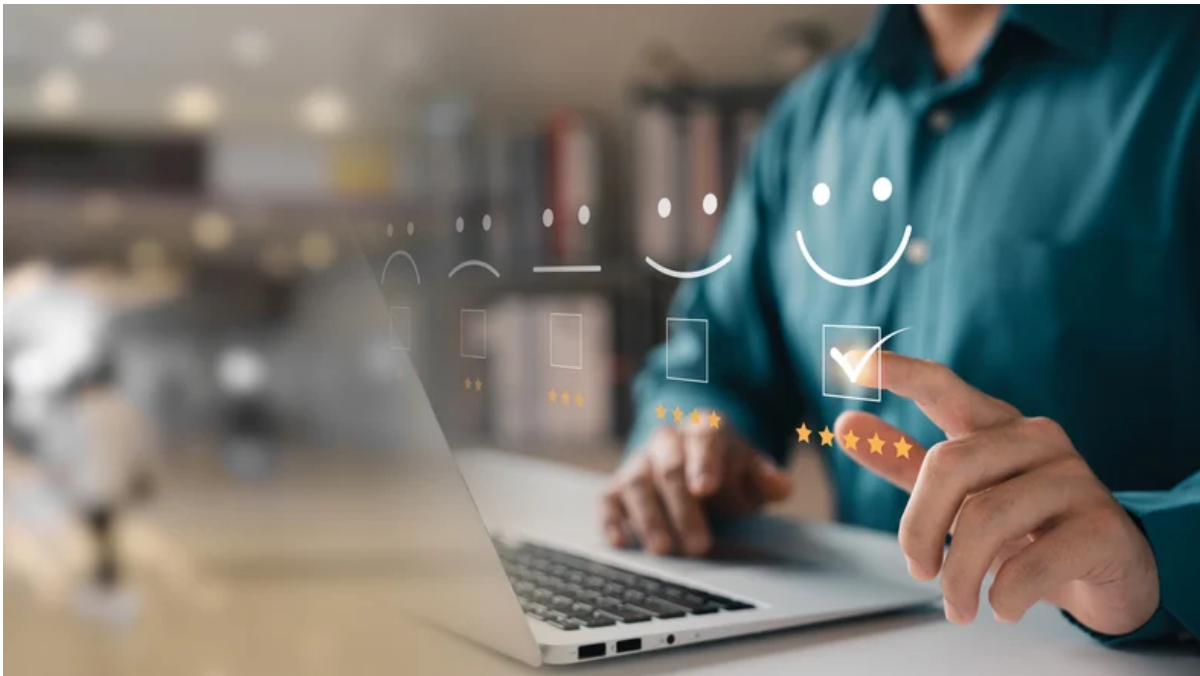# ▦ **CloudResearch**®

Newsletter - October 2023

Exceptional Research, Exceptional Service—The Latest from CloudResearch!

At CloudResearch, we believe there are three pillars to our success: 1. delivering the highest data quality anywhere online, 2. maintaining the lowest prices, and 3. providing great customer support

Have you tried calling a customer support center lately? If so, you've undoubtedly heard a message like this, "Due to an unusually high call volume…"

What makes this message interesting is that "unusually high" seems never ending. For more than three years, call centers have been under tremendous strain for a variety of reasons. The clear consequence, however, is that many companies are leaving their customers wanting more from the support team—but not CloudResearch.

In addition to offering the highest data quality online and the lowest prices, we're proud to have phenomenal customer support.

One reason we're able to provide such great support is that we don't see customer support as a drain on business, a cost to be minimized. Instead, we see through the flood of tickets and the incoming requests to the goal we share with researchers: removing the obstacles to conducting important scientific research.

Even with a shared goal, excellent customer support is also dependent upon people. And, while everyone on our support team is great, a name that pops up often in comments from clients is Theresa DeLuca. Theresa is a Client Success Specialist who joined CloudResearch in 2022. Since then, she has quickly learned the ins and outs of online research and stayed committed to delivering superior customer support to the researchers who use our services.

