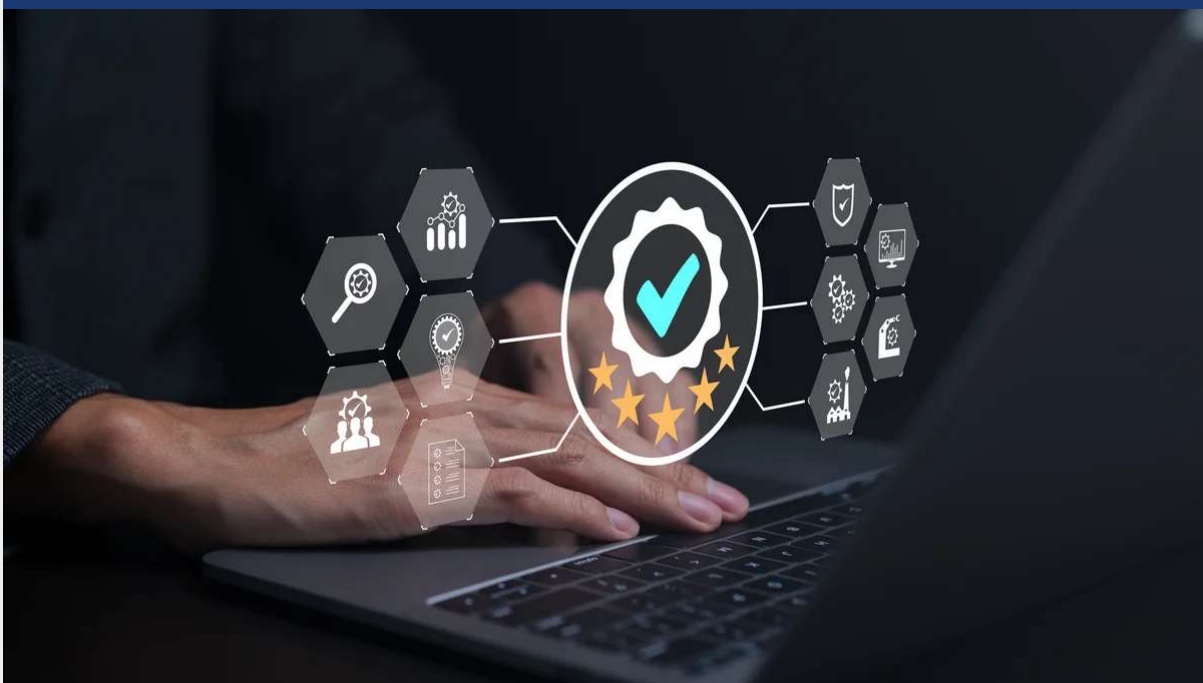# ▦ **CloudResearch**®

Newsletter - December 2023

Closing 2023 with a note about great data quality!

If you read these newsletters—and I sure hope you do—you have seen that our team has worked hard during the year to promote Connect, our premier participant recruitment platform and the place to obtain the highest-quality data at the lowest price online. Beyond Connect, we've also worked to let everyone gathering data from human participants online know that the CloudResearch suite of products is the best way to sample high-quality, vetted, and trustworthy participants.

To share our message, we have:

- Attended 13 conferences!
- Hosted our Innovations in Online Research Conference
- Co-presented with Kellogg's on How Survey Fraud Can Burn Your Brand
- Partnered with Insights Association to take a deeper dive inside survey click farms
- Published papers, chapters, blogs, and other scholarly work

- Created a webpage to showcase the 250+ papers already published with Connect data!
- Given seminars, research talks, and other presentations at universities across the US and beyond
- Held our annual grant competition, giving researchers more than $11,500 to run studies!
- Started a researcher referral program
- Written these quarterly newsletters

Out of all these activities, few things are more enjoyable than talking with researchers at conferences. Conferences give us the chance to hear about issues people are facing and share solutions we've developed.

At each conference, we've shown up with a theme: donuts and data quality. Over the year, we have found the best way to help researchers get a "taste" of what we do, is to have a chat while munching on a donut. That's why we've handed out more than 2,000 donuts at conferences this year!

