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# University of Memphis

## [Volunteers] Wanted for a Research Study

### Study Title

Summarize the purpose of the research and major research procedures. Include a sentence about what is being tested and the length of time the study will take to complete. The ad must include the word “research.”

Briefly list major eligibility or major exclusion criteria, if applicable.

Describe benefits of participation in the study, if applicable (e.g., “Participants will receive a free hearing evaluation.”)

List compensation, if any, but do not emphasize it (e.g., “Compensation will be provided to participants” or “Participants will receive \$10 for completing each survey.”) DO NOT underline, bold or use a large font for the statement regarding compensation. DO NOT use exclamation points.

List location of the research & contact information (e.g., “To learn more about this research, contact...” or “For information call...”)

If the research is student directed then list name and department of the principal investigator (e.g., “This research is conducted under the direction of (name, department).”)

Consider use of tear off slips  
for contact information.