

Newsletter - July 2025

Inside CloudResearch

The Latest Research Innovations



Welcome to CloudResearch's July 2025 Newsletter - your exclusive look at the innovations shaping the future of research. This quarter, we've rolled out powerful new features across our platforms, launched impactful studies with major partners, and continued pushing the boundaries of what AI-driven research can do. Whether you're exploring advanced analysis, segmenting insights, or running large-scale participant studies, there's something here to elevate your work.



Waves Enhancements

"The Waves tool is great! We love how easy it is to use, and it runs itself! Plus, we think the messaging function within the tool is extra great. That has been crucial for us in a current project using Waves."

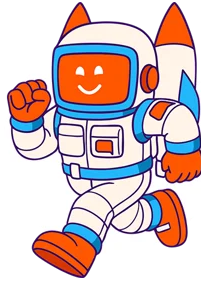
— Nick, Satisfied Connect Researcher

- **Pilot Waves:** Launch pilots within longitudinal projects
- **Share with Teams:** Collaborate more easily across research groups
- **Funding Source Selection:** Choose your preferred payment source for waves whether that be from your main account or a shared Teams balance
- **Demographic Overview Button:** Get a quick visual of sample composition
- **Wave Project Preview:** See participant-facing views before launch
- **Wave Project ID Search:** Easily find your wave projects on the dashboard

Researcher Experience

- **Categorize Rejections:** Quickly identify reasons for participant disqualifications
- **New Researcher Pop-Up:** We now include a liability checkbox and consent before launching so researchers are reminded to test their studies to ensure the survey is working properly
- **Improved Navigation:** A more intuitive interface with easier access to tools and pages
- **CSV Download Improvements:** Expanded task and submission data for custom HTML tasks





Powerful New Question Types

- **Matrix Questions:** Now available with a sleek, responsive UI. Create questions that group multiple statements under a common response scale.
- **Randomized Options:** You can now randomize options for multiple choice questions.
- **Dropdown Format for Multi-Choice:** Great for lists with many options—now display in a dropdown for a cleaner design.

Improved Prompt Engineering

- Better tooling for refining prompts and improved AI performance across:
 - Open Ended questions
 - Multi-Choice questions
 - Matrix questions

Insights & Analysis

- **Multiple Reports:** Generate, copy, and manage multiple themed analysis reports with:
 - Drag-and-drop tabs
 - Editable titles and summaries
 - Table of contents for navigation
- Filter and run insights by segment
- New charts and improved loading speeds

Usability Improvements

- Clone or add questions with auto-focused input
- Rules engine for Skip and Display Logic including AI conditional support.
- Better error feedback and rich text support



Are the Country's Best Days Behind Us?

in partnership with



A new [Sienna College Research Institute](#) poll using **Engage**, our AI-driven conversational survey tool gathered rapid, in-depth insights from New Yorkers, probing attitudes on political and social issues. Participants expressed candid views on sensitive topics, and the AI system maintained high data integrity. This approach marks a shift in political polling, demonstrating how Engage can unlock richer, faster insights.

Read the full blog [here](#).

See the power of Engage for yourself! [Try Engage Now](#)—no sign-up required!

News & Milestones

Groundbreaking Research

We are proud to support a large-scale research partnership between [OpenAI](#) and the [MIT Media Lab](#), which used Connect participants to explore how interacting with ChatGPT affects users' emotional well-being. With over 400 million weekly users, OpenAI sought to answer important questions about whether AI interactions make people feel more or less lonely, and how these experiences shape mental and emotional health. The findings were featured in the MIT Technology Review. You can read the coverage [here](#) and access the full study [here](#). This collaboration is a powerful example of how Connect enables groundbreaking research at scale.

Webinars

We held our **Connect Branches Webinar** on May 22nd—if you missed it, you can [watch the full recording here](#) and explore detailed guidance in our [Knowledge Base article](#).



CAMBRIDGE
UNIVERSITY PRESS & ASSESSMENT

On July 3rd, we hosted a special webinar about our new open-access research methods textbook from Cambridge University Press, ***Research in the Cloud: An Introduction to Modern Methods in Behavioral Science***.

Watch Now

connect™  **WAVES**

powered by  **CloudResearch®**

Looking ahead, we're excited to announce an upcoming [Connect Waves](#) Webinar this August—stay tuned for more details!

Conferences

Our team attended the AAPOR Conference in St. Louis, May 14th-16th where we presented talks showcasing cutting-edge research methods and innovations in survey science.

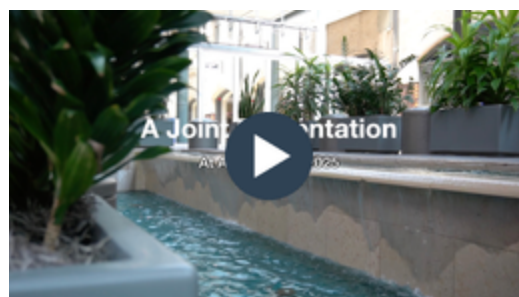
Augmenting Political Polls with AI-Driven In-Depth Interviews
in partnership with



AI-Enabled Interviews vs. Fixed Surveys
in partnership with



THE OHIO STATE UNIVERSITY



We'll be at [APA 2025](#) in Denver, CO Aug 6th-9th. Stop by booth 401 for a sweet treat 🍪 and Engage demo!



As we head into the second half of 2025, we remain focused on building tools that empower researchers to ask deeper questions, reach broader audiences, and uncover more meaningful insights. If you're curious about anything mentioned in this update or want help putting new features into practice, our team is just an email away: support@cloudresearch.com. Keep an eye out for upcoming webinars, new releases, and more innovations just over the horizon.

Thank you for being part of the CloudResearch community!

 **CloudResearch®**

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