

8 MODULE

DOCUMENTING AND ANALYSING CONVERSATION EVENTS



Throughout all the Conversation Events it is important to systematically capture the valuable information and insights arising. Different types of information may be captured using different mechanisms (see [Modules 4 and 5](#)). This module focuses specifically on the information that facilitators capture, and how this and other material, including recordings and photographs, can be used to help with the ongoing analysis of Conversation Events.

This module provides guidance on the following:

- Why document and analyse Conversation Events?
- How to collate, organise, and store information?
- How to analyse information?

Why document and analyse Conversation Events?

Documenting Conversation Events provides important information for understanding and unpacking the local and lived realities of antimicrobial resistance (AMR) challenges, for designing and running subsequent Conversation Events and sessions, and for gathering evidence for policy-makers or other decision-makers. It is also a major part of overall monitoring and evaluation.

All co-facilitator's should take part in documenting Conversation Events, even if there are other note-takers or photographers, because all co-facilitators need to be able to recount what they heard or learnt from any session and contribute to the analysis. To ensure a comprehensive record of the sessions, it may be helpful to allocate tasks amongst the co-facilitators so that some focus on capturing the actual proceedings and others on observations and reflections.

NOTE

When you document what was said in an organised way, you don't just remember what happened, you also find important things that were said and see connections and patterns you might have missed. This helps you to understand what people really meant and discover new ways of looking at things.



How to capture and organise proceedings?

The table that follows presents methods for the effective capturing of proceedings in Conversation Events, and for organising ideas and thoughts. Choose methods that align with your preferences and the tools you're most comfortable using. You

will probably use one or two of the methods in any of the Conversation Events and allocate tasks to several co-facilitators. The most important thing is to capture the information, observations, processes used, ideas, potential action items, and any insights that might emerge, in a way that makes it easy to review and share later on. Reflections after Conversation Events can yield additional insights.

Ways of capturing proceedings and organising ideas

Paper and pen	Use a notebook or loose sheets of paper to jot down key points, ideas, and actions, as well as observations, such as people's emotional reactions to what is being said and how involved they are. See Section 6 for ideas on a <i>note-taking system</i> .
Photos, visuals, PowerPoint Presentations	Take photos of whiteboards, diagrams, sticky notes, and visual aids used during the Conversation Events, or save the hard copies. These can help jog your memory and provide context when reviewing your notes later. NOTE: Any pictures of participants need their consent if they are to be used later on in documents or presentations. See Module 3 for more on consent.
Digital voice/audio recordings	Use a digital voice recorder to record a session or to capture detailed discussions and ideas. Use the recording to supplement your written notes, rather than transcribe verbatim what was said, as this is time-consuming. It is useful to jot down on paper the time that something important is said so that you can easily locate it in the recording when you are analysing the discussions. For example, <i>Participant A spoke about ... @30 minutes</i> .
Structured templates	Create a template to fill out during or after the Conversation Event. It may include sections for key takeaways, action items, follow-up tasks, and other relevant information.
Mind-mapping tools	Mind-mapping helps visually organise ideas and concepts, and makes use of text as well as diagrams, colours, shapes, and so on, to show relationships and patterns.
Journaling	In some Conversation Events participants may be requested to do 'homework' which may include journaling to reflect on a discussion or issue. With the permission of the participant, capture what is journaled and use it in your analysis.
Coding notes	Use some form of coding to highlight and easily identify your own observations or interpretations versus what actually is said, or a quote from a paraphrase, a decision, idea, question, and so on. Note down relevant words people use, for example, when AMR or antibiotics are first introduced, how are these terms used? For example, people often refer to 'getting AMR' or 'having AMR' as if it is a disease or illness. As AMR becomes clearer, do participants change the way they refer to AMR? How? Similarly, in some contexts, the term 'antibiotics' is used interchangeably with 'medicines', regardless of what the medicine is. Note down how the language used changes over time.



Example from a Responsive Dialogues project

In the **Malawi** project, feedback sessions took the form of facilitator debriefings with the core implementation team. After a Conversation Event, facilitators shared with the team how the day went, highlighting key successes/learnings and challenges. The team and facilitators would then together work out plans and strategies for the next Conversation Event. Feedback for each set of Conversation Events was captured as written notes which were ultimately analysed together with other data captured using audio recordings (which were later transcribed) and flipcharts. Qualitative analysis approaches were used, such as thematic analysis, to make sense of the data.

Event 2: Deliberating AMR drivers & possible solutions

- Three macro areas:
 - Unregulated access to antibiotics
 - Managing prescription requirements and business demands
 - Health system inefficiencies
 - Communication between patients & provider
 - System bottlenecks (stockouts, providers lacking training on what AMR is, lack of diagnostic capacity, staff shortage)
 - Relationship between animal and human health
- Used Problem Tree analysis to generate understanding about contributing factors & consequences to support solution formulation



Malawi Responsive Dialogues project, PowerPoint Presentation.

