Research Recruitment Guide (for COURSE-BASED Research)

Use this guide to produce research recruitment materials that promote ethical research in the projects' recruitment phase. In general,

- Recruitment materials are the *start* of an informed research consent process and research relationship.
- Research recruitment can take the form of posters, social media notices, notices in newsletters, targeted emails, word of mouth, and more. Examples of recruitment materials with research ethics approval are found here [ink coming].
- *All* recruitment materials used in courses, whether produced by students or instructors, need to be reviewed and approved by the ECU-REB delegated instructing faculty member or ECU-REB member *prior* to use.

RESEARCH ETHICS PRINCIPLES -

All recruitment materials need to comply with these research ethics principles:

- ***Respect for persons*** (in other words, use neutral and respectful language to invite – *not demand* - participants' contributions to the research);
- ***Concern for Welfare*** (for instance, be aware of the environment where the recruitment takes place and avoid perpetuating negative stereotypes); and,
- ***Justice*** (for instance, ensure that people who want to participate have access to information about the research, and are not excluded from participating with visible or invisible barriers).

REQUIRED CONTENT (for posters, notices, emails, etc.) -

- A title and brief description of the research project.
- A respectful invitation or request, with brief details about inclusion criteria (i.e. who is needed in the study) and what will be asked of participants.
- How to access more information about the project (or complain about it), and how to sign up.
- The name of the course or department that is hosting the project.
- Emily Carr University of Art + Design (university logo is optional).

ACCESSIBILITY AND RELEVANCE -

- Use respectful and invitational wording.
- Ensure that the typography and language are legible for potential participants.

ECU-REB, 2025

- Ensure that the participants can easily access information about the study (for instance, since QR codes depend on smart phone and data/wifi, also include options like an url or email addresses).
- Avoid unrealistic and coercive claims of benefits or persuasive adjectives (for instance, do not promise that participation in a student project will resolve major social problems).
- Avoid jargon or legalistic language that might be difficult to understand.