



Sexual Health Research: Recruiting Large National Adolescent Samples in a High-Tech World

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Australian Research Centre
in Sex, Health and Society

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- **6th National Survey of Secondary Students and Sexual Health, 2018**
- **Stakeholder Consultations**
 - Health Departments
 - Education Departments
 - Non-government Schools
 - Research experts
 - End-users
- **Trend reports**

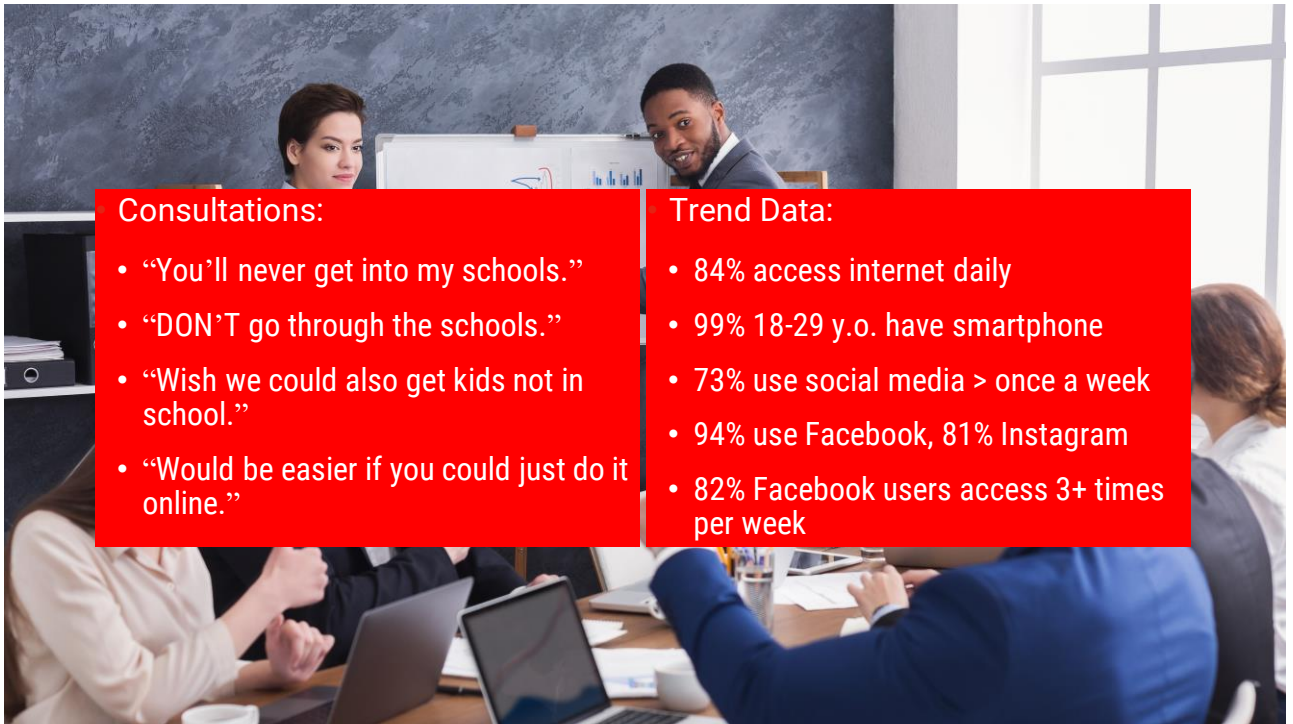
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SURVEY

☐ Excellence ☐ Good ☐ Average ☐ fair

NEXT





Consultations:

- “You’ll never get into my schools.”
- “DON’T go through the schools.”
- “Wish we could also get kids not in school.”
- “Would be easier if you could just do it online.”

