Focus Group Youth Theatre Organisation 09.07.2020

**Let's go ahead and make a start then. And just to remind everyone about what we're doing: we're going to go through each of these ideas on the padlet. Does everyone have it up?**

Participant 4: Yeah.

**Great. Get ready to talk and type. What we'll do, we're going to go through each column, we'll have a quick chat about them and then you can vote, and I'll tell you when the voting needs to start. So just to remind you about the study, it's about recruitment and retention. And with the study, people will be getting that little screenshot saying join the study, and click on the link and then we've got five activities in total with the surveys and everything else. So without further ado, we're going to first think about these recruitment messages, so things like on the screen when it says: The message to join our study, we want it to be really engaging, we want people to see it, we want to click on it and follow it through. We also want that group of people to be people who want to participate for the 12 months, and not just for five minutes. So think about how you might react to these messages, how someone else might react and how it could backfire. So the first one we've got is: You can make a difference to improve sexual health services - find out more about joining our research. How does that grab people? Your work - oh, someone keeps getting kicked out, I think. No, so [Participant 7] is back. How has this happened? Are you with us, [Participant 7]?**

Participant 7: I'm sorry, I don't know what happened.

**I don't know either. I'm so sorry. We're just starting our discussion about the recruitment messages.**

Participant 7: Okay.

**So that first message, are we all looking at it? If you don't want to talk about it, you can type about it and let me know what you think. Is that a message that if you saw it, what would you do or feel, or think?**

Participant 6: To me…

Participant 9: I don't know why, but I'm not sure it completely would inspire me to start something new, but I don't know why.

Participant 6: It kind of looks like a clickbait article.

Participant 9: Yeah.

Participant 6: Kind of.

**What would you do to make that better?**

Participant 7: Is this the welcome?

**So this is going to be at the very end of that 'free test me' website when they say, thank you for requesting your chlamydia sample. Hey, by the way, we've got some research you can join, and it'll just be a quick blurb - one line - with [unclear 02:46] people and one line. So if you started that line, what would you do?**

Participant 9: I don't know. I feel like something about - I feel like… It feels like, to me, the way it's worded about joining… I think it feels that there's a lot of work that you have to do. I mean, I think that could turn people off and it could make them feel like they have to spend a lot of their time, even if it's not; and that might stop people from joining, I think.

**Yeah. Anyone else have thoughts on that one? We'll move to the next one which is: Looks like you're doing your bit to keep yourself and others safe. Would you like to help us improve access to information about sexual health?**

Participant 9: Well, I think that's a good - I think that's a really good one, to be honest. That would make me want to do that extra mile, that extra thing. Yeah, I think it just - I don't know, it seems like it's not as much work, it seems like it's just an extra little thing that could make things a lot better to do with sexual health and things. It's making it more accessible, to make it more - hopefully improve it a lot more.

**Yeah.**

Participant 8: I think what's nice is that also it's clearer about what the research is about, and I think in the previous one it's a bit more ambiguous. So here improving access to information, it doesn't seem like it's going to involve anything personal on your part, it's just kind of maybe you'll be commenting on ideas that someone else has, rather than sharing anything personal.

**Yeah. Anyone else have anything to add?**

Participant 7: It's like - I like it, and I'd also see it more as like getting people to read about the rest of it, instead of actually staying to actively sign up and be a part of the study. Because the wording doesn't sort of lead itself to do a 12-month programme.

**Yeah.**

Participant 7: So I'd just be careful with like expecting people to just - they like read it and then decide, actually, they don't want to be a part of something that’s [unclear 05:08] so long.

**So if you could improve that one, [Participant 7], what would you do?**

Participant 7: Because it's sort of like - for the lack of a better word - sort of like clickbait for them to join and read about more information. They're reading that, then come in and find out more information about the study, and then maybe sign up for a long experience, and maybe have it: Would you like us to improve access? Sorry, would you like to help us improve access to information about sexual health, over a course of a study? Just add in the study at the end, or something.

**Yeah, that sounds like a good idea.**

Participant 7: It's still a very decent timeline.

**Any further thoughts before we move to the next one?**

Participant 4: I think it's quite good, because it's a bit more personal than the other one, because it's like, or it looks like you're doing your bit and then that makes you feel a bit more involved, and a bit more like, oh, maybe I can help other people as well, kind of thing, I think.

**Okay. Is that - I don't want to hold anyone up, when it's hard over online reading to make sure everyone's got their say. Shall we move on?**

Participant 9: Yeah.

**If you're getting tested four times a year already, how would you like to turn that into making a positive change for everyone's sexual health? Click here to find out more.**

Participant 7: Are you looking for people who have had multiple tests, or are you sort of looking for people who are new and maybe this is the first time they've ever had this type of experience?

**Both. So it's anyone. Anyone who has requested a test.**

Participant 7: So that's good for people maybe who are used to getting tests, and maybe haven't had the forethought in the past to get serious about using protection and stuff. But then it's a little intimidating for anyone who hasn't got [unclear 07:14] and this is the first time, this is the first mistake, they're usually very, very good about it. A little bit intimidating for them to see that and go, oh, my gosh, something like this is going to happen again.

