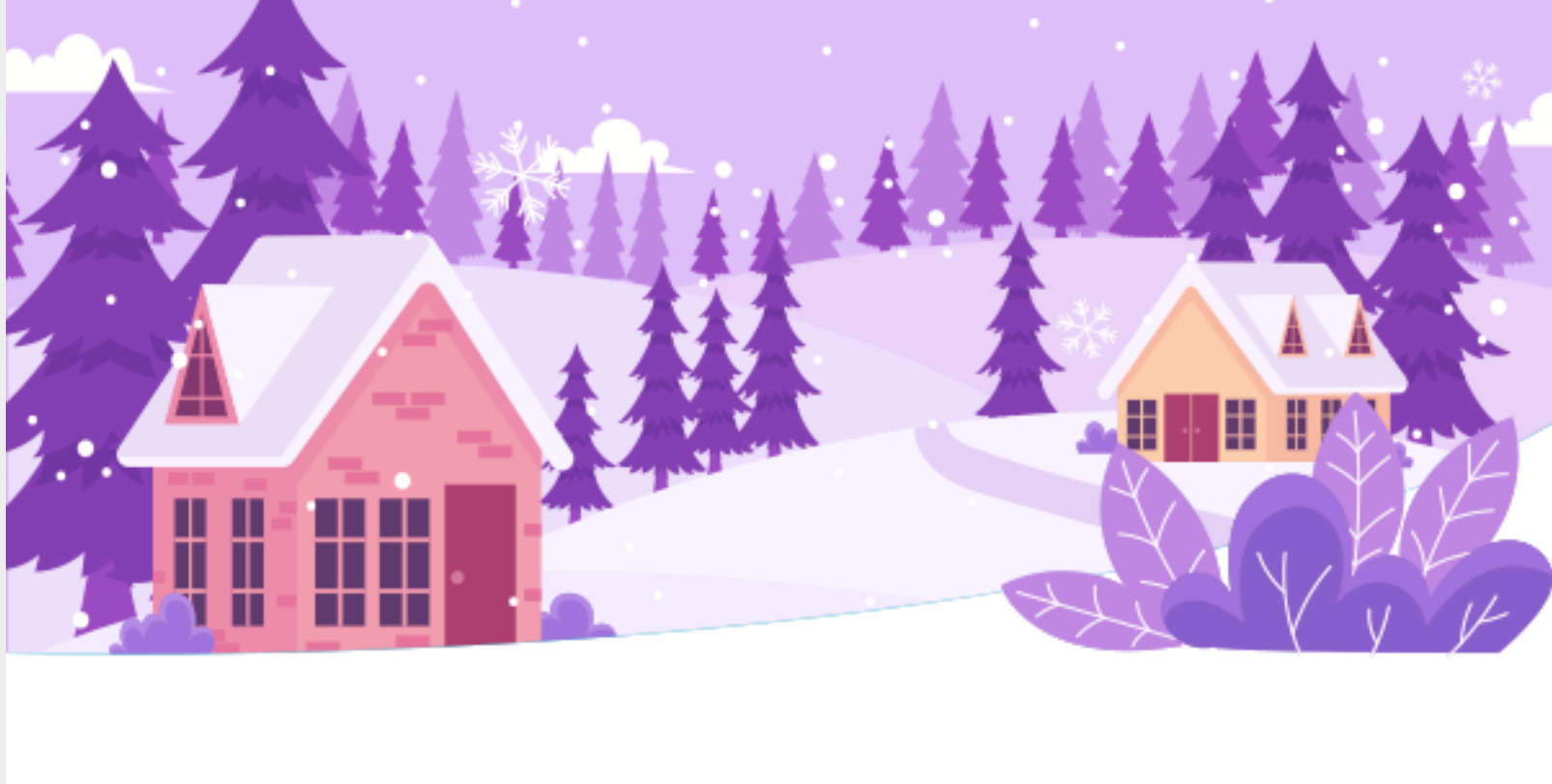


End-of-Year Highlights

Happy Holidays & New Year!



As we wrap up the year, we're excited to share highlights across our webinars, conferences, product updates, research milestones, and what's ahead in 2026. Thank you for being part of our community—we couldn't do this without you!

Important Note: Like many of you, members of our team will be taking time to celebrate the holidays with family and loved ones. Support inquiries will still be monitored and answered, but responses may take a slightly longer than usual during this time. We thank you for your patience.

Webinars

Watch the Latest Recordings

We hosted several well-attended sessions this year focused on innovation, data quality, and the future of research. If you missed them or want to revisit the conversation recordings are now available.

