



Emerging Participatory Research Methods for Digital Health Communications

Health Communication Innovation Webinar Series

Presented to the Health Communication Capacity Collaborative (HC3)

By Alexandra Bornkessel, MA

Director, Digital Strategy and Communications

September 10, 2013

Today's Purpose

- **Challenge** how we think about the role of research in health communication program planning.
- **Suggest** that research can be a part of the journey – not a stop along the way.
- **Inspire** the use of digital participatory research methods that lead to pragmatic insights and understanding.



What Hats Do You Wear?



Why do we do what we do?



Satisfaction Research vs. Solution-Seeking

“You need to learn something you don’t already know... so much of what poses for research is little more than people seeking information that confirms their biases, their goals, their inclinations, and their decisions. It has nothing to do with acquiring new information.”

Phil Dusenberry
Former Chairman
BBDO North America



Defining Participatory Research

- The **co-construction of research** between researchers and people affected by the issues under study and/or decision makers who apply research findings (Jagosh, MacAulay, Pluye, 2012).
- Flavors of participatory research with varied approaches include community-based participatory design, participatory action research, participatory design, design thinking and user-centered design.

Benefits of Participatory Research

- Ensure culturally and logistically appropriate research (Jagosh, MacAulay, Pluye, 2012)
- Enhance recruitment capacity (Jagosh, MacAulay, Pluye, 2012)
- Generate professional capacity and competence in stakeholder groups (Jagosh, MacAulay, Pluye, 2012)
- Result in productive conflicts followed by useful negotiation (Jagosh, MacAulay, Pluye, 2012)
- Increase the quality of outputs and outcomes over time (Jagosh, MacAulay, Pluye, 2012)
- Increase the sustainability of project goals beyond funded time frames and during gaps in external funding (Jagosh, MacAulay, Pluye, 2012)
- Create systems changes and unanticipated projects and activities (Jagosh, MacAulay, Pluye, 2012)

Why *Digital* Participatory Research?

- Co-creates solutions.
- Involves real-time data.
- Taps into storytelling.
- Provides flexibility.
- Amplifies voice of the customer.
- Provides access to partners and potential digital ambassadors.
- Helps tailor health information to digital formats and communities.



Method: Usability Testing

Definition

- Usability testing helps assess how user-friendly products and services are, providing instant feedback
- Approaches include card sorting, usability days, time-to-task testing, eye tracking, heat mapping and more

Benefits

- Geographic Diversity
- Fast results
- Citizen/Customer Engagement
- Multi-screen testing

