



Newsletter - April 2023



Online data collection is a 24/7 affair. With 2023 well under way, we wanted to let you know about the things happening at CloudResearch and our focus on data quality.

Back in December, I had a few days off. As I played with my kids and tended to chores around the house, my mind drifted to research. How funny I thought, 'Just 15 years ago, nearly all data collection would stop during certain times of the year. With online methods, though, there is no break.' Sure enough, when I checked, I found studies live on Christmas Eve, Christmas Day, and New Years. Online data collection never stops.

Nor should it have to. People celebrate different holidays and live according to different calendars. The immediacy of online data collection is one of its great advantages over in person data collection. But, in a 24/7 data collection environment, the threats to data quality never stop either.

At CloudResearch, data quality is our **top priority**. Over the last several years, we've done more than anyone to improve data quality in online research by:

- Conducting scientific investigations into the causes of low data quality
- Interviewing people engaged in online survey fraud and learning about their methods
- Developing patented tools and rigorous protocols for vetting online participants
- Publicizing best practices for managing data quality and conducting online studies

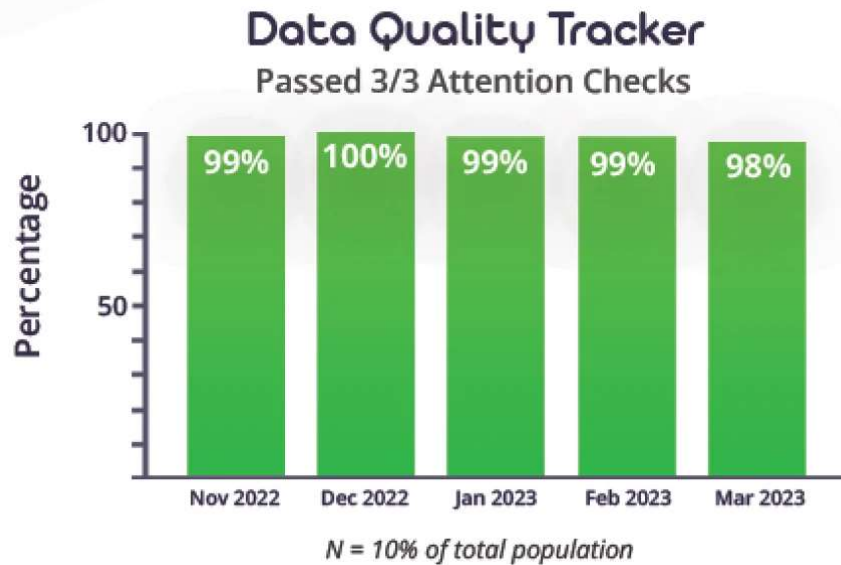
Connect: Great Online Research Starts Here!

In some respects, all of this work culminated in the launch of our Connect participant recruitment platform. Connect is the first and only source of online participants that CloudResearch manages end-to-end.



With Connect, we've invested in delivering the best data quality available anywhere online, creating a great user experience that includes tools for teams to collaborate, and charging the lowest services fees in the industry.

Take data quality, for example. We started tracking data quality on Connect in November, 2022. We run a monthly study with embedded attention checks and other measures. In the last five months, we've had 99% of people pass three out of three questions in our survey. That's the standard we're setting. And, researchers tell us they see the same thing!



What Researchers Are Saying About Connect



“Connect has the highest data quality I've ever gotten! I'm not sure how you do it, but it's incredible.”

Chase Herdon

Social Psychology Doctoral Candidate

Kansas State University

“This platform is great, it's super-fast and almost everyone passes attention checks!”

Dr. Grant E. Donnelly

Assistant Professor of Marketing

Ohio State University

“I've been collecting data for nearly a decade and I'll never go back to any other online panel. My team and I love Connect's user-friendly interface, ability to target

specific samples, and perhaps most importantly, the consistency through which it has given us the highest quality data."

Nick Rosemarino

Social-Organizational PhD Candidate

Columbia University

“The Connect platform has been a game changer for me! The Teams feature saves quite a bit of work, I highly recommend it!”

Jeff Galak

Associate Professor of Marketing

Carnegie Mellon University

Connect Offers Big Savings

Finally, during our zero-fee introductory offer, your first 30 days after creating an account are free of service fees--you only pay your participants. We also waive all fees for studies with Census Matched quotas or other demographic targeting, so the savings can really add up.

Run Studies For 30 Days With No Fees!