IA Webinar Nov 18th

Key Takeaways:

- **Move beyond traditional surveys with conversational AI**
 - Conversational AI enables richer, more natural responses at scale, uncovering the deeper *why* behind consumer behavior while maintaining methodological rigor.
- **Discover drivers you didn't know to ask about**
 - An inductive, AI-driven approach allows researchers to surface unexpected psychological motivations—going beyond predefined scales and confirmatory research.
- **Achieve qualitative depth at quantitative scale**
 - Conversational data can be systematically transformed into robust quantitative insights, supporting segmentation, persona discovery, and scalable analysis.

Watch Now



MRII Webinar Dec 17th

Key Takeaways:

- **Traditional Detection is Obsolete**
 - Standard attention checks, logic puzzles, and “reverse shibboleths” are no longer effective—AI agents now pass them at a 99.8% rate.
- **The Economics Are Shifting Rapidly**
 - While human fraud is currently more cost-effective than autonomous agents, this barrier is temporary—AI-driven fraud will soon become scalable and economically viable.
- **Shift from “What” to “How”**
 - To distinguish humans from AI, move beyond analyzing what participants answer—focus on how they answer: mouse trajectories, keystroke dynamics, and velocity profiles.
- **Event Streaming Achieves >99% Accuracy**
 - In blind validation testing against sophisticated AI agents, Engage's Sentry system achieved an integrated detection score of >99% with a false positive rate below 1%.
- **The “Cat and Mouse” Requires Evolution**
 - There is no permanent solution to AI fraud—defense requires a Red Team / Blue Team approach where new attacks constantly test and refine detection algorithms.
- **Deterrence is Key to Prevention**
 - Combining real-time behavioral flagging with verified participant pools and permanent ban policies creates a risk-reward structure that makes AI-based fraud economically unviable.

Watch Now

connect™

Powerful Updates

- Search for multiple Connect IDs at once in manage participants table
- Allow one-minute surveys
- Configure max time on a specific wave

Reminders

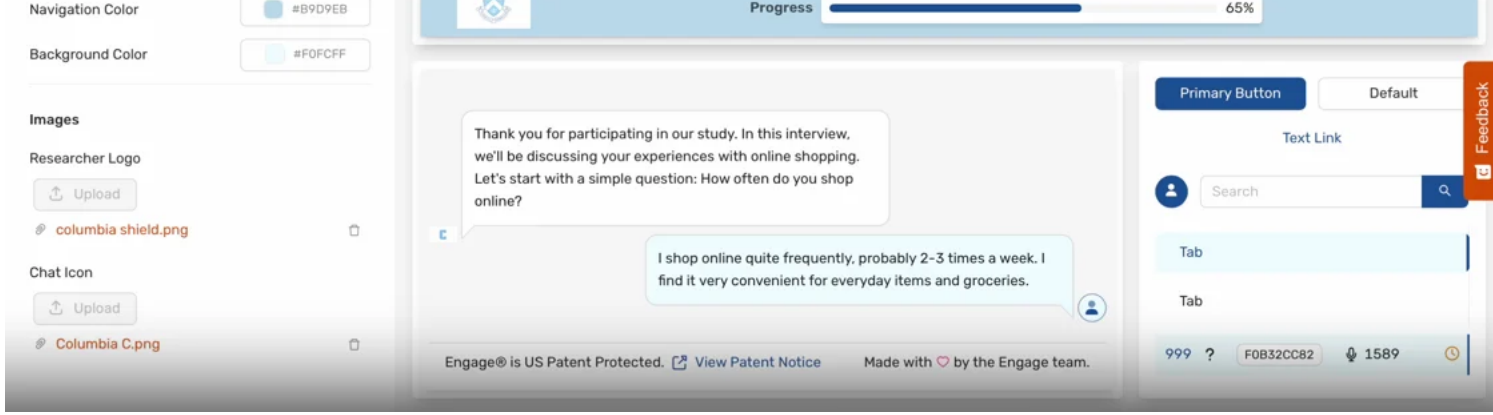
- Please ensure that your contact information and account email are up to date. We may use this information to reach out with study-related assistance or to share important account updates. If you've changed institutions or organizations and need to update your account email, please contact us at support@cloudresearch.com with your current email address and the new one you'd like to use.
- Before launching, we recommend testing the survey to confirm that the Connect ID capture and your selected completion method are functioning correctly. If the completion method is not programmed into the survey, participants may submit manually using “**NOCODE**” or their **Connect ID**. They may also submit this way if they forgot to copy and paste the code or hit the final button to the last survey page with the redirect. These participants will likely still have complete data and can be approved. If any participants appear to be missing in Qualtrics, please review the [Responses in Progress](#) section.

engage®

AI-Conversational Surveys



Powerful Updates



Engage continues to evolve with new capabilities designed to support more flexible and sophisticated research designs.