Challenges

- Qualitative data collection
- Recruiting strategy

Method: Journey Mapping

Definition

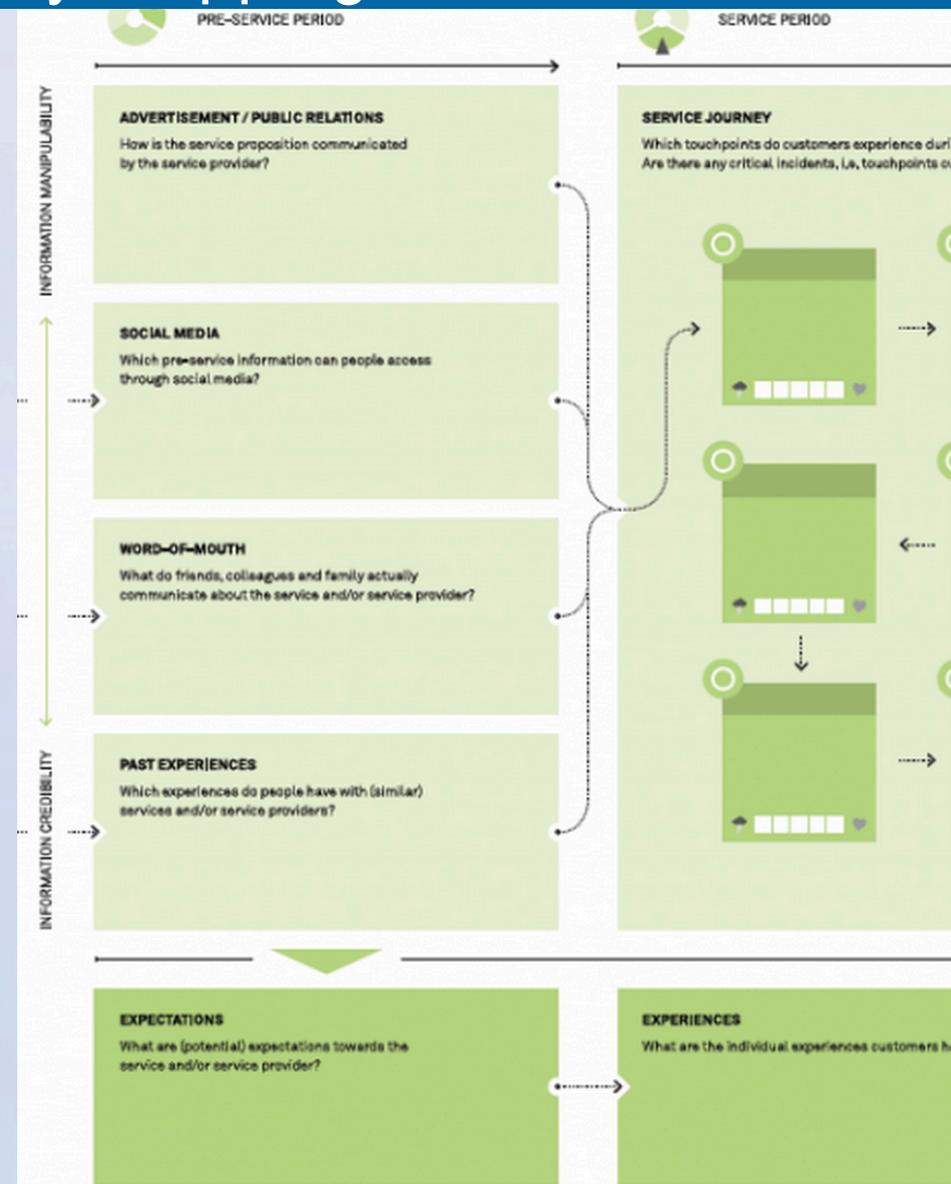
- Journey maps are a visual display that describes the different touch points that characterize a person's interactions with a product, service or decision point.

Benefits

- Helps you understand the full context of the elements involved.
- Uncovers additional opportunities to reach and engage people.

Challenges

- Data collection
- Journey orientation
- Audience participation and segmentation



Method: Digital Collaging



ons Day



United Nations Day is Oct. 24th



Pinned by
The Board Dudes



onto
Holiday Fun



1959 animation promoting United Nations Day on October 24th:
www.britishpathe...



United Nations Day School-
Art Project

2 repins 1 like



Pinned by
Marium Rizvi



onto
Kindergarten 2011-2012



Do

Definition

- Collaging is a projective technique by which participants select images that represent how they feel about a particular topic.
- Approaches may includes using photo-sharing sites such as Pinterest or flickr, distributing disposable cameras or partnering with others.

