



Newsletter - July 2024



Summer Refresh, Enhanced Data: Achieving Superior Data Quality in 2024

As we welcome the sunny days of summer, we at CloudResearch are more committed than ever to providing you with the highest-quality data and cutting-edge solutions that will help your research shine. We're halfway through 2024, and we have a lot of exciting news to share with you. First, we're thrilled to unveil [Engage](#), our innovative, AI-driven survey software developed by CloudResearch's own tech experts and researchers. [Connect](#) also has new and improved features to help make your online data collection easier, cleaner, and faster than ever. Whether you're using Connect or any other of CloudResearch's suite of [products](#), our commitment to providing you with the best of the best in data quality and research solutions remains stronger than ever in 2024.

To sum up the last few months, we've:

- Officially launched Engage!
- Introduced exciting new features to Connect
- Started several new researcher promotions
- Attended 5 major conferences

- Hosted 2 webinars and an [AMA](#) (Ask Me Anything) session exploring Connect
- Awarded 15 researchers grants for our special [grant program](#) to study antisemitism & Islamophobia and 5 researchers grants in collaboration with [Gorilla](#) to support the use of advanced online technology in research
- Released a series of research-focused [blogs](#) showcasing Connect samples in published studies



AI-Conversational Surveys

It's hard not to get excited about the research possibilities with [Engage](#), for both quantitative and qualitative researchers alike. Engage is CloudResearch's very own survey platform that promises to revolutionize the research experience with AI-powered interview capability. Unlike traditional surveys, Engage offers in-depth interactions using advanced generative AI. These interactions allow researchers to conduct qualitative interviews online or to follow up on quantitative measures in more detail, providing deeper insights and a richer understanding of participants' beliefs, feelings, and opinions.

Did you catch our Engage booth at ASSA, SPSP, APLS, CHI, or SIOP? If not, be sure to book a [demo](#) with us to learn more. Here's just one example of what an AI interview looks like on Engage:



Great! It's interesting to see your political choice leaning towards a third-party candidate. Could you elaborate on your motivations for choosing a third-party candidate over a major party candidate? What factors influenced your decision?

I believe that both parties have sold their souls and our country to corporations. I am ABSOLUTELY SICK of being forced to pick between the lesser of two evils. I dream of a day that I get to cast a vote for someone I believe in, whose policies reflect my morals instead of holding my nose and voting for the least awful of the two choices that are chosen for me by the private organizations DNC and RNC.



I appreciate your candid response. It seems like you're really concerned about the influence of big corporations in politics. Could you share any specific incident or policy proposal from a major party that really made you feel this way?

Currently we see the war machine in full force....babies are murdered in Gaza with weapons provided by the USA....by my tax dollars! I cannot afford or access greatly needed health and dental care as an American citizen as we have a for profit healthcare system instead of a socialized healthcare system...but...hey, at least Rathen is making lots of money off of death and destruction.



The interview above is an excerpt from a very exciting Engage study in which we partnered with [Siena College Research Institute](#) to better understand voters who dislike both Trump and Biden (so-called "Double-Haters"). Using Engage's cutting-edge AI technology, we conducted in-depth interviews with over 5000 participants from battleground states. As you can see from the example above, these voters have strong feelings to say the least. Read more about this collaboration in our recent [blog](#) post, and if you'd like to learn more about how to use Engage to gain in-depth insights from participants, join us next Wednesday July 10th from 3-4pm EST for a [webinar](#) hosted by our Chief Research Officer, Leib Litman. Click [here](#) to register.