We could go on and sing our own praises, but we don't need to. Here's what satisfied customers of CloudResearch have to say about our support team:

> "I am at the Challenger School, a pre-k-8th grade private school with around 10,000 students. I would like to sing the praises of Theresa DeLuca—one of your Client Success Specialists. She was able to troubleshoot a specific use case for our business needs that didn't necessarily fit within the existing CloudResearch model. She listened intently, responded appropriately, was respectful, and was able to make things happen for us to get us to where we needed to be."
>
> - Director at the Challenger School

> "I wanted to let you know how impressed I have been in working with Theresa DeLuca. I recently inquired about CloudResearch because I am working on a dissertation. Theresa has responded with a huge sense of urgency to all of my emails. Her responses are very detailed and extremely helpful. Theresa has gone above and beyond in sending screenshots and helpful links to information. I am very appreciative of all of the information that Theresa has provided and just wanted to make sure you knew how great it has been in working with her so far."
>
> - Christine, Doctoral Student

> "I have to say, you have without a doubt provided the best customer support I have ever received. Thank you for all your help and patience with me, again, the best customer support I have ever received."
>
> - Jared Young, Calling All Kids, LLC

And my personal favorite:

> "Holy sh*t are you expert at this. Thank you so much. I really cannot compliment you enough on how clear and helpful your instructions have been. Thank you!!!!!!!!!!!!!!!!!!"
>
> -Very Satisfied CloudResearch User

When I recently asked Theresa what is the most exciting aspect of her work at CloudResearch, she said:

> "The most exciting aspect is really seeing the studies that I helped a researcher with get completed and then be used in a dissertation or published paper. Although I didn't run the project, it is a rewarding experience to know that I was able to assist in getting a client over the finish line. Running studies can be stressful and difficult. It's nice being able to make the process for clients easier and alleviate some of the challenges they may face."

In fact, Theresa has been so good at helping clients that we receive a steady stream of thank yous and messages complimenting her work. One person even sent her a special birthday gift, just to say thanks! While that sort of gesture is, of course, never expected, it's emblematic of the goodwill and closeness we hope to generate in all client interactions, and for that reason we're grateful to have Theresa on our team.

A special thanks from a CloudResearch client to Theresa on her birthday!

If you're looking for support from CloudResearch, we have several resources you can access, including:

- **Our support team** - Reach out to Theresa and the other members of our support team. Describe your problem or question and we'll quickly get back to you with answers!
- **Product demos** - Demos are a chance to talk with our team. Regardless of whether you're just getting started and have questions about our services or you're planning a complicated project and want to talk through the logistics, pricing, or other details, we're happy to meet.

  In demos we can share screens and show you how to use our tools or discuss the best way to conduct various projects.

- **Blog** - We regularly write about data quality and trends in online research on our blog. For instance, in July we described how Sentry serves as the backbone to all of our data quality and before that we wrote about fraud in online research.
- **Knowledge bases** - We have knowledge bases for both MTurk/Prime Panels and Connect. The articles within our knowledge base provide the fastest answers to common questions.

- **YouTube channel** - On our YouTube channel, you can find videos from past webinars, conferences, product promotions and more! For example, you can check out this introduction to Connect!
- **Original publications** - Our research team regularly publishes in peer-reviewed outlets about topics such as data quality, sampling, and conducting complex projects.

  Our latest publication is a tutorial explaining how to use market research panels. It was recently published in *Advances in Methods and Practices in Psychological Science*!

  You may also find some of our other recent papers interesting, including one documenting how survey fraud misled the CDC about the number of people drinking bleach during the COVID-19 pandemic, and a paper in *Behavior Research Methods* examining the ethical issues that have been raised with Mechanical Turk.

In the rest of this newsletter, you'll find information about our new Connect referral program, fun things happening at CloudResearch, conferences we're attending before the year is out, and more!

Thanks for reading and happy researching!

Aaron Moss
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Are You Using Connect? If Not, Get Started with Zero Fees!

If you're not using CloudResearch Connect, we have an offer for you. Sign up and we will give you 30 days—starting when you launch your first project—to run studies with **zero service fees!** After that, you pay just 25% of what you pay participants, the lowest fee in the industry!

Learn More

Refer Colleagues, Get Rewarded!

