

Participating in Research: What Do Mothers Want to Know?

Mothers want to participate in research. Their diverse backgrounds and varied experiences affect their decision to participate. Address common questions and concerns in an approachable, friendly way.



What's in it for you? Communicate clearly what your study's about and what you hope to achieve.



What's in it for them? Say how mothers' participation will make a difference, and whether they will receive a gift card or stipend. Give them choices, if possible.



What do you expect? Describe the time and tasks involved.



Who will see their information? Tell mothers who will access the data and how it will be kept confidential.



What if mothers are hesitant or uncomfortable? Explain that participation is voluntary and that they are free to leave the study at any time.



Why do you care? Share your motivation – professional or personal - if appropriate.



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