Census-Matched Samples For A Lot Less

	Competitors	Connect
Total Participant Costs <small>(500 x \$1/each)</small>	\$500	\$500
Service Fee	\$165	\$0
Representative Sample Fee	\$700	\$0
Total Costs	\$1,365	\$500

Start Saving Now!

While our team is excited about Connect, it's not the only thing we're up to. We're also improving data quality with our MTurk Toolkit, Prime Panels, and Sentry system. Curious to learn more about these products or looking for a quick rundown of the best use case for each one? Check out our latest blog with a [CloudResearch overview](#).

In the rest of this newsletter, you'll find some fun things happening at CloudResearch as well conferences and other places you can connect with us in the coming months

(no pun intended!).

Thanks for reading,
-Aaron Moss

Conference Schedule

Connect AMA (Ask Me Anything) - April 28

This month, Connect Product Owner, Charles Jamerlan, and Senior Research Scientist, Aaron Moss, will host an AMA for researchers! This is an opportunity for researchers to ask anything about the tech or research side of Connect and get answers from the team that helped create Connect. To register for the event and secure your spot, click [here](#).



The graphic is a purple rectangular banner. On the left, it features the CloudResearch logo (a grid icon) and the word "connect" in a stylized font with a teal-to-blue gradient. Below the logo, it says "AMA announcement! We'll be live and ready to answer any question you have about CloudResearch's premiere platform for participant recruitment!". At the bottom left, it specifies the date "28 April Friday" and time "2 PM EST" with a clock icon, and "Zoom" with a location pin icon. On the right side, there are two circular headshots. The top one is of Aaron Moss, PhD, Senior Research Scientist. The bottom one is of Charles Jamerlan, Product Owner, Connect.

IIEX North America - May 24-25

The Insight Innovation Exchange is happening in Austin, TX this year and CloudResearch will be there! CloudResearch co-CEO Leib Litman will be onstage with Kellogg's Director of Next Generation Insights, Terah Weese, to discuss the threat online survey fraud poses to brands and marketing campaigns. The title of their talk is "Playing with Fire: How Survey Fraud Can Burn Your Brand."



Association for Psychological Science - May 25-28

On Memorial Day weekend, we'll be in Washington, D.C. for the Annual Convention of the Association for Psychological Science. At our booth you can learn about special promotions, talk with our team about data quality, and sign up for Connect. We'll also have some goodies to give away.



Society for Personality and Social Psychology - February (Complete)

We had an amazing SPSP. We showed up with doughnuts and a message about Connect's fantastic data quality, and the social and personality psychologists in attendance did not disappoint! Read a brief recap of the event [here](#).



Society for Industrial and Organizational Psychology - April (Complete)

Last week we attended SIOP in Boston, MA. Our team had a great time talking to the I/O psychologists in attendance about Connect's fit for scale validation, testing and assessment, and all other kinds of online research. We had our signature donuts and plenty of talk about data quality!



Did You Know?

We help people find all kinds of difficult samples. For instance, just a few months ago we helped Kellogg's sample 1,200 people using our Prime Panels platform. No biggie, right? Well, these 1,200 people were actually divided into five groups:

1. People open to buying cereal
2. People with kids at home
3. People 55 and older
4. People who regularly buy Kellogg's Special K
5. People who purchase superfoods

Kellogg's sampled these people to test their interest in a new product.

Going outside the U.S., we helped Data Sciences, a Canadian full-service research firm, gather 3,000 people with quotas matched to the national representation of Canada.

Finally, in another recent study, we helped academic researchers find 200 people living in NYC who had started a job in the last two months or were actively looking for a job.

We run difficult studies like these every day. If you have a group you want to sample, let us know!

[Chat with Us!](#)

New Researcher Reputation System for Connect

We want Connect to be a site that is trusted by both researchers and participants. So, in addition to the regular vetting we conduct with participants and the ID Verification process we've recently begun, we are expanding the system participants can use to rate and review researchers.

In the past, participants could provide feedback about each project after they completed it. This was usually a rating from 1 to 5 stars and any open-ended feedback the participant chose to provide. In our new rating system, participants can review four categories: the user experience, fairness of the researcher, accuracy of the study's time estimate, and adequacy of compensation. The feedback system still provides an opportunity for open-ended comments but the total ratings provided by participants will now be part of each researchers' profile. This means that each researcher will have a reputation that participants can use when deciding whether to participate in a project or not.

Our hope is that this expanded rating system will reward good actors and serve as a check on anyone who tries to undermine the norms of Connect.

Current:

The current rating system allows participants to give one rating and open-ended feedback.

< Back to Completed Project

Thank you for completing this project!

You can help improve our community by providing some feedback!