Trend Data:

- 84% access internet daily
- 99% 18-29 y.o. have smartphone
- 73% use social media > once a week
- 94% use Facebook, 81% Instagram
- 82% Facebook users access 3+ times per week



Minimum Quota Sampling

Year in School (10, 11, 12)

Gender (Female, Male)

School Type (Gov’t, Catholic, Independent)

State/Territory

Phase 1 Recruitment

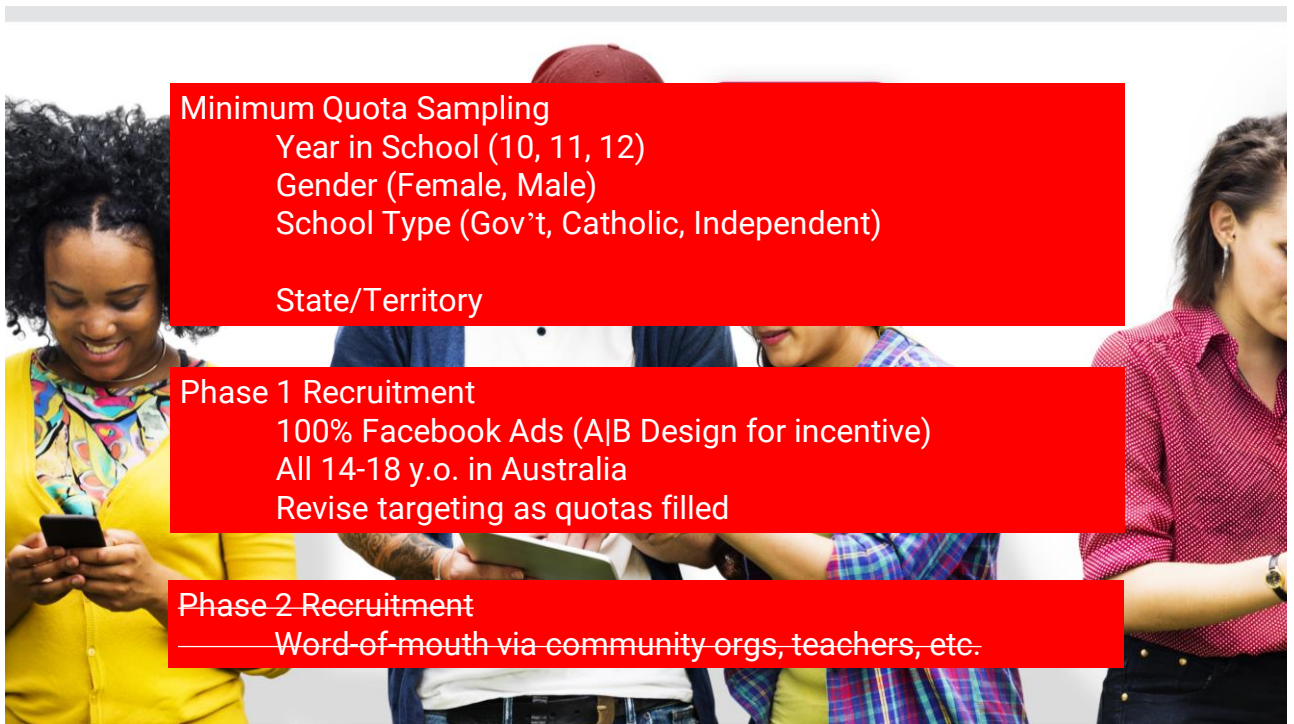
100% Facebook Ads (A/B Design for incentive)

All 14-18 y.o. in Australia

Revise targeting as quotas filled

Phase 2 Recruitment

Word-of-mouth via community orgs, teachers, etc.