Recent enhancements include:

- **Custom branding** for improved branding and participant experience
- **MaxDiff support** to enable more advanced preference measurement
- **Compare insights across segments** to easily analyze and compare responses across key audience segments
- **Bot detection and protection** with behavioral detection that analyzes how respondents answer (e.g., typing cadence, mouse movements, navigation patterns)

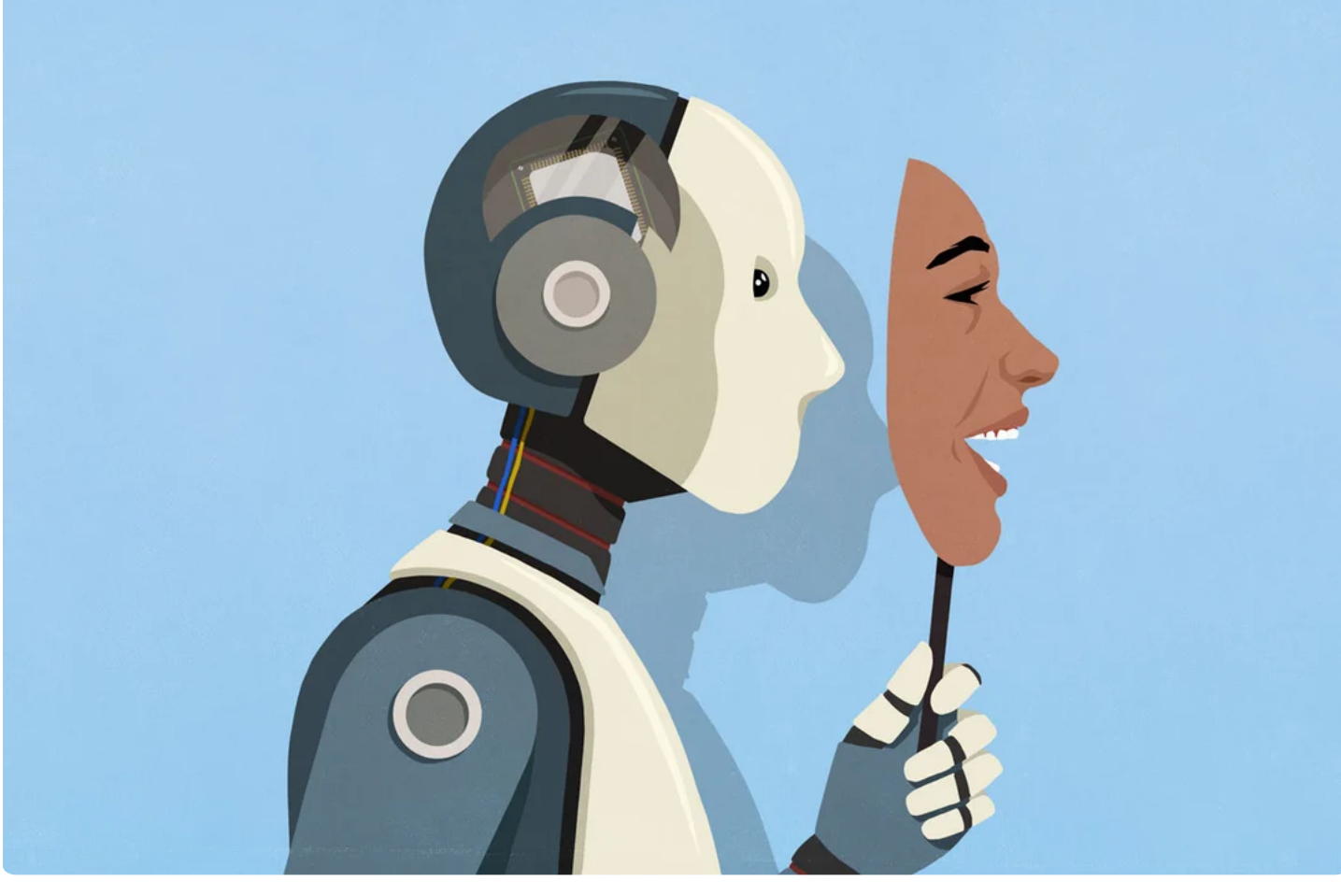
Enterprise Accounts

- Give your entire organization or university secure access to Engage through a centralized and custom branded interface
- Enable consistent research standards, shared tools, and collaboration across teams, departments, or labs
- Simplify onboarding and access management while scaling research capabilities organization-wide
- Receive high-level, personalized customer support with dedicated contact personnel, direct communication channels such as Slack, and on-demand video calls

