



The Participant Principle

Maya Middlemiss

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"This book is a hands-on approach to the delivery of excellence in recruitment... It distils many years of experience and ongoing innovation into simple and easy to read guidelines, and sets out the fundamentals for success in a modern, digital world." Katie Oakley Founding Partner, MEAT In The Participant Principle, Maya Middlemiss uses her experience working with Saros Research and the many thousands of research participants they have placed in an incredible range of projects since the company's inception in 2000. This book breaks new ground and reveals the key ingredients to successful recruitment for all user testing and qualitative research. From focus groups to eye tracking to food tasting and every conceivable methodology in between, it all depends upon the flexibility, ideas and commitment of the people participating. It's their ideas and contributions which are the building blocks for all that the research industry delivers. "We are passionate about participants, because we know how important they are. We want the researchers we work with to get the best possible people to work with, those who will put the greatest efforts into their contributions. This guide will help you to get the most out of the recruitment services you commission for every research project you do." Maya Middlemiss

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