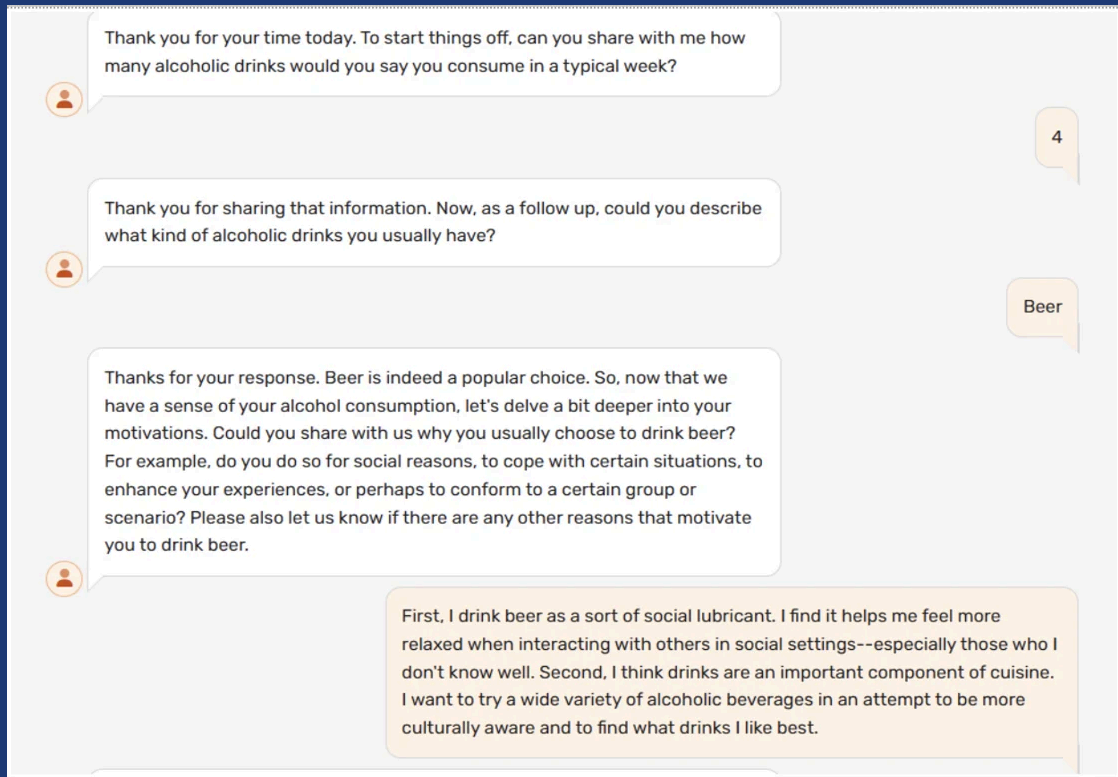# ⦙⦙⦙ CloudResearch®

Newsletter - July 2024

Summer Refresh: Dive into New Research Opportunities!

Dear Connect Participant:

As the summer season heats up, we at CloudResearch Connect remain more committed than ever to providing you with an exceptional participant experience. We're continually thankful to have each one of you as a part of the Connect community in 2024, helping us deliver the highest-quality data.

You may have already noticed more projects using CloudResearch's latest survey-tool, Engage. Engage offers an exciting new opportunity for researchers and participants alike with its AI-powered interview capability. Unlike traditional surveys, when you participate in projects that use Engage, researchers will ask you to participate in interactions with an AI interviewer. These interviews allow you more freedom to express your opinions, while providing researchers with deeper insights. Not only are these tasks highly "engaging," but their complexity also means they often come with attractive pay rates! So keep an eye out for

projects using Engage and AI-interviews. Check out an example of what these interviews look like below:

In the rest of this newsletter, we've got some exciting new features to share with you and more helpful tips to ensure you are qualifying for the greatest number of projects possible, updated information about our new types of tasks for AI training, and an update on the participant scoring system mentioned in previous newsletters.
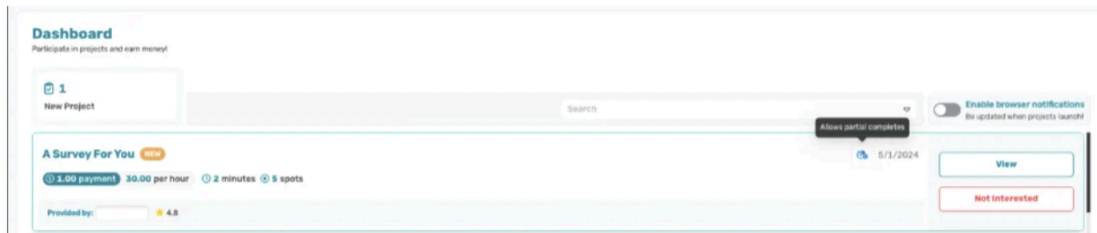
Thanks for reading!
-The CloudResearch Team

