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Responsible Unit: Research Ethics Board

Number of pages: 3

Section 2 of the Tri-Council Policy Statement (TCPS) on research ethics requires that participants provide “free and informed consent” and that they be provided with an opportunity to withdraw from the research study at any time.

Direct Requirements:

As a consequence of these obligations, when recruiting individuals for a study, researchers should be asking themselves the following questions:

- 1) Does the way I am recruiting participants undermine their ability to voluntarily provide “free and informed consent”? (Example: providing a recruitment or information letter or advertisement which is overly technical, misleading, full of jargon, excessively lengthy or incomplete)
- 2) Am I in any way exerting undue pressure on people to participate, even if I don’t intend to in order to accomplish my own goals? (Example: A faculty member directly asking his or her students in class to participate in the study in a way which might make a student feel some pressure to participate since the faculty member will be able to tell if they participate or not).
- 3) Am I providing excessive compensation (i.e. money, certificates, inducements) for participation in my research? (Example: a level of compensation for participation in the research which might lead participants to assume a risk which s/he might not otherwise assume. This could also involve offering a level of compensation for participation which is markedly more generous than alternative forms of money making activities. Example: compensating a student for completing a survey at a rate which equates to 50 times the minimum wage or offering an inducement which wouldn’t compensate participants adequately for their time or inconvenience).

If the answers to any one of these questions is “Yes”, then the Researcher may want to consult with their REB for suggestions on how to ensure Section 2 principles are upheld.

Other Recommendations:

Although not direct requirements of the TCPS, the following are additional considerations which may help researchers design effective recruitment campaigns:

- 1) **Number of and type of individuals to recruit:** The smaller the number in your intended sample, and the more specific the intended sample, the more targeted/focused your recruitment strategy should be so as not to waste time, money or resources by using a broadly focused “shot-gun” approach. Example: you wish to sample a certain demographic (women, under 25, living in Stratford, who have a child in the college daycare), Advertising this research study on a provincial TV station might not be an effective use of limited resources while obtaining permission to advertise on bulletin boards or to send home letters to parents with children in the daycare facility might be more effective.

- 2) **Timing of Research, and Recruitment Mediums:** -It is important to be aware of the potential time conflicts individuals may experience if they participate in your research which may adversely impact on your ability to obtain participants. For example, if you are interested in involving a student population, is your research around the same time as exams? Will it conflict with major assignments or internship/coop requirements? A consideration of your population of interest’s time commitments will enhance your chances of obtaining the response rate you require, and also influence your research schedule.

List of Recruitment Mediums – Minimal Risk.

The following is a list of potential recruitment channels at Conestoga College ITAL which could be used in your Recruitment Campaign. Each medium requires the Researcher to personally seek approval from the owner of the Medium:

Medium	What is Available?	Owner/Position	Contact Information
Learning Resource Centre	Bulletin Boards LRC website Free standing tables Overhead Display boards	Linda Schneider	X 3240 lschneider@conestogac.on.ca
School of Business and Hospitality	Bulletin Boards Generic E-mail	Gary Hallam	X3245 ghallam@conestogac.on.ca
School of Engineering And Information Technology	Bulletin Boards Generic E-Mail	Michael McClements	X3251 Mmcclements@conestogac.on.ca
School of Health &	Bulletin Boards	Marlene Raasok	X3435

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Medium	What is Available?	Owner/Position	Contact Information
Life Sciences & Community Services	Generic E-Mail		mraasok@conestogac.on.ca
School of Liberal Studies	Bulletin Boards Generic E-mail	Gordon Greavette (Chair)	X2319 ggreavette@conestogac.on.ca
School of Trades and Apprenticeship	Bulletin Boards Generic E-mail	Michael McClements	X3251 Mmclements@conestogac.on.ca
School of Media & Design	Bulletin Boards Generic E-mail	Mark Derro (Chair)	X3647 Mderro@conestogac.on.ca
ANGEL post (for School Of Business)	Angel Banner	Bob Carley	X2217 bcarley@conestogac.on.ca
The SPOKE (College Newspaper)	Article and Ad space	Christina Jones (faculty who Supervises students Writing for the SPOKE)	X3637 cjonas@conestogac.on.ca
CJ1Q-88.3 FM	Radio spot	Mike Thurnell	X3223 mthurnell@conestogac.on.ca
Conestoga College Blog/ Newsfeed	Blog	Paul Osborne	X3419 posborne@conestogac.on.ca

Mediums which are currently not available for use in Research

Item	Contact
Conestoga College website	Richard Gibson
Pop-up on College computers	Richard Gibson
CSI Bulletin Board	Janie Renwick and Current President of CSI in that given year
CSI other opportunities	Janie Renwick and Current President of CSI in that given year