**Widener University Institutional Review Board**

**Recruitment Advertisements & Flyer Guidelines**

The Institutional Review Board (IRB) recognizes that advertising and recruiting people to join studies is an important way to obtain research volunteers. Federal regulations give the IRB chair/designee responsibility to review and approve advertising materials before their use. It is IRB policy that researchers submit all print and electronic recruitment materials – such as posters, flyers, TV/radio clips, and/or web-based ads - to the IRB for approval prior to use, as part of the application for approval to conduct human subjects research.

When preparing materials for participant recruitment and advertising, an important distinction must be made between permissible information and coercive inducement. If an incentive is offered, it may not strongly entice the person, limiting voluntary choice. Special consideration is required if recruitment includes sensitive populations (e.g., minors, the critically ill, students, people who are incarcerated).

**Things to Do**

* Keep the Widener University logo in a prominent location on the flyer.
* Use appropriate graphics and design.
* Use the words “research study”, not project.
* Briefly state the purpose of the study. Include brief description (what the study involves if one participates).
* List age restrictions and other criteria for participation.
* Note any major known benefits and any major known risks. (This is not required if there are none.)
* Refer to *compensation,* not *payment.*
* Include time commitment expected. If there is a specific date and location for the study, include.
* Provide name of the principal investigator (PI), affiliation & title, and contact information.
* If PI is a student, also give faculty advisor name.

 **Things Not to Do**

* Make overly enticing claims for the study purpose or participation (e.g., an intervention is ‘safe’, ‘innovative’, or ‘new & exciting’).
* **Overemphasize** compensation (large font, bolded, or exclamation marks).
* Emphasize benefits and de-emphasize risks or imply a favorable outcome with participation.

**Refer to the example**

Please contact the Institutional Review Board

at 610 499 4110 or irb@mail.widener.edu for further assistance.



**Volunteers Needed for**

**Research Study**

**Do college students prefer to attend professional sporting events in person or watch them on television?**



**Description:** I am researching college students’ perceptions of watching professional sporting events. Your participation will take about one hour. You will be asked to complete a survey and participate in a focus group on

Widener University’s main campus in Chester.

**To participate:** You must be currently enrolled at Widener University, and be at least 18 years old.

Participants will be entered in a drawing to win a $25 gift card.

To learn more

Contact the principal investigator, Lois Jones (student)

at xxx-xxx-xxxx or example@mail.widener.edu

The faculty advisor is Dr. K. Smith, Psychology Department, Widener University

Widener University Institutional Review Board has approved recruitment of participants

IRB Protocol #

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