Benefits

- Taps into emotions and unlocks user-stories
- Helps guide creative production

Challenges

- Digital literacy

Method: Prototyping

Definition

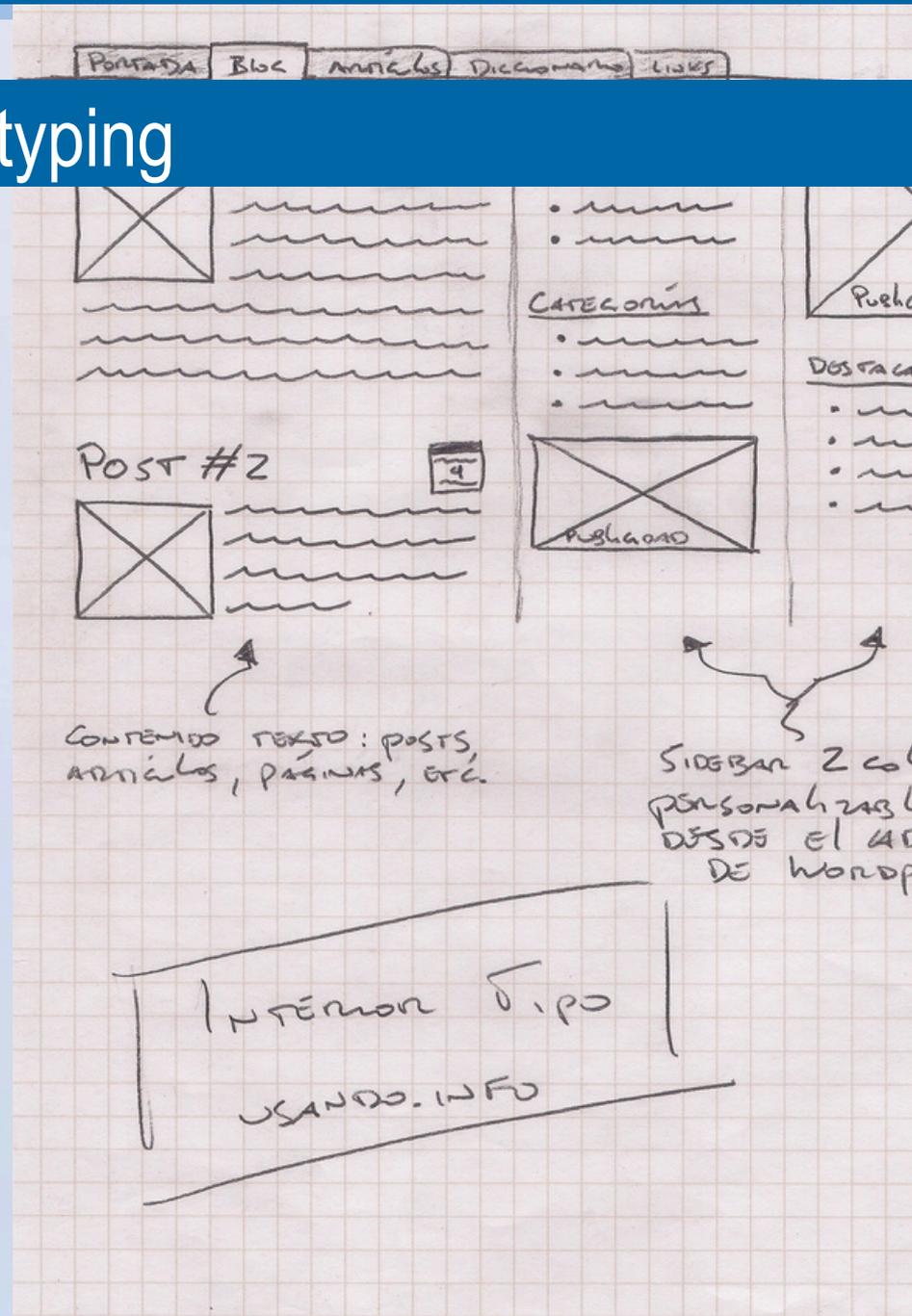
- A prototype is an early version of a product or release used to generate user-feedback and understanding.
- For digital products, online tools are available to get rapid instant feedback.

