

*Videovoice* diaries to understand the perspectives of community health volunteers in Ethiopia: insights from collaborative qualitative research

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## Outline

Background

Objective

Methods

Discussion



## Background

- 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 importance in the field of health policy and systems research (Jewitt C, 2012).
- Audio-visual diary is new in health systems research
- The concept uses participatory research



## Background...

- Advantage of the method
  - a) **participant-led** and **authentic** in reflecting unique individual experiences; view
  - b) capture **experiences in real time**, thereby minimizing recall bias
  - c) reflexive, stimulating the **maturation of respondents' ideas** over time
  - d) **motivate and empower respondents**



## Objective

- General objective:  
To understand the role of community health volunteers as mediators of accessible and responsive PHC in Ethiopia.
- Specific objective:  
To understand perspective of community health volunteers



## Methods

Study setting: Three district of Jimma Zone, Oromia regional state



- Seka Chekorsa (Best performing district)
- Tiro Afeta (Medium performing district)
- Omo Nada (Least performing district)



## Methods

- **Design:** Qualitative study
- **Collaborator:** researchers, community and health managers
- Participant were selected purposively based on performance in implementing WDA program
- Ethical clearance: IRB of JU, LSHTM and Oromia Regional Health Bureau



## Method...

- Procedure
  - Conversation to create rapport and trust
  - Informing the purpose and procedure
  - Training on how use and record the mobile phone
  - participants received an encrypted phone with recording capability
  - Regular contact and communication by researchers
    - To establish trust, support and reduce social desirability



## Method...

### ☐ Data security

Training on the use of pass words

- Simple pass words/pattern
- To call to one of the research team in case they face any difficulty
- Avoid consulting others for technical support
- Confidentiality issue
- The data taken only with secured USB



## Method...

### ☐ Analysis

- Footage will be obtained from 30 WDA, over 3-4 months.
- The videos and audios will be transcribed using **multimodal transcription** methods (gestures, sounds) (Taylor C J. (2003).
- The transcription will be analysed and **triangulated** with the data obtained via indepth interview, FGD and record analysis.
- The videos and qualitative data will be analysed and compared using ATLASi



## Method...

### ☐ Analysis

- A **co-production workshop** with participants and researchers to interpret the findings will be held.
  - Key themes, priorities for action

#### 1. Developing guiding questions

- Video records will be analysed along with **key insights** gained from data gathered from other techniques
- However, We will allow flexibility and **explore new phenomena** that were not discovered through other methods, but are participant-generated.



## Method...

### ☐ Analysis

#### 2. Developing content log

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

#### 3. Viewing and re-viewing the videos

- Individually and in group (participant groups, research teams) and comparing interpretation



## Method...

- Employing *Videovoice* diaries demonstrates that collaboration involving academic researchers, community members and volunteers (as lay researchers) and managers has considerable benefits as well as challenges.



## Advantage

- *Videovoice* is a self-directed method shifting power to the participants:
  - They determine what to capture,
  - What is important and
  - How to convey their views and activities and
  - How to communicate with the researchers
- Data is enriched by participant-generated insights into the reasons behind their decisions.
- A multi-disciplinary research team will enhance the analytical process and interpretation.



## Challenge

- **Intensive engagement is essential**, e.g. mutual understanding of the constraints and preferences.
- The analytical process of interpreting the meaning of the findings during the co-production workshops is critically **dependent on effective communication and trust**.



## Challenge...

- Challenges faced during initiation of the field work
  - Technical difficulties
  - Recording events that are not relevant
  - Soundless videos



## Motivation

### Motivation



3/15/2017

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



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## Discussion

- *Videovoice* can be a useful tool in **enabling** lay researchers
  - To describe their daily life,
  - To better understand their needs, and
  - To identify mechanisms for change.
- To stimulate the **maturation of respondents'** idea overtime
- To accurately document challenges and opportunity for implementing WDA system in the of cultural context ('dabo', 'iddir')



## Discussion...

- It can be used as a **complimentary** with other methods
  - To interpret and qualitative data and
  - To validate interpretation of data collected via other methods



## Discussion...

- The approach can strengthen the immediacy of the research, capturing perceptions within context.
- Co-production will involve a significant **shift in power and emergence of new directions**.
- It equips participants with skills to **re-examine** their **reality**.



## References

- Jewit, C. (2012). An introduction to using video for research.
- Taylor, C. J. (2003). Multimodal transcription in the analysis, translation and subtitling of Italian films. *The translator*, 9(2), 191-205.



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