Psych Undergrads Focus Group 23.07.202-1

**…device. Perfect! So the first thing we're going to talk about is those recruitment messages. So thinking about on the website when they see the message from us, we want it to be grabbing people so that they'll want to take part. So the first message that we're thinking about is: You can make a difference to improve sexual health services. Find out more about joining our research. How does that grab people, or not?**

17 It sounds good. It seems exactly [unclear 00:33] participating [unclear 00:36].

**What is it about the message that makes you think, oh yeah, I want to participate in that study?**

14 Because it says you can make a difference, and I think that will resonate with people that want to help others.

12 I think it's useful that you guys put it at the end of the testing kit order thing, because it's like you've already done this, and this is what else you can do, that sort of message.

**Yeah.**

18 It's like do you believe that? You know when you say find out more, everyone wants to know what is the more? So, yeah, that's definitely a tempting product.

**Yeah.**

20 It's good, because I think it's directed without being like dogmatic about it, and it's like find out more, but you don't have to.

**Yeah.**

14 Yeah, and the focus on saying 'you' as well, so it's like very direct to the person who's seeing that as well.

**Yeah. Anyone else who wants to say something about that one before we move on? I don't want to quash anyone. Okay. So the next message is - and feel free guys to add comments below each of these posts. So if you want to add additional feedback, that would be great as well. So the next message is: Looks like you're doing your bit to keep yourself and others safe. Would you like to help us improve access to information about sexual health?**

12 I like the wording of that where it says you're doing your bit. So it's kind of like encouraging.

14 I think it's… No, you go. Go ahead.

13 What I was going to say, I feel like people respond well to being praised. So it's like they'll feel like they're doing you a favour, and they'll feel good about themselves and they're more likely to want to contribute.

20 I think that praise is good and it sounds, in a way, like more informal. So like because it's quite a taboo topic, and people get quite uncomfortable talking about sex and STIs. So having it in an informal way might make them feel like they're more able to discuss something, and that encouragement gives them that boost of confidence.

14 Yeah, I really like the first half of it and the praise. I don't know how I feel about the second half though. I'm just not sure if someone is going to read the entire thing and actually, I don't know, I think the second half of the sentence could maybe be condensed a little bit.

**How would you do that?**

14 I like the wording of - let me just scroll. Well, the first one where it said 'find out more', I think maybe like a shorter line like that after 'looks like you're doing your bit'.

**Yeah.**

14 I'm just not sure if I personally - I'd read the first bit, and I think I'd kind of probably tail off on the second half and maybe not digest all the information, and, actually, I don't know. And I just like the first one where it said 'joining our research', and I feel like, you feel like you're making a difference. Whereas the second half of the sentence we've just read, I don't know, I'm just not sure people would feel as inclined to find out how they can find more information and stuff.

**Yeah.**

18 Yeah, I agree with her as well.

14 I really liked the first half of it, and I think that's - I think that's really good.

18 The [unclear 04:15] to the second half, I think it might make more… I mean, it might be better to [?catch 04:20] attention if it says maybe it looks like you're doing it to keep yourself and others safe. You could do more by clicking on this link.

12 Yeah, I like that.

14 Yes, that's a good idea.

**Okay, thank you. Anyone else on that one, or are we happy to move forward? The next message is: Want to subscribe to frequent testing kits? If so, get rewarded for your participation and feedback.**

19 That one is good. That one is good, because I think it's very like - they'll get rewarded, basically. I feel like that will lure people in.

14 And you could change the order of it, and put the rewards first. So like [unclear 05:07] your own rewards to like instantly entice people. But if they see a subscription, they might just think, oh, it's like another ad, but as soon as they see the wider reward, they might like catch them and then they might want to see how they get the reward.

**That's a great idea. Thank you. Anyone else on that one?**

18 With regards to the subscription, do people have to pay for it?

**No. And I think - yeah, I think someone's just put…made me think that as well, thinking, oh, maybe that's not the right word, because 'subscription' does make it feel like maybe you're paying for something. No, I think it's more in terms of like you'll get more frequent testing kits, and you won't have to do anything about it. But, you're right, maybe that wording needs to shift.**

14 Are the testing kits free, sorry?

**Yeah, they are.**

14 Oh, definitely. Definitely include that then, then I think it would be a really powerful advert.

**Yeah. And the testing kit - oh sorry.**

12 The trouble is, otherwise, people might look at it and think, oh no, I don't want to pay for that, and then just quickly go on.

14 Yeah.

**Yeah. I will mention as well that if somebody - any 16 to 24-year-old off the street, just randomly thought, do you know what, I want to be tested for chlamydia, I'm going on this website, it would be free, regardless if they're in the research or not. But a very good and valid point to make sure we let people know it's free.**

19 [Unclear 06:33] with the number of people would be want to subscribe, and it's like, no, I'm done! It was looking good for a minute, [unclear 06:42].

12 Also maybe 'subscribe' might sound like they have to stay for the whole time. Whereas, obviously, you know it's preferred, but they don't have to.

**Yeah, I think - and lets… You're right.**

12 It's like once you subscribe to it, that's it and you're kind of locked in.

**Yeah. So, obviously, we don't want people to feel obliged, but we do want people to stay the course, and it's really important.**

14 I kind of like the word 'subscribe', but as long as it mentions [unclear 07:12]. And, yeah, a free subscription, and I can't imagine many people would turn down. So I think if - if somewhere in that advert or wording, it says about it being free I think that'll be a really good one.

**Okay.**

19 I think it might sound better if it was phrased this way, so you could get more frequent testing for free and, I don't know, something to add to it. So it's basically - because if this person got tested, and then you were like, yeah, you could get more for free, just, I don't know, subscribe to this and you will be rewarded, then I'm like, oh okay.

**Yeah. Anyone else on that one? Okay. We'll go ahead and move forward. The next message is: If you're getting tested four times a year already, how would you like to turn that into making a positive change for everyone's sexual health? Click here to find out more.**

12 I like that, because it's kind of like you're already doing it, so you just add a little bit in, you know?

20 I think mentioning that in one that you get rewarded, or that then you'd get a test for free as well, would make it more powerful. Because people…

**What is it about that… Oh sorry.**

20 People tend to click on things that are like rewarding them, or giving them something free.

**Yes. Do you think this is…**

17 I think it's…

**Sorry?**

17 I think it's nice that [unclear 08:54] it's going to help others [unclear 08:57].

14 I'm not sure, I would maybe have - if you're already being regularly tested, how would you like to turn that into making a positive change? I just think if you make it a little bit shorter, people are more likely to read it actually like, so like soak up all the information. If possible, I'd maybe cut down a few [unclear 09:146], and I'm just thinking if people are going to read something it needs to be quite short for them to retain the information.

**So how would you change this one?**

14 Maybe if you are getting regularly tested already, that cuts out a few words. Yeah, and then continue how it already is probably, just cutting out a couple of words.

**Yeah.**

12 Also this… Sorry, go on.

14 Oh sorry. [?I was 09:59] going to say - what I was going to say, how would you like to and it could be like you could turn, or you could make this even more positive by… Click on here to find out more, or something like that. Rather than saying how do you feel about it, you can just point blank tell them, and you can make a more positive change by clicking here.

12 Also I was just thinking, it might not be a very valid point, but because it says if you're getting tested already, like if someone was on the website and they've just found out about it, and they wanted to make that change and do it more frequently. They might feel like they can't participate, because they haven't been doing so already. So it might limit, the amount of participants, because people won't feel like it applies to them.

14 That's true. I didn't think of that.

18 [Unclear 10:54] I think [unclear 10:55] instead of how, you just say you could do more, or like you could make that even better by, I don't know, helping others around you, something like that. [Unclear 11:06] the how is a bit… I don't know, it's just not something I would [unclear 11:13] from.

**Is that everyone on that one? All right. So our next one is: Join our research team and get paid to improve sexual health services.**

14 I really like this one.

12 Yeah, I really like that.

14 I'd probably see this and I would probably join, yeah.

**What is it about that one that you're having such a reaction to in that way?**

14 I like that it says like join our research team. I feel like you'd feel valuable, especially as, obviously, a psychology student that appeals to me. It would add to your CV being part of a research team, and it would help your experience, and you'd feel valued that you are part of the team. And, obviously, it says get paid, and that's obviously beneficial anyway.

17 [Unclear 12:19] a good way to - yeah, a good thing to lure people in.

