

Recruiting Script

(Text in italics is an explanation of how to construct a recruiting “script” to be used as a speech, or email or letter text. A sample recruiting script follows in regular type.)

Introduce yourself as a graduate student or faculty member conducting research, tell them what the research is about, and why you are asking them to participate. This should be the most basic reason.

Briefly describe the research procedures, the topic of the survey/questionnaire/interview, how long the individual research procedures will take and, if applicable, the total time commitment to participate in your research).

If the participants will receive academic or extra credit for participating in the research, state this and please state that alternative methods of earning extra credit will be made available. (This is usually applicable only to Psych department research.)

Give them a way to contact you with any questions. We recommend an email address rather than a phone number.

Example:

Hello, my name is _____. I am a graduate student at SFSU in the Geography Department. I am conducting research on public transportation in the Bay Area, and I am inviting you to participate because you use public transportation.

Participation in this research includes taking a survey about your attitudes toward public transportation, which will take approximately 15 minutes. If you agree to participate in a follow-up interview, about your view of the future of transportation in the Bay Area, that will take approximately 10 to 20 minutes. If you participate in both the survey and the interview, your total time commitment will be between 25 – 35 minutes.

If you have any questions or would like to participate in the research, I can be reached at _____@_____.

(Only use this next sentence if your participants are students who will get extra credit for their participation.)

If your teacher is giving extra credit for participation in this research study, he/she will also offer alternative comparable methods of earning extra credit.