Learn More

Reminder:

- Researchers using Connect for participant recruitment can run surveys in Engage at **no additional cost!**

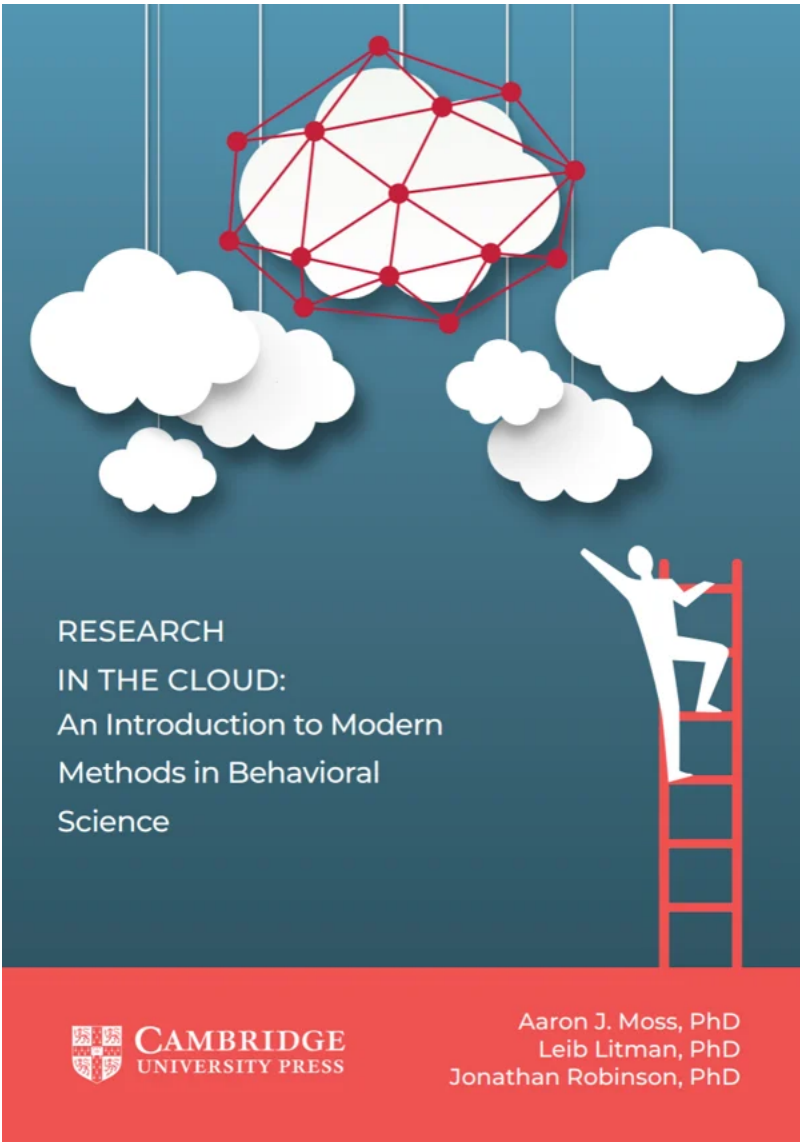


CloudResearch Featured in *Science*

CloudResearch was featured in a recent [Science](#) article examining how advances in AI—**particularly large language models—are reshaping online social science research**. The piece highlights growing concerns that AI agents can now generate human-like survey responses, posing serious challenges for data quality and the validity of online studies. As part of the article, **CloudResearch co-founder Leib Litman** discussed the importance of distinguishing genuine human behavior from automated responses and shared insights into how **behavior-based bot detection systems** can help researchers stay ahead of these emerging threats. The feature underscores the growing need for proactive, methodologically sound solutions as AI becomes increasingly embedded in the research ecosystem.

Read the full article [here](#).

News & Milestones



[Research in the Cloud](#) is in Production

Our open-access textbook, ***Research in the Cloud: An Introduction to Modern Methods in Behavioral Science***, is officially in production with **Cambridge University Press**.

If you've taught with the book or used it in your courses, we'd love to hear from you:

- What worked well
- How students responded
- Any feedback or insights from your experience

Please feel free to reach out to aaron.moss@cloudresearch.com. We truly value your input!

