**Lookit flyer specification:**

The attached flyer template shows the basic format of flyers to be distributed about our online studies. Example flyers are also included.

The attached brochure template shows the brochure to be distributed about our online studies. The layout and current study list on the brochure may be updated.

The elements in brackets represent pieces that may be edited to describe specific studies:

[Title]: A simple title for the study, under which it is listed at <https://lookit.mit.edu/studies>. Current study titles are “Baby Euclid,” “Your baby, the physicist,” “Flurps and Zazzes,” and “Mind and Manners.”

[Recruitment question]: This is a short attention-getting question that identifies the primary audience for the study. For example, “Is your baby between 4 and 12 months old?”, “Do you love reading to your child?”, or “Fascinated (or confused) by what’s going on in your baby’s mind?”

[Study description/motivation]: This few-sentence description gives an overview of what the study is about. Due to space constraints it may not completely describe the hypotheses to be tested, but identifies the broad topic. Examples include:

In this study, we’re looking at babies’ understanding of physics principles like gravity, inertia, and support – all the things they’re learning about as they fling food off the high chair. Again.

Your 7-month-old probably isn’t ready for geometry class – but he or she is already learning about shapes.

Every day, you and your child encounter all kinds of people. As an adult, you make a lot of inferences about how those people will act and feel. Have you ever wondered if your child does the same thing?

[Study procedure]: These bullet points identify the amount of time the study takes to complete, what happens, and any compensation provided. Examples include:

* The study is a 5- to 10-minute session where your child will watch and listen to a story about some children.
* Your child will hear questions about the story, and can speak out loud or point to the screen to answer them.
* Receive a $10 Amazon gift card after participating
* In this 10-minute study, your child will see side-by-side displays of changing triangles.
* We’re interested in whether children look longer at the triangles that change shape (not just size), showing sensitivity to a key feature of Euclidean geometry.
* Longitudinal (up to 15 sessions, 10-15 minutes each) to get unprecedented detail about individual children’s looking preferences
* Families who complete all sessions get an individualized report about their child’s patterns

[in collaboration with researchers at Yale / Harvard / Stanford]: this text allows us to identify specific partners who are assisting with studies, so that it’s clear to potential participants who see a flyer in one of these partner’s labs what the connection is.

Additional elements that may vary:

* Some flyers may list titles and age ranges of multiple ongoing studies to give an overview of the Lookit platform
* Layout of elements on the flyer
* Colors and featured images at the top of the flyer
* Exact wording of orange text and inclusion of additional accurate details, e.g. “You’ll need a webcam and a computer with an internet connection to participate.”
* Some flyers may include tear-off strips with the address “lookit.mit.edu” and the study name

Specific features that may *not* vary:

* QR codes, if included, lead to <https://lookit.mit.edu>
* ECCL and MIT logos are displayed, and the PI and any collaborators are identified if the study features a particular study
* If a particular study is featured, a description of the topic and procedures is provided. All information about studies is accurate and intended to be accessible to a broad audience.
* Any pictures that show Lookit participants are from families who provided informed consent to participate and selected a privacy level of ‘publicity’ for their videos.