# Digital Green Feasibility Study: Structured Observation

*Instructions for the observer:*

This guide will serve as a reference for approaching the structured observation during video dissemination activities in villages included in the sample. This observation should not intrude or disrupt the regular proceedings of the dissemination, but rather the observer should take pains to be unobtrusive as to not influence the activities at hand. It is of utmost importance for the observer to pay attention to detail while using the guide, but also to seize upon opportunities to gather any interesting data that may fall outside the parameters of the observation guide template.

## Observation Guide

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| Local Context |
| *Appropriateness of space*: Examine the physical and social characteristics of the space in which the dissemination is being held.   |  |  | | --- | --- | | How many people attended the video session? |  | | Are there community members other than SHG members who attended the video? | No | | Yes | | If Yes, who are they? Husbands? Non-SHG mothers? | | Did the behavior of these non-SHG community members affect the dissemination in any way? | No | | Yes | | If Yes, how? | | Were there any children in attendance for the dissemination? | No | | Yes | | Did the behavior of the children affect the dissemination in any way? | No | | Yes | | If Yes, how? | | Is the space of sufficient size for the number of attendees?  (How crowded was the room where the sessions were conducted) | No, it was crowded | | Yes. It was sufficient space and not crowded | | Was the room darkened during screening?   | No   | | Yes   | | Was there enough light during discussion before and after the screening? | No | | Yes | |
| 1. **Condition of the Equipment**  |  |  | | --- | --- | | What was the condition of equipment used for the session? | All equipment in working condition   | | Minimal malfunction in equipment | | Significant malfunction in the equipment   | | Some equipment not transferred | |
| 1. **Behavior of CSPs**:   Closely observe the behavior and actions of the CSP during the video dissemination session. |
| 1. *Introduction*  |  |  | | --- | --- | | How was the introduction & initial discussion? | Introduced external attendees & name of video | | Made partial introductions | | Started screening without any introductions | | Sharing the purpose of screening a video on the specific topic | Shares clearly the purpose of screening the video | | Shares purpose, but not clearly | | Does not share the purpose at all |  1. *Technical ability*:  |  |  | | --- | --- | | Was the equipment set up and connected in an error free manner? | Set up, connected without errors | | Set up, connected some errors | | Unsuccessful usage of equipment | | Any other technical issue faced during dissemination? | No | | Yes | | List issue, if Yes |  1. *Interaction with community*:  |  |  | | --- | --- | | Number of adopters of previous video |  | | Number of adopter experience sharing |  |      |  |  | | --- | --- | | How was the feedback on experiences/adoptions of last video invited and shared? | Feedback invited and shared by all adopters | | Feedback invited and shared by some adopters | | Feedback invited but not shared | | Feedback not invited |  1. *Knowledge of Material and Facilitation skills*  |  |  | | --- | --- | | Initiating discussions and encourages participation | Initiates and encourages discussions and participation | | Needs some improvement | | Does not initiate or encourage discussions and participation | | Initiate relevant questions beyond video prompts | Initiates questions beyond prompts and responses received | | Initiates questions beyond prompts but no responses received | | Does not initiate or encourage questions beyond prompts | | Encourages silent participants to speak | Encourages all silent participants to speak | | Encourages some silent participants to speak | | Does not encourage anyone | | Helping generate ideas/options to enable adoption of practice | Helps generate ideas and options to enable adoption | | Needs some improvement | | Does not help in generating ideas/options to enable adoption | | Appropriate responses to questions | Well Informed and clear response | | Needs some improvement | | Does not know answers to questions | | Summarizing at the end of each discussion point | Clear and concise summary | | Needs some improvement | | Unclear summary | | Summarizing at the end of dissemination | Clear and concise summary | | Needs some improvement | | Unclear summary | |
| 1. **Community reception of video dissemination***:* |
| * 1. *Engagement:*  |  |  | | --- | --- | | Do SHG members readily participate in the discussions- are they comfortable asking questions? | No, they hesitate to participate and ask no questions | | The ask few questions and participate when prompted; can improve | | They need no prompts and readily take part and ask questions | |
| 1. **Any other observations** |