



Participant screener (example)

Introduction (phone screener)

Hi, my name is [name] and I'm calling from [company name]. We are looking for participants for a study on [topic]. Participation in this study is from the comfort of your home. The study requires you to dial in to a conference call and share your computer screen. A tech assistant is available to help you with the technical setup ahead of time. The study session is expected to last up to [duration, e.g. 1 hour].

Study slots will be available over a period of a few days during [time range, e.g. the week of September x]. You will be able to choose a slot at the time of day that fits you best. Compensation for selected participants is [amount] and will be paid through [method] [time it will take to receive the payment].

If you are interested in participating in this study, I would like to ask you a few questions to see if you qualify.

[If interested] Great. I will ask you some questions and give you some answer options. Please repeat the option that fits you best.

Introduction (survey screener / or to hand out to coworkers)

[Company name] is inviting you to participate in a survey to see if you qualify for a study on [topic].

Participation in this study is from the comfort of your home and on your own time within a pre-set timeframe of a few days. The study session is expected to last up to [duration, e.g. 1 hour]. Compensation for selected participants is [amount] and will be paid through [method] [time it will take to receive the payment].

If you are interested in participating in this study, please click fill out this survey. [link]

Demographics

1. Please select your age range:
 - Younger than 18 years old (exclude)
 - 18 – 24 years old (exclude)
 - 25 – 34 years old (exclude)
 - 35 – 44 years old (include, 50%)
 - 45 – 54 years old (include, 50%)
 - Older than 54 years old (exclude)
2. Please select your gender:
 - Male (include, 30%)
 - Female (include, 70%)
3. ...

Consumer behavior

4. Which social media applications do you use at least once a week?
 - I don't use any social media applications (exclude)
 - I use social media applications less regularly than once a week (exclude)
 - Facebook (exclude)
 - Twitter (include, 40%)
 - Instagram (include, 20%)
 - Google+ (include, 20%)
 - Pinterest (include, 20%)
 - Meetup (exclude)
 - Other [open ended]
5. How often do you use mobile apps to shop for apparel?
 - Multiple times a week (exclude)
 - Once a week (exclude)
 - Multiple times a month (include)
 - Once a month (include)
 - Once every few months (include)
 - Less often (exclude)
 - Never (exclude)

[If the answer was any option except 'never' ask the following question.]

5a. Which brand's apps have you used in the past 6 months? [open ended]

6. ...