Participant 6: Yeah, it seems a little bit like it's guilt-tripping people who haven't got tested before, or, as in it’s their [unclear 07:32] ~~stuff~~ first time, and it's like, wait, you mean you haven't got tested four times, what have you been doing?!

Participant 9: Yeah. And also just to add to that as well, I feel like if you've already been tested four times this year, you'll kind of feel like I'm already making the change to everyone's sexual health. You will feel like, oh, I'm already doing that! So maybe try and bark up the tree of someone who is doing that, in a way. I don't know how else to word it, but yeah. So I don't know, yeah.

Participant 8: I also think this one's a bit wordier as well, and I think keeping it shorter will increase the chances of someone properly reading it as well.

**Yeah. Is that everyone on that one? I feel like everyone's chipped in. Does anyone have any more burning thoughts before the next one? The next one is: Join our research team and get paid to improve sexual health services.**

Participant 7: I'm not getting the same definition of what I'm going to help improve - I'm not going to lie!

**How would you change that then to make it with that definition that you want?**

Participant 7: So I'd probably - instead of get paid to improve sexual health services, which is quite ambiguous, I'd make it so more about what you want to achieve in this project, and say you can earn money by giving your ideas and your knowledge, and into what this is going to be. I'm not quite sure how you would want to word it, but, certainly, maybe have it earn money and you can earn this if you just put some effort in, put some work in. And not even that much, really, but you can still earn what we're going to give out and all we need is information from you.

Participant 9: I feel like if - I don't know, I think this is similar to the first one, in my view, in the sense of like if I read this I would feel like… Because it says like join our research team, and I would feel like if I've already got a job, I'm a normal person with my own job. I would feel like, oh God, ~~I think it's~~ that’s a bit daunting, like I've got my day job and then I've got to go and join a research team where I haven't got the time of the day. So it might turn me off quite quickly from that.

Participant 8: Yeah, it sounds like a big commitment 'join our research team', but I think it's nice to mention that there's a financial incentive there, because I think that's a big sort of like buzz word for students especially, just any chance to make like a bit of extra cash, or an Amazon voucher.

Participant 7: Yeah.

Participant 8: So I think it's nice to include that there, because I think it will motivate people to maybe look more into it.

**Anyone else want to feedback on that one? The next one is: Join a study to help improve sexual health services, and get paid for your time.**

Participant 7: Much better worded than the one above it, but still with some of the same issues.

**Yeah. For you, [Participant 7], those issues, are they going to be the same ones that you talked about saying about the definition of what it is that people want?**

Participant 7: Less so, ~~Yes~~, but, certainly, it's more that they're coming to you and they're going to earn their money; but still it's got the same undertone of you don't really have to try very hard if you turn up.

**Yeah.**

Participant 7: Which I know it's not what you want, and you want them to be honest, you want them to be open and you want them to actually improve over the twelve months and help others improve, so yeah. So it's much better worded, but still not in my personal opinion.

**That's what we're looking for, is your personal opinion. So and I'm just going to check that I've got what you're saying is that it's, for you, you want to also have an emphasis on it's easy?**

Participant 7: So not it's easy, but certainly it's something that isn't - it's not like you're going to… Because this is pretty fun sitting down and talking to you and having these conversations, and you're very human. So when you do this tagline it should be you're going to be with people who… They're not going to look at you like a science experiment, and you're going to get, you're going to earn money for it; but still you've got to take it seriously.

**Yeah.**

Participant 7: I'm not sure if that made any more sense?

**No, it does make sense. It does make sense, especially because the research, going forward, won't look anything like what you guys are doing. It's all going to be online, and we won't have any contact with people, it'll just be texts, emails and things like that.**

Participant 7: Yeah, so I think [over speaking 12:33].

**There is no - there's no 'me' behind it. You know what I mean? So how can we make people know that it's me - I'm real, I'm a person?**

Participant 7: I think that would have to be - come later, but certainly for the fifth line.

**Good, because we are going to be discussing that later, because it's an important point. Anyone else on that one?**

PPI Facilitator: I was wondering if you guys felt then that maybe the - mentioning the money and stuff wasn't as important when attracting the right people for the study, as making it more like personal and trying to get the right people who are going to stick around for the whole study. Do you feel like mentioning the vouchers and getting paid is important, or do you think that will just make people click and not carry on with the whole research?

Participant 4: Yeah, I think that's a good point, and I think the money, mentioning the money will get loads of people at first, but I don't know how many of them would actually like take it seriously and stay for the whole time maybe.

**So how could we get people to take it seriously?**

Participant 4: I'm not sure.

**You can think about that, because we are - because our next column that we're going to be moving onto, is more about retaining people in the study. So what we as a research team can do to help foster that, so let that brew in your brain around that. Anyone else want to feed back?**

Participant 7: So I do agree about the money thing, and I also think it's important to get people to click and to have an interest in it. And I think if I come onto a website where I was getting a kit, like an STI, and I was feeling quite embarrassed knowing that there's going to be… I can help people, but also get paid helping, it feels less like I'm becoming a charity case and more like I'm actively working towards helping people. So I fully understand what you mean by also that, okay, but I just want the money, so I'm not quite sure how you would balance that.

