⚏ CloudResearch®

Partnering for Success—This Year and Next Year

At CloudResearch, we believe that success in what we do goes beyond providing a platform for surveys and experiments—it's about building partnerships. As a result, our team strives to act as an extension of your team, helping you study people and behavior in ways you didn't know you could.

Now, I know that a business talking about a "relationship" with clients can sound trite; businesses say this stuff all the time. But, at CloudResearch, we mean it. And, the examples in this year-end newsletter show it.

In this newsletter, we highlight some of the partnerships we've forged over the last year. From large-scale behavioral studies to mock jury trials, from data labeling tasks to novel dyadic designs, and from innovative AI-powered research to a lot of political polling, we're proud of what we helped researchers

accomplish in 2024. We look forward to more of these partnerships in 2025, and beyond.

So, if you have a research problem you've been unable to solve or an ambitious project you're uncertain how to conduct, contact us. We'd love to chat and help you in the way we've helped thousands of other research teams.

Happy holidays and thanks for reading our newsletter!

Aaron Moss

Four Innovative Partnerships From 2024
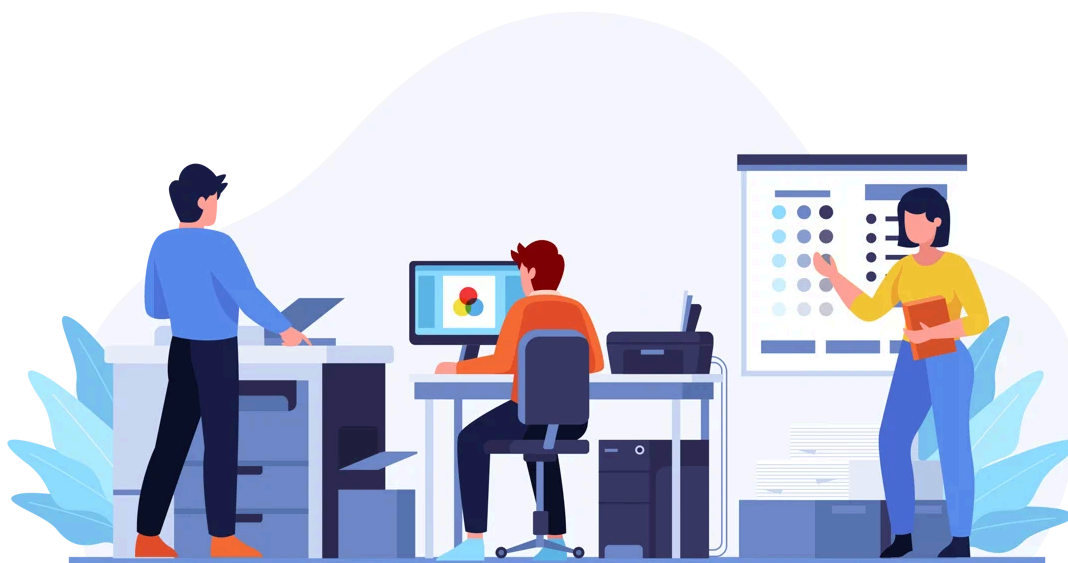
Partnership #1 – Studying Polarization and Political Violence

A few months ago, some political scientists contacted us with an ambitious agenda. They wanted to study political violence, and they wanted to do it by recruiting pairs of participants—dyads—on Connect.

Traditionally, dyadic studies in an online platform that allows for anonymous participation are extremely tough. Not only is there the risk that people will try to abuse the system, but there are many roadblocks to getting someone who is a Connect participant to recruit a friend, family member, or coworker for a single

study.

After meeting with the researchers, our team built a workflow to make the study possible. After the researchers recruited a Connect participant, the participant was instructed to share a special URL with the person they were recruiting from outside Connect. Partners who followed the URL were directed right to the study, removing all hurdles to their successful participation. Afterward, our team helped the researchers match participants' data, enabling the researchers to facilitate about 1,000 conversations on the topic of political violence.

Projects like this would not be possible without a partnership that goes beyond launching a study on Connect. Our team is now working to expand this dyadic recruitment tool into a feature that is available to all researchers early next year.

Did you know we don't charge for representative or Census Matched samples on Connect? This fall's elections seemed like the right time to remind people. Meanwhile, our competitors often charge $1,000 or more for adding these quotas to your study. If you need a Census Matched sample, then you need to use Connect.