The Double Haters

Determining the 2024 Election:

Insights from 5000 engage™ Interviews

Hosted by

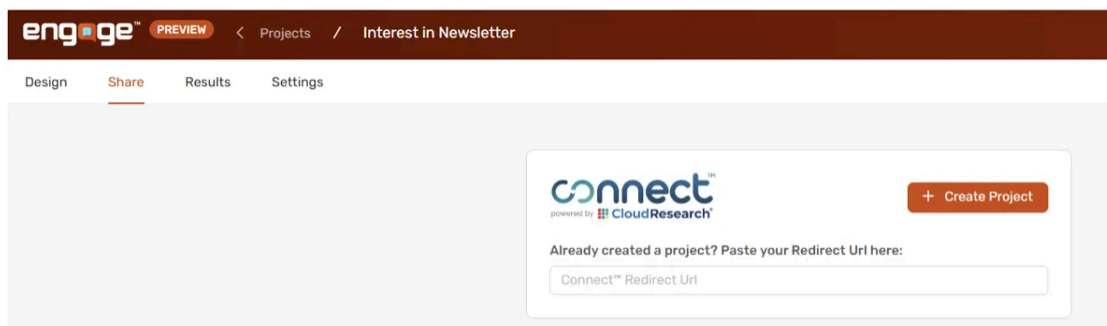
CloudResearch®

Wed
July
10th

3 PM EDT

Microsoft Teams

Where do Engage participants come from? Engage integrates directly with our Connect platform so you can conduct a study with Engage while collecting data from a Connect sample seamlessly.



The integration of Engage with Connect is just one of several new features on Connect. As just one example, researchers can now download a standard set of demographics with every study run, so information such as race, gender, and age are readily available (read more about this feature on our [Knowledge Base](#)).

If you haven't joined Connect yet, we're offering new researchers [30 days to run unlimited studies with zero service fees](#). Soon enough you'll be in the good company of countless researchers who have [published research papers](#) using Connect!

In the rest of this newsletter, you'll find information about the conferences we've attended, including SPSP where members of our research team presented original research in our symposium "Navigating Data Quality Challenges in Online Social Science Research"; information about our latest grant programs; a new publication featuring data quality on Connect; and our new researcher rewards programs.

Thanks as always for reading!

Aaron Moss

Senior Research Scientist

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Bluesky: [@aaronjmoss.bsky.social](#)

SPSP 2024 Conference

We've continued our sweet tradition of donuts and data quality while connecting with researchers at conferences this year. At SPSP, we also joined in on the researcher-side of things and presented original research in our symposium "Navigating Data Quality Challenges in Online Social Science Research" and yours truly (Aaron

Moss) gave a talk entitled “Fair Compensation in Online Research”. If you weren’t able to attend SPSP in person, check out the photos of us conferencing it up!



A part of our symposium featured research from MIT researchers Nick Stagnaro and David Rand, comparing several different online participant panels with over 13,000 participants. Their research demonstrated the high data quality of Connect and its ability to use demographic quotas to improve representativeness.

We’ve really been racking up the miles this year– in addition to SPSP in San Diego, we’ve attended ASSA (Allied Social Science Associations) in San Antonio where we

talked with economists in attendance about behavioral economics and empirical approaches to studying the economy using online research tools.

We attended APLS (American Psychology-Law Society) in LA where we enjoyed talking with attendees about how to take mock jury studies and legal decision-making research online.

In Chicago, we met with I/O psychologists at SIOP and discussed how Connect and Engage could advance research in the area of assessments and scale validation.

Most recently we attended CHI in Honolulu where we introduced attendees to our latest Connect features for AI learning models for data labeling and custom HTML projects.

We've really enjoyed meeting and chatting with researchers across various fields, discussing the diverse applications and benefits of CloudResearch tools. What's more, our nationally representative sample of CloudResearch booth attendees has revealed a striking correlation between interest in high quality data and a love for high quality donuts.



What's the Latest on Connect?