Help improve the quality of Connect by giving feedback on this project. Simply choose a rating from 1 to 5 below, with 5 being the highest rating. Please ensure that your rating is as accurate as possible as this will affect the overall rating of this project's Researcher.

Rating: ★ ★ ★ ★ ★

Additional Feedback

Please provide any thoughts about this project, what you love about it and how it went. Questions or issues that you may have are also welcome!

By checking this off, this feedback will be visible to the researcher of this project.

0 / 4000

Coming:

The expanded rating system allows participants to rate the user experience, fairness of the project, accuracy of the time estimate, and quality of the compensation. All ratings contribute to a researcher's reputation.

Search...

Balance: \$54.50

< Back to Project

Thank you for participating in this project!

You can help improve our community by providing some feedback!

How would you rate this project?

★ ★ ★ ★ ★

Thanks! You can also provide ratings in the following categories.

- User Experience**
How clear and easy was it to navigate through this project? ★ ★ ★ ★ ★
- Fairness**
Were you treated fairly and professionally during this project? ★ ★ ★ ★ ★
- Time**
Was the estimated and allotted time appropriate for this project? ★ ★ ★ ★ ★
- Compensation**
Was the payment fair for the amount and type of tasks in this project? ★ ★ ★ ★ ★

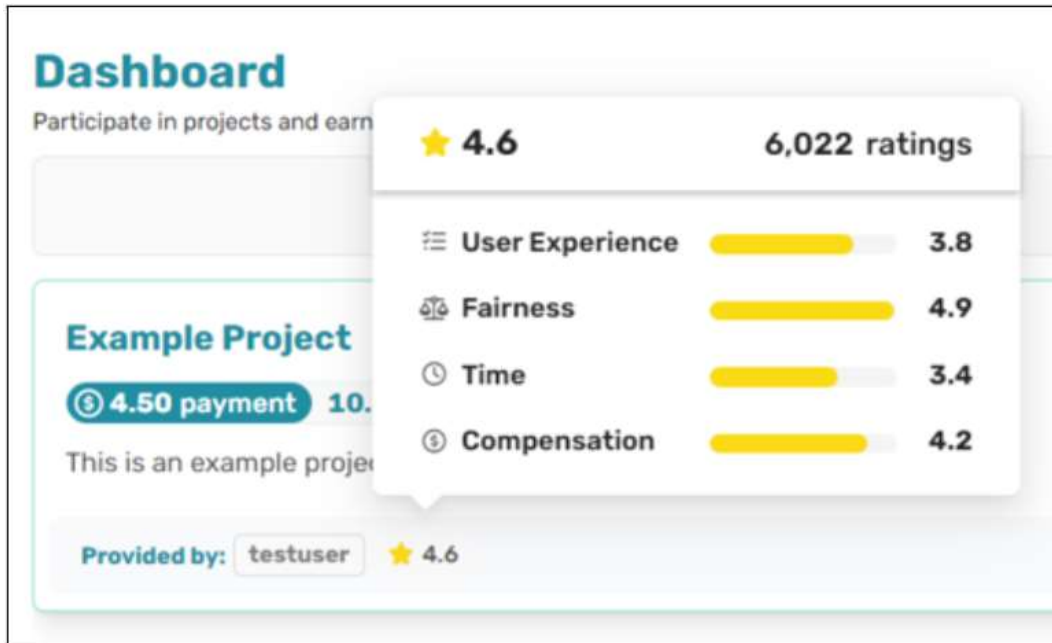
Additional Feedback

Is there anything else you'd like to share about your experience with this project or researcher?

If checked, your Additional Feedback will be visible to the researcher of this project

0 / 4000

An example reputation summary for a researcher. This shows average ratings provided by participants across four categories.



How Do Black Americans Really Feel about the Phrase “It’s ok to be White”?

Did you catch the news about ‘Dilbert’ creator Scott Adams in late February? If you didn’t, the short version is that Mr. Adams made some false comments while discussing the results of a Rasmussen Reports poll that asked a nationally representative sample of Americans “Do you agree or disagree with this statement, “It’s okay to be White?””

The data that Mr. Adams took issue with was the slim majority of Black respondents (53%) who agreed with the statement. At CloudResearch, we took issue with another aspect of the poll: the wording of the question.

We conducted our own poll with 1,000 Black Americans (compared to just 130 in Rasmussen’s). We gave people an opportunity to explain the reason for their response and asked several other questions about sentiment toward White people. Read all about this survey in [our recent blog!](#)

How Do Black Americans Really Feel about the Phrase "It's ok to be White"?

Rachel Hartman



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!

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