

**Development of Recruitment Strategies for the Web-Based HIV  
Behavioral Survey among Men who have Sex with Men**

Generic Information Collection request under 0920-0840

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**Supporting Statement  
Part B**

**CONTACT**

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## **B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS**

This information collection request does not employ statistical methods. The following is a description of data collection procedures.

### **B.2. Procedures for the Collection of Information**

#### **B.2.1. Recruitment**

##### **B.2.1.1 Online focus group interviews**

For online focus group interviews, recruitment will be through advertisements on relevant websites.

##### **B.2.1.2 Test of the selected recruitment methods**

Men will be recruited for the survey using an approach based on focus group findings. Recruitment will occur through websites (also identified through focus groups), such as general social networking sites, as well as gay-focused websites. Men who are interested in learning more about the survey will click on a link and be redirected to the vendor's website to complete the survey.

#### **B.2.2. Screening and Scheduling Procedures**

##### **a) Online focus group interviews**

For online focus groups, potential participants will be shown a recruitment advertisement on websites they frequent and those who click on it will be directed to a screening questionnaire online that will be used to determine eligibility (**Attachment 1a**) and will also collect e-mail address, phone and first name. The research team will then initiate email contact to provide date and time options for online focus groups, set an appointment for participation in a specific focus group, and then conduct a second eligibility screening (using the same screener). Those who meet eligibility requirements will be selected to participate in focus groups.

##### **b) Test of the selected recruitment strategy**

Potential respondents recruited through the chosen recruitment strategy will be directed to a screening page. Potential

participants will self-administer the screening questionnaire, from which eligibility will be determined (**Attachment 1c**), based on age, race/ethnicity, gender identity, county and state of residence and whether or not the participant has ever had oral or anal sex with a man. Eligible respondents will be routed to the consent form and, if they consent, re-directed to the survey, whereas respondents who are ineligible will be thanked for their interest. All screening and interview data will be written to a secure web server operated by the Contractor's vendor.

### **B.2.3. Data Collection Methods**

#### **a) Online focus group**

Online focus groups will be conducted via a web conference setting with an audio link. The facilitator will begin by explaining the purpose of the focus group, and will ask permission from the participants to tape record the discussion. Participants will be told no names will be used in the discussion and that recordings will be destroyed after their content has been transcribed. The discussion will then proceed according to the question guide (**Attachment 1b**).

#### **b) Test of the selected recruitment strategy**

Eligible respondents who consent to participate in the survey are directed to complete a questionnaire that collects self-reported demographics, sex and substance use behaviors, HIV testing patterns, and exposure to and use of HIV prevention services (**Attachment 1d**).

### **B.3. Methods to Maximize Response Rates and Deal with Nonresponse**

If focus group response rates are less than 80%, study staff will increase recruitment efforts at sites visited by MSM. The token of appreciation amount of \$25 for the online focus groups will help ensure that target enrollments are reached. Based on the sub-Contractor's previous experience, the anticipated response rate is at least 80%. Screening data will also be assessed to characterize MSM who decline to participate to identify changes needed in the recruitment strategy for the focus groups.

For the test of the recruitment strategy, monitoring of response

will occur at regular intervals throughout the recruitment period. Based on previous market research, recruitment ads, user interfaces, and graphics, including animation, will be specifically tailored to appeal to and attract the target population. When user profile information is available from websites, banner ads specifically tailored to demographic characteristics of users will be used to further increase response rates. Population-specific themes will be developed and maintained throughout the interview to appeal to participants extant motivations (e.g. altruism) as identified during focus groups. Interviews will be short, easy to use, and visually attractive to increase interview completion rates.

**B.4. Tests of Procedures or Methods to be Undertaken**

This submission is a request for authorization to conduct tests of procedures and methodologies typical in methods and instrument development.

**B.5. Individuals Consulted on Statistical Aspects and Individuals and/or Analyzing Data**

No other individuals were consulted on the statistical aspects or analysis of data from this sub-collection.