

Guidelines for Recruitment of Research Participants

Research Ethics Board

1. Preamble

The following guidelines are intended to inform researchers of the requirements for participant recruitment in research projects. **Please note that recruitment cannot begin until the Research Ethics Board (REB) or the Ethics Review Committee for Student Research (ERCSR) has approved the project.**

In their ethics application, researchers must describe all of their recruitment strategies and provide all recruitment materials for review. There are many ways of recruiting participants (e.g., email, in person, poster, announcement, social media post). Recruitment materials typically give participants a brief explanation, in lay language, of the purpose of the study and what participation entails.

2. Elements to include in the recruitment materials

Recruitment materials should contain the following:

- Full title of the research project
- Mention of the research team (name, status, department, affiliation)
- Statement of invitation to participate in a research study
- Purpose of the study
- Eligibility criteria of prospective participants, including exclusion criteria (if applicable)
- Brief mention of what is expected of participants, including duration
- Mention of a compensation, if applicable
- Statement about the voluntary nature of participation
- Date of approval of the project by the University's REB/ERCSR
- Principal Investigator's contact information, if needing more information about the study
- The University's logo, when appropriate (posters, social media posts, etc.)

Researchers should avoid overly inciting language. Noting that an incentive will be given without specifying the amount is appropriate. If incentives are mentioned, make sure that the information is not overly emphasized. Please note that incentives are separate from reimbursements of expenses incurred by individuals participating in research projects (e.g., childcare, transportation, or parking cost). You can mention these reimbursements, if applicable.

Similarly, you can use images to attract attention, but they should not be overly emphasized. Finally, recruitment materials should not include what could be considered high-pressure sales tactics but should read like a research recruitment notice.