# Instructions for Researchers

## Who should use this template?

**Researchers conducting a study that uses survey, interview, or focus group data collection methods.**

## When do I use this template?

You may use this template as shown or as a guide, if you are doing human subjects research and are recruiting your participants by email, letter, or flyer.

## How do I use this template?

This recruitment template is intended as a guide for researchers who want it. Instructions are [bracketed and highlighted in blue]. You can modify the language provided to meet the needs of your study. Please remove all blue highlights prior to submitting to the IRB.

## What are the requirements for recruitment materials?

You are required to provide the following content in your recruitment materials:

* Your name & USC Email as the contact
* Your status as a University of Southern California student, staff, or faculty
* Your contact information(email/phone)
* The purpose of your research
* Eligibility criteria for participants
* Research activities and time commitments
* Topics you plan to ask questions about in your study
* [Compensation or incentives for participants (if applicable)](https://hrpp.usc.edu/wp-content/uploads/sites/3/2023/06/Compensation-guidance-for-SB-protocol.docx)
* If you are compensating participants, please carefully review the guidance in our [policy 9.20](https://hrpp.usc.edu/policies/informed-consent-requirements/).
* Link to your online survey or questionnaire (if applicable)

## What if I have multiple participant groups?

If you have multiple participant groups who are all doing the **same activities**, answering questions about the **same topics**, and being recruited through the **same methods**, you may use **the same recruitment material** for all groups. One document is sufficient.

If any of your participant groups are doing **different activities,** answering questions about **different topics**, and/or are being recruited through **different methods**, then you will use multiple **recruitment materials** for each group.

## What if there are multiple researchers?

If there are multiple researchers, please adjust the verb tense from ‘I’ to “we”. Also, please determine who will be the contact for the study.

## Recruitment Email

My name is [first and last name], and I am a [student/faculty] at University of Southern California. I am conducting a research study to [briefly describe the purpose of your study in non-expert terms in 1- 3 sentences].

I am recruiting individuals who meet these criteria:

1. [List all criteria that participants are **required** to meet in order to participate in your study. Write your criteria in order from most broad to most specific. These criteria should align, with the criteria in your IRB application and other relevant materials.]

If you decide to participate in this study, you will be asked to do the following activities:

1. [List each research activity in the order they will occur. You will name the activity (survey, interview, focus group, etc.), the onsite location or virtual platform for any real-time activities, and the time each activity will take. Your activities should align, word-for-word, with the activities in your IRB application and other relevant materials.]

During these activities, you will be asked questions about:

* [**Briefly** list all topics you will be asking about in your study. This list should include all demographic questions you plan to ask and any sensitive or triggering topics, such as experiences with abuse or PTSD.]

[If you are [providing compensation](https://hrpp.usc.edu/wp-content/uploads/sites/3/2023/06/Compensation-guidance-for-SB-protocol.docx), describe the amount you will provide and how/when you provide the compensation. For example: “Participants in this study will receive a $30 Pet Smart gift card via email after the interview.”]

[If your first or only activity is an online survey/questionnaire, invite potential participants to click the link to your survey/questionnaire and to contact you if they have questions]. If you are interested in participating in this study, please click this link: [insert survey/questionnaire link]. If you have questions, please contact me at [list contact information].

**OR**

[If your first or only activity is an interview, focus group, etc., then invite potential participants to contact you to participate] If you are interested in participating in this study, please contact me at [list contact information].

Thank you!

[Your name]

[USC Email address]

# Recruitment Email (Example)

My name is Tommy Trojan, and I am a graduate student at University of Southern California. I am conducting a research study to examine the benefits of dog walking for different age groups.

I am recruiting individuals who meet all of these criteria:

1. Walk a dog at least 1 time per week for a minimum of 30 minutes per walk.
2. Are over the age of 18.

If you decide to participate in this study, you will be asked to do the following activities:

1. Take an online survey about how you feel after dog-walking ~30 minutes.
2. 1:1 interview OR focus groups with other dog walkers ~60 minutes.

During these activities, you will be asked questions about:

* Demographic questions such as your age, salary, geographic location and how you identify.
* Your overall fitness level and health.
* Potato chip consumption.

Participants in this study will receive a $30 Pet Smart gift card via email after the interview.

If you are interested in participating in this study, please contact me at Tommy.Trojan@usc.edu.

Thank you!

Tommy

Tommy.Trojan@usc.edu