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

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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).

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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**

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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

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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

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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

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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.

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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

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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'

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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.

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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

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Fieldwork initiation

Challenges faced during pilot test

- Technical difficulties

- Recording events that are not relevant

- Soundless videos

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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.

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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

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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

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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).

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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).

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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

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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**

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Thank you!

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