We recently launched a researcher referral program for Connect! You can find the complete details here, but the short version is this:

- For each colleague you refer to Connect, we will give you a **$20 credit** once they conduct their first study
- We've created many ways to make sharing your referral code quick and easy.

- There is no limit to the amount of credit you can earn!

So, if you've enjoyed using Connect, give your colleagues the gift of a referral. We will give them 30 days to run studies with no service fees starting when they launch their first project, and we'll give you Connect credit. It's a win-win with great data quality as the outcome!

Connect Turned One…and Participants Love It!

Since launching last year, we've worked hard to make Connect a platform that serves researchers and participants. You can read about how Connect is unique in our new white paper, but to learn what participants love about Connect we decided to hold a contest.

For Connect's first birthday, we asked participants to tell us about a great experience they had on Connect or why they enjoy using Connect. We asked participants to get creative and we offered some cash prizes along with CloudResearch swag. Our participants did not disappoint!

You can browse the hundreds of entries we received or check out the five winning entries. The rap video submitted by our grand prize winner is truly a testament to the talent, creativity, and humanity that participants bring to online research. Check it out here!

CloudResearch on the Road

Our team has been busy in 2023, traveling around the country to tell researchers about Connect and the many ways we're working to make it the best platform for online data collection.

Since our last newsletter, we've attended these conferences and showcased some of the following features that are a part of Connect.

1. SIOP - In April, we were in Boston for the Society of Industrial and Organizational Psychology's annual conference. While there, we talked with I/O psychologists about how Connect is great for item testing, scale validation, and extended engagements like daily diary and longitudinal studies.

2. APS - On Memorial Day weekend, we were in Washington D.C. for the annual convention of the Association for Psychological Science. While there, we introduced researchers to our Connect Teams, showcased our Census Match and built-in quotas (at no extra cost!), and touted the high data quality that Connect delivers.

3. APA - During the first week of August, we were in Washington D.C. again, this time for the American Psychological Association annual convention. And, rather than

just talking about our data quality, we introduced a new feature: Clinical Pre-Screeners on Connect.

APA2023

Unlike traditional demographic targeting, which asks participants a single question, our clinical pre-screeners ask participants to complete an entire instrument, personality measure, or individual differences measure. With data from these scales, researchers are then able to collect data from people who score high or low in characteristics like anxiety, depression, disordered eating, and more!


4. APSA - Finally, just a few weeks ago, our team traveled to Los Angeles to attend the American Political Science Association's annual meeting. While in LA, we spoke with many political scientists about how easy (and cheap!) it is to apply our Census Matched template to gather more representative samples.

Other companies often charge hundreds or thousands of dollars for Census Matching, but on Connect we allow you to do it for free! So, if you want to gather a more representative sample, there is no reason not to do it on Connect.

5. In addition to the conferences above, we also attended the Insight Innovation Exchange (IIEX) in Austin, TX. At the conference, we spoke with industry researchers about our data quality solution, Sentry, and CloudResearch's Chief Research Officer, Leib Litman, presented about the dangers of online survey fraud with Kellogg's Director of Next Generation Insights, Terah Weese. You can watch a video of their talk titled "Playing with Fire: How Survey Fraud Can Burn Your Brand" here.
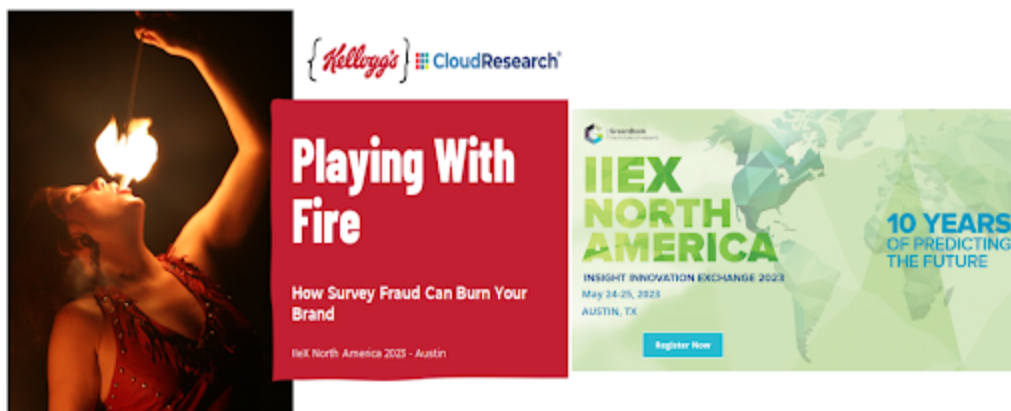
As we've been on the road this year, we've gotten pretty good at learning to draw a crowd. Everywhere we go, we take our donuts and data quality theme with us. As you can see from these pictures, people love to chat about data quality while munching on fresh, specialty donuts!