Textbook Preview

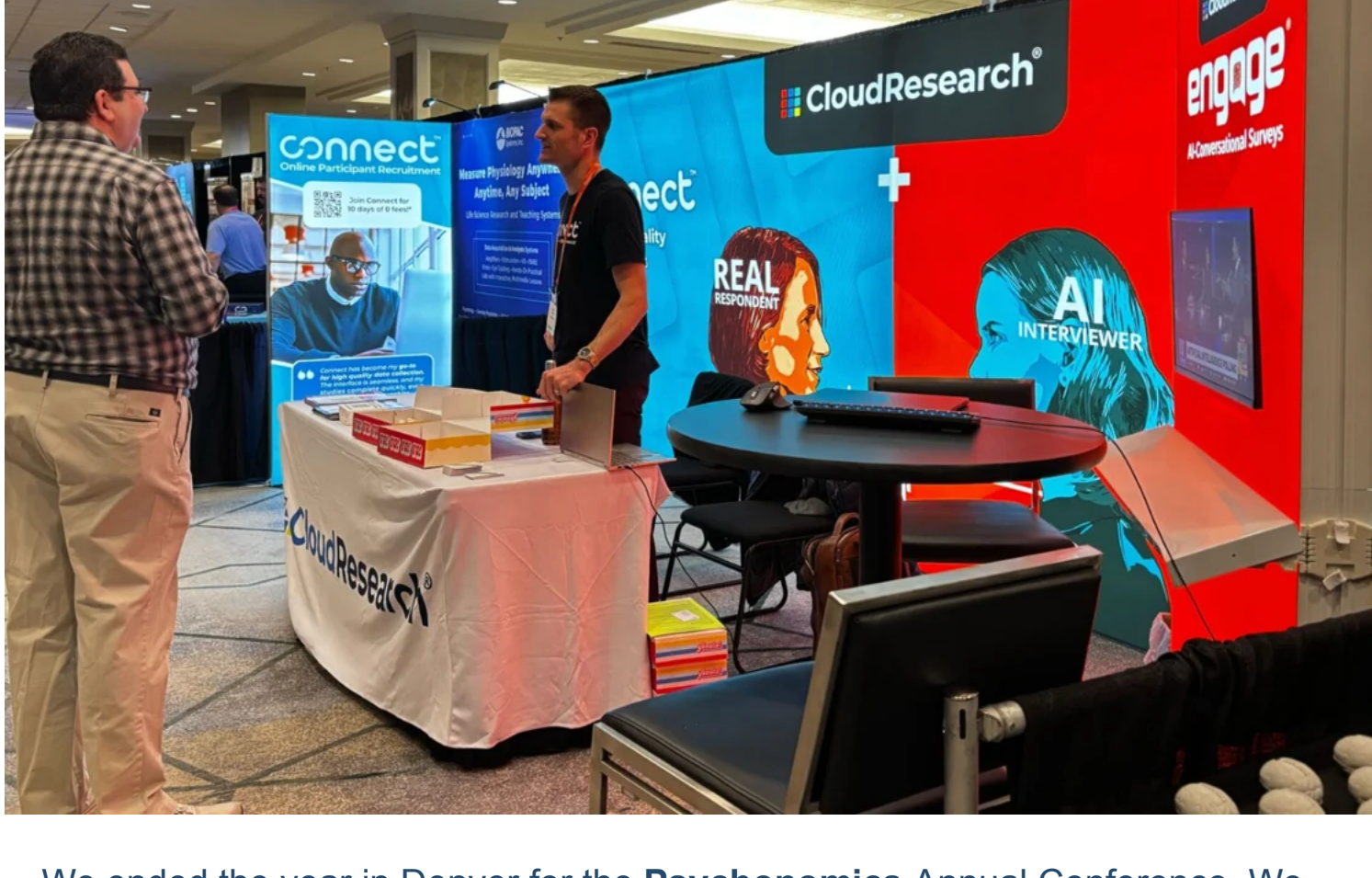
Spark Spring 2026 Winners

The **Spring 2026 Spark Grant winners** will be announced in **January**. We're looking forward to sharing the exciting and innovative work supported through this program—stay tuned!

Still haven't applied? There is time! Instructors can apply for **up to \$400/course** for their student's research.

Apply Now

Conferences



We ended the year in Denver for the **Psychonomics** Annual Conference. We loved meeting cognitive psychologists and hearing about their research!

Next up:

- **NCSPP** (*National Council of Schools and Programs of Professional Psychology*) in Atlanta Jan 19th-22nd
- **SPSP** (*The Society for Personality and Social Psychology*) in Chicago Feb 26th-28th

If you'll be there, stop by the CloudResearch booth to chat about your next research project or learn more about our offerings!