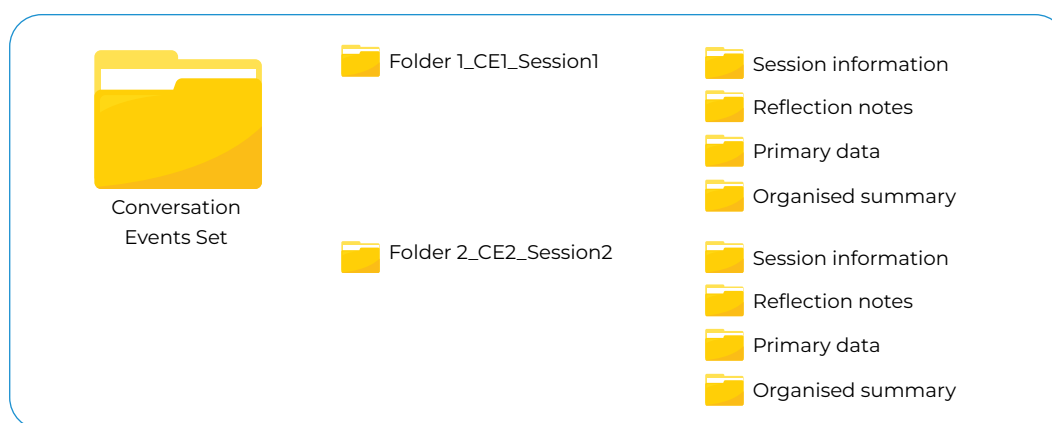
Photo: Raymond Pongolani.

How to collate, organise, and store information?

After the Conversation Events, collate and organise the information gathered in the different formats so that there is a detailed record of proceedings that can be used to feed back into the next Conversation Events, or used later in the Responsive Dialogues process as evidence to inform post-Conversation Events activities.

Organising tips

- **Develop a logical and efficient system** to organise and store the information from each Conversation Events Set in folders, as shown in the diagram that follows. Some of the information will be in an electronic format but non-digital materials can be organised in a similar way. In each folder, name the documents carefully so they are easily accessible for future use.
- **Handle all data in a way that guarantees confidentiality and security of personal information.** Use password protection of electronic data and locked storage for non-digital materials to ensure security of information. Only project staff should have access to the data.
- **Back up electronic data** on a storage cloud interface.



Organise information in manageable folders.

How to analyse information?

Analysing the findings from the Conversation Events as a facilitation team helps to maximise learnings. You might also want to sub-contract someone with qualitative research skills to assist with the analysis of information. Here are suggestions on how to conduct the data analysis:

- **Gather the team:** Assemble all facilitators who were part of the Conversation Events.
- **Reflect on the Conversation Events:** Spend time together reflecting on how the Conversation Events went. After some initial reflections about practical arrangements – timing, venue, refreshments, and so on, ask all co-facilitators how they felt and what they heard, saw, and learnt.
- **Interrogate the data:** Share all the gathered data, both written and visual, and search for meaning and patterns, supplementing this with audio recordings, as required.
- **Identify key findings:** As a team, identify the most important findings, observations, and insights that have emerged. Highlight specific points that were particularly meaningful or had a strong impact. Encourage facilitators to share their thoughts, impressions, and any additional insights they gained.
- **Organise into themes:** Group similar key findings and insights into thematic categories. These themes should encapsulate the main ideas that arose from the Conversation Events. For example, if you discussed a community health initiative, themes might include: Awareness Campaigns, Resource Allocation, Stakeholder Engagement.
- **Discuss implications and actions:** Discuss what the findings mean for the Responsive Dialogues project. Consider how the insights might influence ideas, solutions for piloting, for future scaling up, and for policy decisions or strategies. These will vary depending on the stage of the Conversation Events, will feed into subsequent Conversation Events, or will be used as evidence for post-Conversation Events activities.

Example from a Responsive Dialogues project

In the **Zambia** project, feedback sessions were held at the end every Conversation Event as a way of evaluating the sessions, as well as improving the next session.

A rapid analysis of each Conversation Event was conducted by the community engagement expert, which included key quotes and learning points, themes, or messages that the team identified in the reflection session, and photographs.

Summary presentations of each Conversation Event were also done as a way of documenting and sharing project progress with the funders. These summaries helped to facilitate the analysis process. Notes and audio recordings/pictures were also helpful during this process.

Write a short summary

The core implementation team should compile a short report or summary of the Conversation Events Set which captures the key findings and reflections. This is a useful way of organising findings and feeding into subsequent Conversation Events Sets and into the overall analysis of the Conversation Events Set/s.

The report can be in the form of a Word document or a PowerPoint Presentation. The basic structure might include sections such as:

- Background
- Key findings
- Reflections
- Conclusions
- Recommendations

Checklist of guidance in this module

Tick completed activities/tasks and those that still need completion.

Activities	Yes	To do
Why to document and analyse Conversation Events is established		
Collating, organising, and storing of information is planned		
A process for analysing and making sense of the information is planned		
Writing a short report/summary is planned		