18 There's definitely something…

**I've had a hard time catching that, would you mind saying that again?**

18 Okay. I said it's short and to the point, and promises that you'll get paid. That just sounds like, oh okay, [unclear 12:51].

14 Yeah, and the fact of just there is improved sexual health services, rather than you can make a difference to, or you could positively improve. I think the fact that it just says 'improve' makes it really clear that you will be making a positive difference without having too many words, and too much reading.

12 So, I also think that because you're saying like join our research team, it gives you that hint of like some sort of commitment as well. So if people join in for that, they'll note that it will take up some of their time, and they'll be willing to do that, because they already know what it's for, and that they'll get paid and stuff.

14 Yeah, very true.

18 Would it be better, if instead of 'just join our research scheme' it could say maybe for only a few, maybe for only a few hours a week, you could, I don't know, be part of this team and get paid. Because, I don't know, if you just say join our research team, for someone who is not a psychology student, student or just a random person, you're thinking, oh, that just sounds like so much work. Maybe if you clarify that out, it would just be for a few minutes of the day or a few hours of the week, then it's like, oh, okay, that doesn't sound too bad, but I don't want to get [unclear 14:20] into.

**That's a very good point.**

20 Also, are you - because I know it's focused on condoms and chlamydia, are you focusing on one sexuality within this, just straight sex, or…?

**Yeah. We are focusing on anyone who would be using condoms during sex.**

20 Okay, right.

**So, so long as - that could… We've had lots and lots of discussions about the role of women who only have sex with women, and how actually this study probably isn't for them. But, generally speaking, men who have sex with men or women, and women who have sex with men, would be able to join our study.**

20 Yeah, okay, that makes sense. I'm just saying, because women who have sex with only women, so who might be using these chlamydia sites, they might not be your audience that you're going towards, even if they are being tested for chlamydia. So you might want to specify, I don't know, in some sort of way.

**So we're going to have when somebody clicks on the link, it'll be stated on there, by the way. I know it's - it was a really, really tough call; but, in the end, we thought actually women who only have sex with women probably aren't using condoms.**

20 Yeah, of course.

**One of the things I'm hearing from you guys is three different elements, is thinking about feeling valued, thinking about being paid or rewarded, or helping others, as things that I'm hearing you guys say are essential to these messages. Is there one of those things that's more important than the other, do you think?**

? Getting paid

? Getting paid.

12 Yeah, the like getting paid was getting more people's attention, because they'd be more interested to find out what it is.

14 The only - I do partly go with that, but I think if you emphasise [unclear 16:30] part of a team, I think people that would join [unclear 16:32], because they want to feel part of a team are more likely to be in it for the long run. Whereas I think people [unclear 16:39] be as dedicated to it.

12 That's true. That's true.

13 If there's an incentive at the end of it, I feel like people are more likely to be connected because they know that they're going to get something at the end of it, actually physical and they can use that little money [unclear 16:54]. Whereas I'm not sure, but I think that's [unclear 16:57] they might not feel like they've got anything [unclear 17:00].

17 And also [unclear 17:07].

[Inaudible]

19 …keeps their interest, and then after they [unclear 17:24] it's like, oh yeah, you can [unclear 17:26]. So the incentive peaks their interest and like being part of the team [unclear 17:35].

**I'm really sorry, I didn't hear a lot of what you said, and it sounded like it was really good. There was a lot of feedback. Would you mind trying to say that again?**

19 Okay.

[Inaudible]

19 Can you hear me?

**Yes.**

19 Oh okay.

[Inaudible]

19 …because, as a team, it's not something I would advertise [unclear 18:18] for the team.

[Inaudible]

19 …incentive, that catches my attention and like maybe saying that [unclear 18:27], so that says that, okay, [unclear 18:33] I will be getting an incentive, and I would be [unclear 18:36].

**Yeah.**

19 And then…

[Inaudible]

19 …so either way like getting paid is not a bad thing for anybody to want to do. So I think you'll get…

[Inaudible]

**Yeah.**

13/16/12 I think just adding on to that, they're more likely to stay for the full year with the getting paid, because you're going to be part of the team for a couple of months. But if you get this reward, and getting paid at intervals throughout the year, it's more of an, okay, well, I'll keep going because in a few months' time I'll get paid again.

**Yeah. And later on in the discussion we're going to talk about the rewarding, the payment side of it. So I'll be looking forward to hear what you have to say about that one. Is everyone finished on that one, and shall we move to the next one? Great.**

12 Are any of you getting lots of feedback, and like noise on the sound?

Yeah, I know, it's really bad.

**I think…**

14 Yeah, mine is not [over speaking 20:01].

***Maybe if we try - if we try when people aren't speaking, if you try muting your microphone.***

**Yeah, that should help.**

***I know it's a bit of hassle, but it just means that, yeah, they're not picking up.***

**Yeah. Right, so the next - the last one that we've got on here is: Join a study to help improve sexual health services, and get paid for your time.**

18 I like that. I definitely like that. It's to the point. I mean, I always feel like the words are just straight to the point, so this is like you [unclear 20:34]. And there is no like fibbing, are the best ones. It's not asking do you want to, it's saying - it's just saying do it and you get money - that's it!

19 I think it's similar to what we've been saying with the get paid part. Like if you like swapped the sentence around, like get paid to join a study and help improve so and so, I think.

**That sounds great. Thank you.**

14 I do really like this one and, like you said, it's direct and straight to the point. But I still prefer the one before, because the one before had been valued and making a positive change, and the getting money. Whereas this one mainly relies on consenting, like encouraging people to joined, because of the money, because of getting paid. And so I do still really like it, but I just think the one before - oh gosh, what's the word? - it will attract a different type of people that want to feel rewarded, that want to be valued, and that want to make a positive change. Whereas the message you've just read is more about the money, but I do still think it's very powerful.

19 I also think that the word research and the other one, for the people who actually really want to be involved, the word 'research' would have been better to hear. But maybe for people who are just in it for the incentives, the word 'study' sounds a bit less strenuous.

14 Yeah, I agree with that as well, definitely.

**So you prefer the word 'study' over the word 'research'?**

18 The word 'research' sounds more academic, so perhaps psychology students or other [Researcher]s would see them and be like, oh, that sounds interesting. But for a typical person, the word 'research' sounds like too much commitment, too many things to do, too many things to sign up for. And, I mean, the incentive of being paid is good, but it's like do I really want to do that? Whereas join a study sounds like, oh yeah, I could just be in there for two minutes. When you start and you realise that, oh, you’ve been getting paid for a year [unclear 22:50].

14 Like I personally like the word 'research', and I know that word would appeal to me. But I do agree with you, if it was someone that wasn't as academic, or wasn't like a psychology student, I think the word 'study' would probably appeal to them more, because it would feel like less work.

13 But I think there needs to be something that shows that it's clear, that they have to stay committed, because sometimes like a study feels like it's going to be quite short. Whereas this is quite - something that's quite long, so I think there needs to be something there that clarifies it's going to be over a period of time.

**Do you think we should be specific in saying it's 12 months?**

18 No. Why would I want to do that? [laughter from several participants]

19 But it already says you get paid for your time. It's the only thing, you're putting your time into it, it's just not giving them the details.

12 I think we need something along the lines of join us on a research journey, and get paid, and something like that.

19 Even 'journey' may sound nicer, but like if you do say from the beginning that I'm going to be doing something I just saw for a whole 12 months, it just sounds like too much of a commitment. But if I have already started the process, and then I see 12 months and I've already gotten involved, it's like, oh okay, I may as well do it. They are specifications that it would only be a few minutes or a few hours of my day, or like of a week or something.

14 Yeah, I do agree with that. I think a message that encourages people, and, obviously, should be their main focus; and then when they read about it, then, obviously, you say it's 12 months. And it's not - obviously, it's not an everyday type of thing, so people will probably just think, oh, I've committed now, it'll only be a little bit of my time and I'll be rewarded at the end of it.

**Anyone else on that one? Would anyone create something completely different? And you can either say it, or you can touch the plus sign at the bottom and write one in, if you wanted to. Go ahead then guys, and take a minute to vote on what you think are the winners, what do you think are the losers? You can vote as many times as you want, and if you want to add some at the bottom, if you want to add some comments. So I'll just give you a minute to do that.**

18/13/16 With that, it looks like you're doing your bit message, and the thing that I like about that is that it kind of creates like a low-pressure environment. Because, obviously, you want them to commit to the study, but it's kind of like you don't need to stress, we're not going to ask you to write a paper on it sort of thing. So I feel like that will entice people if you just kind of start off a bit casual, and then give a few details, and then once they click on it, you can explain more, if that makes sense?

