**Tips for avoiding common mistakes in Recruitment Materials**

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**The following information should be included in recruitment materials:**

* The title of the study and the IRB study number
* The name of the university: “Northeastern Illinois University”
* The PI’s name, contact information, including phone number and email address
* PI’s university affiliation and/or department
* If PI is a student, the name of faculty advisor and their contact information
* Accurate description of the research purpose
* Eligibility criteria
* State if participants will be paid for their time and effort
  + The amount of payment may be included however it should not be the most prominent component of the page to be coercive.
  + Some acceptable language: “you will receive a gift card to X for the amount of [ amount] for your participation”, or “you will be compensated for your participation”
* Statement that participation in the research is voluntary
* Avoid phrases such as “help needed” or “subjects wanted.”
* It is recommended to use phrases such as “you are invited.”
* Time commitments required
* Location of the research
* Person to contact for further information
* Describe what the participant will be doing during the study ("You will be tested on your computer skills.")

**The following information should NOT be used in recruitment materials:**

* Coercive language
* Claims that imply or state that there will be favorable outcome or other benefits beyond what is stated in the informed consent document and as stated in the protocol
* Use the term “free” in reference to receiving a treatment or a procedure
* Compensation should not be excessive relative to the nature of the project
* Exculpatory language (appearing to waive or appear to waive any of the participants’ legal rights)
* Use of bold or enlarged font or other means to accentuate the amount of compensation