So far this year we've given away more than 1,500 donuts!

Upcoming

Our year on the road isn't over yet. If you're attending any of these conferences in the upcoming months, be sure to look for us.

1. ACR - The Association for Consumer Research will be in Seattle October 26th-28th. We'll be there ready to talk about how CloudResearch can facilitate all kinds of consumer, market research, and management studies.
2. APHA - The American Public Health Association meets in Atlanta November 12th-15th. We will have a booth, donuts, and our pitch about why Connect offers the best data quality available anywhere online. Stop by and see us!

Insights Association Webinar Part II - October 12th

Last year, we presented an extremely successful, very well-attended webinar in partnership with the Insights Association titled "What Lies Behind Your Data?" In that webinar, we described what CloudResearch had learned about online survey fraud by conducting video interviews with fraudsters from all over the world.

The interest in survey fraud was so great, that the Insights Association has invited us back to give an update on survey fraud titled "A Deeper Dive Inside the Click Farm: What Lies Behind Your Data Part II?"

We hope you can join us on Thursday, October 12th at 1:00 Eastern time for another look at the techniques people use to commit survey fraud as well as some solutions you can implement to protect your research.

Register Now!

Innovations in Online Research - October 13th

Now is the time to mark your calendar for our third annual Innovations in Online Research Conference! This free online conference will take place October 13th. Among the exciting events planned for that day, we have:

- A keynote address by Dr. Sean Westwood, Associate Professor in the Department of Government at Dartmouth College and Director of the Polarization Research Lab. He will discuss how data quality issues have led researchers to overestimate the number of people who endorse political violence. Don't miss this talk!

- A deep dive into data quality led by a panel of renowned experts in both academia and industry research.

- Symposia on complex sampling techniques, such as dyadic studies, longitudinal sampling, clinical sampling, and qualitative research

- For the first time, we will have a participant panel so researchers can hear about the experiences of participants first-hand. This panel will be moderated by Caitlin Harrington, a staff writer at WIRED who covers the intersection of technology, corporate practices, and workers' rights.

- Finally, we will have a session devoted to our CloudResearch grant recipients and the projects they will be pursuing.

We hope you will join us for an exciting day focused on the latest advancements in online research.

Register Now!

CloudResearch Seminars and Brown Bag Talks

SEMINARS AND BROWN BAG TALKS
Learn how you can improve online research at your institution

Is your department, program, or lab looking for people to speak during the Fall 2023 or Spring 2024 semesters? If so, we want you to know we give these kinds of talks on a regular basis and we're available!

The members of our research team can talk with your group about trends in online research, methods to protect data quality, new and innovative ways to reach participants, what it is like to work in an academic adjacent industry and more!

To explore booking our team for either a virtual or in person visit, use the QR code below. We will work with you to find a suitable time and topic, so your group gets the most out of our talk.

At CloudResearch, our research team is dedicated to studying the intricacies of data quality and disseminating our knowledge to the broader research community. The seminars we offer are a continuation of the effort we make to publish about data quality and best practices for online data collection.

We cover:
- Sourcing participants for different research purposes
- Participant screening methods
- Attention check best practices
  And more!

BOOK NOW!

Data Quality You Can Count On

CloudResearch is the best way to recruit survey participants for market research and online surveys. Our tools provide academic and market researchers immediate access to millions of diverse, high-quality respondents around the world.

CloudResearch®

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