

# IMPACT PROJECT

video4change

## ► **Method: Feedback Loops**

### **When is this method useful?**

- When you hope to change the way people talk about an issue.
- When you want to increase people's access to knowledge and information.
- When you want to gather feedback on your process thus far.

### **How do I use this method?**

The worksheet offers tips and examples that will help you to use this method.

## Feedback Loops

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### ▣ Quick Summary

**Time:** varies

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**Facilitators:** 1 per 10 people

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**Offline option:** yes

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**Online option:** yes

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**Participant consent:** yes

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**Scope for creativity:** high

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### ▣ Introduction

This method will help you to develop a process to gather and respond to feedback at regular intervals over the course of your Video for Change initiative. Feedback loops are a useful way to gather timely information that can reveal what is working and what is not

Feedback can be gathered during meetings, screenings, and other organized forums. Digital technologies can be used to provide live feedback loops and to extend and broaden who is able to provide inputs into your initiative. For example, participants can provide feedback via mobile phones, social media surveys, or web comments. Analytics tools can gather immediate information about the behaviors of all the users of a website.

### ▣ Considerations

- 1 Keep in mind people's need for (and right to) privacy when considering how feedback will be collected, documented and stored.
- 2 Make sure you also make plans to collect feedback offline if internet access or use is an issue for some of your key participants.
- 3 Critical feedback is very useful and sometimes hard to gather. Some people might feel uncomfortable contributing feedback they feel is not positive. Think of ways people can contribute anonymously or what kind of explanation and response will encourage people to be critical and honest.

▣ This resource is for video makers to gather evidence of their impact. More tools can be found at <http://www.v4c.org/cookbook>

## METHODS

## Feedback Loops

### ► Steps

1. Come up with ideas about whose feedback you would like to have and how you might collect it.
2. Ask different groups of participants where, when and how they would like to give feedback. This way you can all negotiate an appropriate process.
3. Tell your participants why you are seeking their feedback and how you will respond to their feedback.
4. Give people very clear boundaries to help them give useful feedback. Ask people questions that refer to something specific, but that give them room to personalize their responses.
5. Discuss feedback with your collaborators and make decisions about how you will respond to this. Tell people how their feedback was used.
6. Repeat steps 1 through 5 at various stages of your initiative.

### ► Questions

1. What do I want to find out from the different groups of participants? These different groups might include 1) communities affected by the issue; 2) participants who are being trained to tell their own stories; 3) target audiences.
2. Why is this feedback important to this video initiative?
3. How can I ask questions that go to the heart of the matter without putting participants in vulnerable positions?
4. How will I make sense of different feedback?
5. How will I use this feedback ethically and responsibly?
6. How might I compile this feedback to convey impact?

#### ► TIP

Ask people to pay particular attention to their emotional reactions to your questions. Explain that these are the responses that you are most interested in hearing, even if they criticize you or the initiative.

#### ► TRY

Often we can feel very sensitive about criticism when we've worked very hard on an initiative. Be honest with yourself about how you will emotionally respond to feedback so that you can be prepared to respond in an appropriate way.

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