

Comparison of participant demographics and yield of recruitment strategies in a study of men who have sex with men (MSM) in Metropolitan Detroit

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Abstract

Human-Computer Interaction research regarding HIV/AIDS prevention, care and support requires recruitment of diverse samples of men who have sex with men (MSM); yet, we know little about the comparative yield and diversity between different recruitment venues. We compared 11 recruitment venues used for 9 HIV prevention-related focus groups with MSM in Metropolitan Detroit. Of the 64 participants, 24 were clients recruited via an HIV/AIDS-focused nonprofit, 20 were from Grindr advertisements, 6 were from university-student email lists, and 5 were from flyers/palmcards. Significantly more African-American, low-income and HIV-positive participants were recruited via the nonprofit. Grindr increased the size of the sample, though the sample was more White and socioeconomically advantaged. Moreover, only 11.6% of Grindr respondents attended the focus groups. A mix of online and offline recruitment venues can generate a large and diverse sample of MSM, but venue performance is uneven.