**It's hard, yeah.**

Participant 4: Wait, could you do it so that in the first initial click you include them, like a payment thing, and tell them they're getting paid, so that they actually click and then do something in the next stage to make them actually stay?

**So that's what we - yeah, that's what we're talking about, is the things we can do to get people to stay. So this first part is just like just getting my study, and then the next part is stay please. Is there anything anyone also wants to add about that, because that's a really good point that [PPI Facilitator] has brought up?**

Participant 8: I think that the getting paid line - I understand, yeah, the idea that it might not attract the right people, but I don't think it would put off the right people either. So you'd get them and some, rather than lose them, potentially, where you get people who are going to contribute.

**Yeah. Is there any other messages that people would create that you think would be better than the suggestions we've put up here? It's all right if the answer is, no, I don't know. While you're thinking about that, go through and vote on the ones that you think are the best, and you can have as many 'no' votes, so if something is a real stinker please vote that way. If you think it's a winner, please vote that way. I'll just give you a few - a minute or so and then we'll go. Feel free to type anything in if you want to add any comments. All right, has everyone had enough time? Shout out if you need more. We're going to go ahead and move on to the next section, which is the retention strategy. So this is about how to keep people in the study. So when I - when we discuss some of these things, think about how important or useful it would be, as well as how annoying it could be, and how it could put you or someone else off. So this next - this first one is how can we make each person in the study feel like an individual, making them feel an important part of the study - any ideas?**

Participant 7: So is the premise of this, they've done a kit, they've answered the survey, and then you want them to answer more surveys across the 12 months, and then another kit at the end?

**Yeah. So it's the kit - the first kit they request is because they've requested it. So we're going to ask them for the results, okay? So then they've got a baseline survey, which they'll do right away, they'll click the message, join the study, do the survey. Three months later we're going to send them another kit and another survey. Then at six months - just a survey. Twelve months - a kit, a survey.**

Participant 7: So I have joined this thing and it's called Uniboob, where they send messages every month just to check your bodies for cancerous lumps, or anything. But they don't go, hey, oh my God, you're going to die! They go, yo, it's like Halloween check your boobs, check your muscles, check your pecs and it's really fun, and you get the text out of nowhere. And I totally forgot I joined the service, until I got my first message and now I get a little message every month to say make sure you're okay. And maybe I can find some, but it's really - like it's really cute, and it's really… And I do then go and make sure I'm okay, but it's also reminding me that I'm on the service, so maybe you can have a little message if you… Because you do - you do you get contact information for this, but then you have a little message that goes out saying: This month have you managed to keep protected, or remember something that relates to what you want, but also it just reminds the participants that they are part of the study still. They're still - you're still there and you're still thinking about them, and that they are making an active change in other people's lives because of this, that's helpful.

**How frequently would you find these messages to be useful, or annoying?**

Participant 7: For me, and this service, I get it regularly, but like at irregular intervals, so it's not like every eight days of… So it's not like the eighth of every month I get it, it's like every month there's a message, and it can relate to something of that month. So at Christmas it relates to Christmas, or Halloween and relates to Halloween. I don't find them annoying, actually, because it is so irregularly regular.

**Yeah.**

Participant 7: If that makes sense. But just because of trying to retain - you don't really have to retain their attention, it's more you have to make sure they remember that they're part of the study. I just thought that's like - I totally forgot I joined the website, and, yet, I now remember that I'm part of it and I actually get other people to join it as well, because it is such a good, little thing to have. I just thought it might be helpful for you to know.

**Yeah, it is. Thank you.**

Participant 9: Yeah, I really agree with [Participant 7] on that, just because it's like [Participant 7] said earlier as well, it makes you feel… It's very human, and it feels there's much more human contact and not like you're in a science experiment. I don't know, I just feel like that makes people want to stay, it makes people feel like it's something personable and personal like [unclear 20:49], I don't know. It feels - it would make me want to stay anyway.

Participant 8: I think it's like a combination of the use of language being a bit more casual, makes it feel more human and less automated. And like they're doing it being irregular and like relevant, so if it's Christmas and they say something Christmas-related, it's not like systematically every month they're sending you a: 'Oh, we're still here,' a reminder and it's like, it's kind of got a point if it's wishing you a Happy Christmas or Happy Halloween, or whatever. It's not out of the blue, and the irregularity makes it seem less automated and more human. So I think maybe that's why it works so well, because it makes me - from what [Participant 7]'s described - like I want to join it now. I feel like it works quite well.

Participant 7: It's such fun!

**Anyone else any thoughts on that, on that personalisation and things? So the next one is thinking about personalised communication, so it's similar to what [Participant 7] has brought up, but thinking about it would say: Hi, [Participant 7]! How important is that to be able to see 'Hi [Participant 7]' versus 'Hello'?**

Participant 7: Oh, you see, that's a difficult one. I know I keep talking a lot, but, for me, I don't know, but like the 'Hi [Participant 7]' kind of thing, for me, personally, I don't see it… I see it more as like someone has automated this message and just put my name in it.

**Okay.**

Participant 6: Yeah.

Participant 7: So I feel like going back to what I was talking about, is they're always like: It's Christmas! Hope you're having a good Christmas! Make you check your boobs, and it's just such a little… It is, and I know everyone's getting the same message, but it is such a fun little thing and it's, but it's about such a serious subject. So, I mean, maybe there's a name, and maybe I don't know.

