

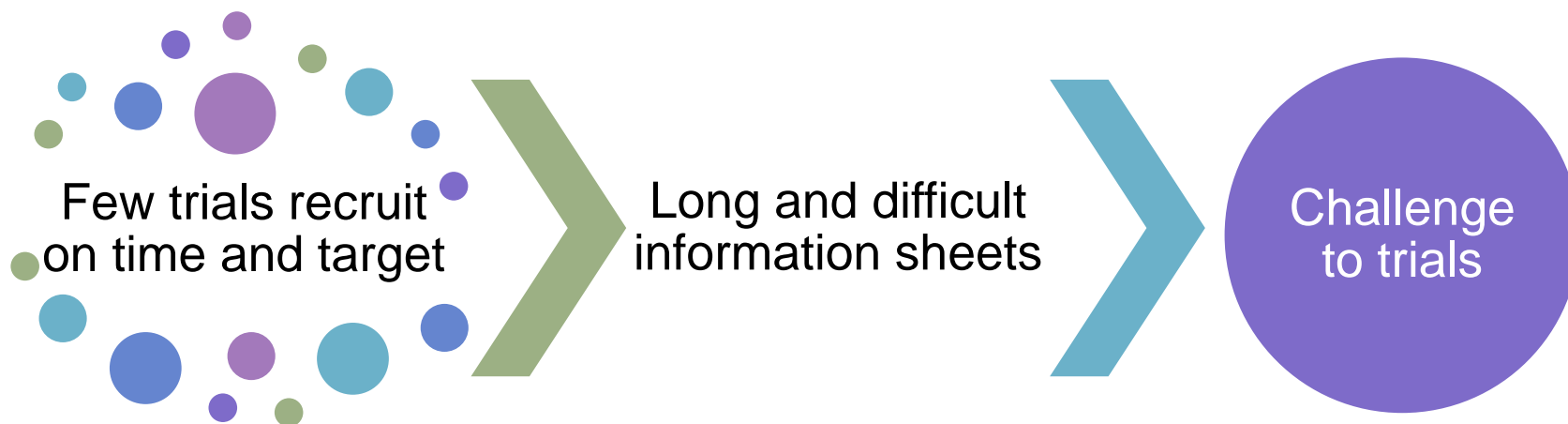
# USING INFORMATIONAL VIDEOS TO SUPPORT RECRUITMENT IN PARENTING TRIALS

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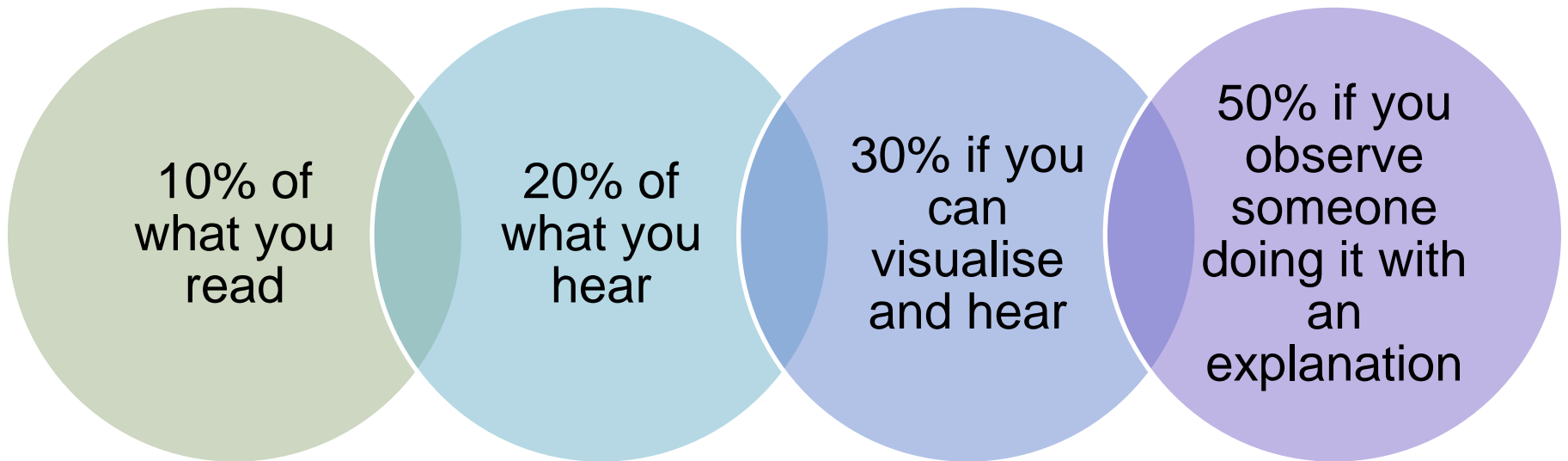
VIVE – The Danish Centre of Applied Social Science



# RECRUITMENT TO TRIALS



## YOU REMEMBER...



Höffler TN, Leutner D. Instructional animation versus static pictures: a metaanalysis. Learn Instr. 2007;17:722–38.

