

Guidelines when creating an advertisement or poster

- Clear, visually appealing presentation.
- Only the approved NWU logo (No other logos).
- Details of research entity under which the study is being conducted.
- Only to use brief and clear statements i.e., not cluttered content.
- Clear description of:
 - The purpose of the research.
 - The targeted population.
 - The method(s) to be used for data gathering.
 - The time required to collect the required data.
- Clear indication of the timeframe of study.
- Details of the contact person to approach to become a participant.
- Contact details of the researcher.

TIPS:

- You can use CANVA to create the advertisement and it does not cost anything. It helps a lot when you need to edit anything to keep the advertisements on your CANVA platform.
- When you share the advert in JPEG form it does not allow you click on the link to access, so the best way is to share it via PDF.

Example follows:

PARTICIPATE IN A LITERARY ACADEMIC ESSAY WRITING RESEARCH STUDY

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What is this study about?

This is a PhD study at the faculty of Education at the NWU, aimed at developing a literary essay writing program for second-year English for Education students.



Who can participate?

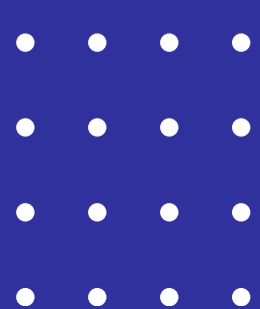
- Second-year English for Education students at the NWU.
- Students who have attended a South African high school.
- Students who have written the NCS in Grade 12.
- Students born in 1997 or after.

What is expected of you in this study?

You will be requested to complete an online questionnaire which would take about 25 minutes of your time.

FOLLOW THE LINK TO THE QUESTIONNAIRE

 [Questionnaire](#)



•This study is being conducted under COMBER

•EduRec approved this study and the awarded ethics number is:
NWU-00281-24-A2

•Should you have any questions regarding this study, please contact:

Name & surname of independent person
Cell phone number of independent person
email address of independent person