



GUIDELINES FOR ADVERTISING HUMAN SUBJECTS RESEARCH

The TU IRB must review/approve all plans for recruitment including copies of the actual flyers, postings, webpage screen shots, email invitations, text for advertisements, scripts for commercials/presentations and any other forms of subject recruitment.

Information that should be included:

- Name and Address of the Primary Investigator and Research Facility/Institution Conducting the Study
- Purpose of the Study or Brief Description
- Summary of Inclusion/Exclusion Criteria of Subjects (age, gender, health condition, etc.)
- Brief List of Procedures Involved
- Time and other Commitments Required (number of visits, total time duration including follow-up visits, etc.)
- Compensation/Reimbursement
- Location of Research
- Name and Contact Information for Further Information

Additional Guidelines to Follow:

- Ads should not emphasize monetary compensation
- Ads should not use “catchy” words like: “free” or “exciting”
- Ads should be very clear that “research participants” is what is being solicited
- Ads should not be misleading about the purpose of the study