Partnership #2 – Dow Jones Customer Insights

It's been an eventful year in U.S. politics. While it can seem like a distant memory, both the Republican and Democratic parties held nominating conventions for President over the summer. These conventions are traditionally a big deal; they produce a lot of media coverage.

During both conventions, we worked with Dow Jones to understand what kinds of stories people were interested in receiving about the conventions and what format they preferred for those stories to be in (e.g., traditional articles, video summaries, etc.).

Using our [Engage survey platform](#) and Connect participants, we conducted **500 in-depth interviews in under one hour**. Then, we used the insights from these interviews to make recommendations about consumer preferences. Because the research was facilitated by AI, it was exponentially faster and far cheaper than traditional methods of interviewing participants. In addition, by removing time as a factor in conducting qualitative work, Engage allowed us to bring the scale of quantitative research to qualitative interviews while also recruiting a more representative sample.

Our team recently presented this work with Dow Jones at The Market Research Event in Orlando, FL. This partnership is just one application of Engage, which we are excited to share with even more researchers next year.

Using AI to Conduct Qualitative and Quantitative Surveys: A Case Study and Demonstration
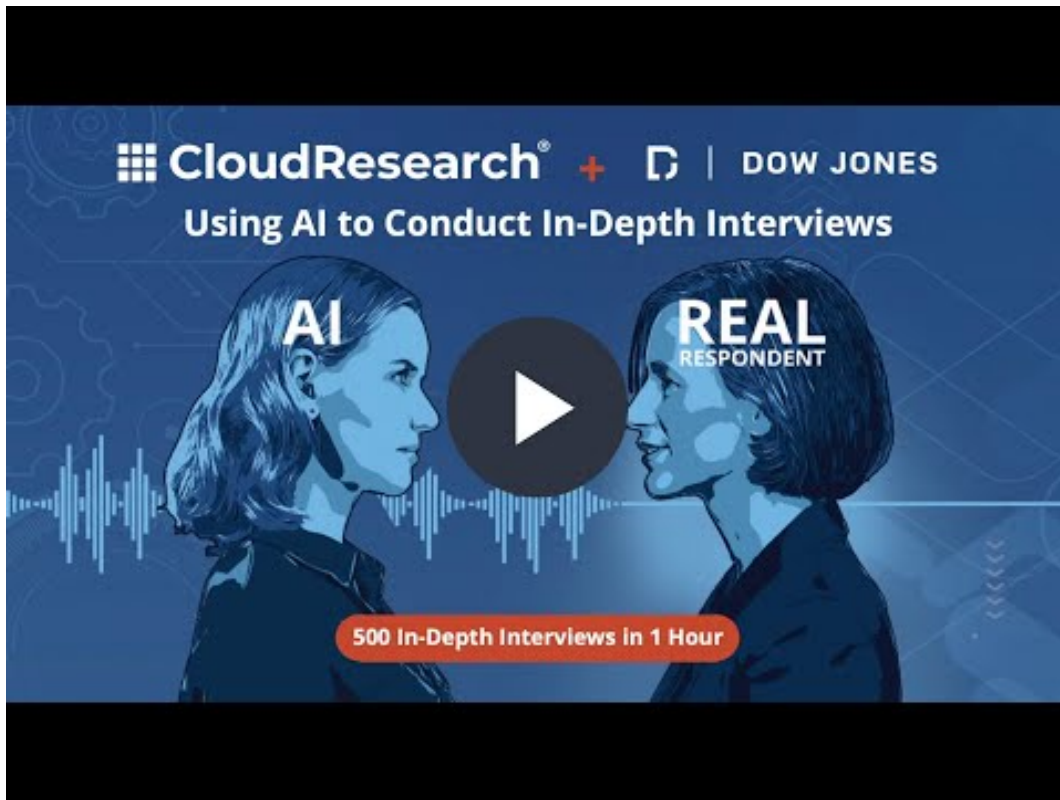
Partnership #3 – Data Labeling for AI

You've probably heard that AI is a big deal. While most conversations about AI these days center on exponential growth curves, risks to humanity, and, of course, how to stop students from cheating, AI models require a tremendous amount of data. Some of this data is tagged and labeled by people.

