

Recruitment refers to any activity that solicits research participation from potential subjects.  
The recruitment process and the materials used



contact information for the other potential subjects receiving the email. When conducting phone recruitment, the phone script should be careful to not "out" the potential subject when they are not the one answering the phone or when leaving a message for the targeted person.

- Snowball recruitment where the researcher obtains names and contact information from one individual for another one, for research involving sensitive topics, is generally not considered