YOUNG WOMEN’S MOTIVATIONS TO TAKE PART IN HEALTH RESEARCH

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Representativeness of female sample in the Health Survey for England (2013): Howcutt et al. (2017a)
MARKETING AS A SOLUTION?

wOOt! Media (2013) - 16 to 34 years is a time of transition

Motivations for participation might change as life priorities change

We need to understand motivations to tailor advertisements to fit existing need
AIMS AND METHODS

Do motivations to participate in research differ according to the life stages suggested by marketing research?

49 women; 9 focus groups; framework analysis
FINDINGS

There are differences at different life stages:

- Priorities for spare time
- Reasons for participating
- Barriers

Altruism not a strong motivation
Women can adopt multiple identities
RECOMMENDATIONS FOR RESEARCH

1. One recruitment strategy may not engage all young women
2. Investigate differences in participants’ lifestage priorities
3. Understanding motivations can inform how to present invitations