



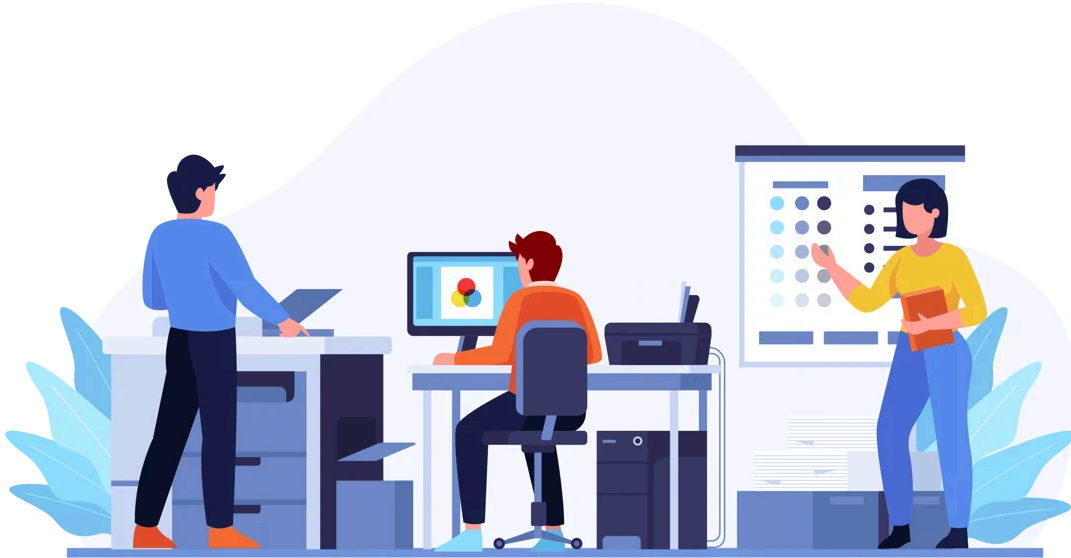
Participant Newsletter

Happy Holidays!



In this year-end newsletter, we have some good news about the participant experience on Connect and a heartfelt thanks from everyone at CloudResearch for the time and effort you put into projects on Connect.

We look forward to a new year!



Connect Grew!

2024 was a great year for Connect. Each month, we saw more researchers sign up to use the site and more projects being launched than ever before. Although the number of participants continued to rise as well, as a participant we hope you noticed more opportunities that translated into more earnings in 2024.



We're Raising Project Minimums

We recently decided to raise the minimum and recommended payment amounts on Connect. Our minimum payment amount has increased from a rate of \$6/hour (10 cents per minute) to a rate of \$7.50/hour (12.5 cents per minute). In addition, the recommended payment amount has increased from \$7.50/hour

to \$10/hour (16.67 cents per minute). We expect these increases will be welcome news to participants.



Partial Completes Expanding

In the coming months, we will be expanding a system of partial study completions that we have been pilot testing for much of 2024. If you have not yet seen these projects, partial completes are studies in which it is possible for participants to get terminated before they complete the full study. These studies have an icon attached to them and require you as the participant to acknowledge that you may not complete the full study or receive full compensation.

Partial completes are useful to researchers for many reasons, the most common being demographic screening. We still require researchers to compensate participants at the same rates mentioned above, but as a participant it is important to know that you may see more of these studies in the coming months.



Look for Projects with Greater Engagement

Beyond changes in payment norms and partial completes, you may notice studies that ask for greater engagement in 2025. That is because we are rolling out tools on the researcher side of our site that make it easier for researchers to manage longitudinal or multi wave follow up studies. Studies that require this type of engagement are good news for participants because these projects typically pay above average wages. By making it easier for researchers to conduct these complicated projects, we hope to lower the barriers to learning about people’s thoughts and behaviors while delivering more opportunities for participants to contribute to science and earn money.

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