We've continued with our monthly data quality tests where participants are randomly selected to take a short survey containing attention checks. We then look at the percentage of people who passed all questions. Check out that 100% pass rate in April, May, and June coming in hot! 🔥🔥🔥

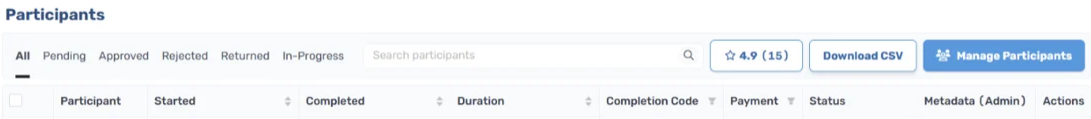
Data Quality Tracker

Passed 3/3 Attention Checks



N = 10% of total population

Get your demographics! With every study that you run on Connect, you can now get demographic information from participants downloaded with the click of a button. This means fewer questions you need to program in your study. When you’re reviewing participants for your study, a “Download CSV” button (see image below) now appears and will give you basic demographic information (age, education, sex, occupation, relationship/marital status, political party, gender, country of residence, household income, race, employment status). Super convenient when trying to make your surveys as efficient as possible! For more information, check out our [knowledge base article](#).



Beyond traditional studies, our Connect platform can now be used to [improve AI models](#) with high-quality, engaged participants—ensuring models are trained accurately and efficiently. Researchers can set up tasks with easy to use templates, suitable for machine learning or even research assistant type [tasks](#) such as literature organization, data entry, or coding. Additionally, Connect now supports customizable complex tasks with a flexible HTML template making it possible to meet your specific needs.

[Sign up now](#) for access to these innovative tools and ensure your AI models are trained with the highest-quality crowdsourced data.

New feature alert! Are you looking to compensate participants for partially completed tasks or pay different amounts for completing specific parts of your study? We're excited to announce that we are developing a new capability to support "partial completes" in studies. Stay tuned for more updates on this feature or contact us for more information.

For advanced researchers that are looking to automate their projects, or view their projects on their custom applications, reach out to us for [Connect API](#) access! We're constantly fine tuning our API and open to discuss features to further enrich it.

Need help navigating Connect? Rest assured. Our exceptional customer support team is always here for you with fast and step-by-step guidance. To supplement our customer support team, you can also rely on help from the AI-powered research bot on our [Knowledge Base](#).

Connect - Researcher



Connect - Researcher · Bot

Hi! Welcome to Connect - Researcher.



Ask me a question and I'll find the answer for you.

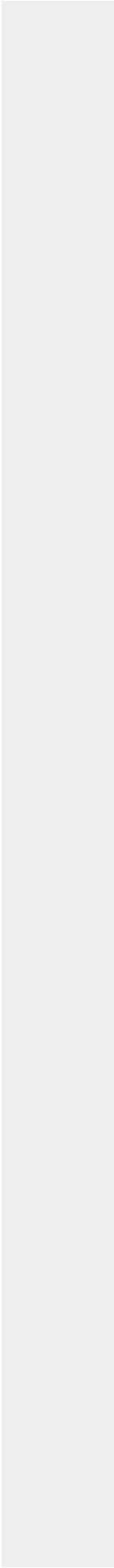
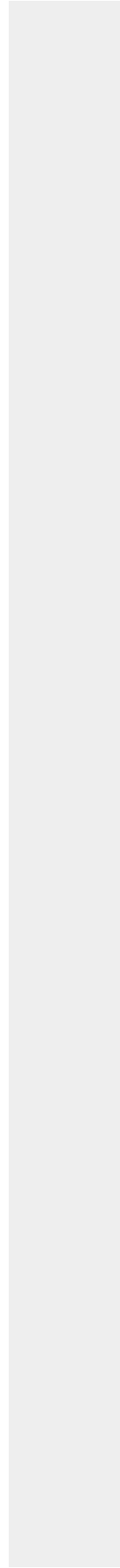
Type your question here...

Antisemitism and Islamophobia Grant Program 2024






At the beginning of the year, we introduced a special-topic [grant program](#) focused on understanding and addressing antisemitism and Islamophobia—a timely initiative

that seeks to fund scholarly research exploring these forms of discrimination, which impede peace and reconciliation efforts globally.

We're excited to announce the winners of our grants, all of whom will be provided with credits for Connect and Engage. We look forward to learning about their important findings from these projects.



