Using self-directed Video-voice diaries for policy analysis in Ethiopia

Mirkuzie Woldie, Garumma Feyissa, Tesfamichael Alaro, Bitiya Admasu, Kirstin Mitchell, Susannah Mayhew, Martin McKee, Dina Balabanova

5th conference of African Health and Economic Association
Rabat Morocco
September, 25-29, 2016

Introduction

• A video diary is a digitized diary used for the collection of data on informants’ lives over an extended period.
  • is an established social science method,
  • it has more recently gained prominence in the field of health policy and systems research (Jewitt C, 2012).
Advantages of the method

- The audio and video diaries are thought to have significant advantages:
  - a) participant-led and authentic in reflecting unique individual experiences;
  - b) capture experiences in real time, thereby minimising recall bias
  - c) reflexive, stimulating the maturation of respondents’ ideas over time
  - d) motivate and empower respondents

Objectives

- To document the usefulness of a modified Video voice method as a policy analysis tool

Specific objective:

- To understand the role of Women development army (WDA) leaders as mediators of accessible primary healthcare in Ethiopia
Methods

• **Study setting:** Three districts of Jimma Zone, Oromia Regional State
  - Selected purposively based on their category of *performance* in implementing **WDA program**
    - Seka Chekorsa  Best performing district
    - Tiro Afeta  Medium performing district
    - Omo Nada  Least performing district
  - Ethical clearance: IRB of JU, LSHTM and Oromia Regional Health Bureau

Procedures

• Conversation to create rapport and trust
• Informing the participants about the purpose and procedures
• Training on how to use the mobile phones
• Providing encrypted phones with recording capability
• Supporting them through regular communication and visits
Methods...

- Footage will be obtained over 3-4 months, from 30 Women Development Army leaders in 3 districts.
- The videos and audios will be transcribed using multimodal transcription method (gestures, sounds, will be analysed) (Taylor, C. J. (2003)).
- The transcriptions will be analysed and triangulated with data obtained through other qualitative methods.

Data security

- Training on the use of pass words
- Simple pass words
- To call to one of the research team in case they face any difficulty instead of consulting others for technical support
Analysis (1)

• The videos and audios will be transcribed using **multimodal transcription** method (gestures, sounds, will be analysed) (Taylor, 2003).

• The transcriptions will be analysed and triangulated with data obtained through other qualitative methods.
  
  • The videos and qualitative data will be analysed and compared using MAXQDA 12.
  
  • A **co-production workshop** with participants and researchers –
    
    • to allow the participants to view the footage and add their own interpretation of the findings: key themes, priorities for action, ‘blind spots’

Analysis (2)

1. Developing guiding questions

• A major focus will be on analysing the video records along key insights gained from data gathered from other techniques (KIs, FGDs and document reviews)

• However,

  • We will allow flexibility and explore new phenomena that were not discovered through other methods, but are participant-generated.
Analysis (3)

2. Developing content log
   - a description of major events that took place for each brief standard unit of time
   - Coffee ceremonies, WDA meetings, other community events

3. Viewing and re-viewing the videos – individually and in group (participant groups, research teams) and comparing interpretation

Fieldwork initiation

Challenges faced during pilot test

- Technical difficulties
- Recording events that are not relevant
- Soundless videos
Motivation

• WDA leaders who received the mobile phones were motivated to record their activities.

Discussions

• Our proposition is that the Video voice—in format adapted to context—can be a useful tool to inform policy development.

• The approach can provide real-time findings, capturing the perspectives of health service volunteers within their spatio-temporal context.
Discussions...

The potential added value of the methodology:

1. Ability to capture more accurately health volunteers’ perspectives

- The day to day activities of WDA leaders and the challenges they encounter can better be uncovered through diaries.
- Stimulates the maturation of respondents’ ideas over time

Discussions...

- To accurately document challenges and opportunities for implementing WDA system with in the cultural context
  - Dabo
  - Iddir (Afosha)
  - Dado
- Coffee ceremony
- Day in the life of WDA
Discussions ...

2. As a participatory method,

The approach may enable participants to understand better their own needs, and those of their community, ensuring that these are reflected in developing effective PHC policies.

• effective in influencing practice and supporting advocacy (Derry SJ, et al, 2010).

Discussions ...

3. Authentic method

• WDA leaders will to provide authentic self-directed narratives (Jewitt C, 2012).

• WDAs will describe their daily work in their own terms and frame the challenges they face.

• Captures perceptions within their spacial and temporal context and strengthens rigour and immediacy of the research (Jewitt C, 2012).
Discussions...

4. Complementary with other methods

• In this project, it will be used as a complementary method to other methods, desk review, key informant interviews and Focus group discussions.
  ➢ helping to interpret qualitative findings.
  ➢ To validate the interpretations of the data generated through other means

Discussions ...

5. As intervention

• Data obtained through diaries, and reflexivity over time, may itself act as an intervention, changing respondent’s perceptions of their reality.

• Construction of reflections on the past and on future actions

• The co-production workshop to interpret and prioritise reoccurring themes.

• will enhance respondent motivation
Selected references


Acknowledgements

• MRC/Welcome Trust Joint Health Systems Research Initiative

• London School of Hygiene and Tropical Medicine

• Jimma University

• Study participants
Thank you!