

# Recruitment

Email Templates, Forum posts, Tweets

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## Email Templates

- **Direct Recruitment** - Contacting the investigators' direct acquaintances to start snowball sampling.
  - **Initial Invitation** - Contacting eligible candidates that have completed the screening survey and inviting them to complete an interview.
  - **Payment & Forwarding** - Thank the participant for their time, and provide access to their compensation, along with instructions for forwarding the information about the study to other participants.
  - **Follow-Up Invitation** - Prompting participants who have completed one interview to schedule another.
  - **Community Survey Compensation** - Sent to community survey participants that were randomly chosen to receive compensation
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## Direct Recruitment

Hello [ *candidate name* ],

I'm [ *interviewer name* ], a PhD student at Carnegie Mellon University's Software and Societal System's Department.

We're studying unsafe Rust, and we think you have relevant experience that we could learn from.

If you're interested, we'd like you to complete a brief screening survey [ *link to survey inserted inline* ].

If your responses indicate that you are eligible, then you'll be invited to complete a semi-structured, virtual interview. Interview participants will be compensated \$30 per hour of interview time.

If you're unable to participate, but you know someone we should speak with, forward them a link to our survey!

Looking forward to hearing from you!

[ *interviewer signature* ]

## Initial Invitation

Hello [ *candidate name* ],

I'm [ *interviewer name* ], a PhD student at Carnegie Mellon University's Software and Societal System's Department.

Thank you for taking our screening survey! We'd like to invite you to complete a 1-2 hour, semi-structured interview so that we can learn more about your experiences with unsafe Rust.

You will be compensated \$30 for participation, with an additional \$30 for any additional hour of interview time.

If you're able to participate, select up to two of the time slots in the schedule linked below based on the time you're willing to commit. Make sure that you have a private space available for the interview.

[ *insert link to google calendar with time slots* ]

Looking forward to hearing from you!

[ *interviewer signature* ]

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## Payment & Forwarding

Hello [ *candidate name* ],

Thank you for participating in our study! Attached you will find your \$30 compensation in the form requested ([*Amazon, Target, Starbucks gift card*]).

If you know of anyone else who we would benefit from interviewing, please send them the following link to our screening survey:

[ *link to survey* ]

Thanks again!

[ *interviewer signature* ]

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## Follow-up Invitation

*(Sent as a reply to the payment and forwarding message)*

Hello [ *candidate name* ],

You indicated during our initial interview that you were open to completing a follow-up interview. If you are still open to it, it would be great to hear from you again!

You can select another time slot with the following link:

[ *insert link to google calendar with time slots* ]

Looking forward to hearing from you!

[ *interviewer signature* ]

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## Community Survey Compensation

*(Sent to 1 - 4 randomly chosen participants )*

Hello [ *candidate name* ],

Thanks for completing our community survey! You were one of the four participants randomly chosen to receive a \$250 gift card. Here is the code for a \$250 gift card to [ *Amazon, Target or Starbucks* ] as requested in your survey response.

Thanks again!

[ *interviewer signature* ]

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# Reddit, Discord, and Rust Forum Posts

## Interview Study Recruitment

### Calling Unsafe Rust Experts: Looking for Interview Study Participants

Are you experienced at using unsafe? Do you face unique challenges in maintaining memory safety? We'd love to hear from you!

I'm a PhD Student at Carnegie Mellon University, and I'm running an interview study on unsafe Rust. I'm looking for people with at least one year of experience with Rust and who regularly use unsafe.

If that sounds like you, then we'd like you to complete the short questionnaire linked below. Eligible participants will be invited to participate in semi-structured interviews and will be paid \$30 per hour of interview time.

Thanks for reading!

[ [insert link to survey](#) ]

## Community Survey Recruitment

**We interviewed 19 Rust developers who regularly use unsafe. Now, we need your help to evaluate what we learned!**

Have you ever engaged with unsafe Rust? Please consider completing our community survey! All eligible participants who provide a link to their profile on either GitHub or the Rust Programming Language Forums with active account activity before [ [insert start date](#) ] will be entered into a drawing for one of two \$250 gift certificates to Amazon, Target, or Starbucks.

[ [insert link to survey](#) ]

I'm a PhD Student at Carnegie Mellon University, and I'm running a qualitative study on unsafe Rust. We reached out earlier this year [ [insert link to previous post](#) ] and interviewed 19 Rust developers who "*regularly write or edit*" unsafe code. This community survey targets a broader population and combines themes we learned from our interviews and related qualitative research. It should take 20 minutes to complete.

Thanks for reading!

# Tweets

## Interview Study Recruitment

Have you used or engaged with unsafe Rust? We're interested in learning from your experiences! Please consider participating in our study. [ [insert link](#) ]

## Community Survey Recruitment

We interviewed 19 Rust developers who regularly write or edit unsafe code. Now, we need your help to evaluate what we learned! If you have ever engaged with unsafe Rust, please consider completing our survey! [ [insert link](#) ]

(We have mod approval for this post)

Have you ever engaged with `unsafe` Rust? Please consider completing our community survey! All eligible participants who provide a link to their profile on either GitHub or the Rust Programming Language Forums with active account activity before the time this post was published will be entered into a drawing for one of two \$250 gift cards to their choice of Amazon, Target, or Starbucks.

[https://cmu.ca1.qualtrics.com/jfe/form/SV\\_0k7naTSSk8jaaGi](https://cmu.ca1.qualtrics.com/jfe/form/SV_0k7naTSSk8jaaGi)

I'm a PhD Student at Carnegie Mellon University, and I'm running a mixed-methods study on Rust developers' motivations for using `unsafe`. We [reached out earlier this year](#) and interviewed 19 Rust developers who "regularly write or edit" `unsafe` code. This community survey targets a broader population and combines themes we learned from our interviews and [related qualitative research](#). It should take 20 minutes to complete.

Thanks!