

IMPACT PROJECT

video4change

► **Method: Self Reflection Video Diaries**

When is this method useful?

- When the type of change you are seeking is entangled with a complex issue or you want to be ‘agile’ and responsive to ongoing changes.
- When your initiative happens over an extended period, allowing time for reflection.
- When it’s appropriate for you to record yourself speaking about the people or issues you are working with.

How do I use this method?

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

Self Reflection Video Diaries

▶ Quick Summary

Time: 5 minutes each day

Facilitators: none

Offline option: yes

Online option: yes

Requires consent: no

Scope for creativity: high

▶ Introduction

Video diaries can be thought of as a form of personal reflection since they can help us articulate, make sense of and connect with our ideas, experiences and feelings.

Reflecting on connections and experiences can help us to better understand the ethical and impact dynamics of the social change issue we are dealing with.

You can chose to keep your video diaries private, or to share them with your colleagues or online if it is appropriate for the context of your social change video initiative.

▶ Considerations

- 1** Video diaries are less useful for short-term initiatives.
- 2** Video diaries made by people outside of the community or group who are seeking change may not be relevant or useful in terms of evaluating impact.
- 3** Video diaries can affect the development of your initiative but may not offer direct evidence of impact.

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

Self Reflection Video Diaries

► Steps

1. Ask yourself who you are speaking to. Are you the audience? Or does it help if you imagine you are speaking to your best friend, or someone in the community you are working with?
2. Start by telling a story about your day, the first one that pops in to your head. Then ask yourself why you think this story is important to your Video for Change initiative. If you don't know why it's important, ask yourself why you care about this story.
3. Mention three positive things you feel have happened in your day. Mention three things you feel have been negative aspects of your day.
4. Articulate what kind of impact you think your video initiative is having. You might be surprised at how this response changes over time.
5. Finish the diary by asking yourself what is getting in the way of your next step, then what you're going to do to achieve your impact goals.
6. Watch your video diary from the previous day (or review them weekly) and note down anything that makes you stop and think.

► TIP

Try and record on-the-spot thoughts and ideas. High end camera equipment and production values are less important than capturing your experiences in the moment.

► WATCHOUT

Self-reflection may lead to changes in your video's pitch or narrative. Be sure to discuss these changes with the communities or groups you are working with to ensure they have an opportunity to have input and that expectations are managed.

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