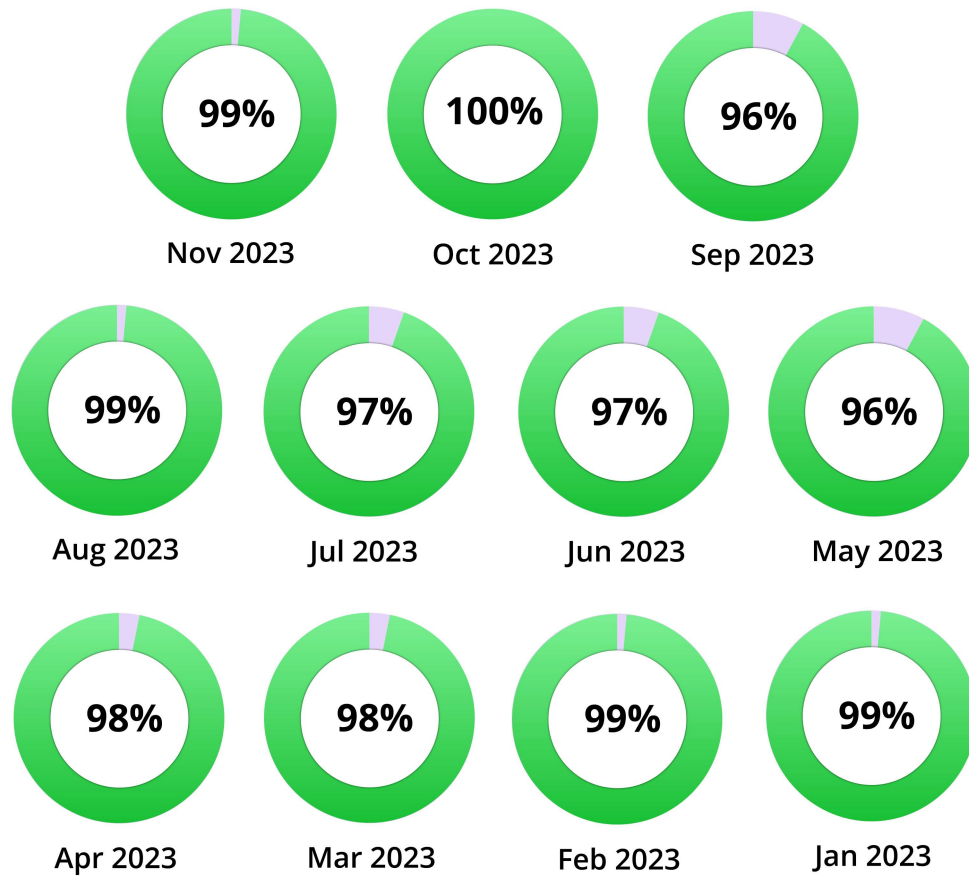Okay, maybe we didn't hand out ALL the donuts…someone has to perform quality control!

In our conversations with researchers, we're sometimes asked, "Why should I switch to Connect? What evidence is there for its effectiveness?"

While peer-reviewed research showing how Connect stacks up against other sites is on the way in 2024, in the meantime, we have the results of our monthly data quality tests and several testimonials from satisfied researchers.

Each month we conduct an internal study to assess data quality. We randomly select a few hundred participants from the tens of thousands who take studies each month. Then, we invite the randomly selected group to take a short survey. In that survey we embed some standard attention check questions. Once the data is in, we look at the percentage of people who passed all questions. As shown below, the results have been solid all year.

Data Quality Tracker
Passed 3/3 Attention Checks

99%	100%	96%
Nov 2023	Oct 2023	Sep 2023

99%	97%	97%	96%
Aug 2023	Jul 2023	Jun 2023	May 2023

98%	98%	99%	99%
Apr 2023	Mar 2023	Feb 2023	Jan 2023

N = 10% of Total Population

In addition to these tests, researchers consistently tell us how much they enjoy using Connect and how few participants must be excluded from datasets. Few things are better than having a researcher approach our booth at a conference and say, "I love CloudResearch! I use Connect all the time!" We love that feedback, and it is something we've heard often this year.

So, if you have not yet tried Connect, sign up today! When you do, we will give you 30 days to run unlimited studies with zero service fees, and you can add your research to the more than 250 papers that have already published data from Connect! The clock on your 30 days doesn't begin until you launch your first study, and there is no limit on how much you can save during the promotional period. Consider it a small gift to yourself.

In the rest of this newsletter, you'll find information about our updated researcher referral program, details about Connect's international expansion, some interesting studies we've recently conducted, and a preview of where we'll be and what we'll be doing early in 2024.

Happy holidays and thanks for reading!