**Yeah, great. And I really like all of the comments that you guys are putting in, and this is really fantastic! I'll just give you a little bit more time, because it looks like a few people are still adding some things in, and then we'll continue.**

14 Maybe it's me being a little bit cynical, but while people are commenting to say about get paid to join a study, rather than they should be putting get paid at the start. I just don't know if that will sound like a fake advert, maybe, kind of like a spam email type thing. I just know that when I read things of that wording, I automatically think, oh, it's a scam, it's not legit. But, I mean, others seem to disagree, and that's just my personal thing, I would maybe doubt if it's legit or not, and like that.

**Yeah, thank you. All right, it looks like we're finished commenting. If anyone isn't, please shout now. Otherwise, we'll go ahead and move to the next section. [PPI Facilitator] is going to be leading this one, and this I will just - not warn people, that's the wrong word - this is going to be the longest section. After this section things will move around a bit quicker. Oh, I see somebody still commenting, so I don't want to speed anyone along here, because what you guys are commenting on is really great. All right, it looks like we've settled down. Right, I'm going to hand over to [PPI Facilitator].**

***Hi! Can you hear me? Yes. So you were frozen, [Researcher], so I didn't know whether my internet dropped out. So this one is about how to keep people in the survey once they've signed up, and trying to find the line between being annoying, and also being persistent and keeping people involved. So as the research team, we'll be sending out chlamydia tests and surveys, is it four times, chlamydia - [Researcher]?***

**So it's survey - we've got four surveys, and two chlamydia test kits.**

***Okay, yeah. And just keeping people to do each one. So on the padlet, the - sorry - on the padlet the first one is: How can we make each individual feel like an important part of the study? And how would you respond to that, would that keep you involved, or would it not keep you involved, what do people think?***

18 I think your input or your participation is valuable with regards to how people view sexual health services, for instance, makes me feel like, oh, so it's kind of important that I do this. And then state that, just stress about how what they do is going to make a huge difference for like, if not you, who else would do it, or something like that. And then, I mean, how she just said that it's, okay, four tests and two surveys, that is brilliant! So for just this number of things, you could [unclear 32:24] have real a difference in how sexual health services work [unclear 32:30] why did you say [unclear 32:33].

**So how can we [over speaking 32:34]? I was just going to jump in and say how can we convey that? What you're saying about how can we say, oh, only four surveys and two test kits make a real, big difference? What do you think is the best way of conveying that message?**

18 It could start with saying, I don't know, like you're really a hero, and like you really are a hero for agreeing to do this. Then you start participation in this study, and this is going to make all… Would really make a huge difference in how people like you… Oh yeah, that's good, in how people like you get access to sexual health services. So only - and, okay, [unclear 33:23] then all you have to do is fill out two surveys, and get tested four times. This is good for you, and good for everyone else - something like that. So people know like, oh yeah, you're helping people, and these people are just like you and what you're doing is not only going to benefit you greatly, but it's going to benefit everyone else. And also like us a little bit at the end, like a cheeky little note, and you still get paid.

**So thinking about this, because that's - the messaging that you're talking about really sounds really great. How are we going to tell people, because this is going to be after they've signed up? They've signed up to the study, they've done their first test kit, done their first survey and now we need to keep them for twelve months. So how should we tell them this really important thing?**

18 Email message - like you've got all those email marketing. So email marketing with headings such as you're doing so great, or you're such a hero, or, I don't know, you're making, I don't know, sexual health services better for everyone, in a nicer, like in a nicer sort of way, if we could say that. But like, yeah, just things that - stress that this person is being altruistic in their actions. So with such a heading, I'm likely to click on that email and then read through it and then maybe there can be like a little bit of statistics like: Did you know that this number of people do not know about this, or do not get access to this? Well, you were making a difference by doing this, and now more people can get access to this.

13 Yeah, on the point of email marketing, yeah, like you were saying with the headings, because even add like a bit of humour into it to captivate people, and get them to click on the email, something like, oh hey, we're not just a one-night stand, we're in like a relationship. And then you just - they'll probably think that email, what is it saying and then it'll talk about how the study wants people in for a long while, and not just [?a short time 35:32].

**That's a fantastic idea! Thank you.**

14 Yeah. I definitely think when you're emailing them or whatever, just, if possible, maybe get their phone number as well, just because if you ever changed your email address, or if you get their text on that, they could change their number. So I think a few forms of contact would be quite important, because it would be such a shame to lose people just because they got a new phone, or because they updated their email address. So [over speaking 36:08] to contact.

12 I agree with that, because when you're going through your emails it's kind of like, oh, spam, spam, spam, delete, delete, delete, so they might just almost miss it, or… Whereas with a text message, you're more likely to actually be, oh okay, well, what's that? Rather than just thinking, oh, it's just another spam email.

**Should we be checking in with people, if their details change?**

19 Yeah. So maybe - so you could probably include somewhere that… So to continue making the difference, we would like to know that this is still the best way of contacting you. Then if, yes, they'd say, yes, but definitely the heading should not be like the subject. I don't know, yeah, the subject should not be generic, because if there was something that sounded like an ad, most people would definitely not click in on it, or would just delete it. And, yeah, the text messages sounds pretty good as well, because I'm likely to open a text message than an email frequently, if that makes sense?

12 I think the text messages are a really good idea as well, because it's something that you only do a few times throughout the year. It would be good to do like little reminders, so if you just text them like it's that time again, can you do the survey for us, or something like that, and then it's like, I don't know…

14 I like that, I think that's a really good way to do it.

12 Yeah.

***Is there anyone else?***

20 I think using a combination of the emails and the text to make sure your continuing like contact with someone, and then if there's someone who has been quite active, who suddenly drops out, reaching out to them and being like are you struggling with this survey, or is there anything you need, or do you need to leave and making it feel like quite personalised. Because, again, talking about something quite difficult, you want to feel like you can talk to the person who is conducting the surveys and all that.

19 The girl that just spoke, when you said a combination, do you mean like the same time you send the email, you send the exact same text message, or do you mean like an email one this time, and then maybe a text message the next time?

20 I mean an email one time, and a text message the next, because I think, only as personally, when I feel like I'm getting a text and an email about the same thing, I can feel quite bombarded by something happening, and then it makes me want to like back away from it.

***Do you think with the text and emails, how they're worded will be important in making people feel important, in the study? Or do you think it's more about how regularly they're contacted?***

20 I think the wording probably would mean a lot to people, so like there's similar things someone else said about making a joke, like have a one-night stand or something, and breaking the ice. That it seems like easy to contact people, and not like it's just something being sent to everyone - which it will be - but trying to make it feel slightly more personalised.

14 I would say maybe you have like the important information on the email, or the link to the survey on the email. But when it's time to, obviously, every four months, when it's time to do that survey, then maybe just send like a reminder text. It's a bit more informal, like someone else said, it's that time again, could you please fill out the survey emailed to you. And then, obviously, at the bottom maybe like if we kind of change, please, obviously, let us know so then you can add a new email address. But I'd say the texts should be more informal than the emails.

19 I also think, because, obviously, it's going to be over 12 months you're going to reach the different periods in the year, like summer and Christmastime, and maybe back to school time. And if you just relay, and not like mention something about maybe what they most likely might be going through because of the concern, or whatever is going on in the world. If you put something that is current, basically, so it's not the same thing all the time.

12 Just on that note, maybe you could try and time it so it's not around days like Christmas, so maybe have it like November time, or so it doesn't actually clash with major year events.

18 I mean, it's - I don't think it's so bad if it clashes with major year events, because then you could capitalise on that. So maybe doing Valentine, you could probably [unclear 40:52] and like in the [unclear 40:55] a good subject, and in the message just say did you know, maybe this percentage of young people, during this period, are getting more, whatever sexually transmitted illnesses, as a result, of improper use of whatever contraceptives available. Well, you are making a difference by taking part in this study, because now that is one more person who is involved in ensuring, I don't know, there's easier access to such services. Yeah, that is nice. So, I mean, as much as you wouldn't want to make it too much about the season, taking… Oh, I mean, using such periods like women's… I don't know, World Women's months, is there a thing like that? And like Mother's Days and Father's Days, and all these important things would just be like, oh, that's interesting. But, obviously, it's a good subject - without the subject it's just another, yeah.

