Recruit

FROM YOUR NETWORK

to get support

Recruit

RANDOM STRANGERS

to get

valid results

SURVEY

▸ **Format**: send a survey to a club listserv, family, interested FB group, etc.

▸ **Upsides**: quantitative data, low effort

▸ **Downsides**:

    ▸ hard to avoid survey biases; hard to find "random people"; therefore

        ▸ easy to misread; neither strong qualitative nor quantitative results

    ▸ Hard to get the "why" behind the question

▸ **Tools**: typeform; google forms; qualtrics; yale mailing lists; FB; reddit, etc.