

# Diversity of Investigators Willingness to Participate in Trials \*

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## **Abstract**

Increasing the diversity of investigators has been suggested to improve recruitment of underrepresented groups in trials. We survey the extent to which diverse investigators would increase the willingness to participate in a clinical trial among Black and White men. We randomized survey participants to view images of either Black or White medical experts and assessed their willingness to engage in a vaccine clinical trial. We find that survey participants were twice as likely to participate in vaccine clinical trial research if the lead investigator was perceived to be a Black physician. Our findings support advocacy to bolster financial support for STEM pipeline programs targeting Black and African American students, increased NIH funding for Black scientists and highlight the need for interventions that address investigator-level factors influencing diverse research participation.

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