14 No, I like that. I like kind of personalising everything, like Valentine's Day, or like Merry Christmas, like could you do a favour and fill out this ten-minute survey again? I do quite like - I do quite like that idea.

13 Yeah, that is… Sorry. At that time as well, I feel like a lot of people also get the same kind of generic marketing emails, when it is round about that time. I'm not sure about you? And then they just go through and delete loads, so, yeah, they would have to be like really captivating kind of emails, because you're going to have competition with other marketers and staff who are emailing that same person, and you have that chance that your message might be missed.

***Do you think that the - how… Like when people are contacted, as in between studies, or just before the studies? How each of those phases would you make people feel valued?***

19 Between studies it would be just like - and not… So the people do not forget they're taking part in the study, but not too much that that's looking like it's spam. And just before a study, I will - a text message, maybe more [unclear 43:10] than an email. Or either way, it could be done, whichever is possible, just so the… A text message is more personal, and says, oh yeah, you've come this far, you could still continue to make a change, or you receive your next subscription tomorrow. We are just as excited, and I'm sure you are excited as well, or things like that. To say that, oh yeah, you're doing so well, we're in, like we're in this with you. I bet you're good and you're excited knowing that you're doing this. Yes, so like the whole thing about making people feel valued is emphasised just before the study, then in between, like the different things, just… I don't know, just little reminders and like… So, yeah, I really like the joke with the one-night stand, just things like that in between. So people were like, oh yeah, and not just them doing their thing out there without me knowing what's happening. But, I mean, they are just making me feel part of it.

14 I don't think there should be too many messages between studies, unless you have important information to convey, because people are just going to not be interested, and they're not going to want to read it. They've not got a survey to do, and then they might just start associating your emails with ones that they're not reading, because they're not important, and you don’t want them to miss the important ones, and will get sick of them.

20 I think a good idea would be maybe after they've done like the survey, like you send an email that's like, oh, thank you so much for your participation, you are improving sexual health services by doing this. And then before - like, I don't know, five days or so before they are meant to do the next survey, send an email of all the important factors. So like how - where the survey is and all that, and then send the text saying like, it's this time of year again, and then you can include things like if it's Valentine's or whatever, like one time with your special someone - do it safely. We can help you with this.

14 Yeah, I like that.

***What do people think about that…***

[Inaudible]

20 Is she breaking up for everyone?

**Yes. I might go ahead and cut in.**

***…with each participant.***

**So [PPI Facilitator], we didn't catch you all there. I think she might have just dropped out as well. Right, I'll go ahead and pick up until she's back in. I'm going to - because you guys are saying such great stuff, but I'm also looking at the time and I don't know what people are doing after 11 o'clock? I'm here all day, because this is my job, but I don't want to detain people, and I still want to get all of your views because they're really great. So we'll - I'll try and keep things moving. Thinking about personalised communication with each participant, so things like do you want something to have your name on it, or is that less important?**

20 Yeah, I think some people that might want to be optional, because they might find it slightly awkward with the like topics, and they don't want to be, their name associated with it, but other people would rather it be personalised.

19 And I think I would love this [unclear 46:41].

[Inaudible]

**Feel free, guys, to also comment in the padlet as well about these things.**

12 You're muted.

**Oh! Feel free to comment in the padlet as well with your feedback, if you're wanting to keep things moving.**

18 [Unclear 47:17] it sounds if someone - if you see an email it would be like your first name, it sounds like they know you. It sounds more, I don't know, it just sounds more personal instead of just anything else. I don't know if that makes sense? But I typically am more likely to click on an email that says, hey, [participant name], then I think that, oh, that must be an important email from someone.

14 Yeah, and it's little touches like that that make like an actual big difference. I think it shows that like, yeah, they're putting a lot of like care and effort into, and it makes you want to commit to the study as well.

12 Yeah. I feel like if you use their name, they're more likely to continue participating, because if it's more generalised like, hi everyone, and you think, oh, actually, like this isn't the best time for me and someone else will do it, because they're talking to people in general. So I feel like if you personalise it, people are like, oh yeah, they're talking to me and I signed up for this, I'll keep going.

**Oh! You've re-joined us, [PPI Facilitator]. You're back, [PPI Facilitator].**

***Yeah, sorry. I don't know what happened there. Has anyone else got anything to say? No? Can people hear me?***

14 Yeah, I can hear you.

***Okay, cool. I wasn't sure. Sorry. So the next one is the continuity of materials, and how important that one is to keeping people involved. So I guess it would be like with the emails, with what's being sent out, and all the way through the study having the same like fonts and logos, and the formatting of everything. How important is that to everybody?***

14 I think that's quite important, yeah.

20 I think keeping continuity makes people aware of what they're staying in, and also for you guys you can create like a signature, and have it with your sign in and all that, and it makes the emailing easier, because it's going to be difficult for you emailing as many people as you've got within the study. So as much as it helps people identify what it is, it's also easier for the researchers, so I think it makes a lot of sense to do that.

14 And people will recognise, and be familiar with the email, whatever it looks like, and stuff and they're all, I don't know… Yeah, they'll realize it’s not spam and they'll be more likely to open it and read it.

18 Also - it's also if it's possible for the sender of the email [unclear 50:00] the thing that appears is this person has sent… That's the sender. Could you make the sender a person's name, instead of the name of like a company?

**Yeah, so would…**

18 So that it's [?clear 50:13]. Yeah, so maybe person just sends you a message, or this person just sends you an email, it's more personal than Chlamydia health dot com sends you an email.

**So thinking that, because that's a really different idea that we hadn't considered, I think we probably would have gone with the Wrapped Project, but would you prefer something like [Researcher] at the Wrapped Project?**

18 Yeah, definitely. I think I would definitely, because then it's [Researcher] [unclear 50:47] instead of just the Wrapped Project to [participant’s name].

**Yeah.**

12 Yeah, I agree with that, because I feel like if you kind of add that in there, that is like this person that's communicating with you, rather than this project that's collecting your data. I feel like - I don't know, it just makes things a bit more comfortable, if that makes sense?

20 Also you're working against people's email formatting, so people's email automatically goes into spam, or I know Gmail does it, and they have like promotions or whatever. And, if you have a person's name it's less likely to go into any different folder, and just stay in their primary inbox.

14 I do think that when you get people to sign up, and, obviously, you send them the first email, or in the introduction bit, I do think it's important to say that these emails might go to spam to have them go to your primary inbox. So I'd feel more - I can't remember how you do it, but, basically, maybe inform them that it's likely that emails are going to go to spam, and what they can do to ensure it goes to their primary folder. I think that would be quite important, just to add.

***I think if you save as a contact, then it doesn't go to spam.***

14 Yeah, so maybe like suggest that people do that, so they don't lose the emails.

***Yeah, that's a good idea.***

19 Oh sorry, could it be… Oh, I've just forgot what I was going to say.

18 Yeah. Also in the text messages, could it say - you know how if you're sending text messages and emails, maybe to have, just say that we sent you… We sent you - I don't know, a message by your email address [unclear 52:40] and if you did not see it, then maybe you spam, you send… I don't know, it's in the bin or something, just like, oh, I don't know. Just something that is saying that just in case you do not receive an email.

14 Yeah, maybe on like if you send a text before the survey comes out, or when the survey is released, maybe send a text like it's that time again, and we've sent you an email with the survey - could you please fill it out. If you can't see the email, don't forget to check your spam folder or something.

***We've got a section about this in the next section, I'm pretty sure.***

14 Oh okay.

**Yeah, you guys are like mind readers, you're hitting on all the ideas we've come up with, which is good.**

***What does everybody think about newsletters? How important would that be to people? Would you read it, and what should be in it?***

20 I think a newsletter on like of how the research is going is a good idea, but I think it should be optional to people, so maybe when you send them the first email, it'll be like have a little tick box: Would you like to hear about how this research is going, and receive a newsletter? So then if they don't want to be bombarded with the research, they're not.

14 That you have an option to opt out, or to opt into newsletters, I think.

18 And also we do not want to opt into newsletters, could there be like, I don't know, two or three sentences that kind of gives them a quick summary about what is happening with the research? So I don't want to read two pages of facts and data, but I'd like to know what my, what… I mean, what my participation is doing for you, and how I am important in this research. So just little sentences, and maybe click for more, or click here if you want to know more.

14 It might sound silly, but will there be enough information and findings, and stuff to give newsletters out every month throughout the year?