Benefits

- Fast feedback
- Cultivates agile processes

Challenges

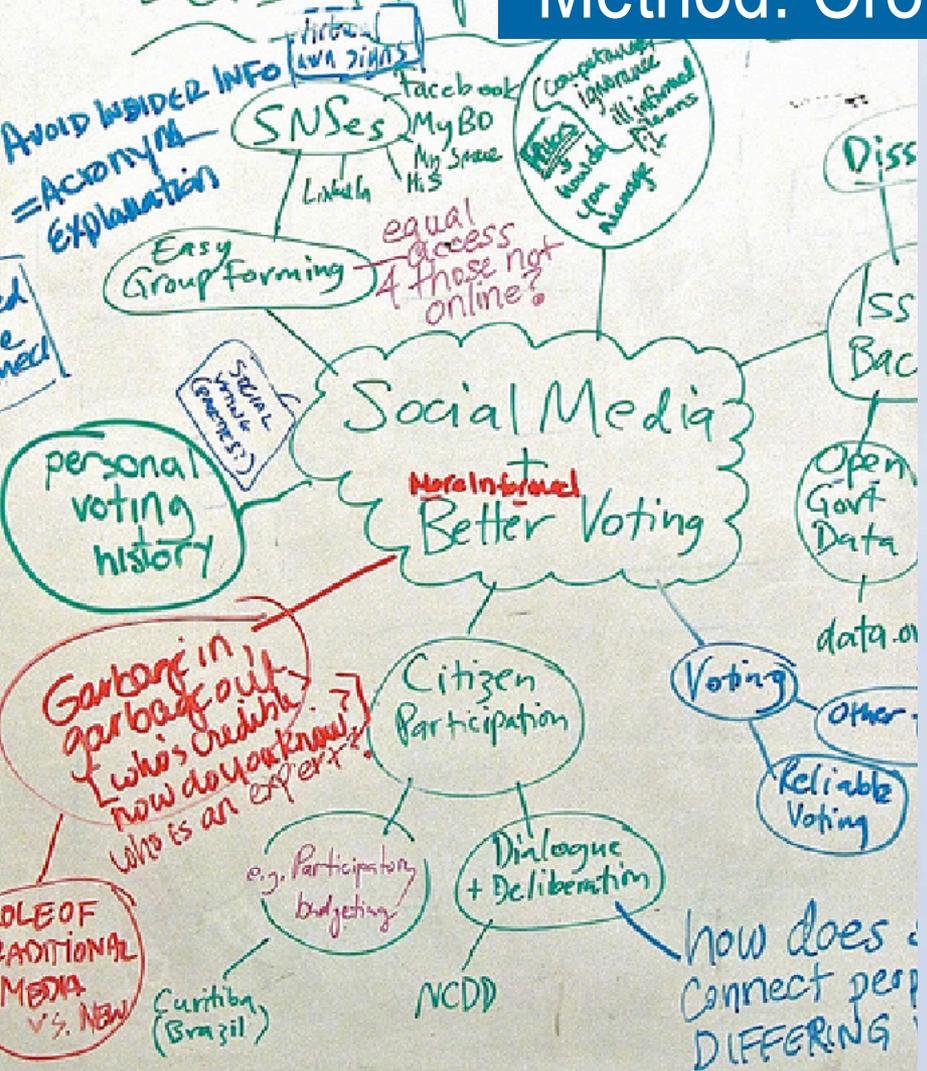
- Limited user information
- Scope/requirements management



te.org/glossary

Let's Map

Method: Crowdsourcing



Definition

- Crowdsourcing taps into the virtual “crowd” to generate new ideas, comments and feedback.
- Approaches may involve specific crowdsourcing tools or simple uses such as asking open-ended questions

Benefits

- Citizen/customer engagement
- Instant feedback

Challenges

- Bias and keeping focus
- Comment management

Method: Online Polls and Surveys

Definition

- Ask a select group of people to participate in an online poll or survey.
- This may also include asking your social media communities simple, one-off poll or survey-like questions.

Benefits

- Targeted feedback
- Cost-efficient

Challenges

- Strategy and methodology
- Responsiveness

Create a New Poll

Ask your Question...