Get Paid for Partially Completing a Task

Select researchers now have the ability to provide participants with projects that include partial termination. What does this mean? For these projects (which are marked on Connect with a blue icon next to the study), you may be redirected back to Connect before completing the entire project. For example, if a researcher includes eligibility questions in their study that a participant doesn't meet, screened out participants will still receive partial payment for their time. We'll be rolling this
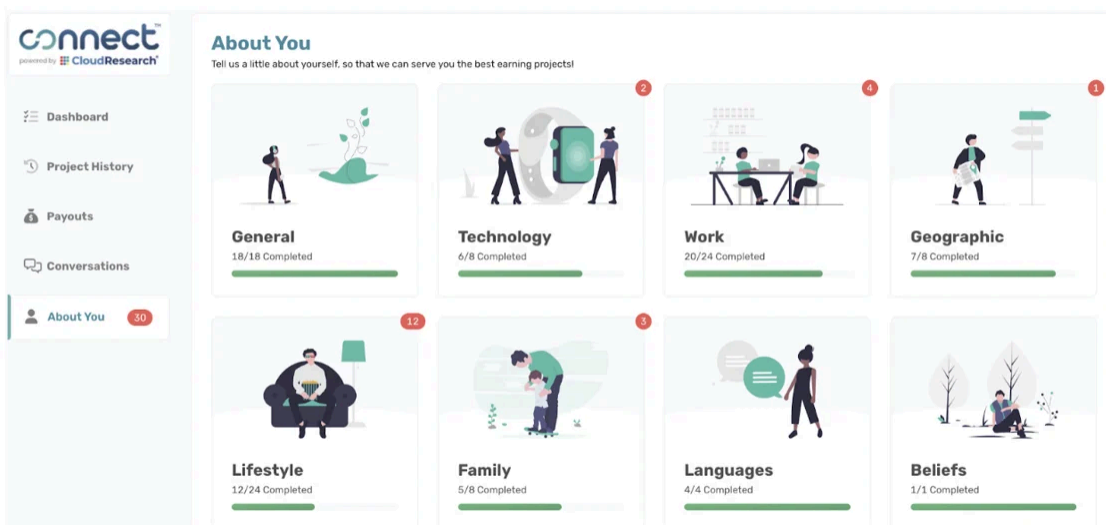
feature out slowly so you may begin to see tasks labeled as partial completes if this feature applies. Read more about this new feature [here](#) on our [Knowledge Base](#).

How to Qualify for More Projects

As a reminder, be sure to follow these tips to ensure you see all projects you're qualified for:

- **Answer the "About You" questions**. Questions in the "About You" section are used by researchers to target projects toward participants. When there are additional questions for you to complete, you'll see a notification with the number of new questions next to the "About You" tab picture below.

Answering questions in the "About You" section allows you to qualify for more projects. You don't have to answer any question you're uncomfortable with, but answering more items will generally mean more projects.

- **Update the "About You" section.** Life happens and details about you may change. Maybe you switch jobs, take up a new hobby, get a raise at work, or start dating someone new. When these or other changes happen, you may want to update information in the "About You" section. If you need to update

your information, you can reach out to our support team. They can unlock qualifications and give you the chance to update your information.

- **Turn on notifications.** Within the Settings of your participant account, you have the option to turn on different notifications. In particular, you can opt to receive SMS text notifications when new projects launch that you are eligible for. These text notifications combined with the browser alerts we offer when you have Connect open are among the fastest ways to learn about studies in real-time.

Notification Settings
See and manage your notification settings
Participant > Settings > Notifications

Phone # None [Add]

Notification	Description	Email	SMS
New Message	Get notified when you have a new message in your inbox	⚪	To enable SMS notifications: [Add]
Project Available Specific	Get notified when projects that you qualify for are available	🟢	To enable SMS notifications: [Add]
Project Updates	Get notified when there is an update to one of your projects	⚪	To enable SMS notifications: [Add]

Note: Notifications do not mean you will receive an alert for *every* project that becomes available to you. Our system prioritizes notifications to participants based on a set of rules and then gradually opens the study to participants who qualify but may not have been notified. This process gives people who are notified a fair chance of taking the project, but it also means some projects may appear on your dashboard even if you did not receive a notification.

- **Provide quality data.** In order to help maintain quality on Connect, we have rolled out our participant grading system. You'll notice how you're doing in general on the Connect participant homepage with a score from 1 to 5 stars. If you click on this information, you'll get a more detailed view of your score which is based on 1) successful submissions 2) identity verification 3) AI-based attention detection 4) rejected submissions and 5) negative feedback. Keep in mind a perfect score is not necessary but we recommend staying in the green.

Your Quality Score
View and understand your quality performance on Connect   ⊗

How are you performing on Connect?

Your score is calculated based on your activity on Connect. The higher your score, the more you will qualify for projects and earn more money.

757
Excellent

★ ★ ★ ★ ★

Tips

Every successful project helps improve your score.

Verifying your identity will also boost your score.

Close

High ratings are desirable because we prioritize people with high ratings within our study notifications (i.e., they will get first dibs and be notified more often). Keep in mind that doing better on projects and following Connect rules will allow you the opportunity to improve your score.

New Types of Tasks for AI Training

You probably know that AI is a big deal, and companies are investing a lot of money to develop large language models like ChatGPT. But did you know that to build those models requires a lot of human data? Researchers often get data for AI applications from crowdsourcing sites like Connect.

Connect now offers new types of tasks for AI training now live and open to researchers. This means more researchers will be posting tasks to gather training data or conduct other small tasks to build projects directly on Connect. As a participant, you can take on more tasks, bringing you even more earning opportunities.

To make these tasks easier to complete, you can accept the project and then complete many tasks without having to submit each one and then accept a new project to complete another templating project. It also allows you to skip tasks within

a project. As the system is used by more researchers, we will continue to look for ways to improve the participant experience.

Reddit Forum

Finally, if you're new to Connect or haven't checked it out yet, don't forget about our Connect Reddit space. It's a place where Connect community members can talk, troubleshoot issues, and get help from CloudResearch employees who moderate the site.

Check out the Reddit board here.

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