Earlier this year, researchers at the Max Planck Institute contacted us because they were concerned about maintaining quality in the data labeling tasks they conduct. Our team created a template for AI training that the researchers could use with our high quality Connect participants. Now, the researchers don't have to worry about maintaining quality and they obtain better results.

Partnership #4 – Siena Research Polling Institute

Over the summer, we forged a partnership with the Siena College Research Institute—the outfit that does polling for *The New York Times.* After Siena conducted traditional phone surveys asking people about things like whether they thought each Presidential candidate was "a strong leader," "intelligent," or "able to unify the country," we interviewed people with AI to dig deeper into each concept.

We found that voters emphasized different elements of concepts like leadership, intelligence, and empathy, depending on the candidate they considered. The research was covered by CBS in Arizona, which you can see here.

Following this success, we conducted interviews with voters throughout election season. We asked what people thought about the assassination attempt on Donald Trump, whether the debate changed the mind of undecided voters, what people were focused on in the final days of the campaign, and which factors mattered most after the votes were cast. In each of these polls, we interviewed

more people in less time and extracted qualitative insights at the scale of quantitative research thanks to our Engage platform.

Whether you want to poll people about the election or increase the representation of your sample, save money by doing it with Connect. Check out our [Census Matched feature](#) today and tell your friends. Each [referral you make](#) can earn you money for your research!

Other Ways We Partner with Researchers

We Offer the Biggest Academic Discounts

Did you know that on Connect we charge academic researchers just 25% of what you pay each participant? Most other platforms charge between 30 and 50%. Not only that, but we offer **30 days of no fees** to every academic researcher who signs up, we were the first to offer Census Matched samples at no extra cost, and we don't charge for any of the hundreds of demographic questions you can use to target participants. It's all part of our strategy to offer the [highest quality data at the lowest cost.](#)

We Invest in Education

Over the last year, our team wrote a textbook for research methods. It's titled *Research in the Cloud: A Guide Online Behavioral Science*. It's open-access, forthcoming from Cambridge University Press, and intended as a hands-on guide for people learning to successfully conduct online studies.
So, regardless of whether you'd like to use the book to teach undergraduate methods courses, to facilitate honors projects, to give to new grad students in your lab, or even for yourself, we hope the book helps people better understand what is possible in online research and how to successfully conduct different kinds of projects.

If you'd like an advanced copy, email me at aaron.moss@cloudresearch.com. The other way we invest in education is through our grants program. Last year, we gave grants to researchers studying Antisemitism and Islamophobia, to students in Psi Chi, and through a joint venture with Gorilla experiment builder. You can learn more about each of these ventures here and opt into our marketing messages and social media feeds to find our about grants in 2025!

We Share Knowledge

Like all researchers, we enjoy talking about our work. That's why we're thankful we've received so many invitations to speak at colleges, universities, and businesses in the last year.

Since August, we've given six talks to different groups helping researchers better understand issues of data quality, how to conduct complex projects, where to find online participants, and other issues in online research. If you're interested in having us speak with your organization, check out the topics we speak about and get in touch. We do in person and virtual talks, and we'd love to speak with your group!

We Develop New Tools

Our team is defined by a thirst for innovation; we're always creating something new. These innovations are often aimed at making it easier to access participants or conduct complicated projects. Two recent Connect innovations we're rolling out are called Branches (see the bottom of this article) and Waves.

Branches allow researchers to set up different end points for participants in a Connect project. Just like branches in a survey platform (e.g., Qualtrics) allow you to present participants with different questions or tasks, branches on Connect allow you to do things such as screen participants for demographic characteristics and remove people who fail quality checks.

Unlike Branches, Connect Waves allow researchers to take the tedium out of complex longitudinal and experience sampling projects. For example, imagine you have a daily dairy study that has a morning and evening check in with participants. The study runs for 14 days, which means you need to program 28 Connect projects. In addition, you will want to send reminder emails during the project and you probably want some way to incentivize people to participate in as many waves of data collection as possible. Waves solves your problems.

With Waves, you can set up all the rounds of a multi-wave project at one time. With just a few clicks, program reminders and follow up emails, schedule study launch times, and then let everything go.

We Develop New Tools

We Shine a Light on Good Work

We love to see the research people conduct with our tools, which is why we've spent a good deal of 2024 shining a light on interesting and innovative projects with our Guest Blog series.

