

2017 The Society for the Scientific Study of Sexuality (SSSS) Annual Meeting

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Opportunities and challenges represented by online recruitment and enrollment of sexual minority adolescent girls in research

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Decoding how technology influences and can improve public health

Why use Facebook for recruitment?

- ▶ Online recruitment allows you to recruit nationally
- ▶ Facebook continues to be the most popular social networking site for teens.¹
- ▶ FB usage is similar across sex (boy and girls), race, and SES
- ▶ Emerging research suggests that Facebook-recruited samples may be similar to samples recruited through other strategies, and that Facebook is a feasible way to reach sexual minority youth²



* Image copyright facebook.com

¹ Madden. "Teens Haven't Abandoned Facebook (Yet)". <http://www.pewinternet.org/2013/08/15/teens-havent-abandoned-facebook-yet/>

² Capurro D, Cole K, Echavarría MI, Joe J, Neogi T, Turner AM. The use of social networking sites for public health practice and research: A systematic review. *J Med Internet Res*. 2014;16(12):e79.

Example Facebook advertisement

- ▶ Key components of an ad:
 - ▶ Ad text
 - ▶ Image
 - ▶ Headline
 - ▶ News feed link description
 - ▶ Call to action
- ▶ Ad image and headline are critical as these components are often what capture the user's attention



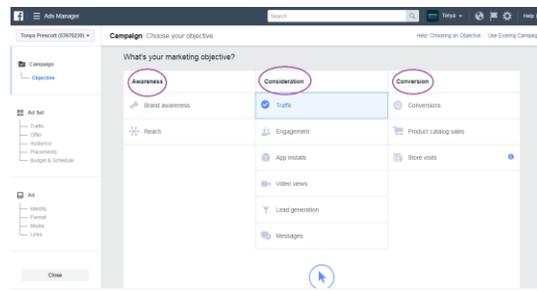
What works?

- ▶ **A catchy headline:** "You can make a difference!" or "Have your voice heard" performs better than "Take part in research!" or "Join a research study"
- ▶ Make sure the **ad text is appealing** to the population you're targeting. For example, rather than just including the name of the study, give a brief description of the project (e.g., "sexual health program sent via text"). Also, sex sells – especially to teens!
- ▶ **A salient ad image:** In our case, pictures of youth (e.g., a same sex adolescent couple) work better than neutral images (e.g., a picture of a cell phone).

Types of ads and privacy/safety

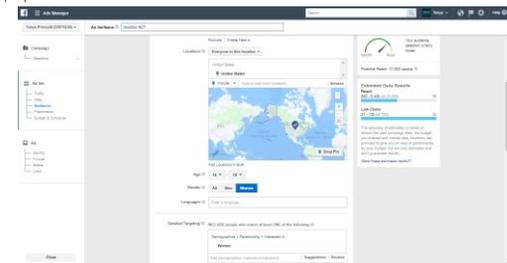
- ▶ Placement:
 - ▶ "Desktop News Feed" – these ads show up similar to standard posts made by your friends and family on Facebook's home page/news feed.
 - ▶ "Mobile News Feed" – similarly, this will show up like standard posts but will be optimized for mobile. Only people who are accessing Facebook on their phones will see these ads.
 - ▶ "Right Column" – these ads will show up on the right side of your news feed on Facebook's home page. These ads do not display on a mobile device.
- ▶ Consider participant privacy/safety concerns when selecting ad type: Commenting is enabled for all ad types except for "right column"

'How to' Step 1: Create your objective



'How to' Step 2: Decide how to target your ads

- ▶ Facebook allows you to efficiently target your ads to reach your population of interest



Overcoming recruitment challenges

- ▶ Response to ads that were initially performing well can diminish during recruitment
- ▶ To overcome these challenges, what has worked well for us:

- ▶ Update ad images to "freshen up" the ads
- ▶ Turn off ads for a period of time to give ads a "break"
- ▶ Modify ad text -

Original ad: "Help test a sexual health program sent by text developed just for LGB+ teens."

With our population using 'attraction' is more effective than 'identity'

Modified ad: "We need teen girls attracted to other girls to test our sexual health program sent by text!"