 <p>Reeham R. Mohammed</p> <p>Adjunct Faculty at the University of Nevada, Reno</p> <p>Attitudes, Values, and Beliefs about Israeli-Palestinian Conflict: A Contrapuntal Analysis of Oppositional Interview Data from United States Residents</p>	 <p>Jake Womick</p> <p>Assistant Professor at California State University Bakersfield</p> <p>Villains and victims in the Middle East: Understanding the relationship between authoritarianism, Islamophobia, and antisemitism using moral typecasting theory.</p>	 <p>Ashley Fox</p> <p>Associate Professor at the University at Albany</p> <p>Islamophobia, anti-Semitism or Strategic Alliances? What is driving American attitudes towards the Israel-Palestine Conflict</p>
 <p>Shilat Haim-Nachum</p> <p>Postdoctoral Research Fellow at Columbia University & the New York State Psychiatric Institute</p> <p>Jewish American Mental Health Following October 7: The Role of Antisemitism, Jewish Identity, and Intergenerational Trauma</p>	 <p>Jareef Martuza</p> <p>PhD Research Scholar at the Norwegian School of Economics</p> <p>Behavioral Evidence on Antisemitism and Islamophobia</p>	 <p>Emily Gerdin</p> <p>Research Fellow/PhD Candidate in Psychology at More in Common US/Yale University</p> <p>How changing definitions affect attitudes toward antisemitism in America</p>
 <p>Aaron Pomera</p> <p>Postdoctoral Research Fellow at Rice University</p> <p>Simplistic Perceptions of Power Dynamics as an Antecedent of Antisemitism</p>	 <p>Daryl Van Tongeren</p> <p>Associate Professor and Director of Frost Center for Social Science Research at Hope College</p> <p>Antisemitism across the political spectrum: Do left-wing authoritarianism and right-wing authoritarianism differentially predict prejudice against Jewish individuals?</p>	 <p>Jonathan Lane</p> <p>Associate Professor at Vanderbilt University</p> <p>Parent-child Conversations about Jewish People and Antisemitism</p>
		

 Aeelah Granger Postdoctoral Research Collaborator at Portland State University When Semantics Matter: The Effects of Language on Islamophobia, Antisemitism, and Perceptions of the Israel-Palestine War	 Joseph Wagoner Postdoctoral Research Associate at the University of Colorado, Colorado Springs Incongruent Social Media Posts, Moral Attributions, and Prejudice Reduction: An Experimental Investigation	 Nikhila Udupa Graduate Student Researcher at Florida State University Anger, internalizing distress, and coping strategies in the face of increasing antisemitism and Islamophobia: A mixed-methods approach to discrimination research
 Andrea Soledad Matos Devesa Postdoctoral Research Fellow at The Chinese University of Hong Kong Trust in Media, Radicalism, and their Roles in Islamophobia and Antisemitism	 Kimberly Rios Professor at the University of Illinois Urbana-Champaign Do Jewish Americans Identify as White? Consequences for Anti-Semitism	 Jamie Katz PhD student at Arizona State University The Emotions Driving Antisemitism and Islamophobia

Gorilla X CloudResearch Grants 2024

Another grant program we're excited about is our partnership with Gorilla to offer a 1-year Gorilla Researcher Standard Subscription, plus \$300 from Gorilla and \$300 in CloudResearch credit. This [grant](#) offers early career researchers, postdocs, and grad students the ability to use the latest in online behavioral research tools. Check out this year's impressive [grant winners](#).



Gorilla & CloudResearch Grants for Behavioral Researchers

CloudResearch Guest Blog Posts

We've been featuring various important and topical research papers that have used CloudResearch for data collection. Check out the blog descriptions below, and be sure to visit the links for the complete articles.

[Alexander Landry and colleagues](#) investigated factors that correlate with Americans' support for partisan violence— the use of physical force to hurt, damage, or kill political oppositions. They found that people who endorsed a need for chaos, beliefs about social hierarchy, and dehumanization of social groups were all more likely to endorse partisan violence.