**Well, I think one of the big questions is, how often would people want to receive a newsletter, but then after that it's like, okay, monthly, though, obviously, it would be less. We are thinking about brevity, as someone has said, two or three sentences - we don't want to kill people. I think if we were to do them, we could give an update on just how many people are in the study, and updates on things like that, and we might not have real, big data analysis until the end. But what kinds of things - if it was monthly or quarterly, and brief, what would you want to know about?**

18 Okay, so, I mean, I don't know if that's possible with regards to like data anonymity and everything, but if participants would agree, could you have like some people feature in some of the emails - if it's possible? Like, I don't know, meet maybe [participant name]; she is, she has been in this research so far and these are some things she has to say. This is something she has to say, and if maybe… So maybe any of the researchers, you know how they have like pseudo-participants? So any of the researchers could be used as one - a pseudo-participant - and this is what you do. If you would like to share your story about your experiences with sexual health services, or things like that. Then the next time an email is coming, if I was participating I would be looking forward to the next story I'm going to hear. So this is what this person thinks about access to this, this is what this person thinks about access to this, and little funny bits. So if you want to participate in the - if you want to be featured in the next email or send us your thoughts about what you think, and you could be featured. Maybe click the link below, and just say something funny and that could be edited, and make the person look good. And, yeah, so it maybe forms some sort of a community around it. And [unclear 56:59] the last [unclear 57:00] and it's like, oh, so, I mean, this has been a beautiful relationship or whatever, but it has… Everything that's good comes to an end, and we have really loved having you and hearing all your stories, and maybe a little confetti in that email says like hurray! You've done it sort of. I don't know, those are just things that appeal to me.

13 I think that's a really good idea, especially because it gives people… Because you know the way you may not get everyone, like the people in it may not all be interested in the long run, but it gives the people who are, you're not shutting them out, you're not assuming that everyone… No one wants to be involved, or it's too much, or it's too strange for everybody. People who actually, for example, [participant 18], who says like those kind of things appeals to her. And it gives them an opportunity to show their interest, and get involved as much as possible.

20 I think as you're especially - I know at least at my uni you've got a lot of people reaching out and sending these to psychology students, who would be interested in how the paper is going, and what's going on, and want to know. So what you could do is say like we've got so many participants now, and we're getting closer to our research questions, and thank you so much for your participation, and you could include this. And like the small bit, if people don't want a newsletter, in like a thank you email after they've done the survey.

18 Yeah, and also people be given the option, so maybe when you say that is like what… I know that this may not be something you want to do, or I know you may be shy about us knowing who you are. Maybe - I don't know, just like someone should be able to choose like a pseudonym, and pseudo picture, or an avatar, or something so that, oh yeah, I know you want to do this, but you've got to remain anonymous. Well, sometimes we - sometimes we also would rather not be known, and you can choose any name and an avatar for how you are represented, if that makes sense, but yeah.

**I'm just wary of time, guys. If this overruns, is that going to be a problem for anyone?**

18 No, not me.

12 It's fine for me.

20 No, it's all right.

19 I might have to leave.

**Okay. Anyone who does need to leave, feel free to have a look at some of the other things, and vote and comment before you do so. And it won't be exactly the same, rich discussion, but we'll go ahead and try and spur you guys along, if that's all right? Sorry, [PPI Facilitator], go on.**

***Oh sorry, yeah. I've got - I guess we've kind of direct contact by the research team to each participant, how would that…? How would people feel about that? Skipping ahead [unclear 1:00:06]. No, that is right, yeah. So like I guess if somebody isn't necessarily filling out something, like reaching out to them? I think…***

**Yeah, we thought along the lines of, if you just got a random contact from us: email, text, phone call, just going, hey, thanks for taking part, what would that be like?**

18 That would be nice to, especially if someone - if someone has not really done what they had to do. So the missing you, or it looks like you haven't done this, is there anything we should know about, or are you okay? Yeah, are you… Yeah, so like are you okay with something that is personal, and sounds a bit like do you know me? Do I know you? But still are you okay? Yeah, that would be [over speaking 1:01:04] contact sounds good.

14 And I think that's good if like I've missed a meeting and stuff. Yeah, like we're missing you, is everything okay, blah-blah-blah. I don't think like constant contact, if someone's following what they're doing, and they don't really want to be bombarded.

12 I think it's like a really nice idea, but maybe like warn them that you might reach out to them first, so that it's not like out of nowhere and it's like why are they singling me out. So just maybe in a welcome email, just put in the bottom like, oh, just saying we might reach out to you if you're not responding as much as usual, or something, just to check up on you. And then people know that that's what it's about.

19 The girl that just said - someone just said about I don't think they need to be contacted if they're doing it, but then, again, I feel like if they're doing it and they're not hearing anything from you, it's kind of like is this necessary, or am I making a difference or what am I doing. Because they're not getting - I don't know what the word is, but they're not…

14 Yeah, I get what you mean [unclear 1:02:20] like so once you've done the survey, I think it would be a nice idea to send like a confirmation email, or a text just being like, thanks so much for filling that out, you're going to make great improvements, and really impact on research and like thank you. I think that's a good thing to do once they've done it, but I don't think texting someone like two months after they've done it, and two months before the next one is necessary, personally. But I definitely think like a 'thank you' after you've filled out your survey, is very important.

12 Yeah, I agree and it's like giving them a sense of like recognition, in a way, because it's like you're praising them for participating, but also acknowledging that they have been doing their part as well.

***Yeah. Anyone else?***

**[PPI Facilitator], do you mind if we skip the clear, simple, brief instructions part, is that all right? And we can just let people comment below. Just - and just kind of interests of time.**

***Yeah. So all communications containing a social desirability statement, how important is that [?everybody 1:03:41]?***

20 I think it's quite important to like…

***Like - as in like contributing to the research, or [unclear 1:03:52]. And then we've kind of covered this a bit already.***

14 I'm thinking [?it's important 1:04:01], just one or two sentences, yeah, like thanking them, or showing how they've helped is important.

20 I think when you give people that encouragement, you're also in sort of… It makes them want to continue on with the study, because they feel like what they're doing matters, and not like talking to a faceless survey.

14 Yes.

***Yeah, anyone else?***

13 Yeah, when you are encouraging…

***Does anyone else think that it's not a good idea, or is there any in agreement?***

13 I was just going to say, when you are giving them that encouragement and praising them for what they've done, you can sort of remind them again like, oh, we'll see you in another two months or something as well, so it like continues and they stay with the study.

***Should we - if everyone's in agreement, shall we move on to the next one that's about like if someone doesn't complete the survey, do we think that contacting the person directly then, and just sending the three or four questions that we really want answering for the study, rather than having to complete the whole thing? Is it a good idea? At least then you get something out of it, rather than just no response. And I think maybe we can do these two at the same time. So if someone doesn't complete the survey, calling them and ask them to complete it over the phone, what do people think about that?***

20 I think emailing people and being like these are the three questions that are really important, can you just answer them, is quite… It will be quite useful, because people will just be like, I don't have time for a survey, I'm really busy, especially with people going back to work now, and then when school goes back and everything. And they'll be like, okay, three or four questions, I can do that, and they can quickly send you an email back their answers. I think the only issue with like calling people now, is I think - at least, personally, a lot of people I know in the age range you're going to - they don't like being called; they're like very rarely on the phone. So I think you might then make them feel like they're being quite bombarded with this, and it might make them want to just disconnect from the study completely. So I think maybe trying to stay over email and text might be more useful, because of your age range.

14 I agree. I definitely would not want to answer a phone call, and it would probably annoy me, so I just wouldn't continue with it.

18 Also, because it seems like maybe a text that says - so you see someone has done the questionnaire and has exited, and in a while maybe a text message that says, oh no, you were almost there, would you just three of these like… Just three of these questions, and you would have been done. And then, yeah, just think and say yes, or what I've got to get these questions by text, or something like that.

13 Yes, [unclear 1:07:09] saying like payday is pending just to remind them that they are getting paid to do these surveys.

18 Oh yeah, I completely forgot about the payments. Yeah, that sounds good.

12 With the phone call, I definitely agree with what people said earlier. I feel like, especially if you know that you are getting called by someone, because you haven't done something. It can make you quite anxious, and you won't really want to go with it, and not into the service, because you'll think at the back of your mind like, oh, are they angry with me and like am I in trouble. Like they're going out of their way to talk to me, so I think it would be more effective if you did it through text or email.

