

Study Planning 2: Recruitment & Participant Incentives

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Measuring and Modeling Health Behavior
with Smartphone Mediated Data
Collection

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Recruitment Schemes

- Posters
- Emails
- Social media (e.g., Facebook)
- Fliers
- Community sites (e.g., PAWS, Craigslist)
- Community organizers & workers
- Institutional networks
- Snowball & respondent-driven sampling
- Promising but yet-unexplored avenues
 - Mechanical Turk
 - Existing base of (qualified) Ethica users via new study notifications

Barriers to Recruitment: A Diversity

- We have found a diversity of barriers to recruitment in different subpopulations
- Lack of appropriate technologies (low SES linkage)
 - Phones
 - Access to WiFi
 - e.g., in snowball sampling/Respondent-driven sampling
- For complex designs: Time consuming set up
- Lack of interest/incentive
- Perceived burden
- Trust concerns (low SES linkage?)
- Lack of awareness (low SES linkage?)
- Cost barriers (e.g., for data plans, wearables, supporting sensor devices such as weight scales)
- Community buy-in and support

Recruitment of Networks

- Advantage: Capture dense social interactions e.g.,
 - To recognize social influence
 - Recognize clustering across network
 - Interventions leveraging or changing networks
- Disadvantage: Complexity, constraints
- Snowball sampling
- Respondent-driven sampling
- Ethical considerations: Confidentiality & respect for persons
 - Need for self-referring individuals
- Added constraints on recruitment, particularly given
 - Technology constraints
 - Cost constraints
- Complexity in recording networks
- Timing of start
- Ripple-through handling of those opting out

Recruitment Labour Requirements vary Widely

- Low burden for research team: Participant opt-in based on
 - Remote Eligibility check
 - Autonomous download and install
 - Remote consent (e.g., via video)
- High burden: In-person recruitment
 - Advantages: Capacity to
 - Provide materials to recruit friends (e.g., cards)
 - Go through complex consent form in person
 - Elicit additional information (e.g., eligibility based on network contacts)
 - Walk through system function
 - Address concerns
 - Download additional components (e.g., added plug-ins)
 - Provide incentives (e.g., gift cards)
 - Provide supporting elements
 - Provide phones
 - (e.g., smartwatches, Bluetooth-enabled weight scales, etc.)

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Key Recommendation: Start Small, Learn

- Reach out early to small number of participants to gauge reaction
- Test out strategy with small numbers before escalating to large
- Advantages
 - Early identification of
 - Technical concerns
 - Confusions concerning consent
 - Trust issues
 - Mismatch in incentives
 - Ease of recruiting
 - Train recruiting team
 - Build capacity for handling numbers
 - Easier to change course if required
- Advised: Pilot/feasibility study (easier IRB/REB accommodation of changes)

Remote Consent: Special Issues

- Lack of ability to
 - check age
 - Verify that paying attention
 - Elicit and address questions in person
- Video and written support
- Possible use of eligibility survey to gate
 - Entering code from end of video
 - Answering surveys to test understanding

Working with Minors

- Securing informed consent from guardians/parents
- Support for assent for older children (opting out overriding parental permissions)
- Key: Need to provide accessible explanations
 - Study operation
 - Motivations
- Concerns about
 - Online behavior
 - Screen time
- Need to make attractive
- Durability

Participant Incentives

- Participant access to own data
- Operating studies with and without incentives
- Non-monetary incentives
- Community-based sharing of data
- Throttling Incentives based on participation
 - Using routinely reported data to shape incentive delivery
- Low SES: Smartphone availability as incentives

Incentive package design: Impact of Low SES

- Possible need for smartphone option
 - In some cases, existing smartphones may not be suitable
 - Too full to
 - install add-on plug-ins
 - Data storage
- Low SES: Considering data plans for those who have low WiFi access
- Concerns regarding coercion
- Complications of providing data plan
 - Two bad options: Provider-specific provision vs. canonical provider
 - Risk of overage charges: May not be large enough for needs
 - High & monthly cost
 - Study may be blamed unfairly for overage charges caused by other features
 - Potential need to deal with change of phone #, address