



# Study Recruitment

Research Compliance Office  
Stanford University



<http://researchcompliance.stanford.edu>



# IRB's Role in Participant Recruitment

- Ensure participants recruited in a *fair* and *equitable* manner
- Review of proposed:
  - recruitment methods
  - advertising materials
  - payment arrangements
- Ensure methods, materials, and payments are fair, accurate, and appropriate

# Recruiting Various Populations

- Rationale for involvement of vulnerable subjects and additional protections
- Diverse participant pool based on target population
- Employees and Students
  - Protected from coercion or undue influence
  - Alternatives to participation

# Recruitment Considerations

- Payment
- How the researcher acquired private information
- Cold calling generally not allowed
- Use of secure email



# Recruitment Considerations

- Recruitment methods should not include:
  - Payment from research participants
  - Coupon or discount for a test article after it is approved for marketing
  - Payment of finder's fees to research staff for recruiting participants
  - Overemphasizing payment

# Recruitment Materials

- What must be submitted to IRB:
  - All advertisements and recruitment materials
  - Telephone scripts
  - Video ads
  - Internet postings
  - Flyers
  - Emails

**PARTICIPANTS NEEDED FOR STUDIES INVESTIGATING MEMORY & ATTENTION**

Researchers from the UT Dallas Center for Vital Longevity are looking for adult volunteers to participate in research studies using brain imaging.

Conducted under the direction of Susan M. Fiez, PhD.



**Who do we need?**

- Participants who are 18 years or older
- Speak English as your first language
- Must be right-handed
- Be in good general health, with no history of neurological or psychiatric illness

Details & times for participating are flexible, and may involve 1-2 visits to the Center for Vital Longevity and/or 1-2 visits to the Advanced Imaging Research Center at UT Southwestern (1-3 hours).

Financial compensation provided for participation & travel expenses.

CONTACT FOR MORE INFORMATION: 572.823.3744 or lab@utdallas.edu

# Questions?



<http://researchcompliance.stanford.edu>