**Yeah. But, for you, it's more the messaging as opposed to the…?**

Participant 7: Yeah. It's more hearing someone say - someone, some people had to sit in a room and decide how to write that message, and that's what they chose. And it just makes me think these people are actively trying to think about how to make sure I'm okay, and it doesn't need my name in it because I know they're trying. But then this is a study where you are talking to these people, and I don't really… I don't have contact with them, so maybe on the other side of that they do need their names, they do need to know that you still think about them as humans and not subjects. Not to confuse you, in my opinion, or anything.

**Anyone else? All right, we'll go ahead and talk quickly about continuity of material, so thinking about logos, colours, response templates, formatting. So because there's going to be lots of texts and emails and things through the mail, how important, or not important is it for things to have a real continuity of look and feel across the board?**

Participant 9: Well, I think it's very important, because I feel like you know it's all coming from the same place. I really know it's all - I don't know, you just tie it altogether in your head. I don't really know why else it's important, but I just think it's important to know that it's the same people that care about you as a human being; it's coming from them, and it's not coming from another place.

Participant 8: I think aesthetic is a really important thing. Like I know it sounds silly, but, I don't know, it's nicer to use something like a website or an app that looks good, and you're more likely to read a message if it has a sort of strong identity with its colour and the graphics and things. Like people are drawn to things that look nice, and I think they're more likely to look forward to the messages if they kind of have a really interest-…like a really nice sort of strong design to them.

Participant 6: Are they getting text messages then? Are they doing that phone number type thing?

**That's something we're going to be discussing in the next section.**

Participant 6: Well, because I was wondering if it is a text thing, if it's - like if you include the logo or something, or the same colour, or the same font, you'll even-… And if you include all that, you'll eventually get to recognise who it is; but if it's all different, I wouldn't know who it is and I'd just delete the number.

**Yeah.**

Participant 6: If it wasn't consistent with it.

Participant 9: Yeah. And I'd find it weird, like even if - and this is a completely different thing - but even if I got my bank statement from Halifax and it had completely different colours on it, I almost wouldn't trust it, and it was still formatted different to what I'm used to, I would lose trust in it. But I think you do lose that if you change it up all the time.

**Yeah. Any further thoughts on that one? So we'll go ahead and talk quickly about newsletters, so this would be just updates on how the research is going, little progress updates. What are your thoughts on something like that?**

Participant 7: I think it depends on the people you get in your study.

**Well, this is the great thing, is we don't know.**

Participant 7: Yeah. Well, I don't know if anyone else on this chat loves getting newsletters, but I think maybe having an option, actually, because you know what they do? They say you can sign up for this newsletter, or you know? So if you do that at the very beginning of the study when they first answer that first questionnaire, and agree to stay you could maybe say then, do you want to have continuous and regular updates from us, or would you rather just log in every three months and do what you need to do, and then go? Because I don't find newsletters that helpful; they're like information that I know what they're about, but I don't fully understand the relevance. I'd much rather, personally, having quick little bits of information like: This is going well. This needs a bit more to think stuff on, which is why the texts are so good. But then I…

**So because…**

Participant 7: …understand this study, the relevance of having information.

**So what about if this was a text update, like every so often it's: Hey, this is what's going on in the study - three lines.**

Participant 7: I think, yeah, I think that be good, but then also how do you get the correct information into three lines?

**Well, see, I'm going to be looking at everything. Go ahead, [Participant 6].**

Participant 6: Sorry. You see, I'm the complete opposite of [Participant 7], and I love getting newsletters. I would love that. I'd love that, well, every month like this is how the text… This is how the research is going. This is what we're also looking at. This is what - this is what we're going to towards, this is what's being created. I would love that every month. I'd love it!

Participant 8: I have to say, I'm a bit more like [Participant 7] in that sense. I don't think I would - I mean, I personally wouldn't bother to read through a whole newsletter. So I think maybe like a nice medium would be if you had like the short lines of: Oh, by the way, we're doing this as a sort of catch you up, is quite nice if it can be like read in, almost in the notification. And then have like a link saying: If you want to read more about it or in full, here's the newsletter. And then like the optional you can have - you can sign up to the newsletter being sent to you every so often by email, if you want to. And then it's like optional, and you don't have to go between one extreme or the other of either having all that information or none of it.

**Yeah. How often would you want to receive one of these things, that would be interesting but not annoying?**

Participant 8: I guess like it's - the whole idea of it not having to be regular is quite nice, like if you sent it as and when things happened, then it feels more like a live update than like, yeah, something pre-planned.

Participant 4: Yeah, I personally find monthly updates and stuff kind of annoying, and I kind of just ignore them usually. Whereas if something just came out of the blue, and it was like, oh, we've had this new information that I might be like, oh, that's interesting and I'll look at it. Yeah.

Participant 9: Yeah, just to add to that, I think like themed updates are kind of cool, so they're emailing you to say Merry Christmas or Happy Easter, or a Happy April Fool's Day or whatever. But also, as part of that, you could also add on how the research is going, so there's like two reasons for you to be communicating with them that it's kind of lumping them in together, makes a kind of a cooler way of not just, oh, here's a load of facts about how our research is going. Yeah, the cool of doing it.