Aaron Moss
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Innovations In Online Research

On October 13th, we held our third annual Innovations in Online Research Conference! The conference was free to attend and it was packed with great content.

You can find [recordings online](#) including:

1) The keynote address by Dr. Sean Westwood describing how data quality in online surveys has led researchers to overestimate the number of Americans who endorse political violence

2) Our panel discussion about data quality

3) Our participant panel, moderated by [Caitlin Harrington](#) of WIRED, focused on what it is like to be an online research participant, why people use sites like Connect, and what makes their experiences enjoyable or frustrating. If you've ever wondered who participates in your studies and why, this session is a must watch!

4) Several talks about complex sampling techniques, such as dyadic studies, longitudinal sampling, clinical sampling, and qualitative research

Check out the content online and sign up to receive updates about [next year's conference](#) and our [researcher grant program!](#)

Insights Association Webinar Part II

In October, we presented the second round of our successful webinar series with the Insights Association titled "A Deeper Dive Inside the Click Farm: What Lies

Behind Your Data Part II?"

Hundreds of market researchers attended to learn about the techniques people use to commit survey fraud. You can watch a copy of this talk here and download our free, 5-item tool to help protect your data!

Learn More

This Holiday Season, Give the Gift of a Referral!

Do you know someone who collects online data? Give them the gift of great data quality this year by referring them to Connect! You'll **earn $50**, they'll receive **30 days** to run their studies with **0 service fees**, and both of you will get **great, high-quality data** each and every time you use Connect.

Learn More

Connect is Going International!

As we've traveled to conferences this year, researchers have asked whether Connect is limited to the US or enables international sampling. Even though expanding Connect was always a part of our plan, the persistence of researchers led us to accelerate the timeline.

We're excited to announce that in November we expanded Connect to participants in other English-speaking countries like the UK, Ireland, Canada, New Zealand, and Australia. During 2024, we will expand even further as we work through the necessary logistics of operating across international borders, vetting participants, and finding ways to maintain the same high level of data quality researchers have come to expect.

Learn More

2024 Preview

During the first week of the year, we will be at the meeting for the [Allied Social Sciences Association](#) in San Antonio, TX. This conference brings together thousands of economists to discuss general topics within the field. We'll have donuts and a booth to talk about online data quality.

In February, we'll be at the [Annual Meeting for the Society of Personality and Social Psychology](#). We always enjoy this event, and in addition to donuts and data quality, our team will be giving several talks during the conference!

> **Friday February 9th** - "Navigating Data Quality Challenges in Online Social Science Research."
>
> Rachel Hartman, Leib Litman, and Shalom Jaffe will present during a symposium about data quality. Their talks will cover research on how to counter large language models like ChatGPT, how to separate humans from automation in online surveys, and the negative consequences poor survey data can create.
>
> Post doctoral researcher Nick Stagnaro will also be presenting a large study comparing data between multiple participant recruitment sites.
>
> Put this symposium on your calendar now!
> **Saturday February 10th** - "Considering factors that may threaten the validity of social psychology research."

Aaron Moss will present about what online research participants consider fair compensation as part of a broader symposium about validity in online studies.

CloudResearch Capabilities

In addition to great data quality, we provide researchers with access to participants that are hard-to-reach. Here are just a few of the recent studies we've completed.

1. We helped researchers at Utah State sample 360 adults with different gender identities. 90 participants were transgender men, 90 were transgender women, 90 were cis gender men, and 90 were cis gender women.
2. We helped an online retailer sample over 700 consumers who had purchased home furnishings in the last six months and had household incomes ranging from less than $50,000 to over $250,000. We delivered more than 130 participants with household incomes of $250,000 or more!
3. We recruited 400 people in Pakistan. The study focused on science and religion and we helped the researchers find 400 people who spoke English and met other eligibility criteria.

If you have a study you want to run but you're unsure if you can find the right people, let us know! We can check the feasibility across all of our products and provide you with a quote.

CloudResearch Seminars and Brown Bag Talks

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

Are you looking for speakers in your department, program, or lab during Spring 2024 semesters? If so, we're available!

Members of the CloudResearch team regularly present at conferences, seminars, and brown bags. Just this past week, we gave a talk to researchers at the Stanford Behavioral Lab.

Feel free to contact us if you are interested in a talk about online research.

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!

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To stay informed about product developments, promotions, contests, and other happenings at CloudResearch, be sure to read our quarterly newsletters, sign up for our blog, and follow us on social media!

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