



Participant information sheet

Title of project: Which digital marketing tactics are most effective for Higher Education (HE) student recruitment during a crisis?

If you have any questions about this study, please contact:

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About the study

You are invited to take part in a study looking into the digital marketing tactics that are most effective for Higher Education (HE) student recruitment during a crisis.

The study seeks to understand your opinions on the marketing materials you engaged with during the decision making period before you enrolled for study at LJMU. It will aim to determine which digital marketing tactics are most effective for Higher Education (HE) student recruitment during a crisis. Results will be published in a thesis and may be shared with student recruitment staff in order to assist in the development of future marketing and student recruitment campaigns.

Who can take part?

- Level 3 or level 4 undergraduate students currently enrolled on a course at LJMU.

How will I take part?

- You will be invited to take part in a focus group online on Teams with other students from LJMU. You will be shown print and online marketing materials produced by LJMU and asked question/opinions on the materials you engaged with while you were researching where to study.
- The focus group will take approximately 30-40 minutes and will be recorded.
- You will be provided with a £10 Amazon voucher in recognition of your time given to the research.

Do I have to take part?

Not at all. It is up to you to decide whether or not to take part. If you do you will be given this information sheet and asked to sign a consent form. You are still free to withdraw at any time and

without giving a reason. A decision to withdraw will not affect your rights/any future treatment/service you receive.

Will my taking part in the study be kept confidential?

You will be assigned a participant number, and only the researcher will know the details of this. Data will only be accessible to the principal researcher only during the study and all data will be anonymised at the time of collection. Once the study is complete, the data will be stored for up to 10 years and will then be destroyed.

Who has reviewed this study?

This study has been reviewed by, and received ethics clearance through, the Liverpool John Moores University Research Ethics Committee (Reference number: PG/20/1933).

Thank you for reading this information sheet and for considering to take part in this study.

Note: A copy of the participant information sheet should be retained by the participant with a copy of the signed consent form.
