Guidance for the development of participant recruitment material for research projects

Items to include in recruitment material (not necessarily in this order):

1. The same research title as provided in the approved ethics application.
2. Insert the university logo.
3. An opening statement that this is a Swansea University research project and that the research has been approved by the relevant Ethics Committee, providing the approval number.
4. The name and university email address (not a personal one) of the student and their supervisor (where applicable), including their Faculty at SU. In some instances it may be appropriate to include a work telephone number.
5. A concise, non-scientific overview of the project's background (bullet points are preferable) and aim/s.
6. A brief outline of what will be expected of the participants, the inclusion/exclusion criteria and the time expectations upon the participants.
7. Specify if there is any compensation for the participants for the time or travel expenses.
8. State the recruitment period, specifically the final date of recruitment.
9. A statement that the researchers named above may be contacted for further information about the project before a decision is made about taking part.
10. Images may be used (with relevant permissions) but care should be taken to avoid the use of images that could be deemed as offensive or misleading.

Avoid doing this with recruitment material:

1. Deviating from the material in your approved PIS.
2. Making any untrue claims or promises about your research.
3. Excluding key information that would affect the respondents' ability to comprehend the projects aims or the potential demands placed upon them.
4. Altering your recruitment material from that approved by the relevant ethics committee, unless an amendment has been granted.