**Mm, sounds like a good idea.**

Participant 6: Yeah. So I'm definitely the outlier here. I would love the updates. I would love that!

Participant 7: You don't have to send monthly updates to people directly, you can have like just a channel on the website while you're like here's what's happening, here's like stuff that's changing, and then have personal messages to people who are in the study like: Merry Christmas. This week we got STIs down, or this week we're bringing something new out about something to do with what you're here for. And then have like if you want to see more information, the website is always open for you. And then you get people going back to the website, and back to where the kits are and stuff.

Participant 6: Yeah, because if we didn't have the monthly newsletters, if like everyone else is saying you'd have like as and when things happened you'd get the newsletter. If I didn't have the monthly ones, I… If I didn't get them, I would then take to Google and to the websites, like, well, I haven't got a newsletter, what's happening, I haven't got it for a while, is anything going on? What's happening? Tell me. I would then go and frantically search.

**So you would want something that was more a bit regular and pre-planned?**

Participant 6: Yeah.

**Yeah.**

Participant 6: Just to make it difficult.

**Hey, everyone's got an opinion and they're all valid, so it's all right answers.**

Participant 9: Do you think for people like [Participant 6], say, do you think that there should be like… On the website there should be a constant flow of what's happening with the research, so you can actually go on and tap into that?

**I mean, it's possible, but quite often we don't have a constant flow of analysis…**

Participant 9: Yeah.

**…for the keen people; I think monthly is probably the minimum time we could put something together. We'll go ahead and move forward, and just you guys have put some really great stuff out about that. So thinking now about direct contact by the research team, just like a text or a phone call where we go, hey, thanks for being part of the study.**

Participant 7: Love it.

Participant 6: Yeah.

**So just randomly out of the blue, would you find it annoying?**

Participant 7: This is part of the whole thing they've signed up to help out with and, yeah, they're getting paid for it and that's certainly an incentive to stay. But to then be like - and maybe talking to a computer is more, is easier to like then spill all their stuff that is maybe quite personal for them, and they don't want to talk about. But then the personal touch is just, for me, it just it makes it so much more fulfilling, knowing that there's someone who maybe if I don't understand something, I don't have to just email a corporation and I could even text a person. But then you'd have to be aware that your team mates have like their phones buzzing all the time, so like 50/50.

**Anyone else on that one? We'll go ahead and move on, because I'm just aware that we are running over. So thinking about clear, simple, brief instructions and communications, how important is that to something like this?**

Participant 8: So what's the context there exactly?

**So when you get a test kit in the mail, do you want pages of - not pages - do you want really detailed communications, instructions, or do you want it as brief as possible?**

Participant 8: I'd say probably brief, but really sort of clear, which is a hard balance to find, but you don't want a massive message with lots of tiny writing or something, because then it'll just seem really tiresome to read. But if there was something that was fairly simple with like numbers one, two, three, and maybe like images, then you've already got so much information just from a quick look, without having to read every single line to know what you're doing.

Participant 9: Yeah.

**Anyone else on that?**

Participant 7: I just loved the idea of having like the one, two, three - one, open the box; two, like get out.

Participant 4: Yeah.

Participant 7: But just - and make something quite intimidating, just so much simple, so much more simple.

**So when we send out surveys, as well as the test kits, there will be a small letter or a text, just a brief. What are your thoughts on containing something like a social desirability statement like: Hey, you're contributing to research - go you - you rock! Or like most people in the study are completing these surveys. What are you thinking? It's useful, annoying?**

Participant 7: Just making sure it doesn't sound sarcastic - you're doing really well! Literally, yeah, because I think it's nice to have a little message like, you know what? Thank you for completing this, this is really helping people. And then having that most people are doing this, so you're almost good enough. I don't know, like trying to convey the right meaning, like thank you for what they're doing.

**Anyone else? Okay, so the next two are about if things don't quite go wrong, so if someone doesn't complete their surveys after us really trying a few times, how acceptable is it to contact them, phone, email, text to say, hey, look, just answer these three questions for us, because that would be really helpful? Or vice-versa, if they haven't completed what do you guys think about just randomly picking up the phone and calling them and going, hey, do you need any help with this?**

Participant 9: I think it's pretty good, because it's - otherwise, I think you're stuck and like a lot of people will just give up after three or two - two to three times - and they can't do it. And you could lose them, so I feel like it's a great thing for the people doing the study, it could really help keep some of those people that are… Because it makes it simple then, and it's another thing of just keeping it simple and asking them a couple of questions that could help. I think it's really good, so I think that's good.

**Anyone else? How about thinking - like sending out digital birthday greetings to participants on their birthday?**

Participant 7: I think, again, it's a balance between it being personal and like we're here for you, we see you as a person, and also that you are still a study, like you are still people they've never met before.

**So, for you, where's the line, is it bordering on personal or weird?**

Participant 7: So the line for me would be maybe a message, like a normal message and just sort of, oh, say like: Happy Birthday! The study is going really well. Thank you so much for still being a participant. Have a great day. See you next time! Instead of maybe a birthday card.

