

## 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
- Collection of the footages using a encrypted data stick
- Storage of the footages in external hard disk accessible to the PI only



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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
- Power supply
- Inability to meet participants



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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 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 an 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.
- It may also enhance respondent **motivation**



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