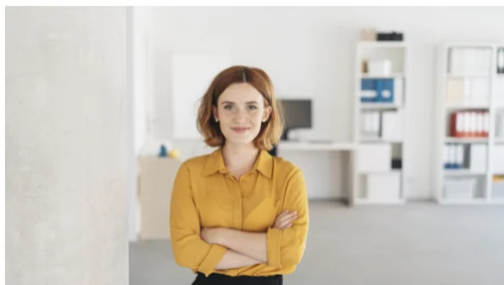
[Art Marsden and colleagues](#) have developed a database of stimuli featuring realistic faces, artificially created to vary in perceived race and ethnicity. The faces were tested using Connect participants who rated various faces on perceived race/ethnicity, how much they looked like a member of a racial group, gender, age, attractiveness, and happiness. This database will help researchers obtain images that are both more controlled and generalizable in their studies.



[Jake Teeny and colleagues](#) explored the impact of sellers expressing enjoyment in product creation on potential buyers. They found that buyers are willing to pay higher prices when sellers demonstrate enjoyment, interpreting the enjoyment as an indicator of higher quality. Conversely, sellers tend to charge and accept lower prices for products they enjoy producing.



[Christoph Daldrop and colleagues](#) examined the negative bias people have against young leaders compared to older leaders from a gender lens. They found a negative age bias toward young leaders compared to middle-aged and older leaders; however, this age bias applied both to men and women



In his dissertation research, [Jared Wilson](#) explored the difficulties of remote work on work-family balance. His findings showed that, while having more workplace autonomy was linked to better job performance, it also was related to greater interference between work and family life.



[Sashrika Pandey, Smitha Milli, and colleagues](#) investigated how Twitter (X) algorithms influence how people feel about different political groups. Their research showed that when people saw a Twitter feed based on their engagement with content, they saw more posts that were emotional and showed anger towards political groups they didn't belong to, compared to a chronologically-based Twitter feed.



For her dissertation research, [Bolanle Dahunsi](#) explored whether expert style advice can help consumers to choose clothes more wisely. Her findings revealed that although such advice can offer significant input for crafting recommendations that focus on the users' needs and preferences even if it doesn't completely match the tastes of young adults.

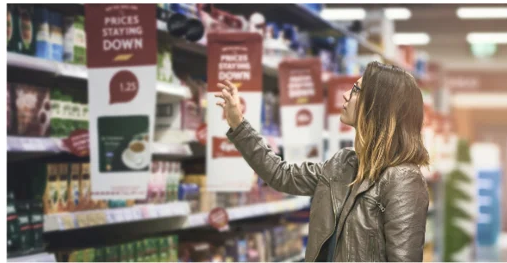


[David Santos and colleagues](#) examined the effect of holistic vs. analytic thinking styles on assigning causal responsibility. Their findings demonstrated that holistic thinkers (vs. analytic thinkers) assign more responsibility to a cause when there are

mixed positive and negative outcomes and when there are multiple (vs. single) consequences.



[Zoe Lu and colleagues](#) introduced the "Short-Asking with Long-Encouraging" (SALE) strategy for sales promotions, combining long-term stock-up messages with short-term consumption queries. Using both field and online experiments, this approach significantly boosted product purchases by prompting customers to rethink their purchase quantities.



[Chenyan Jia and colleagues](#) examined how integrating democratic values into AI can help to build a better social media feed. Across three studies, their findings demonstrate that removing and downranking anti-democratic attitudes from social media posts reduced partisan animosity without affecting participants' experience or engagement on social media.



[David Miller and Serena Smith](#) explored whether tourism might begin to decrease in states that have recently restricted key democratic rights. Their findings suggest that states experiencing democratic backsliding may suffer some lost tourism revenue, but it may not be enough to deter politicians.



