

Participant Recruitment

Qualitative Methods: Interviews

Chickasaw Nation

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The UNIVERSITY of OKLAHOMA
Health Sciences Center
College of Public Health



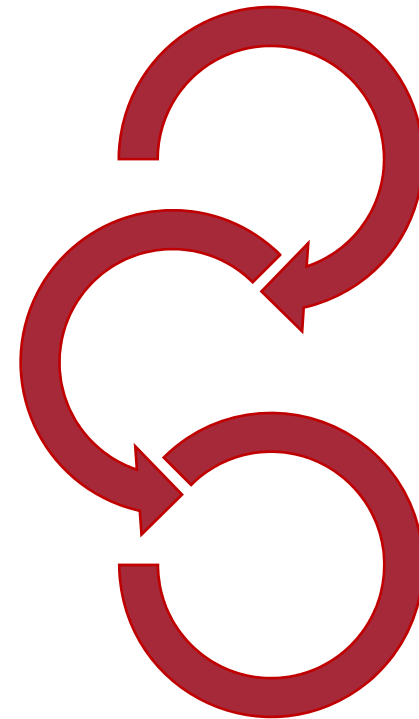
Session Overview

- Sampling Methods
- Identifying target populations/participants
- Strategies for recruitment
- Incentives
- Designing recruitment flyers/messages
- Screeners



Selecting Participants

- Determining most appropriate participants is iterative process
- Research question drives selection
- Selection criteria may change as study progresses
- Also based on feasibility

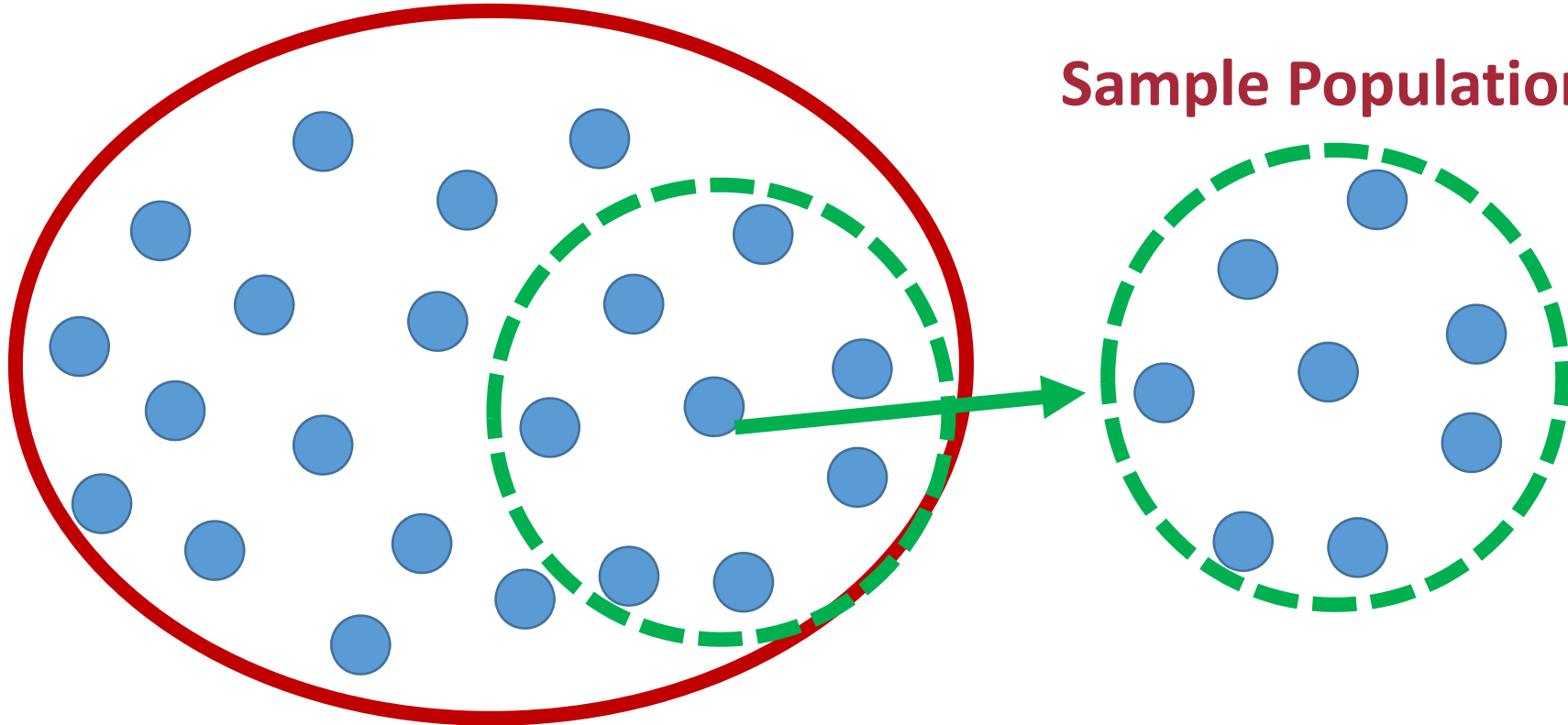


Quantitative Sampling Methods

Probability Sample

Target Population

Sample Population



General Sampling Methods

- Probability sample – (representative sample)
 - Random sample: randomly select from total target population with equal chance of selection
 - Stratified random sample: split into groups and randomly select equal number from each group
 - Systematic sample: select every Nth observation from the full list of the target population



