

COVID-19 brought unprecedented change and disruption, uncertainty and complexity to many facets of our lives. For researchers, international lockdowns and social constraints wreaked havoc on projects that were either ready to launch or underway. Countless studies were suspended, and researchers had to rethink approaches to projects so they complied with pandemic safety rules.

As we now know, many researchers quickly pivoted and found other ways to recruit participants and conduct interviews that were safe and robust and supported the study objectives. For example, face-to-face focus groups and in-person interviews were replaced with online audio and video platforms such as Zoom or Messenger.

But how do these online and virtual approaches work for populations with limited access to digital devices such as the Pacific people? Are there other practical, respectful, and culturally appropriate strategies that could be used to recruit and collect data from Pacific people in a post-Covid world?

In this article, we share seven successful strategies for researchers to boost their recruitment and data collection of Pacific people.

For more