[Laura Boman and colleagues](#) examined the ethical challenges in U.S. college athletics, focusing on the influence of coaches and student athletes as role models. Their findings revealed that misconduct by coaches more significantly reduces game attendance than that by student athletes, due to higher ethical expectations.



[Emily Zitek and colleagues](#) investigated how awareness of a "salient victim" influences people's recognition and correction of positive bias. Through several experiments with Connect participants, they demonstrate that highlighting a victim's plight can prompt those benefiting from bias to acknowledge and act against their unfair advantages.



[Arvid Eichner and colleagues](#) explored the impacts of frequent smartphone use, highlighting how it can lead to stress, relationship issues, and safety risks. The authors introduced two constructs, Problems of Attention (PoA) and Service to Enduring Goals (SEG), to better measure the negative and goal-aligned aspects of this behavior. Validated through a study with over 200 Connect participants, these constructs offer insights for understanding and mitigating the consequences of constant checking.



If you're interested in reading more, head to our [blog page](#) or if you'd rather read about the research from the primary source, feel free to peruse the [over 250](#) publications, theses, and preprints whose authors have used Connect participants in their research.

Active Connect Researcher Promotions and Rewards

To show our gratitude to our researchers using Connect, we're excited to offer a new [rewards program](#). The more studies that you run on Connect, the more rewards you'll receive!

- 10 completed studies: 10% discount for next study
- 25 completed studies: CloudResearch Swag box (single set)
- 50 completed studies: CloudResearch Swag box or lunch for the whole lab
- 100 completed studies: \$100 Amazon Gift Card

Keep an eye out for an email from us (notify@cloudresearch.com) and respond to receive your reward!

In addition to our new rewards program, we continue to offer a variety of ongoing promotions for you to take advantage of:

[Special Offer for New Researchers on Connect:](#) New researchers can still take advantage of running unlimited studies for 30 days, paying only for participant fees.

After 30 days, a service fee of 25% on participant payments applies, lower than the 30-40% charged by competitors. Connect promises superior data quality and user experience.

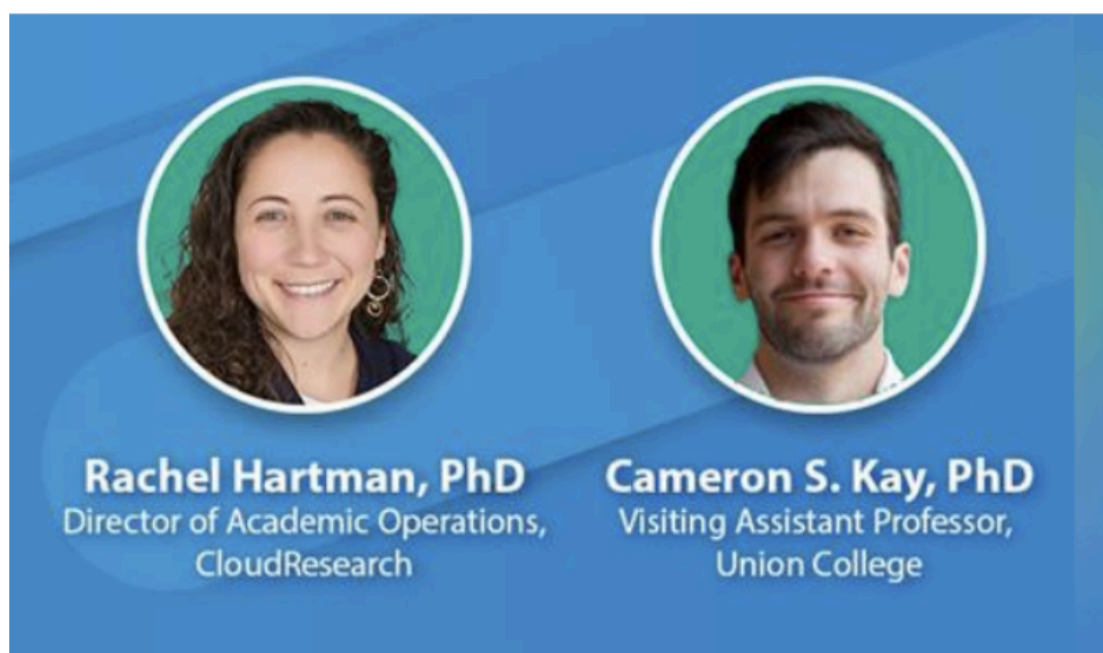
Referral Program: Invite colleagues to Connect and earn a \$50 credit for each successful referral. There's no limit to the number of referrals, and you can track all referrals and rewards on your dashboard.