***Yeah. Does anyone else think differently?***

**Do you mind, [PPI Facilitator], if we move to the birthday card post?**

***Yeah. So what do people think of digital birthday cards for participants?***

19 That sounds good. That sounds really good.

***Yeah?***

19 Yeah, it does, it make the person feel special, so then the whole thing around teamwork and how you're part of this, and you're part of this doesn't just sound like what is being said. But, oh my God, they actually remember my birthday, yeah.

14 I mean, I don't think it can hurt to - it wouldn't really affect me, I don't think, if I got a birthday email or not. I don't think it can hurt, as long as there's not too many emails, to the point where they get bombarded and they feel they're being spun by it. But, yeah, if people would like it, I don't see that would affect it negatively. But, personally, for me, it probably wouldn't make much difference.

13 I know there's a comment there that says about not liking the birthday email, but the thing is, if you literally just… Well, if they don't like it, it's only one email and you just quickly delete and go, oh, I didn't like that. And you might have like two people who don't like it, but a hundred people that do. So you've kind of got to look to the majority of people who would like it, or who wouldn't.

20 I don't think you're going to have anyone say like I am not going to continue with the study, because they've sent me a birthday card. But I do think you'll have people who will be like, oh, they remembered my birthday, that's really sweet, so it's one of the things that might be useful for some, and not detrimental to you, so it's worth doing.

14 Yeah, I agree.

13/16 I also think it'll like highlight the individual importance for each participant as well. So it's just like, oh, we know that you are this person, and you're helping us out and we appreciate you, happy birthday sort of thing. Like it might not mean a lot to someone, but someone else might not get that recognition for their birthday or something, so they might feel like, oh, that's really nice they've thought of me.

14 And also it will just remind them that, oh, like I forgot, I'm doing part of this study, like I've got my next survey in a couple of months. It'll just be like a little reminder, won't it?

12 Yeah.

14 Like the study in someone's head.

19 Is it possible that you know the same way this was sent on like Microsoft, something where it got added to… Like, I mean, it got added to my calendar and that's how I remembered to come online. Is it possible that with regards to the surveys, regardless of the emails, people can get it added to their calendars so that it gives them a notification? Because even with the best intentions, if I did not get a notification for this, I probably would have spaced out and not even remembered it was there. Yeah, I just remembered that.

***There's a section about that later on in the padlet, isn't there, [Researcher]?***

**Yeah, similar. I think it's - we've not looked into a calendar plug-in, and I'm not sure if one exists, but it's definitely something we can look into, if it's something that you're saying would be useful, then, yeah, we'll definitely look into it. If anyone else has burning, strong opinions on the birthday thing, feel free to say them, but, otherwise, is it all right if we just go ahead and vote and comment on everything in this column? I'm just trying to - I'm wary of keeping you all for too long, because I could do this all day. Go ahead and take a minute to go through everything, and then we'll move on to the next section.**

***I have to head to work now, [Researcher].***

**Yeah, that's fine. That's fine. Thanks for pitching in.**

***Is that okay? Sorry.***

**No, it's fine.**

***That's great. Thank you for… Yeah.***

**Thank you for your contribution.**

***Okay, bye. Thank you.***

**We'll just do another 30 seconds to a minute, unless people are dying to put more comments on, in which case we'll pause. All right. So this next part - oh! I see people are still leaving comments. I'll just quickly explain before we go on these next parts are about prompts, surveys and reminders. They don't need as much discussion, so feel free to jump in if you've got a really burning thought, or if someone says something that you want to add onto, or say something different. But, otherwise, feel free to just go through and vote and comment. So the first idea is thinking about prompts, so thinking about before a survey or a test kit goes out, we could send participants a message letting them know, hey, guess what, in a few days you're going to have the survey or the test kit. Something like that, would you prefer a text, an email or a postal notification?**

14 I think texts would be the best way, because it's quite direct, because sometimes people can have like backlog of post and emails, and might not have checked them as frequently. If feel like texts are more likely to be checked frequently.

20 I think prompts specifically, I think emails are probably good for like sending the survey link and all of that, but prompts just to remind the person, because they might just not be going on their emails for a while, or forgotten about it. And if they get a text saying like, hi, are you ready for this in a few days, and they're going to be like, ooh, yeah, that - I forgot about that!

12 I agree with that, because I think - because it's like a shorter message as well, and it's just a reminder. It would almost seem like a bit much to be a whole email dedicated to it. So just a quick text would be like, oh yeah, remember this is happening, and then like they're more aware of it.

20 Out of all your options for the prompts, I think text and email makes sense, I think text is better. The one I don't think you need to do, because of your age group, is post because if you're aiming between I think it's 18 and 24, then at least, personally, I never get post because everything is online now. And when I do, I'm kind of like, what's this, this must be from the optician or dentist.

**I'm seeing in the next column a few people saying they don't think prompts are necessary. Does anyone want to jump in and tell me more about that?**

18 Is it about prompts in advance, or the [unclear 1:16:23]?

**Yeah, it would be in advance, so the way we were thinking we would do it, is that so many days before we'd send a prompt to say, hey, it's coming. Then it would come, and then if they don't do it, send a reminder.**

18 Okay. I think with regards to that, it could be, hey, it's coming close and we care about you. We love that you are still here, this will be here with you in a few days. And on the day you know how some mentioned said something about payday, so maybe on the day itself it says, well, payday happened faster than you think. Finish this survey to get cash out payments, or whatever the kind of payment will be given. So then, yeah, on the day itself, as well as a few days before, I think that will be nice, or a few days before so you get your mind ready, oh, this is going to happen. And on day, just so that in case you missed it and to remind you that, well, you're getting money for this, so you may as well do it.

17 I am one of those people who feel like you don't need a prompt, because, I don't know, I've been participating in several studies and where we have to complete surveys weekly, and they would just send you a link, and that would be enough and would just click that link and complete the survey whenever you wanted to within a day or two. And, yeah, I mean, for me, I feel like it would be excessive to also have prompts, but it might be different for others.

**Thinking on that line between useful and annoying, where is a prompt for people?**

20 I think prompts over texts would be more useful. I think if you're sending like consistent emails, that's when it begins to get annoying, but the fact that this is going to be over 12 months and you've got four surveys and a test, I don't think you're going to be emailing them every week or anything. So I think just sending a prompt maybe like three days, I'd say, beforehand saying like, oh hey, we're excited to hear from you again. Hope it's all good with you, and it makes it feel more personalised as well.

13/16 Yeah. No, I agree, because it's not like you're going to be emailing every few days saying, oh hi, yeah, we're still here. So like every so often, when you need them to do the surveys, or the tests or anything, it will still catch their attention, and not be too much to be like, oh, it's them again.

**Yeah.**

14 I don't think you need a prompt, but I don't think it would hurt. Like you said, there's only four in the year, so I don't think it would hurt if you wanted to send like one prompt like a few days in advance. I don't think it's necessary, but I don't think it can hurt just to kind of, again, get it on people's minds so they remember to do it. But, personally, I would be more inclined to get a text or an email saying, oh, our survey is here and I just do it there and then. Whereas if I got a text or an email saying it's in a few days, I'm probably… It'll be on my mind, which is obviously a good thing, but then when I get the next email I might not be inclined to do the survey straightaway if I'm used to reading emails, and not acting upon them at the time.

12 I think with the surveys, I don't think a prompt is necessarily needed to the surveys, because it can be, oh, hi, here is the survey, like here's the link, blah-blah-blah. But with the test kits, I think a prompt might be helpful for that, just that they are expecting it to come. Because I don't know what shape they come in or whatever, but whether it can fit through the letterbox, or someone has to be…

**Yes, it can.**

13 …home to open the door and take it in, or just little things like that.

**Yeah. No, that's a real good point. No, the test is letterbox size, and no one needs to sign for it. It'll just pop in and it's there. How far in advance do you think a prompt would be useful, whether that was for a test or a survey? And feel free to just vote, guys.**

12 Sorry, can I just go back?

**Please.**

12 Is the test in discreet packaging?

**Yes.**

12 Okay, I think it's important to make sure that…

**It's not going to have anything on there that says chlamydia test!**

12 I think maybe that when people sign up it's really important to say that, because that might be, that might deter people - some people - if they think, oh God, I don't want that through my letterbox. Whereas if it's like, oh, it's completely discreet, more people are likely to be like, oh okay, it's not too bad then.

