Ethics Studio

Recruitment and Retention.

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Recruitment

- The recruitment of participants is a major concern for researchers:
  - Many studies do not meet their target number of participants.
  - Many studies do not have diverse samples.

**NO DATA, NO RESEARCH**
**RELIABLE AND VALID DATA**

- A major issue for recruitment is the public’s perception of research. Potential participants may be reluctant to join a study based on many factors including:
  - socio-economic factors (e.g., education),
  - fear,
  - previous (negative) experience,
  - time,
  - relevance/benefit,
  - privacy.
Recruitment process

1. Identify individuals as potential participants (e.g., students, teachers, parents)
   a. screening or exclusion of some individuals (e.g., Year 9 students, no clinical diagnosis of mental illness or a specialized group)

2. Inform potential participants about your study

3. Obtain consent from potential participants to be part of your study.

4. Encourage completion of research activities (e.g., complete survey at 3 time points, attend a focus group, complete a diary)
Case Study

- Study about social media use and social well-being.
  - Frequency and purpose of social media use
  - Satisfaction with social life and quality of relationships
- Personally approach people around UoMelb asking them to answer a few questions about social media.
- It will only take 5 minutes and we can do it right now.
- Please read this information and sign the consent form.
- Ask the questions and record the answers.
- Thank the participant and ask for their contact details so you can invite them to attend a more in-depth focus group.
1. Who will be recruited?
2. How will participants be identified and recruited?
3. Will the potential participants be screened?
4. What is the impact of any relationship between researchers and potential participants on recruitment?
5. How will the recruitment strategy facilitate obtaining the voluntary consent of participants?
6. How will the recruitment strategy ensure that participants can make an informed decision about participation?
7. Are there any risks associated with the recruitment strategy for potential participants or for the project feasibility?
Identifying Participants - Inclusion/Exclusion criteria

• Must be justifiable and should be fair.
  • Over-researched/protected groups
• should align with both the objectives and theoretical basis of the research.
• The exclusion of some groups may amount to unfair discrimination, and/or exclude individuals and groups from the potential benefits of research.
• Researchers should consider the degree to which including/excluding groups may limit (or compromise) the value of the results of a project
  • Generalisability of findings
Recruitment Methods

• Advertisement:
  • Social media
  • Email distribution lists
• Flyers in public locations
• Snowball method
• Through a third party invitation (e.g., school, doctor, ambassadors)
• Through a presentation/information session (e.g., at staff meeting, in a lecture)
• Videos
Retention methods

- Payment/reimbursement
- Food
- Interpersonal skills (feeling valued/respected)
- Greater good
- Personal feedback

Based on reaching certain stages of the research.
NH&MRC National Statement on Ethical Conduct in Human Research

3.1.17 The recruitment strategy must be respectful of potential participants and their culture, traditions and beliefs and facilitate their voluntary participation.
NH&MRC National Statement on Ethical Conduct in Human Research – Chapter 3.1, Element 2 – Recruitment

• Voluntary participation
• Informed consent
• Respectful
Thank you

Next Ethics Studio dates:
• 21 Nov
• 10 Dec