Credit for Citing CloudResearch in Published Research: Receive a \$10 CloudResearch account credit when you cite Connect, the MTurk Toolkit, or Prime Panels in your published research. Detailed citation formats are provided [here](#).

Feedback and Testimonial Reward: Share your experience with CloudResearch and receive \$10 towards your next study. Your testimonial could be featured on our website or promotional materials.

Catch Them If You Can

Did you *catch* our latest [webinar](#) with guest speaker Dr. Cameron Kay and CloudResearch's Dr. Rachel Hartman on how to identify careless respondents? If you missed it, we've got you covered. Here's a link to the recording: [Catch Them if You Can: How to Identify Careless Respondents with Low Frequency Items](#). Bottom line, the [CIFR](#) project offers a free repository of 660 infrequency/frequency items that help researchers detect and screen out low-quality responses.



CloudResearch Seminars and Brown Bags

Are you looking for speakers in your department, program, or lab during this summer or Fall 2024 semester? If so, we're available and it's a great time to get us on your schedule.

Members of the CloudResearch team regularly present at conferences, seminars, and brown bags. Just in the last few months, our Chief Research Officer, Leib Litman, has given talks in the Department of Psychology at Siena College and Northwestern University.

Check out our [seminar topics](#) and feel free to [contact us](#) if you are interested in a talk about online research.

SEMINARS AND BROWN BAG TALKS

Learn how you can improve online research at your institution

Collaboration Connections

New to our newsletter is the opportunity for researchers to connect with one another. Our first chance to collaborate comes from Dr. Farnoush Reshadi at Worcester Polytechnic Institute. Please read the note from Dr. Reshadi below and consider this important endeavor to identify inattentive participants on crowdsourcing platforms. And contact us if you'd like to post a collaboration opportunity in a future newsletter!

*My name is Farnoush Reshadi, and I am an Assistant Professor of Marketing at Worcester Polytechnic Institute. I am currently working on a project to develop a novel technique for identifying inattentive survey participants on online crowdfunding platforms. To ensure the generalizability of my findings, I need to collect attentiveness data from real-world surveys across various contexts. Therefore, I am seeking your help. I am looking for volunteer researchers to assist with this endeavor. **Those who volunteer will be entered into a raffle to win one of four \$100 prizes.***

If you wish to help with data collection, you will be asked to add a few questions to a research survey that you have already planned. Specifically, you will be asked to: Add questions to record the timing of question completion on each page of your survey (called Timing question on Qualtrics).

Embed a few common attention check questions (e.g., bogus response, instructional manipulation checks) of your choice within your survey.

Include a short essay question at the end of the survey that prompts participants to reply to a specific question related to the study's context.

- *Add a self-report attention check question at the end of the survey.*
- *Share the data related to attentiveness with me (data recorded from the bullet points above as well as data on straight lining and variability) after data collection is over.*
- *Share some information about the survey (whether it was incentivized or not, the topic of the survey, participant compensation, platform used to collect data, and average response time).*

Please note that I will report this data on aggregate and will not reveal the name of the researchers in my final report to protect their privacy. Please also note that the attentiveness questions must be submitted to your institution's IRB as a part of your survey's IRB application before data collection. If you wish to volunteer or have any questions, please reach out to me via email at freshadi@wpi.edu.

*Thank you for your help.
Farnoush Reshadi*

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