

# survey recruitment: the basics

## so you're ready to pop the question. will you take my survey?

\*maximizing survey participation requires careful attention to how the researcher interacts with the respondent—from recruitment materials to the survey itself. when recruiting participants for an online survey, consider the below principles, based on survey research literature.

**to:**  
ask the person



ask concisely

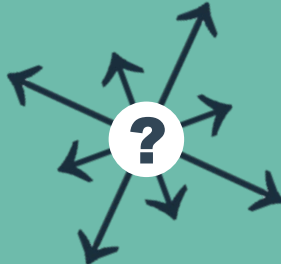


how would you ask a business acquaintance?



ask midweek in the early morning

**5**  
ask up to 5 times



ask in different ways

foundation

what's in it for me?  
**WIIFM**  
1

**appreciation**  
2

**trust**  
3