**Yeah. Anyone else on that one?**

Participant 8: I find that like with things that wish you happy birthday, like I often see it with clothing stores that maybe I signed up, like with a loyalty card, and they usually send a £5 voucher or something with the message. So it's like there is sort of a purpose to it, and there's, oh, here we're giving you something at the same time. I don't know how you would incorporate that within the study, but I think that it's kind of, again, adding some purpose to that message might make it seem more genuine or give more reason for it.

**Anyone else before we move to the next column? I'm going to go ahead and turn over to [PPI Facilitator], who is leading the next few ones. So without further ado, [PPI Facilitator], feel free and take the floor.**

***We're moving on to the prompts, are we?***

**Yes.**

***Yeah, sorry.***

**Yes, sorry it's taking so long, guys. You guys just have some good ideas and, unfortunately, there were a lot of things to discuss, so [PPI Facilitator]!**

***So, basically, we're wanting to prompt people about when they need to do the surveys or the test kits, but it's important to keep a balance between what's annoying and what's actually going to be helpful. So we've basically got the options of text, email and post, which one do you think, or which ones would be more appropriate? What would people be more likely to see? What would people think is a bit too invasive or something? What would you guys prefer?***

Participant 9: For me, it would be - probably an email, would be probably the best one, because it keeps an air of kind of professionalism. A text messages is kind of something like you receive from your friends. Post-Its are kind of ancient now, so I feel like with email it's kind of… I feel like it's that perfect, and, for me, it's that happy medium in between.

Participant 7: Yeah, text is like keeping people interested, keeping people on the personal side of it. Whereas the email would be like, okay, we need to get serious now, we need you to answer the questions, do the kit and then send it back as seriously as you can. Whereas you're already posting things to people, so if you do slip a little thing in the post saying thank you for doing this, that's different than posting you need to do it; which is more, it's more like shackles, and it kind of rubs people the wrong way.

***Do you think peo-… Oh sorry, do you want to go on?***

Participant 8: I was just going to say, I think the one thing about email is, is that sometimes it feels that there's a lot of junk email that you haven't even subscribed to, or even if it is stuff that you've subscribed to you kind of like flick through it, just to say to open it and it not be like a little notification. I feel like with the email maybe people might just kind of scroll through it really quickly and not really read it, or will just ignore it. Whereas text you just see it as a notification straightaway, you don't read it, you don't even open it, but you've still got the message. So especially if it's like a short prompt, then I don't think a text message would be too bad.

Participant 9: Yeah, that's true. I get a lot less texts than I do like junk email. I get so many junk emails a day, so a text might be more grabbing in that way. It's kind of like getting you to actually look at it and respond to it.

Participant 7: But then it's a lot easier to ignore a text than if you like - if you are in… Certainly, if you're a student you're constantly checking your emails at work. And if you're in the working fields, you are checking your emails consistently. So depending on who you have, which, again, you don't know, it's would decide whether they would ignore a text or ignore an email.

**Do you guys want to go to vote? Sorry. Sorry, [Participant 6].**

Participant 6: Sorry, yeah. I'd much prefer an email, the same as [Participant 7], because if I got a text notification I would click on it to get rid of the notification, but I doubt I'd read it. I would just get rid of it, but if I got an email every time I went on my emails, it would constantly be there, so I could always see it. So I think email would be easier.

**So go ahead and vote, guys, and then we'll head on to the next part.**

***Okay, has everybody voted and ready to move on? So we're also going to look at how far in advance we would want the prompts to be. So not so far in advance that people are going to forget about it, but maybe not on the day if that's going to be too much pressure. What do you guys think? We've got the options down there as well, if you want to have a look at three, five or seven days.***

Participant 7: I'd say, personally, five days for an email. So five days in advance: Hi, in five days you're going to get a kit. We just need you to do what you've been doing this whole time, and if it's the first time, you just need to fill it in and send it back - simple. And then a day in advance a text message saying: Hi, the kit is going to arrive tomorrow, please look back for the email if you've forgotten anything.

**And feel free, guys, on these ones to just pop a vote down, because it is quite a simple like this is what I think. But if you want to have a good discussion, like [Participant 7] has put in like some clarification, then please feel free to pipe up.**

Participant 7: I just think it's important to keep a balance of both emails and texts, and this is why I've put my two cents in.

**Which is good. I'm just - my only concern is you guys had signed up for 30 minutes, and we've gone for an hour. It's I'm here and I'm working, and we're getting good data. I just want to make sure that you guys are able to contribute in a way that's best for you as well. Anyone who has any other thoughts about prompts, and I'll let [PPI Facilitator] keep going.**

***And you can always comment underneath which one you wanted: by email or which one you wanted by text and stuff as well, if you've got anything else. So with the surveys, again, it's quite a quick one, what would be the easiest way to receive a survey and for people to be likely to then go on and do the survey? I think we've all voted, so if nobody's got any burning questions or comments, then I'll move on. So the reminders: again, text, email, phone call, post, combination of methods, which ones do you think would work best?***

**So if you're saying combination, can anyone say what they mean by that? You can type if we're talking.**

Participant 9: Well, if we - I think am I the only… Oh no, I'm not the only person. But, yeah, I put combination and, I don't know, I just think… I think I just feel like further in - like further in advance you should get an email, and then very close to the day, like the day before in a couple of [unclear 46:05] but you should get a text just to kind of… I don't know why, I did kind of like that, but I don't, I actually can't say why. I just kind of - I kind of like that when that happens, you kind of get two ways and make sure it doesn't miss you. Because some people check emails more, and some people check texts more than others. I don't know, it's just another way.