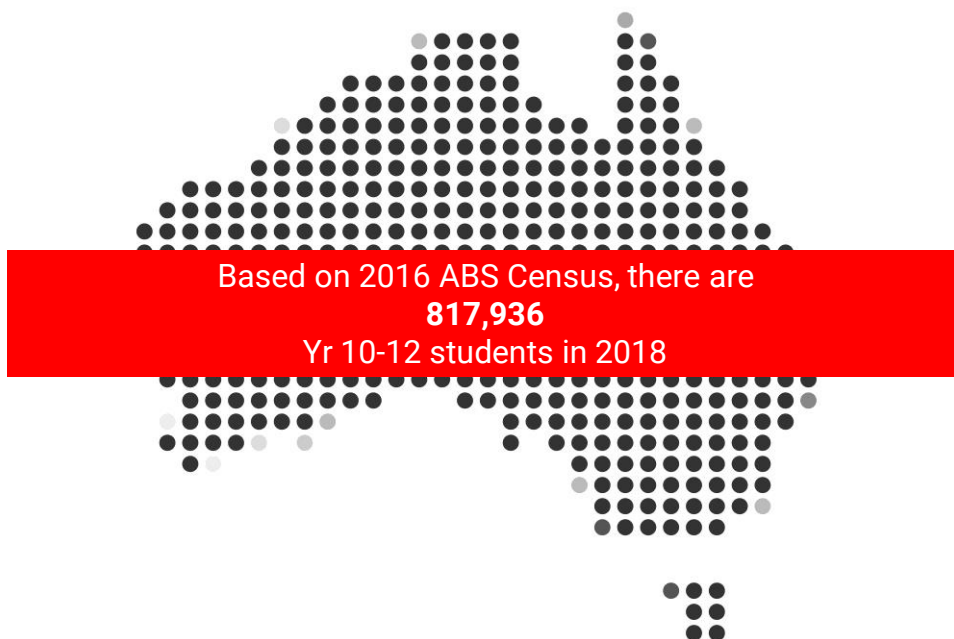


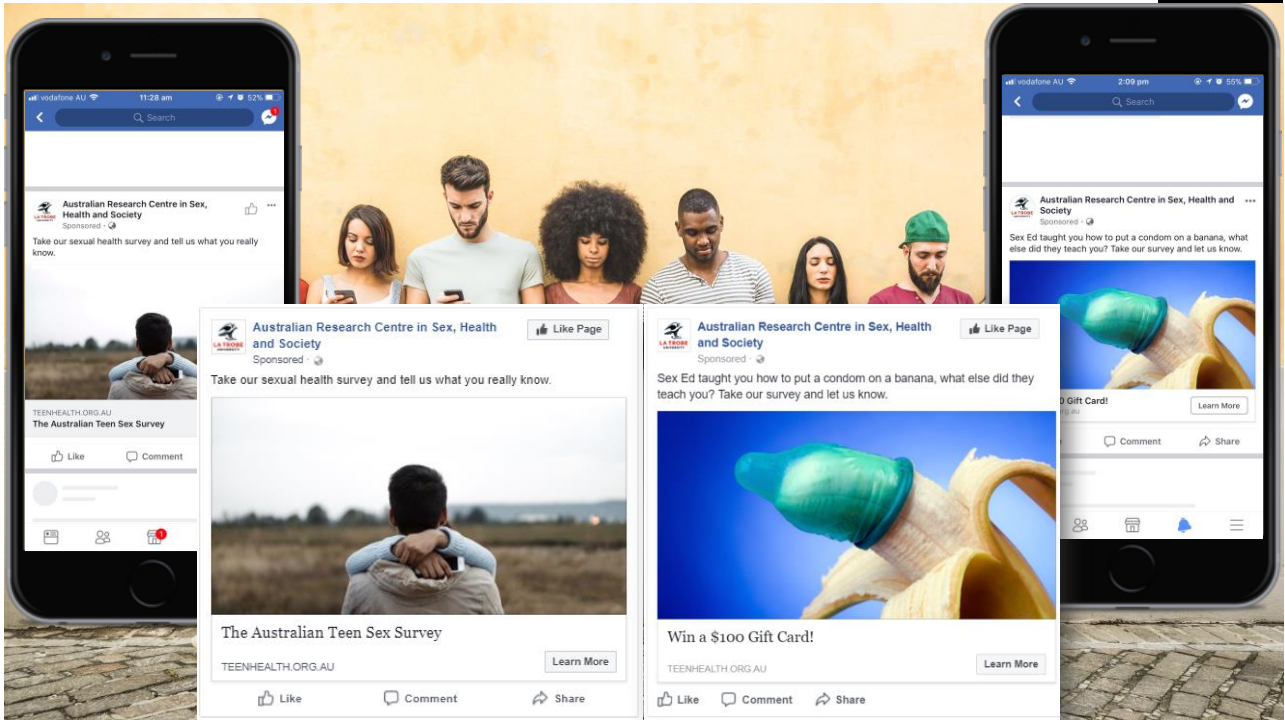
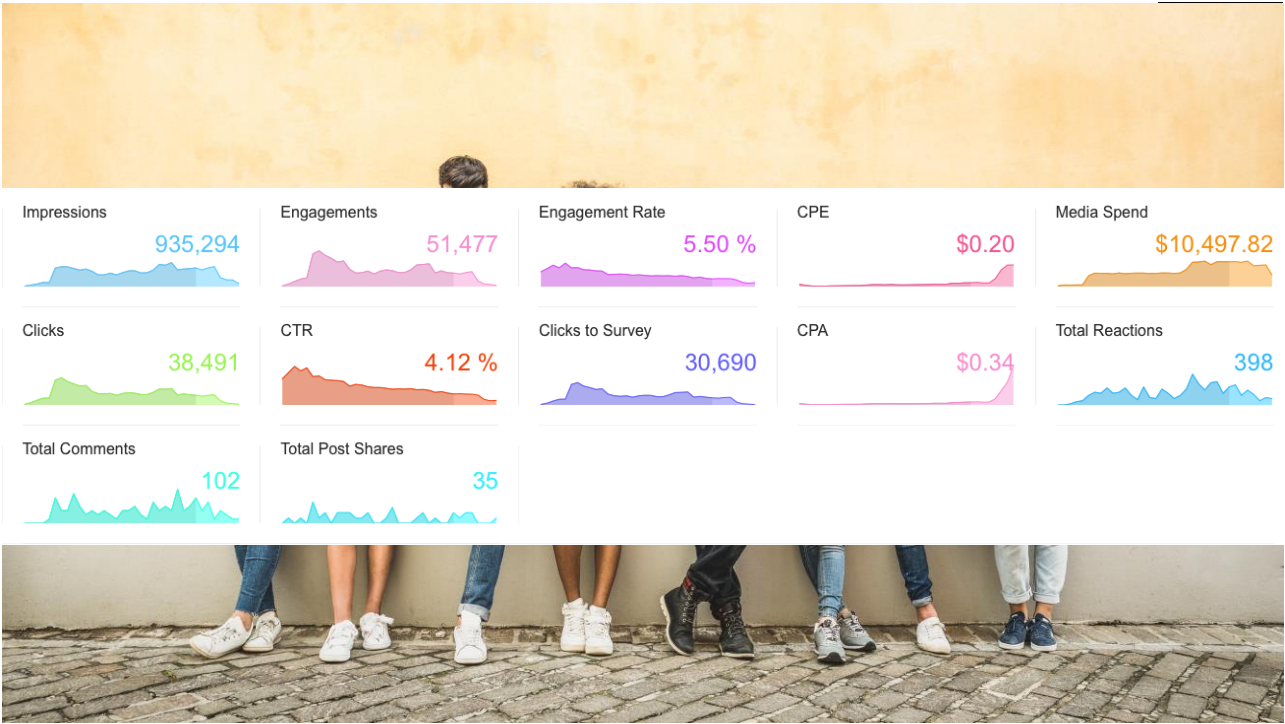
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| N = 8,694 | n | % | | | n | % |
|----------------|------|------|--------------|------|------|---|
| Gender | | | School Type | | | |
| Female | 4649 | 53.5 | Gov't | 3841 | 51.7 | |
| Male | 3894 | 44.8 | Catholic | 1778 | 23.9 | |
| Other | 93 | 1.1 | Independent | 1372 | 18.5 | |
| PNTA | 58 | 0.7 | Not Sure | 344 | 4.6 | |
| | | | PNTA | 99 | 1.3 | |
| Year in School | | | | | | |
| 9 | 645 | 7.4 | How heard of | | | |
| 10 | 1737 | 20.0 | Facebook | 8497 | 97.7 | |
| 11 | 2512 | 28.9 | | | | |
| 12 | 2410 | 27.7 | Device | | | |
| Not in School | 1260 | 14.5 | Smart-device | 7988 | 91.9 | |
| PNTA | 130 | 1.5 | Computer | 706 | 8.1 | |

| N = 8,694 | n | % |
|-----------------|------|------|
| State/Territory | | |
| ACT | 200 | 2.3 |
| NSW | 2396 | 27.6 |
| NT | 150 | 1.7 |
| QLD | 1704 | 19.6 |
| SA | 725 | 8.3 |
| TAS | 315 | 3.6 |
| VIC | 2418 | 27.8 |
| WA | 786 | 9.0 |

Discussion

- Can reach young people
 - Virtually any time via technology (e.g., smart devices)
 - On social media like Facebook, Instagram, Twitter & Snapchat
 - Using simple messaging (National, Tell Us What You Know/Think)
- Limitations
 - First known national study exclusively using Facebook recruitment



Thank you

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