General Sampling Methods

- Non-probability sample – (non-representative sample)
 - Convenience sample: completely voluntary and unguided sample (example: asking for volunteers at a health fair)
 - Purposive sample: selecting a particular set of individuals (example: selecting key informants)



Qualitative Sampling Methods

- Purpose is not to generalize findings to larger populations
- Purpose is to produce information-rich data from a sample
- Need to select individuals based on their ability to speak about the issue/research topic



Qualitative Sampling Methods

- Purposive sample
 - Strategic approach to purposefully select participants that will teach you the most about your topic
 - Strategic approach that should be systematic yet flexible
 - Not to be confused with a convenience sample



Homogenous Sampling

- Recruit individuals with similar characteristics
- Study one or more groups in depth
- Better able to focus on a central issue relevant to a similar group
- Allow individuals to discuss shared experiences

- Ex: selecting young adults in the workforce to discuss physical activity



Heterogeneous Sampling

- Useful to study issues that cut across individuals or programs
- Sample from a diverse population to highlight variation and complexities
- May look for similar experiences to arise despite differences in participant characteristics

- Ex: Select adults of all ages and employment status to discuss physical activity



Extreme Sampling

- Select extreme cases to contrast conditions or characteristics with more typical experiences
- Not to generalize to all populations but to expand upon certain experiences
- Ex: Select young adult employees that have completed marathons to discuss physical activity



Snowball Sampling

- Chain-referral sampling
- Participants refer researcher to others who may be able to participate in study
- Helpful for participants who are difficult to reach
- Be careful to avoid coercion when using this technique



Sample Size Guidance

- Optimum sample size for qualitative study is challenging (not based on power analyses)
- Guided by how well information gathered is answering research question
- Point of saturation – when no new information is coming in and additional interviews are becoming redundant



Sample Size Challenges

- Difficult to write grant, develop budget and timeline without sample size estimation
- Helps to identify minimum sample based on expected reasonable coverage and expand if necessary
- Also might be based on resources and time available



How do you find participants?

- Recruit participants from logical locations based on selection
- Community locations – clinics, schools, churches, workplaces
- Targeted locations – vape shops, bars, stores, program locations, etc.
- Can be selected from a list, such as program participants or clinic records



Recruitment – Flyers or In Person

- Place flyers in common areas for your target population
- Include number to call or text or link for more information
- Advertise in local newspapers or online
- Study coordinator can recruit participants in clinic lobby or selected location



Eligibility Criteria

- Inclusion/exclusion criteria need to be clearly defined
- Demographic characteristics (e.g. age, race, education)
- Unique characteristics (e.g. smokers)
- Feasibility criteria (e.g. live within jurisdiction)



Incentives

- Payments or rewards (gift cards) for participating in research study
- Incentives are used for recruitment and are not benefits considered of participating in study
- Amount should be reasonable based on complexity and inconvenience of study
- Must not be coercive or pose undue influence on participants



Recruitment Flyer Don'ts

- Emphasize monetary compensation
- Use catch words such as “Exciting”, “Fast”, “Free”
- Hide the purpose of the study
- Mislead participants



Recruitment Flyers Do's

- Be straightforward and honest
- Describe the research clearly
- Disclose appropriate eligibility criteria
- Describe benefits of the study
- Include contact person and institution
- Use photos to draw attention to flyer
- Create several versions to rotate





Are you **allergic** to me?

Researchers in your area are seeking volunteers to participate in a 2-year clinical research study called CATNIP to test a new immune therapy for cat allergy.



Are you a mom with a physical disability?

We'd like to hear about the pregnancy, labour, birth and mothering experiences of physically disabled women for a study at the University of Toronto.

We are interested to hear your recommendations to improve care experiences.

We want to speak with women 18 years of age or older who live in Southwestern Ontario and identify as a woman with a physical or mobility-limiting disability, and who have given birth in the last 5 years.

As a study participant, you would complete a short demographic survey and a 60 to 90 minute interview.

Interviews will be audio-recorded and take place at a time and accessible location of your choosing.

In appreciation of your time and sharing your experience, you will receive \$30. TTC tokens, attendant care, and childcare will be provided, if needed.

Interested in participating? Want more information?

Please contact Lesley Tarasoff at 416-535-8501 ext. 30589 or lesley.tarasoff@utoronto.ca

All correspondence will be kept confidential.

Lesley Tarasoff is a PhD Candidate at the University of Toronto, supervised by Drs. Lori Ross, Carol Strife, and Karen Yoshida.

This study has been reviewed and approved by the University of Toronto Health Sciences Research Ethics Board and the Centre for Addiction and Mental Health Research Ethics Board.

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lesley.tarasoff@utoronto.ca
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Screeners/Screening Questionnaires

- Most recruitment flyers include phone number
- Can screen potential study volunteers by phone
- Create a simple form with eligibility questions
- Select YES or NO for each criteria and make determination on eligibility



GED Smoking Behaviors Interview Screening Questions

I'm glad you are interested in participating in an interview. I need to ask you a few questions before we schedule a time.

****Ask questions 1-7 then inform the caller if they are eligible****

Eligible 1. What is your name? _____

Y N 2. How old are you? _____

If caller is age <18 or >30 then the caller is not eligible for participation.

Y N 3. Do you have a General Educational Development diploma, also known as a GED?

If no, then the caller does not meet the criteria for participation.

Y N 4. Have you taken any college classes? What college did you attend? How many classes have you taken? Are you still enrolled? What did you study? _____

If the caller has taken more than 4 college courses at a traditional college (non-technical or vocational), then they do not meet the criteria for participation.



Questions?



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