

**Newsletter - November 2025** 

## A Season of Innovation



Welcome to CloudResearch's November 2025 Newsletter — your seasonal look at what's new across our products and research community. From updated tools and UI improvements to research insights and major conference highlights, we're thrilled to share how CloudResearch continues to empower high-quality online research.

## **Website Update**

Have you noticed something different? At the beginning of the month, we launched a **brand-new CloudResearch website** — redesigned to make it easier to explore our tools, resources, and research innovations.

Visit <u>cloudresearch.com</u> to check out:

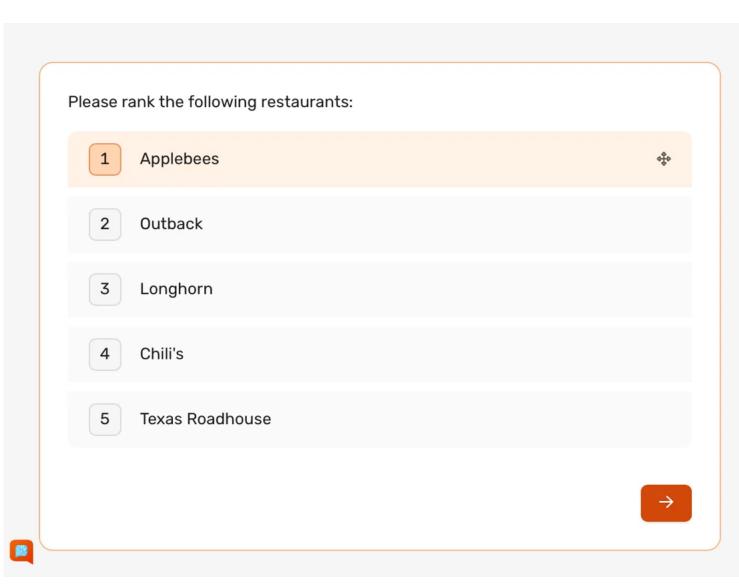
- Streamlined navigation and refreshed product pages
- Dedicated sections for tutorials, webinars, and support Updated visuals and expanded resource library

# connect

### Reminders

- Completion Branches: Use completion branches to screen participants for demographics we do not have available on the demographic targeting page. Offer participants partial payment for their time spent on screening.
- **NOCODE or Incorrect Code:** Remember, participants should *not* be rejected for "NOCODE" or incorrect code issues. Make sure to check your data file for complete, usable data from these participants. If you are using Qualtrics, please also check the <u>responses in progress section</u> for any complete responses.
- PII Collection: Collection of personally identifiable information (such as full names, addresses, or email addresses) cannot be mandatory. If your research requires this information, please contact us at connectsupport@cloudresearch.com so we can assist you!





- Rank Order: allows participants to rearrange items by dragging and dropping them into their preferred order. • Sliders: lets respondents indicate their answer by moving a slider along a
- scale perfect for measuring attitudes, agreement levels, or intensity.
- Question Randomization: ability to randomize all questions within a block
- Speech Mode: ability to choose between speech mode and text modes • Quantitative Top Line Summaries: export charts and tables for quant
- data • Export Survey Design to Word Doc Comparing Tags Across Segments





gather rapid, in-depth insights from New York City voters ahead of the November 4th Mayoral Election. Mamdani's supporters were driven by hope with over two-thirds saying they felt more enthusiastic about voting this year than in the past, seeing his candidacy as a real departure from the status quo. At the same time, his opponent's backers were motivated mainly by fear of Mamdani's policies and of a perceived shift in the city's trajectory. These divided emotional motivations illustrate how Mamdani was able to mobilize a hopeful, forward-looking constituency, that helped secure his win.

Unlock power of Engage for yourself! <u>Try Engage Now</u>—no sign-up required!

Read the full blog <u>here</u>.

**News & Milestones** 



We are proud to support a large-scale research partnership between OpenAl 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, OpenAl 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 in our latest blog <a href="here">here</a> 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 Waves Webinar** on August 28<sup>th</sup> with <u>Kimberly Bigi</u> from

Stanford University's Behavioral Lab. If you missed it, you can watch the full

recording here and explore detailed guidance in our Knowledge Base article.

research methods textbook from Cambridge University Press, Research in the

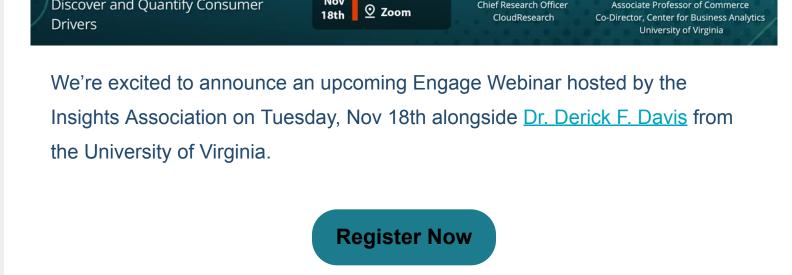
**Textbook Preview** 

On October 23<sup>rd</sup>, we hosted another webinar about our new open-access

Cloud: An Introduction to Modern Methods in Behavioral Science.

**Watch Now** 





### We're excited to announce the Fall 2025 Spark Fund Winners! Congratulations to the recipients whose projects push the boundaries of behavioral and social science research.

Applications are now open for **Spring 2026 Spark Fund** — <u>apply today</u> to secure funding for your class!

Pair Spark with *Research in the Cloud*, to make Research Methods your students'

Conferences

favorite course!

**SPARK Fund** 



 We presented alongside Lara Manuel from Prudential Financial for our session, Revolutionizing Research Speed and Efficiency: How Al-Powered Interviews Deliver Enterprise-Scale Insights

Next up: Psychonomics in Denver, November 20–22

to learn more about our latest updates. And of course, there will be donuts!

If you'll be there, stop by booth 118 to chat about your next research project or