

Designing research that matters to young people

2018 RESULTS

In Sep-Dec 2018 we ran interviews about how to engage young people and their friends in research about alcohol, drugs, sexual health and pornography

WHO WE INTERVIEWED

25

young people shared their ideas and opinions

16-18

years old



living in the city, outer suburbs or regional Victoria



studying at high school, TAFE or uni, or working

TOP PLACES TO REACH YOUNG PEOPLE

1. Instagram
2. Facebook
3. Schools
4. YouTube
5. Train stations
6. Snapchat
7. Shopping centres
8. Youth festivals and gigs

HOW TO IMPROVE OUR RESEARCH

By young people, for young people

- Young people involved in designing and promoting research
- Relevant to young people
- Benefits young people's lives
- Approachable, friendly

Trust and credibility

- Give information about the research organisation
- Be transparent
- Be human: show the people behind the research
- Make ads that don't look dodgy or like a scam

Show the impact of research

- Give updates about the results
- Explain what the research has contributed to
- Know that you are making a positive difference

Don't judge

- Encourage openness and honesty
- Don't be judgmental or intimidating
- Explain that you won't be in trouble for your answers

Reimbursement and prizes

- Give back for time and effort
- Shows that the researchers are thankful
- Helps to overcome inconvenience

Ensure confidentiality

- Keep anonymous
- Reassure people their information won't be shared with anyone else
- Explain how information is used and why it is collected

DESIGNING A FRIENDS + HEALTH STUDY

We asked you to help us design a research study that investigates how our friendship groups influence alcohol and drug use, sexual health and pornography use

✔ Do's

- Let young people ask their friends first
- Make sensitive questions optional
- Promote as an opportunity for friends to make a positive difference together

✘ Don'ts

- Share individuals' results with their friends
- Ask you personal questions about your friends
- Contact your friends out of the blue

What the process should look like:

1

A person signs up and answers questions about alcohol, drugs, sexual health and pornography

2

Choose a code name for close friends e.g., initials, nickname or avatar

3

Talk to close friends about the study and share the link through a group chat, text message or email

4

Friends sign up using their code name and complete the questions

5

Reward for both initial person and their friends who complete study

WHAT THESE RESULTS WILL LEAD TO

- Setting up a new Instagram page specifically for young people. It will show what we do and promote more opportunities to get involved in our research.
- Updating the way we advertise and reach young people. We will trial Instagram, YouTube and train stations to get more young people involved in our future research projects.
- Conducting a friends health study in 2019-2020 based on your ideas for the design. The study will help us understand how our friendship groups influence our health.

THANK YOU FOR PARTICIPATING!

If you have any questions about the project or results, please email Michelle Raggatt via michelle.raggatt@burnet.edu.au



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