



# Call For Participants

# Call For Participants brings you opportunities to contribute to innovative and exciting research from hundreds of universities worldwide.

---

In collaboration with a leading digital solutions provider in the research sector, Call For Participants has developed an innovate channel for researchers to engage with the public, which has been used by academics from over 280 universities.

## Our story

Our story starts in 2012, when we were conducting our own academic research. We would often need the general public to take part in surveys, interviews and experiments. To get participants for our research we would send out a 'call for participants' through our social media channels and the university mailing lists. However this would only reach our friends, family and colleagues, who were not always suitable for the research, or there were not enough of them. But in order to let the general public know about these opportunities to take part we needed a new way to communicate.

Contrary to popular belief, the research activities taking place in universities across the world every day are far from boring or "academic". If you take part, you can find your self testing car simulators, playing with lego, trying different types of cakes, or even counting craters on Mars. And often you are rewarded for doing so with financial compensation, vouchers or other various rewards spanning from a sincere "thank you!" to theme park tickets. Therefore, to help us reach the general public and showcase all the great opportunities available, we built Call For Participants.

## Our service

Call For Participants is a simple advertising platform focused on bringing opportunities for taking part in academic research to the general public (yes, that includes you!). You can visit our website today and discover hundreds of fun and exciting research studies from universities around the world. Our service is the first to open up academic research from all disciplines to the general public, and provide the academic researcher with a smarter way to communicate their research beyond their own networks.



*"The savings in time and effort makes the case for Call for Participants overwhelming. A significant reduction in recruitment effort should be possible for most researchers, and potential participants will only need to visit a single site to find interesting opportunities. It's simple and efficient and the logical thing to do."* - Parmjit Dhugga, Head of Researcher Development, University of Nottingham.

Since launching our first website in 2013 we have continued adding tools and features to support the needs of you, the participant, and the researcher. More recently, we have started working with universities, who face the problem of segmentation and people working in close proximity, often being unaware of what is happening in each department. With the launch of our digital recruitment

notice boards, we bring all the research studies from a university together into a single, simple-to-use, branded webpage.

## Our partners

Since launching our service we have seen significant growth each year. To ensure we continue to provide value and keep up-to-date with our customers needs, we have been working collaboratively with universities, charities, and the education sector leaders such as Jisc:

*“Jisc offers digital services and solutions for UK education and research. The charity does this to achieve its vision for the UK to be the most digitally advanced education and research nation in the world. Working with Call for Participants helps Jisc achieve this vision as it helps researchers with the thorny problem of finding the right people to take part in their research. Making this easier for researchers saves universities time and money. So far Jisc has supported Call for Participants with £80,000 and our calculations indicate that the service has already delivered well in excess of that value to the higher education sector. We believe that together Jisc and Call for Participants can offer this exciting new service to universities and researchers across the UK and so we are planning to work with Call for Participants to trial a new approach to supporting start-ups to ensure Jisc customers benefit from their innovation.” - Andy McGregor, Deputy Chief Innovation Officer, Jisc.*

But the story doesn't end there. We have some exciting plans for the next 12 months and if you want to find out more, please contact Matt, our communications officer, or visit the *about* section on our website. And be sure to follow us on Twitter and Facebook to keep up to date with the cutting edge of research as well as what's happening behind the scenes at Call For Participants.

## More information and media resources

[www.callforparticipants.com/about](http://www.callforparticipants.com/about)

## Social media

[Facebook.com/callforparticipants](https://www.facebook.com/callforparticipants)

Twitter: [@cfp\\_uk](https://twitter.com/cfp_uk)

## Media and press enquires

[Matt@callforparticipants.com](mailto:Matt@callforparticipants.com)

+44 (0) 7517 094037

## General enquires

[hello@callforparticipants.com](mailto:hello@callforparticipants.com)

[www.callforparticipants.com/help/contact](http://www.callforparticipants.com/help/contact)