

Appendix D: Recruiting Advertisements

Facebook Advertisement—English

Do you cook?
Study participants
wanted
Earn \$100



We are looking for consumers to help us

NC State University researchers are looking for study participants to come to an on-campus kitchen and prepare food just like they would at home. The goals of the study are to learn about cooking practices and evaluate recipes. If eligible, you will receive a \$100 gift card and a free gift for taking part in the 2 to 2.5 hour study.

go.ncsu.edu/kitchenstudy

for more information and to sign up

Twitter Advertisement - English



NCSU Kitchen Study

@NCSUkitchen

NCSU researchers are looking for folks to come to a campus kitchen and prepare food just like they do at home. Help us evaluate recipes and earn \$100.

📍 Raleigh, NC 🔗 go.ncsu.edu/kitchenstudy

Facebook Advertisement—Spanish

Posts



NCSU Kitchen Study

3 mins ·



SE BUSCAN PERSONAS QUE COCINAN EN CASA PARA AYUDARNOS

Los investigadores científicos de la Universidad Estatal de Carolina del Norte están buscando participantes para un estudio, para que vengan a una cocina en las instalaciones de la universidad y preparen alimentos de la misma manera como lo harían en su hogar. Los objetivos del proyecto son aprender las prácticas al cocinar y evaluar recetas. Si usted cumple los requisitos, recibirá una tarjeta de regalo de \$100 dólares y ... [See More](#)

[See Translation](#)

¿Cocina usted?

Se necesitan participantes para un estudio

Gane \$100 dólares



Like



Comment



Share

Twitter Advertisement—Spanish



The image shows a Twitter profile page for 'NCSU Kitchen Study' (@NCSUkitchen). The profile picture is a circular image of a tall, white, classical-style tower (the Bell Tower at NC State). The background of the header is a stylized, abstract graphic with geometric shapes and colors like green, brown, and white. The profile information includes the name 'NCSU Kitchen Study', the handle '@NCSUkitchen', a bio stating they are looking for people to prepare food at a campus kitchen to evaluate recipes and earn \$100, the location 'Raleigh, NC', and a link to 'go.ncsu.edu/kitchenstudy'. The stats bar shows 14 tweets, 12 following, 6 followers, 22 likes, 0 lists, and 0 moments. The 'Tweets' tab is selected, showing a tweet from 2 minutes ago in Spanish, inviting people to participate in a study and earn \$100. The tweet text is: 'Los investigadores científicos de la Universidad Estatal de Carolina del Norte están buscando personas para que vengan a preparar alimentos de la misma manera como lo hacen en su hogar. Ayúdenos a evaluar recetas y gane \$100 dólares: go.ncsu.edu/kitchenstudy'. Below the tweet are icons for replies, retweets, likes, and a share icon.

NCSU Kitchen Study
@NCSUkitchen

NCSU researchers are looking for folks to come to a campus kitchen and prepare food just like they do at home. Help us evaluate recipes and earn \$100.

Raleigh, NC

go.ncsu.edu/kitchenstudy

Tweets **Tweets & replies** **Media**

NCSU Kitchen Study @NCSUkitchen · 2m

Los investigadores científicos de la Universidad Estatal de Carolina del Norte están buscando personas para que vengan a preparar alimentos de la misma manera como lo hacen en su hogar. Ayúdenos a evaluar recetas y gane \$100 dólares: go.ncsu.edu/kitchenstudy

Translate Tweet