How often do you read TechCrunch

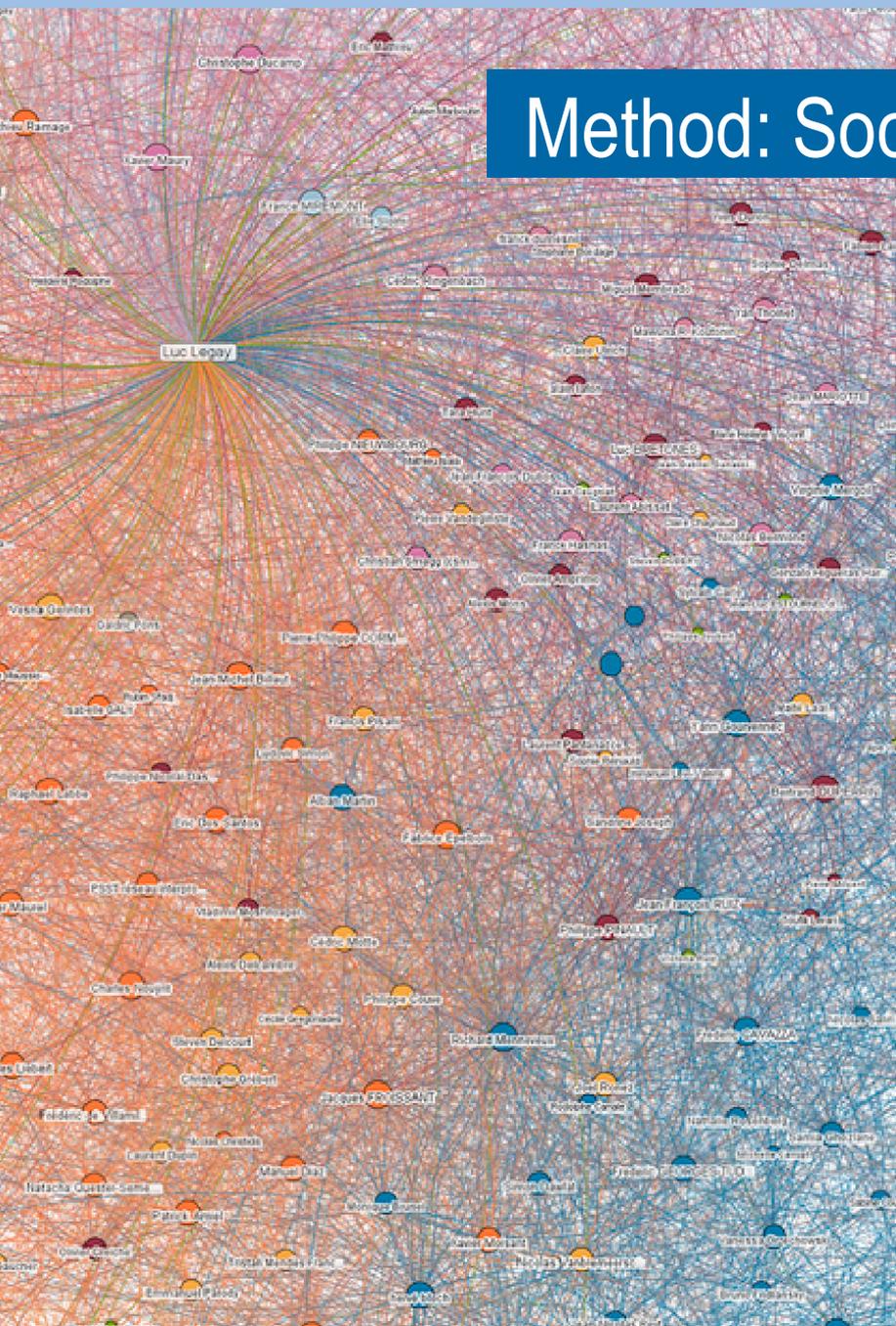
Answers... (Enter up to 5 choices)

- Every hour
- Every day
- Once a week
- Never
-

Choose an Audience

You can target your poll by **profile keyword, location, age, or sex.** Location:

Finish



Method: Social Data

Definition

- Mining for online data through social media, online communities, online searches and trend information to extract key insights.

