

RESEARCH AS ACTIVISM: #METOO AND #THE THRIVE STUDY

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Q: Can the use of social movement framing in social media advertising increase women's interest and participation in sexual violence research?

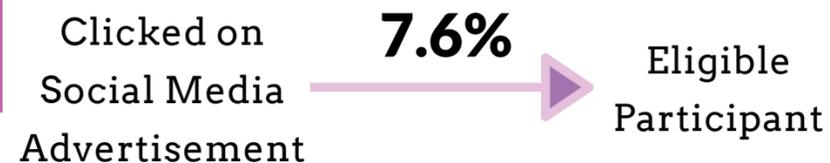
SCREENER DATA

2% of 60,341 women who saw advertisements clicked on them

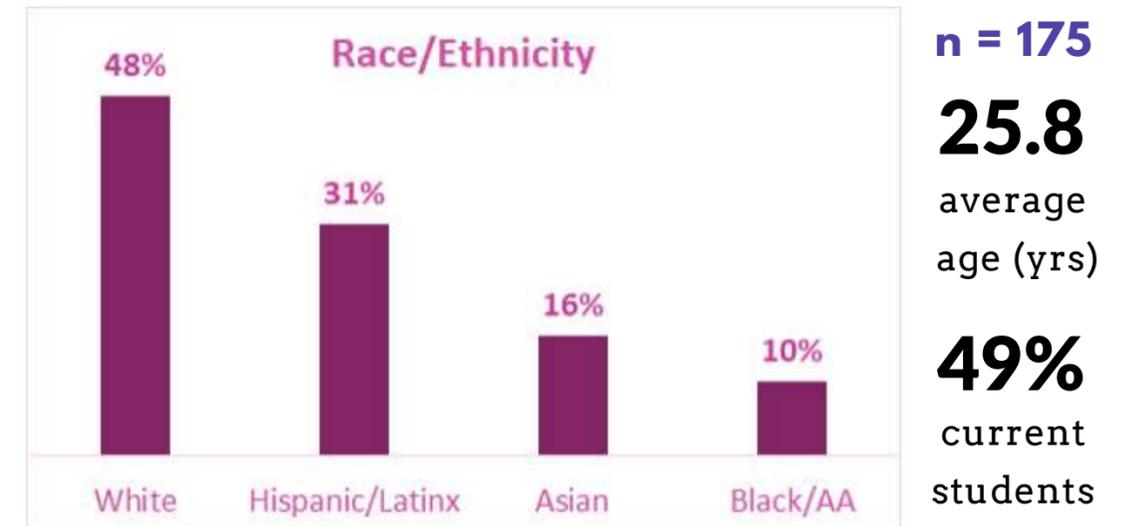
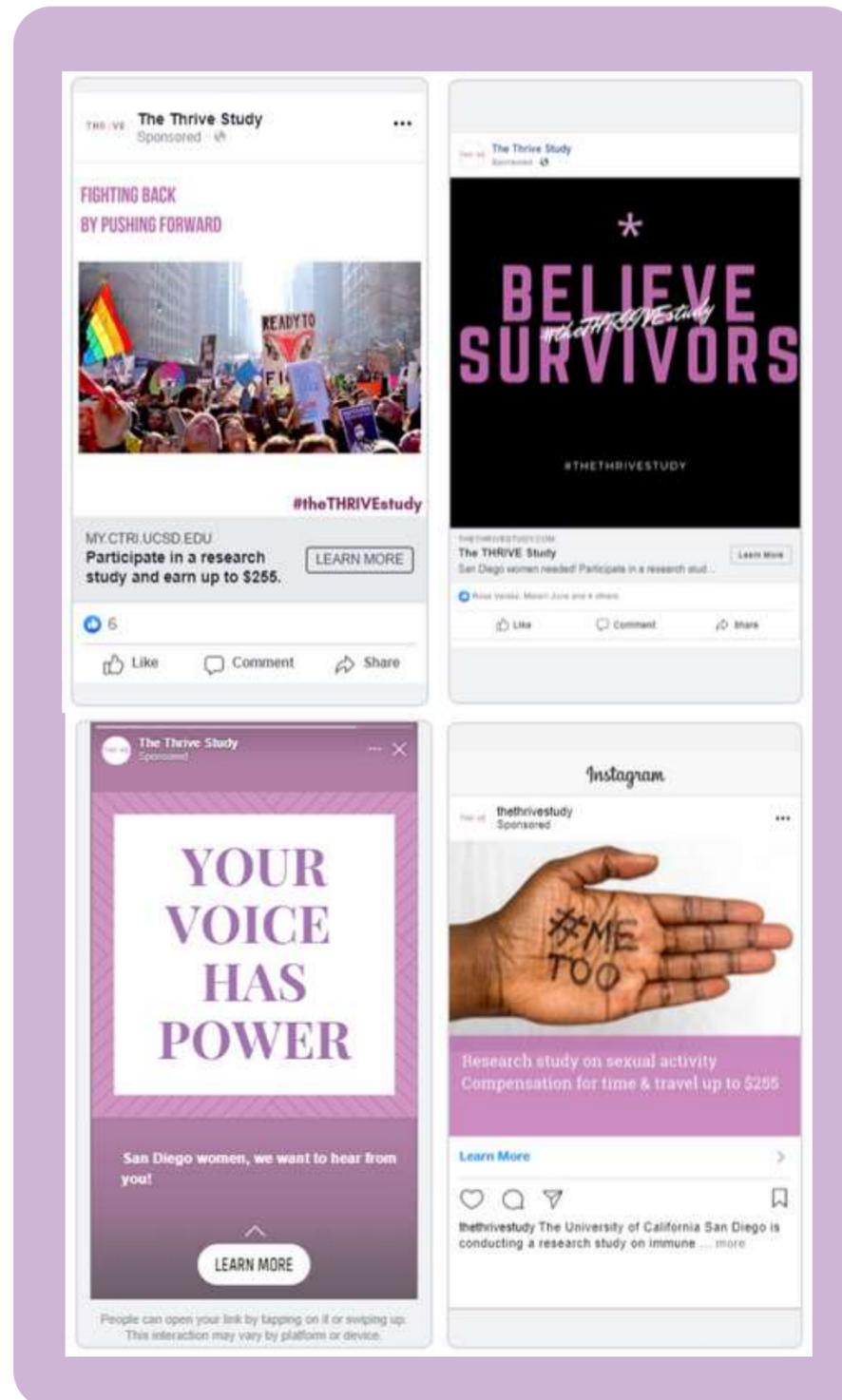
32% of 1,328 continued to the screening survey

39% of 427 entered any screening information

60% of 167 were eligible



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POST-STUDY DATA (n = 20)

84% Are more likely to participate in other research studies after The THRIVE Study

"They motivate me to participate in other studies to help further research for other vulnerable populations"

"I want to help in anyway I can if that means someone else doesn't have to suffer"

"It made me proud to contribute to such a good cause, and I would love other opportunities to do good in such a simple way."