

PRE-TEST

Evaluating comprehension of community videos

Introduction

Pretesting allows us to determine the acceptability of a video for a target audience by working directly with community members to evaluate their understanding of each video. It also enables facilitators to prepare for potential comprehension problems and participant questions that may arise during dissemination. If the pretest audience finds a video inappropriate for the local context, it will be necessary to re-shoot some or all of the video. It is only after the pretest that a video can be considered final.

THE STEPS:

1. Charge equipment in advance and save the video on the Pico projector or a memory card.
2. Print the pretest questionnaire (next page) for the facilitator and the note-taker.
3. Disseminate the video in a location that is similar to the intervention villages, but preferably outside the intervention zone. It is best to present in a quiet, indoor location that is free from distraction.
4. Use the questions/answers from the video to facilitate a guided screening with a group of 15–20 people who are representative of the intervention’s target group.
5. After the dissemination, use the pretest questionnaire below to guide the discussion and take notes. Make sure that the summary at the end of the pretest is completed by both the facilitator and the note-taker.

PRETESTING A VIDEO IN THE COMMUNITY

Instructions

1. Two people are required to conduct the pretest: one to facilitate the discussion, the other to take notes.
2. The facilitator will disseminate the video in a guided discussion, meaning that there will be breaks for questions and answers during the video.
3. After the dissemination, use the pretest questionnaire (next page) to facilitate a discussion.
4. Be careful not to make value judgements: remain neutral while the participants comment on the video. Participants should feel free to express their ideas and opinions. Encourage those who remain silent to share their ideas as well.
5. Feel free to deepen the discussion, especially if participants are enthusiastic about a specific topic. However, the facilitator should ensure that the discussion remains relevant to the main subject.

6. If participants have questions that are not related to the video, tell them that you will respond to them later.
7. Take notes during the pretest, without including too much detail. Try to capture the main ideas without recording everything verbatim. Pay close attention to reactions to certain sequences and questions.
8. After the pretest, meet as a group and complete the summary that is found at the end of the pretest questionnaire.

Introduction

“Thank you all for agreeing to participate in this discussion today. My name is (name), and I work for (project). My colleagues are (name) and (name). We are going to show you a video, which we will then discuss together. My colleague will take notes to gather the ideas that are shared. These notes will remain confidential. Please share your thoughts, feelings, and ideas freely with the group, since all responses are good responses. This will help make the work more interesting for everyone. The video will last 10-12 minutes, and there will be breaks for discussion during the viewing. We will remain together for one and a half hours at most. Do you have any questions? May we begin?”

Overview

Pretest questionnaire and form for taking notes

Title of video: _____ Team (organizations): _____

Facilitator: _____ Note-taker: _____

Date : _____ Region : _____ Village : _____

Participants : _____ Number of women _____ Number of men: _____

During the dissemination, ask the questions indicated on screen during the breaks in the video:

1)

2)

3)

4)

After the pretest dissemination, ask these questions:

1) This video contains information that we would like to share with certain people. Can you tell us, in your own words, what is being discussed in this video?

2) What did you like or dislike about what you have seen and heard? Please include specific details about what you did or did not like.

3) With whom would you want to share the information from this video?

4) How would you describe your experience watching the video in general? Were you able to hear the sound well? How did you like the lighting of the video: was it too dark or too bright in certain locations?

5) Is there something that:
- you didn't understand? What?
- you found confusing or unclear? What?
- you disagreed with? What?

6) Did you learn anything new from this video? If yes, what? If not, why not?

7) Do you think that the content of this video is relevant and useful for you? If yes, in what ways is it relevant and useful? If not, why is the content not relevant and useful?

8) What do you think of the length of the video?

9) Do you have suggestions (reactions or comments) about how to improve this video? Would you like to share your these suggestions with us before the video is shown to others?

Pretest summary:

Suggested audience beyond the established target audience: _____

Video approved: yes/no

If not approved, changes to make before the next pretest: _____

The Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) project is a six-year USAID-funded cooperative agreement to strengthen global and country efforts to scale up high-impact nutrition practices and policies and improve maternal and child nutrition outcomes. The project is managed by JSI Research & Training Institute, Inc., with partners Helen Keller International, The Manoff Group, Save the Children, and the International Food Policy Research Institute.