Benefits

- Taps into real-time conversations and interactions
- Expands understanding

Challenges

- Keyword/Search Strategy
- Data black holes
- Managing Bias

Method: Virtual Advisory Groups

Definition

- Gather an advisory group to meet virtually via online video and teleconferencing
- Approaches may include online focus groups, interviews and/or moderated chats

Benefits

- Geographic diversity
- Cost-effective

Challenges

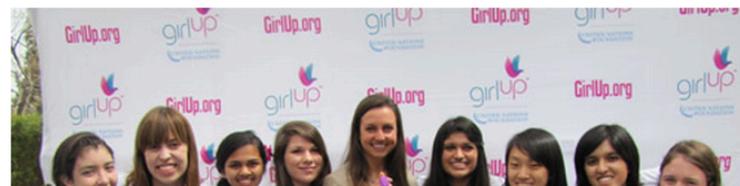
- Recruitment and selection
- Bias and participation



Girl Up is looking for its next class of **amazing girls to serve as Teen Advisors** from September 2013 to August 2014. Do you know someone who would make a great Girl Up Teen Advisor? **Nominate her today!**

Nominations will be open until May 31, 2013 at midnight. Candidates chosen to continue through the application process will be notified on June 11, 2013 and sent the full application to complete. If you have any questions about the Teen Advisor nomination, please email us at info@girlup.org. Thank you for your submission!

***Nomination rules:** Girls must be entering 7th-12th grades and reside in the United States to be eligible for nomination. Nominators must be an adult (18 or older). We ask that you do not nominate family members.



Step 1: Nomination

- * Name of Nominee:
- * Nominee email:
- * Nominee's Email:
- * Nominee affiliation:
Please select one of the following:
If other, please specify:
- * Nominee's Contact Information:
- * Relationship to you:
family member:
- * How long have you known her/him:
- * In 500 words or less, describe why you are nominating this nominee. Provide specific examples of her/his achievements and leadership skills. Highlight her/his strengths and potential.

Step 2: Registration

* Name: First Last

* Email:

I'd like to participate in the campaign.

Remember me

Questions to Consider

- What “hats” do you bring to your research?
- Are there certain hats in need of a workout?
- What problems have you identified that are in need of solutions?
- Which of your health communication program planning processes could use a reboot?
- How can you better walk alongside the people and communities you serve to increase your understanding?
- Have you tested your online materials and messages to see if/how they resonate and are currently used?

Contact Information

Alexandra Bornkessel, M.A.

Director, Digital Strategy and Communications

abornkessel@rti.org

@socialbttfly

References

- Cargo M, Mercer SL. The Value and Challenges of Participatory Research: Strengthening Its Practice. *Annual Review of Public Health*. 2008;29(1):325–50.
- Fitzpatrick, Sean. Emerging Usability Evaluation Tools and Techniques in Web-Based Health Communication (poster). 2013 National Health Communication, Marketing and Media Conference. Atlanta, GA.
- Ismail S. International Observatory on Health Research Systems. Cambridge: RAND Report, UK Department of Health; 2009. Participatory Health Research.
- Jagosh, J.; A.C. MacAulay & P. Pluye. Uncovering the Benefits of Participatory Research: Implications of a Realist Review for Health Research and Practice/ *Milbank Quarterly*, Vol. 90, No. 2. (June 2012), pp. 311-346.
- Lefebvre, R.C. Shifting from Problem Describers to Solution Seekers. On Social Marketing and Social Change. August 7, 2013. Accessed September 4, 2013 at: http://socialmarketing.blogs.com/r_craig_lefebvres_social/2013/08/shifting-from-problem-describers-to-solution-seekers.html.
- Lefebvre, R.C. (2013) Social marketing and social change: Strategies and tools for improving health, well-being and the environment. San Francisco: Jossey-Bass.
- Soucy, Kyle. Collaging: Getting Answers to the Questions You Don't Know to Ask. *Smashing Magazine*. February 6, 2012. Accessed August 31, 2013 at <http://uxdesign.smashingmagazine.com/2012/02/06/collaging-getting-answers-questions-you-dont-know-ask/>.