



UWG Institutional Review Board

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Guidance on Recruitment Materials

All materials used to recruit participants for research studies (such as emails, flyers, social media posts, and videos) should be submitted to the IRB for review.

They should contain the following information:

- The name, contact information, and university affiliation for the Principal Investigator (PI)
- If the study is led by a Student Researcher: the name and contact information for the Faculty Advisor
- A description of the purpose of the research, in which it is clear that this is a research study, in easily accessible language (e.g. layman's terms without jargon)
- A description of what participating in the research will involve, including the time commitment
- A summary of eligibility/inclusion criteria
- If compensation is offered: the amount of compensation
- The UWG IRB approval number (use a placeholder until you receive this)

“Teaser” Materials: For recruitment in a context where size or character length is limited (such as some social media platforms), materials should contain the following:

- Clear language stating that it is a research project
- No misleading statements
- A link referring participants to a full flyer with all the required elements

Best Practices for Recruitment Materials:

- Recruitment materials should make clear to the reader that participation is being sought for a research study
- Recommended wording includes “you are invited” or “participants invited”
- Monetary compensation should not be emphasized (e.g., through bold or a larger font size)
- Avoid statements or implications of benefits beyond what is discussed in the consent document
- Avoid language where participants waive or appear to waive any legal rights