**With these, the reminders, this is if you haven't completed. So if we've sent you a survey and you didn't do it, this comes after to say, hey, by the way, remember that? Can you do it?**

Participant 9: Yeah.

**Would that change your response, [Participant 9], are you going to…?**

Participant 9: No, I'm going to stick. I'm going to stick on my - yeah, both.

***Okay. And then how long after somebody has missed the survey or test kit, how long after that do you think we should be prompting them? And we've got the five days, seven days, ten days or 14 days. And just something to consider as well, do you think this should be different with the surveys versus the test kits? Do people need a quicker prompt to do the test or the survey, or should one be left longer? We've got a little comment box for that if you want to type it, rather than say.***

Participant 8: How do you know that they haven't done the test kit, like how quickly do you kind of receive it again after they've done it? What's the expectation?

**If someone receives it and completes it on the day - miracle - and posted it back on the day! Obviously, it will get back to the test centre quite quickly, and hopefully they'll have had a log of it and then alert us. We're not exactly sure of the time delay, so that one's going to be a tricky one. Do you think people will need more of a prompt to say if you haven't done it yet, or do you think they might need less of a prompt because it is postal, and there could be a time difference?**

Participant 8: Yeah, I'm just thinking in terms you don't want to irritate people by saying, oh, do your test kit and they're like, well, I was going to tomorrow, but… So maybe slightly longer periods, I think, like if they… I think a week is like a normal amount of time to expect someone to have done it in. So I'm thinking when is like - when you say how long after we've sent it should we send a reminder, I think before seven days, then you kind of need to allow for the time for them to process it and send it. So, actually, maybe ten days is quite good, because then there's like the week for them, and then three days is like the buffer period where it's being sent and you're finding out about it.

**Yeah. Yeah, that sounds good.**

***Okay, great. And how many reminders would be too many? Do you think we should send multiple reminders, or just the one? Again, finding that balance between what's going to be annoying people, and they're pretty much saying, no, we are not doing it anymore, or prompting people helpfully?***

Participant 7: People can respond to these emails, and they can text you back, can't they?

**We're going to have a dedicated email address, but it won't be through what we're contacting with. Does that make sense?**

Participant 7: So if you send the email to contact you with the email you're contacting them with, then they can email you if there's been a problem, right?

**We're hopeful.**

Participant 7: Hopefully.

**The short answer, [Participant 7], is we're using an online system to be able to set all these things up automatically, so it's not me or somebody else going, oh, it's time for [Participant 7] to receive her test kit reminder. It's all going to be bah-bah-bah-bah-bah-bah, the computer is doing it. So there is a potential that they could email us back and we'd receive it, or they might have to actually type in our email address.**

Participant 7: I think making that clear at the beginning is important, but also my view is just if they do have a problem and you… It's been, like as [Participant 8] said, a week and ten days after, they've not, when they should have sent it back. And you get a reminder - the first one - and they can email you like, oh, there's been a problem and I've sent it back, and it's got lost in the mail or something. Because then if you do send more reminders, it's for people who will literally have just not bothered, instead of the people who you have who are loyal and are trying, but it's just got lost in the mail.

**Yeah, okay.**

***Okay, so we're going to think about the time of day we want to be sending these out as well, the prompt surveys and reminders. Do you think that there are differences in when these things should be sent, like the reminders coming on the same day as the survey reminders, and the kit reminders at the same time, or are there differences when you think it would be most helpful to receive these prompts and reminders?***

**Does that makes sense, that question?**

***That was quite a long question, [unclear 51:37] a bit what's it like, what day of the week do you think would be the best time to be getting reminders?***

**Or thinking about like the time of day, and, obviously, we're not going to send these things out at 6 am, but is there…? If you received a survey at a certain time of the day, would you be more likely to act on it if it was a certain time versus another? It's okay if you don't have thoughts, guys.**

Participant 4: I'd say in the evening, because in the day you're normally doing something and you're busy, whereas in the evening you kind of wind down and you maybe check your emails or your phone, and then you can think, oh, I need to do it; and it'll remind you at a time where you're likely to be able to do it.

Participant 7: But then I check my emails in the morning, so… And then like again at night.

Participant 4: Mm, I don't know. It depends on what time people their emails, isn't it?

Participant 9: And the good - one good thing about it being in the morning, is that you kind of plan it into your day to do it, like you could kind of be, okay, later I'll set aside that bit of time to do that. So, yeah, I don't know.

Participant 7: I probably want to say ten o'clock maybe.

**What, in the morning?**

Participant 7: Yeah, so personally because that's when I'd have of my emails up, or I'd have like a break in my day.

***And do you think people are going to be checking their emails more on the weekdays, and the weekend it would get ignored, or do you think people have more time on the weekend?***

Participant 8: I think people quite like to switch off on the weekend, so I'd be more inclined to say people would check their emails in the week, especially if it's a morning one. I don't think people are going to be up at - necessarily going to be up at 10 am on a Saturday or a Sunday.

