
Free CITI Program webinar: Social media and research recruiting

Date

Wednesday July 15, 2020 2:00pm to 3:00pm

Notes

Available to only 100 attendees – [register](#) today.

Registrants will receive information on the status of their registration within 72 hours.

A recording of the webinar will be available on the CITI Program website after the event, for a fee.

Description

This webinar is offered through [Collaborative Institutional Training Initiative \(CITI\)](#), an online education program.

Speaker: Elizabeth Buchanan, PhD - University of Wisconsin-Stout

Social media is a promising way to reach and recruit potential research subjects. It enables researchers to potentially reach broad populations and target subjects based on personal information.

This webinar will review common types of social media research recruitment practices, and identify where and how they can get problematic. The presenter will discuss strategies when using social media for recruitment with an emphasis on respect for subjects' privacy and researcher transparency. Finally, she will provide a framework aimed at guiding researchers and IRBs through ethical issues of social media in recruitment.

Learning Objectives

- Review common types of social media research recruitment practices.
- Identify challenges and problematic approaches to using social media in research.
- Provide best practices for researchers and IRBs (a US-equivalent of REB) through

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ethical and practical issues of social media recruitment.

About the Speaker: Dr. Buchanan is Endowed Chair in Ethics and Director of the Office of Research and Sponsored Programs at the University of Wisconsin-Stout. For over twenty years, she has been involved in Internet research and the ethical and regulatory challenges facing researchers and review boards. She will be transitioning to a new position effective August 1st where she will be the research scientist and director of research services at the Marshfield Clinic Research Institute. [Other CITI Program Courses](#) available to all members of the University community with a valid University of Guelph email account.

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