CloudResearch®

Empowering You with

Premier Research Solutions

As we move into the heart of 2025, we're excited to share new developments designed specifically to help you do better research—faster, more efficiently, and with greater confidence.

Since the start of the year, we've introduced major updates aimed at solving the real challenges researchers face:

- **Improved participant targeting** to streamline recruitment
- **Smarter automation tools** to reduce manual setup
- **Refined fraud detection** to protect data integrity
- **AI-powered insights** that help you interpret results faster

Every enhancement we've made is focused on **saving you time**, **boosting data quality**, and **giving you more control** over your studies. Whether you're running a complex longitudinal design or launching a quick experimental study, we're building the tools that support your research from start to publish.
In this newsletter, you'll find a breakdown of the new features, upcoming releases, and ways to get more from CloudResearch—so you can spend less time troubleshooting and more time discovering.

Thanks for being part of our research community!

- The CloudResearch Team

connect™

Connect in the Classroom

CloudResearch is creating up to **$50,000** for student projects in undergraduate and graduate courses. Instructors can apply for **$400** to recruit participants on Connect. Congrats to all our Spring 2025 winners!

Apply for Fall 2025

How Researchers can Support the Spark Fund
Researchers can contribute to the Spark Fund effortlessly while funding their own studies! When you fund your CloudResearch account via ACH (bank transfer), you'll have the option to opt-in and receive 1% back to use toward your research. Additionally, CloudResearch will match this with another 1%—at no extra cost to you—and contribute it directly to the Spark Fund, helping support student research projects.

Guide Student Learning with Our Open-Access Textbook: **_Research in the Cloud_**. This is not your typical research methods textbook. Instead, it's an innovative, project-based guide to learning about behavioral science and online research that engages students by sparking their curiosity for discovering new things.

Forthcoming from Cambridge University Press

Want a preview? Request access here and be among the first to explore the book when it's published!

Connect's new Waves feature makes running longitudinal and daily diary studies effortless. Researchers can set up multi-stage studies in one session, customizing wave frequency, launch times, and participant eligibility. Waves automate study logistics so researchers can focus on insights.

Are you planning a longitudinal or daily diary study? If so, explore Waves here.

Lowest Fees & an Exclusive Offer for Academic & Non-Profit Researchers

To uphold our commitment to the academic and non-profit researchers, these accounts continue to benefit from a reduced service fee of 25%. Moreover, new academic and non-profit Connect users enjoy ZERO service fees for their first 10 days.

To receive the academic discount, simply sign up with your educational institution email. If you registered with a different email, email connect-support@cloudresearch.com from your academic address and include the account email for the discount. Non-profit researchers can also email us with their organization details, and our team will process the request.

Learn More

engage®

Updates: Smarter, More Powerful Research

Engage has seen major enhancements this quarter, delivering new features that improve usability, security, and AI-driven insights.

- **Example Projects Are Here!** Researchers can now explore pre-built Example Projects, providing real-world templates to jumpstart your studies.
- **Advanced Insights & UI Upgrades** – Creating projects from templates now includes a countdown and progress bar.
- **Enhanced Fraud Prevention** ensuring the highest-quality responses.
- **Expanded CSV Downloads** – Now includes **demographics, activity/inactivity times, and detailed participant actions**, making data analysis even more comprehensive.
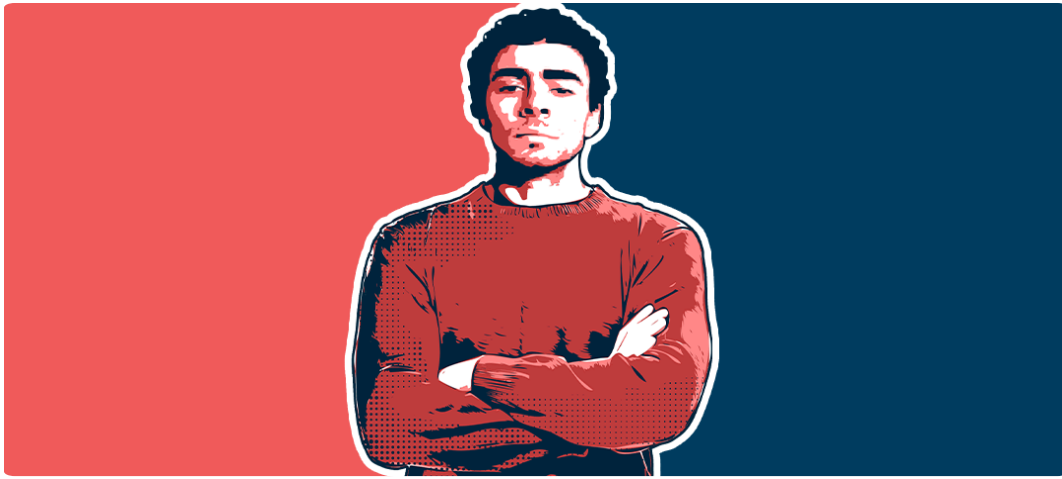
Deep Insights into Public Sentiment

As the **trial of Luigi Mangione** unfolds, national media outlets, including **CBS News**, have covered an Engage-powered study, sharing public opinion around his actions and their broader implications. We analyzed public sentiment surrounding Mangione's case, revealing that nearly one in four participants expressed some level of sympathy toward him. Using Engage's advanced research tools, the study uncovered key themes behind this sentiment—ranging from frustration with the healthcare system to a perceived sense of injustice. With Engage, researchers can tap into these deep insights in real-time, providing a clearer understanding of how societal events shape opinions and drive discussions.

Read the full blog here.

And if all these exciting updates and powerful features haven't convinced you to switch to Engage, why not see it for yourself? **Try Engage Now—no sign-up required!**

Where We've Been & Where We're Going!

We've had an incredible start to 2025, attending **QRCA, SPSP, Quirks LA, EPA**, and **SIOP** where we've showcased the highest data quality with a sweet side of donuts! These conferences have been an invaluable opportunity to support researchers' needs, foster new connections, and strengthen relationships.

Check out our latest talk from Quirks LA where CloudResearch's Leib Litman and Gene Saykin from Toluna, explore how cultural nuances impact fraud detection in global research. Insights from Sentry's behavioral screening technology reveal how standard quality checks can introduce bias—and how we optimize fraud prevention for both efficiency and accuracy.

As we look ahead to **AAPOR in St. Louis from May 14th-16th** and other conferences, we're excited to continue these conversations, support researcher needs and keep raising the bar for data quality—one donut at a time!
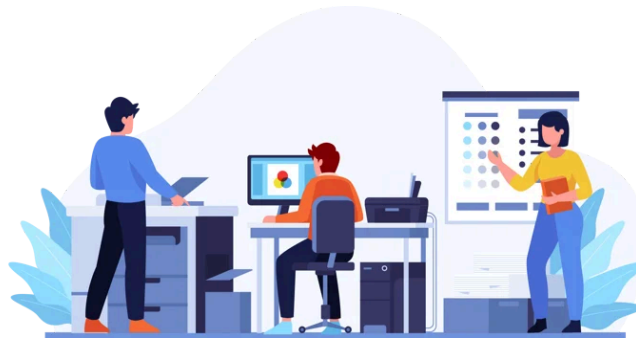
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