Research Ethics Recruitment Poster/Invitation Guidelines

All posters/invitations should briefly include:*

Study title

Name of the principal investigator/the person to contact for more information

The investigator's university department/faculty/school followed by "University of Victoria" (example: "School of Nursing, University of Victoria")

Purpose of the research study

Participant eligibility criteria

The time commitment required of participants

The location where the research will take place

For materials that will be used on Social Media: a statement to the effect that interested individuals should respond privately, and not post publicly (this is best practice in order to maintain confidentiality)

* If there are reasons why it would be inappropriate to include any of the above information in your recruitment document(s), you can explain this in the recruitment section of the research ethics application.

Additional points:

Texts, illustrations, photos, music, or video should be sensitive and appropriate to the target audience(s) and not be disrespectful of other individuals or groups

Ensure it is clear that this is a research study

It is important not to turn the recruitment document into a consent form

Things to avoid:

Discipline-specific jargon; language should be simple and concise

Acronyms, abbreviations or mnemonics unless they are well known to the public or to the group you are recruiting