

That's lovely to hear! Sure, here are the details for the ad I used:

Text: A new 10-minute online study for 2- to 4-year-old children and their parents. Earn a \$4 Amazon gift card after completion!

Targeted audience:

Locations ⓘ

People who live in this location ▼

United States

📍 United States

📍 Include ▼

 |

Type to add more locations

 |

Browse

Add Locations in Bulk

Age ⓘ

18 ▼

 -

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

English (US)

×

English (UK)

×

Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following ⓘ

Demographics > Parents > All Parents

Parents with preschoolers (03-05 years)

Parents with toddlers (01-02 years)

Add demographics, interests or behaviors

 |


Suggestions


 |


Browse

Other details for the ad:

Create Ad Use Existing Post

☒  **Ad with an image or video**

☐  **Ad with multiple images or videos in a carousel**
(Recommended)
Show multiple images or videos for the same price. [Learn more.](#)

☐  **Collection**
Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)

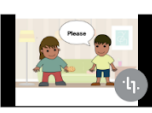
Fullscreen Experience

Add a mobile landing page that opens instantly from your ad. Start with a template or create a custom Canvas to feature photos, videos or products and encourage action. [Learn more.](#)

☐ Add a fullscreen Canvas


☒ **Image** ☐ **Video / Slideshow**

[Clear Images](#)





facebook_ad.001.jpeg
1024 x 768

☐ Use a different image for Instagram


Ad Preview ☒ 1 of 1 Ad < > 

Mobile News Feed ▾ 1 of 14 < >






Stanford Language and Cognition Lab
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A new 10-minute online study for 2- to 4-year-old children and their parents. Earn a \$4 Amazon gift card after completion!





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"Mind and manners": Study over... [LEARN MORE](#)

8 6 Comments 11 Shares

 Like  Comment  Share


Select the link type for your ad

☒  **Website**


☐  **Facebook Event**

Text


A new 10-minute online study for 2- to 4-year-old children and their parents. Earn a \$4 Amazon gift card after completion!

Website URL  [Preview URL](#)


<https://lookit.mit.edu/studies/b40b6731-2fec-4df4-a12f-d38c7be3015e/>


Display Link (optional) 

Enter the link as you want people to see it in your ad

Headline 


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News Feed Link Description 


Call To Action 


[Learn More](#) ▾

Overlay (Optional)


Ad Preview ☒ 1 of 1 Ad < > 

Mobile News Feed ▾ 1 of 14 < >






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8 6 Comments 11 Shares

 Like  Comment  Share

From: Kim Scott <lookit@mit.edu>
Sent: Thursday, July 26, 2018 12:27 PM
To: Erica Jiye Yoon
Cc: Chalikh, Lisa
Subject: Fwd: fyi

Erica - could you send Lisa the text / targeting settings for your Facebook ad? I saw it at one point but can't seem to track it down at the moment. It was apparently helping both of you without even mentioning her study; if she puts one up looking for older kids for Flurps & Zazzes that may help yours as well!

Also the effect so far is a nice demonstration of one person's recruiting efforts obviously helping another researcher on the site, without any adverse effects (that we know of) for the studies that are being recruited for :)

[VIEW FULL EMAIL](#)