**Yeah. I'll just you guys a second to vote on how far in advance for the prompts, and then - or not at all if you want to put not at all - feel free to comment in the bottom and just say, no, this is a bad idea, because that's good things to know for us. So thinking about the surveys, we want people to see these surveys and act immediately. Here's a survey - do it! I think we all get into that pattern of, oh yeah, I'll do it later and then we all forget. So what's going to be the best way of sending it that will catch people's attention, is that by text or is that my email, or is it maybe something different, or a combination?**

18 Email sounds good because if - I mean, the survey link will be sent, okay. I don't know, whichever way it's sent, could it be something… Like if there be something perhaps that says like time is ticking, or be the first to send this in, or you are one of the first people to receive this, let's see how fast you can do it - just things like that. Yeah, the deadline is in 24 hours. I don't know, just something that sees that there is a time to how much you can do it, and maybe… Or maybe something that says we see you've seen this, don't worry, it would only take five minutes. Just something that just says don't put down your phone, and just finish this, it wouldn't take too long.

20 I think text stuff should just be sent over - texts should be prompts, and then emails should have the link. I think a good thing to like include in it, is how long this survey is going to take you, because if… I don't know, if I open it and I'm just about to go out the door, and I'm like it's going to take me five minutes, I might as well do it while I'm waiting for someone to get ready, or if I'm at work and I'm trying to pass some time, you might as well… I don't know, if it's only like five or ten minutes, but if it's going to take you an hour, I need to set time apart for it, because I don't have an hour of time right now.

19 Can I ask, if they feel - if they'd completed it late, like what would happen?

**So, obviously, we want people to complete. They can complete it late, so that would be the next section we're talking about is reminders, so if somebody doesn't complete that survey we will send out a reminder. At some point, we will have a cut-off of like if they haven't done it, they haven't done it. So is that - is that the question you're asking?**

19 Yeah, yeah, I was just - it was just because of the no prompts and stuff like that. I was thinking, you don't really need prompts unless they don't do it, or unless you notice that someone has the habit of not completing it on time.

**Yeah. So…**

12 Sorry. I think with what someone said earlier, the idea of deadlines is quite good, because they are getting paid for it, so they should be providing you with what they committed to. But maybe like make them 24 hours or 48 hours, just so that they don't feel under pressure like, oh, if you don't do it in the next two hours you're not getting anything out of this. So maybe just like set loose deadlines, just to know that it needs to get done soon.

18 Yeah, this one, I think I definitely agree [unclear 1:24:04] because in the reminder about doing it, could there be something about how, well, that amount of whatever you're being paid is slipping out of your hands in just five minutes, it could be yours, just do this. You know you want to do it! Or just something like that, so that you are reminded that, well, you could potentially be getting money for it and that you'd be losing. I mean, I know myself, and I know that if I had the chance to make money and it only takes us five minutes to make that money, I wouldn't leave it on, and then just such [unclear 1:24:37] oh, snap, I forgot! Yeah, let me just do this and get that payment, or whatever done.

**So thinking about those reminders, what do you think is going to be the most attention-grabbing, is that by text, is that by email, is that a phone call or post, or maybe a combination, or something different? Feel free to just vote on that one.**

19 Sorry, [Researcher], I have to go, but thank you so much. Thank you so much for the opportunity.

**Oh, thank you, and thank you for all of your feedback, we really appreciate it. And sorry to keep you, guys, you just have really good ideas.**

19 Bye.

**Thank you. Right, thinking also about the reminders, how long should we leave it before we send a reminder? And just go through and vote, so is that five days, is it seven days, ten days or 14 days? And thinking also about that, should we consider different time periods for these reminders for the surveys versus the test kits? Because, obviously, the survey you can complete on your phone right away, but your test kit will take a little bit more time, because you're going to have to actually complete it and then pop it in a post box. So what are people's thoughts on that? You can talk about it, or you can just comment below.**

20 I think for the test kits, give them - because mail isn't always reliable - give them maybe like two weeks-ish, because even if they put it in like second-class post, two weeks it should have arrived with you. If it hasn't, then send a follow-up email just being like, we just want to know, did you send it? And then we can take it up with the mail, or whatever, but we need to know who we need to take this up with. But for the surveys, I think, after like five days, contact them and just be like, this will only take like ten minutes of your time, please just start it and you're going to really help us, help the sexual health services and try and put some sort of onus on them. And then remind them that they will be getting rewarded.

12 Yeah, no, I think that's a good timeframe, what was just said.

**Yeah.**

13 Yeah, and I like the idea of giving them a rough estimate of how long the surveys are going to take, so it motivates them to do it.

12 Yeah. No, I agree, because they might be thinking, oh, we don't want to do this, it's going to take half an hour of my time. Whereas if you say, oh, it takes between five and ten minutes, if they go, oh, that's not too bad, I can just kind of do that quickly while I'm having my coffee this morning, or something like that. And not thinking…

**Yeah. So looking at that next column is how many reminders do we send out before we give up with people? And feel free to just pop a vote or a comment on there, which is like should we do two, should we do three, should we do four? And should we have the same amount of reminders for surveys versus test kits?**

20 I think reminders - if they're not doing it after two and they've just not responded to you whatsoever, they're probably not going to respond to you, and they've just dropped out. And that's probably going to be the same for the test kits, or the surveys. If they've had an issue with the test kit in the mail or something, they'll contact you and let you know.

**Thinking about delivery of these things, you guys have already been commenting, so I'm not sure how much we need to keep discussing it. I'll go ahead and say it out, so if anyone wants to chip in, again, feel free. So thinking about the timing, what's the best time of day to catch somebody? We've got lots of different times on this, so if somebody wants to pitch in, they can. We're thinking we want people to see it and act right then, which I think you guys have pretty much commented on. And is there a day of the week that might be better, or not?**

20 I think Sundays and like weekends might be a good day, because I don't know about other people, but when it gets to like Sunday evening, most of the people I know are like chilling on their phone around like five onwards. They don't normally work, and they're normally just relaxing and trying to get ready for Monday.

**Yeah. Right. So we're going to get into the financial incentives - the vouchers. So we are going to be compensating people for their time with the vouchers, they're going to be Amazon vouchers, I think. So there's different ideas on how to distribute them, and I just want to kind of discuss two theories with you all. The first one is something about increasing amounts, so you'd start the study and we give you a small-value voucher for the first activity, and with each activity it increases. What are your thoughts on something like that?**

18 That sounds good.

12 I like that, but can I just - you said they're going to be Amazon vouchers?

**Likely.**

12 Maybe if you could get the kind of voucher that could be used in many different shops, that might be more suitable to everyone. Because I know Amazon pretty much has everything, but there will be some people who would rather like, I don't know, a Top Shop voucher or some people would rather an Amazon voucher. So if you can get like a - I know they do these things that you can like spend them in so many different shops, if you could do something like that, it might be better to the participants in terms of them thinking, oh, that's helpful, rather than it just being Amazon maybe.

17 Love to shop vouchers?

**Yeah, that's the ones.**

18 And with regards to the vouchers, I think if you're going to be increasing the amount, that is also really good in like when you send the prompt, or when you send follow-ups. So that it's like, oh, you think… I mean, if you think you were happy with maybe £10 last time, you could be making £5 more if you do the next one, or £10 more if you do the next one. We all love a good payday or something like that, so, yeah, that would… Yeah, that is definitely a nice incentive knowing that. Not only am I getting paid for it, but I'm going to be getting more, so then I'll be looking forward to it. It's like, oh yeah, I get to get more money the next time, or the next time, I may as well just do everything.

12 Yeah, it keeps people committed.

14 Could I just ask, please, I think vouchers are a great idea, but how come you're doing vouchers instead of just cash or a bank transfer, is there a reason for it?

**Yes, ease. Because if we are - if we're doing Amazon vouchers, it can be immediate. So you've completed it, we've seen you've completed it, we'll send you an email - there you go, right there! Depending on how quick we are, we could get it to people within 24 hours so long as it's a weekday. Cash is tricky. University systems make cash a bit of a nervous thing, of who - where is it coming from, who has got access to it and things like that. That would depend on all of us being on campus, the university agreeing and then we're posting it, and then what if it gets lost in the post?**

14 Oh, that's true.

**Yeah, I know. I mean, don't get me wrong, I mean, me, personally, I'd love some cash. And bank transfer, it's not something we'd considered - I'm not sure if the university would allow us to do that. And then, yeah, I'm wondering if - I mean it's a great idea, because, yeah, I'm with you; I'd much rather somebody put a £10 note in my hand.**

14 I do like vouchers though, because if you've got cash you probably wouldn't think about spending it, it'll just be in your bank and gets spent without you realising. But a voucher, like you have to sit there and you have to look, and you think, oh, I've got myself… I've been able to order this exact thing, because of the study. So I do think vouchers are good.