Whenever we find an interesting project conducted with CloudResearch, we reach out to the authors and ask if they would be interested in writing a guest blog. Guest blogs allow us to spread the word about a paper or finding to the hundreds of thousands of people who visit our website and who often work in different disciplines or organizations than the original authors.

If you think your work or that of a colleague is fit for our guest blog series, reach out and let us know.

# Help Improve your Research!

This newsletter has emphasized the value of partnerships, and when it comes to maintaining data quality on Connect we want to partner with you!

Our team puts a lot of effort and resources into vetting the participants who sign up for our site. According to a comparison of nine online sources, our efforts are working. But no system is perfect and some people will always slip through the cracks. That is why we have introduced a participant scoring system on Connect.

The idea of the scoring systems is simple: when participants provide quality data and have projects approved their quality score goes up; when participants provide poor quality data or engage in other bad behaviors their score will go down. If people's score drops low enough, they may be asked to leave the site.

But here's the catch: a reputation system only works if researchers provide feedback. Right now, each time you reject or flag a participant, we factor that information into their participant score. In 2025, we plan to expand the options for flagging participants and make it easier and faster for researchers to report participants who engage in undesirable behaviors. By taking the time to flag questionable participants you can help us maintain the health of Connect and limit the opportunities that bad actors have to distort online data.

See You in 2025!

We will leave you with the first ever CloudResearch comic. This was created by our fantastic Senior UI/UX Graphic Designer Edwin Collazo!
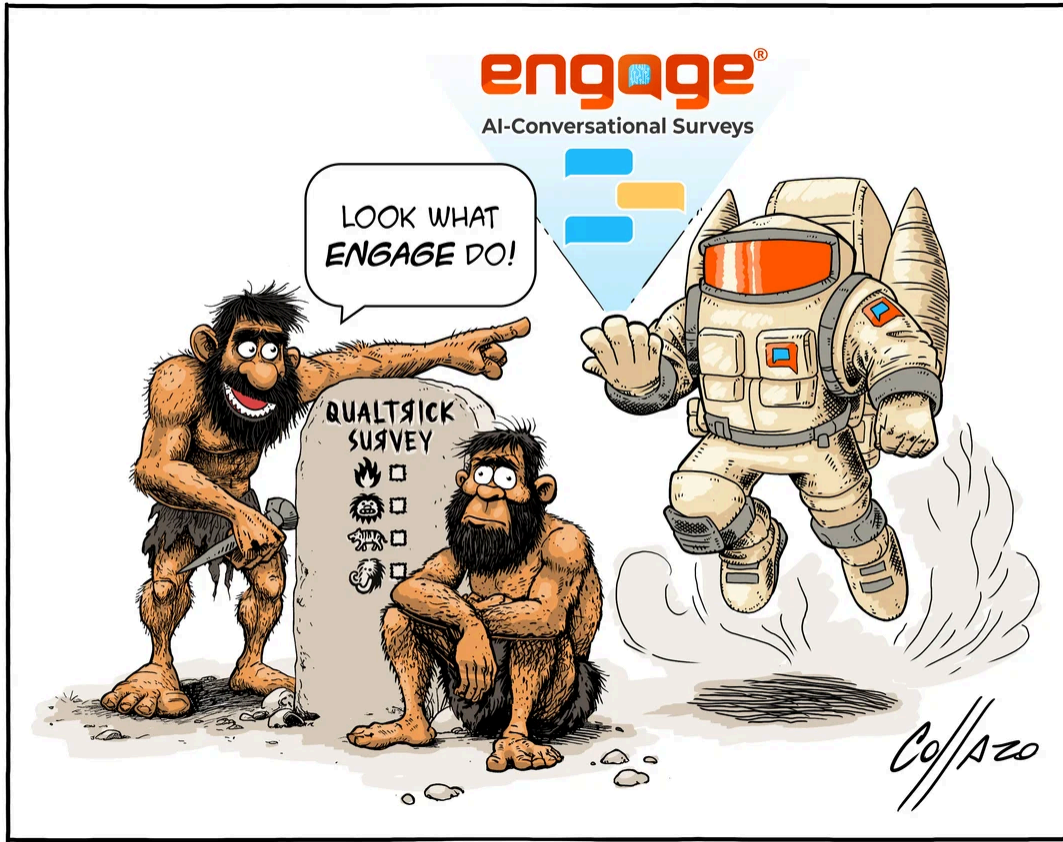
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