Grindr Can Be Useful in Recruiting for HIV Prevention Studies

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HIV prevention studies can effectively recruit gay men usingthe gay dating mobile app Grindr, according to a study in the journal AIDS andBehavior reported by aidsmap. Los Angeles researchers posted an advertisementon Grindr in 2010 to recruit gay men for a rectal microbicide study. A total of24 percent of study participants were eventually recruited through Grindr, andusers of the app were more likely to complete their screening visit and enrollin the study.

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http://beta.docker.realhealthmag.com/article/grindr-recruiting-prevention-23020-7635