18 Yeah, it's like doing bank transfers requires that whoever is getting it trusts you with their bank details, and, I mean, a team of people somewhere that I met online, I don't think that's something I want to go, give you my sort code and bank number. So, yeah, vouchers, and also, as she said, where it's good when you know exactly what your payment is being used for. So you can go on like, I don't know, Amazon and it's like, oh yeah, I have a voucher this time, or you want a clothing shop website and like, oh yeah, I have a voucher, that is nice.

**Should we - oh, go on.**

20 I think like people, when they end up buying stuff with their voucher, so, I don't know, if they buy clothes, and every time they wear it they'll be like, oh yeah, I got this from… Because I was in that survey and it will remind them of the study, and that they want to continue.

14 Yeah. No, I think it's really…

12 Sorry. [Researcher], I need to shoot, because I've got to go to work.

**Yeah, that's fine. Thank you so much for your participation.**

12 I've just gone through and completed all the other columns.

**Awesome! Thank you.**

12 So it's all there.

**Great. Thanks for your feedback.**

12 Thank you very much. Thanks then.

**Thank you. Thinking about the vouchers, and thinking about the increasing amounts, should we tell people ahead of time how much they're going to get? Like as in like, okay, now you've joined our study, so you'll get so much for this one, and at three months we'll give you this, and at six months… Shall we tell them that beforehand, or should we just tell them before each one, oh yeah, by the way, it's going to be [unclear 1:33:34]?**

14 Tell them, I think before…

18 Each one, instead of in [over speaking 1:33:41]. If like before [unclear 1:33:44], then you… But if you know already, it's like if you do, okay, if I look at this and this, I'll just drop out. But if you don't know how much they increase, like the increments are going to be, so this time maybe you've got this and next time maybe it increases by £2, the next time it increases by five. Oh okay, well, how much more would it increase next time? Yeah.

14 I personally disagree. I think I was shocked when I saw like how much it did increase by, and if I didn't know, I don't know, the first one is for a fiver, I'm not going to imagine that you're going to increase it and I would think it's a fiver again. So if I was feeling lazy or didn't want to do it, I'd just think, oh, it's a fiver, like I won't miss it. But knowing that it does increase by quite a significant amount, I would be personally more inclined to do it now, and know how much it goes up by ahead of time.

18 [Unclear 1:34:36] that is true, and that sounds better. [Unclear 1:34:40].

20 I think like when you know beforehand as well, it's like, okay, so if I do this for 12 months and do only I'd do only four surveys, at the end I'm going to end up with like, what does it equate to, like…

**Sixty-five, yeah.**

20 …50 quid or something? Sixty-five? It's like when you think of that and you're like, oh my God, yeah, why wouldn't I then continue to get 20 quid at the end? Like it gives them sort of like a goal that they want to reach, that then is a reward for them as well as for the surveys, and for the research.

13/16 Yeah, I agree with that. I think if you let them know how much they could potentially earn overall, like people are going to look at that total and be like, oh, if I just stick with it, this is everything that I can get. Rather than just letting them know before a survey like, oh, here's another £5 if you do this. I think the goal is important for the long run, especially if you want them to commit over the 12 months.

**Yeah. So I'm going to go ahead and push forward, guys, and thinking about this idea called 'something for nothing', so some research has done things where vouchers are given upfront, regardless if people complete or not. What are your thoughts on doing that?**

18 No.

14 No, I don't think so.

20 Don't do that.

**Right, I'm going to direct your attention to the next column. This is three potential ways we could distribute vouchers. I'll give you a minute to read through each one, and vote and comment on which one you think is the best. Obviously, all of them have some of that increasing amounts, and one of them has some of that 'something for nothing' as well. So I'll just quickly explain what that one is. We would - this idea would mean that we would put a certain amount of voucher £5 into the test kit when we send it to them, so they would open it up, see the test kit and see the voucher. If they want more voucher, they have to complete it. So we're interested to see what you guys think of each of these strategies, and which one you think is the best?**

18 Is it possible, even when people get access to vouchers, they have to mail the test kit back before they can actually use it? Because if that weren't possible, or you could - how when you graduate they give you like paper instead of your actual certificate, so that maybe there is a picture or something of the voucher and completing it. So when you receive the - when you receive whatever they've done, then, actually, you can actually access the voucher. Because if I got the voucher in my email just for receiving the test kit, why would I do the…? Why would I finish the survey, or why would I do that? So then the prompt would then be useful, because if you've already received the survey, you started it and you haven't finished, and it's like payday is closer than you think. All you have to do is post these three questions, and get access to it. Yeah, so maybe there is a reminder that says £5 comes along with this, how about finish this in as little time as possible, and this is how much you're getting. And as soon as done, just click on this and you immediately get this money. Yeah, I think that sounds like that would be better for your participation rate.

**Yeah.**

14 Personally, I mean, if I was doing that I would just intend that I was going to do the whole 12 months. So when it wouldn't really matter how the money was laid out and, to me, it's not a huge deal. Obviously, I do think month 12 should have the most amount of money, so that people actually do finish it. But I don't personally think it will make a huge, huge difference, as long as going up from less money to more money than what you complete, and at the very end you get the most. I don't think it would make a huge difference - not to me, anyway.

17 Yes, the same [unclear 1:38:40] as long as it just rises and you know, so if you stay for longer you will get more money and that's the most important thing.

14 Yeah, I…

**Go ahead and vote, guys, on what you think is the best strategy, if you haven't done so already, and then we'll move forward.**

18 Well, I think one of the ones where you say some money, and then some money after completion, and then the ones that just say test kit £25, see the test, but you get £25, is that what it means?

**So are you looking at the third one, where we would give you… Which one are you looking at?**

18 So I'm looking at the first one [over speaking 1:39:19].

**The first one? Yeah. So we would - for that one, when you join the study and complete the first survey, you get a fiver. And then the second survey would be another fiver, and so on and so forth. So that your final test kit, that, for us, as our most important measure, you get £25. You complete it - £25.**

18 Okay, so that means all of them require that you complete it prior to the [unclear 1:39:44]?

**Yeah.**

18 Okay, thank you. Back in the second one, where it's five, five, ten [unclear 1:39:53] because, I don't know, three fives is like really it's just £5, whereas five, five and by the test kit it increase the test kit requires more than a survey?

**Yeah.**

18 So, yeah, I just thought about it.

**Yeah, yeah, vote. Vote accordingly to how you think. So just as you're finishing that out, this is the last bit. So we're thinking about long-term engagement, so for the first six months of the study something happens like every three months. Join the study and three months later you do a survey and test kit, and three months later you get another survey, and then we go quiet for six months. And then at 12 months - and these are our most important measures with the 12 months - we don't want people to forget about us, we don't want people to receive the surveys and the test kits and go, who are these people? I don't remember any of this. What can we do, or is there anything we can do in that six months to help keep people in the loop, that's going to be useful and engaging, but is not annoying?**

13 I definitely think email updates are useful, again, like you were saying with that, like the subject line being quite captivating letting them know that. Oh, we might be in a long-distance relationship and we’re taking a break, but they've got the work going on behind the scenes. And then sort of making them feel involved and saying you’ve made this difference, and now it's like our turn to show you what you've done [unclear 1:41:32], informing them but not too much that they feel bombarded.

18 [Unclear 1:41:39] talking about the kind of messages to send people [unclear 1:41:44] during the six months we know how many things happen, like Women's Month. Well, [unclear 1:41:56] and World Women's Day, or whatever [unclear 1:42:02] or just anything around it, if you send little titbits about, I don't know, some statistics to remind people that, oh yeah, I know we've not given you anything so far, but we're still here, and we still care. And look at something that is happening, your involvement is improving there, so [unclear 1:42:24] to achieve. Yeah, just like little things maybe every other month, so like maybe every two months, or something could be nice. And especially - and the birthday post as well, if that is within that six months break, yeah.

**Anyone else have any burning thoughts, or anything they want to add at all? Guys, you've been fantastic, especially with it overrunning by a whole 30 minutes. So many good ideas, so really, really appreciate that a lot.**

**End of Transcription**