# MULTIMEDIA INFORMATION RESOURCES



Website



App



Facebook



Video

May be attractive to certain populations (younger!)

## AIM



To explore  
parent  
perceptions of  
using a "talking  
head" video in  
recruitment

## VIDEOS



Support  
front  
workers

Same  
information

VIDEOS



Forskningsprojekt om  
GOD TRIVSEL I FAMILIEN

INFORMATION TIL  
FORÆLDRE



Tillykke med den lille ny i familien!  
Vi vil gerne invitere dig og dit barn til  
at deltage i et forskningsprojekt for  
nybagte forældre, som undersøger,  
hvordan man bedst kan støtte op om  
god trivsel i familien.

Dine oplevelser kan være med til at  
forbedre vores viden om, hvad der  
virker bedst.

Denne folder beskriver forskningspro-  
jektet, og du må meget gerne kon-  
takte os for at høre mere eller stille  
spørgsmål. Ter du beslutter dig for,  
om du vil deltage i projektet. Vores  
kontaktoplysninger står på bagsiden.



Scan folder

Se en kort video om projektet:  
[www.tilidagstrivsel.dk](http://www.tilidagstrivsel.dk)

SFI DET NATIONALE  
FORSKNINGS- OG ANALYSECENTER  
FOR VELFÆRD

Talking  
head

Recorded  
in the same  
room

2:13 – 2:45  
minutes

PI or head  
of  
department

## METHOD

24 semi-structured interviews

```
graph TD; A[24 semi-structured interviews] --> B[Retrospective]; B --> C[14 IYPB trial]; C --> D[10 PMTO trial]; D --> E[Telephone interview];
```

Retrospective

14 IYPB trial

10 PMTO trial

Telephone interview



## METHOD

## Interviews

- 5 questions
- length, relevance, pros & cons, seing the researcher
- 8-20 minutes
- Transcribed
- Thematic analyses
- ~25 EUR gift card

## TRIALS

## Incredible Years Parents and Babies program

- Universal intervention
- 112 Mothers with babies 0-4 months old
- 14 mothers recruited by email

## Parent Management Training Oregon

- Behavior problems
- 128 families with children 3-12 years old
- 10 mothers recruited by text message

# RESULTS



Overall impression



Length

## RESULTS

- Informative
- Fast
- Easy
- Less dry
- Cheap

# Pros



- Where to find it?
- You have to turn on the computer/iPad
- May not watch it
- Boring and unprofessional, amateurs
- Expensive

# Cons



## QOTES

"It's a luxury that you do not have to relate to any written material"

"It's easier to see a video while you are doing something else. I did it while I did the dishes"

## RESULTS

### Importance of being face-to-face with the researcher

- More personal – talking to you
- Feel safe
- Trustworthy
- See a real person

## QOTES

"It seemed more trustworthy than a lot of other stuff you watch"

"You get a feeling...that she takes the time to do this – and that sends a signal"

## RESULTS

### Disadvantaged groups

- Easy to understand
- Some prefer visual material
- Difficulty reading
- Combines oral and written information



## QOTES

"You reach everyone no matter if you are good or bad reader... it is a simple explantion..."

"It is good for me because I have difficulty reading"

## RESULTS

### Ethics

- Do they know what they agree to?
- Not remember the info folder
- Not aware of research

## QOTES

"I didn't really know what it was about so it was surprising to see what I had been a part of"

"I am not sure that I had given consent if I had known that the researchers decided which treatment I was offered"

# THOUGHTS

## Recruitment

- May or may not be improved?

## Retention

- May be improved
- Personification
- Feel part of the study

## Ethics

- Information
- Disadvantaged groups

## WHAT NEXT?

# SPOR

BØRNS UDVIKLING OG TRIVSEL GENNEM LIVET

### SPOR (Trace)

- Longitudinal study
- 30.000 children
- 9, 24 and 36 months
- Follow-up after 2 years
- Link to register data
- Natural experiments
- Video recruitment

# WHAT NEXT?

