and The Market Research Event – to name a few.

Finally, we rounded out the year with CloudResearch's second Annual Innovations in Online Research Virtual Conference. This conference allowed us

to bring together researchers from academia and industry to explore the latest innovations in online research. You can watch all the talks [here!](#)



## Looking to 2023

In February 2023 the CloudResearch team will be at SPSP in Atlanta. Stop by our booth to talk about your research, our [Connect](#) participant recruitment platform, and all the things we're doing to make online research better.

If you work in industry, you can catch us in May at IIEEX in Austin. There, we will be talking about our [Sentry](#) tool for improving the quality of data from market research panels.

## Did You Know?

CloudResearch isn't just limited to online studies. We're experts at pulling off all kinds of research—like the largest [longitudinal online research](#) project ever conducted. So, regardless of the goals and regardless of the methods, we can find a way for even the most complicated projects to succeed.

Case in point, early in 2022 we helped researchers at UCLA find participants online who were willing to show up in the laboratory for a study that lasted multiple hours. The aim of the project was to find women who were breastfeeding and willing to have their breasts scanned in an effort to design better bottle nipples for infants who are not breastfed. We coordinated the participation of more than 150 women and were proud to play a small role in such an important study.

If you're looking to recruit a challenging group of participants, CloudResearch may be able to help. You can always reach out!

Chat with Us!

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## Stay Connected!

Want more industry-leading news about data quality and online methods? Wanna keep an eye on what's happening at CloudResearch and how we're working to make your research better? [Sign up for our newsletter and blogs](#), and follow us on social media below!



CloudResearch, 73-28 136th Street, Flushing, New York 11367, United States, 1.844.565.1231

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