Participant 7: No.

Participant 8: So - but then the one issue is that like a lot of companies think about this as well, and their strategy is to send at ten o'clock on a weekday, and the one danger is that your message would get kind of lumped together with the rest of that, and it might be ignored or put off, or just not noticed. People could miss it more easily, and that's just one danger, but you win some and you lose some, and got to make a compromise.

**Yeah. Any further thoughts, guys, before we move to the next? I'm going to quickly talk to you about vouchers. So we are going to be giving out vouchers to all of our participants for the activities for this study. So there's some past research that's been done about different strategies and ideas about it. So I'd like to discuss two of them with you now, and the first one is an idea about increasing amounts. So when you start out in the study we would offer you a lower value voucher, but as the study continues will increase. So your first survey you might give a small value, but your last one is going to be more. Talk to me about that, and any thoughts you might have about that. Is that a good thing, is that a bad thing, is that a neutral thing?**

Participant 8: I think the danger is that some people might think, oh, I've made a bit of money now, I'm happy with that, I may as well just leave. Or, yeah, I feel like even - because, at the end of the day, you're not going to be giving them like hundreds of pounds, so there's only so much you can increase it to, and they might think, well, I've made like five now and they're offering me maybe like ten for the next one. Then, I don't know, that's like, oh, I've already got five and that's like half of ten. I don't know, it just won't seem like such a big deal, that money anymore.

Participant 7: No going to get ten for another two months, is it worth it? Yeah.

Participant 8: Yeah.

**Any other thoughts on that?**

Participant 7: I think if you're going to do an increase of monetary value, it should be on the participation. So like if they haven't - if they've been really bad at sending back their test, and that they've been really ignoring all the ways you've tried to contact them, but they're still participating, but it's like at the worst level. Maybe then you say, well, look, there's going to be like - here's the amount we were going to give you, but because you didn't do it as we are, maybe take some money away, I don't know. So you still kind of just take it all.

**Like - go on then.**

Participant 8: I was just going to say one last thing, I feel like one potential issue is if you give a smaller amount at the start and then increasing later on. At the start they'll think how much effort have I put in, and this how much money I've had and kind of weigh it up like that in their minds. And think was that effort worth that money, even though it's not necessarily going to carry on the same ratio later on, but that will be what's in their minds at the time.

**Yeah. I'd like to quickly bring up something on other studies. Other studies have done something like [unclear 56:56] I've got something for nothing, which is we'd send you out your test kit and inside would be a voucher, regardless if you completed or not. What do you think? Would that be encouraging or not?**

Participant 9: No, because I feel like you've already got the reward. I don't know, I feel like - I don't know, because there will be some people that just make… A big reason they're doing it is for that monetary reward - as bad as that sounds - so I feel like they've already opened it and they've kind of got that already, and they'll just feel like, oh, a free voucher and that's kind of it.

Participant 7: Or certainly they continue on with the tests and stuff, they do it to a lower level of completeness, and you just click all the 'yes' answers, all the no answers and then they've gone.

**Yeah.**

Participant 7: And that'll swerve any information that the study gets.

**Yeah.**

Participant 9: Yeah, and I think it kind of defies what the study is about, because it's like it's supposed to be about helping and kind of… So I feel like people should be rewarded for actually helping, and actually doing the testing and doing the surveys and stuff like that. So, yeah, I think that's what the test - you want to make the test as much about that, and less about the actual monetary reward.

**Yeah. If anyone has any further thoughts, please feel free to keep saying about them, but go ahead and vote if you think they're good ideas or bad ideas there. And when you've done that, the next column is thinking about how to divide up the vouchers, so if you could have a read through and think which one of these do you think is the best idea? Or, alternatively, because there was some talk about having more equitable amounts across, if that's what you would prefer, feel free to type something below to say about what you think would be a better way to do it. I'll just give you guys a minute to do that. So I'm finding it interesting that so far that we've got two positive votes in the final one, which is includes something for nothing in it, which seemed to be a stinker of an idea. I'm wondering what people think about that? So we've got two people who like the final voucher strategy, where you get £5 upfront with the test kit. I would like - I'd be interested to hear more on why people in the group have gone with that, after we've heard people saying, no, I think that's no good? Or is it just we've got a divided group, which is obviously fine?**

Participant 7: I think it's different, because for the something for nothing, it sounded like they get a voucher that first time and then nothing for the rest of it until the very end where they get paid. People most like - I'd take the voucher, and don't do any work, and…

**Okay.**

Participant 7: Whereas with the monetary increase, and the sort of you… It's hard and people might get [?a critical 1:00:51] view of take the £5 and go, okay, that's great. So I'd probably do it if people have been on it for - who have been actively completing all the tests and stuff for three months, they get a £5 for joining - sure, maybe - if that's what you decide. But then maybe they start actively getting £5 and £10 after three months of completing the surveys, completing the kits, and actively being involved.

**Anyone else have any thoughts or any burning thoughts about anything else we've discussed? I'm going to take your silence as no, so thank you.**

**End of Transcription**