WHAT IS THIS TOOL?

This table below provides a suggestion of the steps to follow to explore your coded feedback data (left column) and what the findings could look like (right column).

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| ANALYSIS STEP | SAMPLE FINDINGS |
| Sort data to see **which topics and types of feedback are  most common** – are they questions, observations, beliefs, or suggestions? | *This month, the most common topics were questions about how the upcoming rainy season would affect programming.* |
| Filter data to find the most common codes for **different demographic groups.** At a minimum, disaggregate the data by sex, age, and disability if this demographic data is available. | *This month, the most common feedback from adult women was questions about the childhood vaccination campaign. The most common feedback from adult men was suggestions about the location of the planned borehole.* |
| Filter the data to see if there are differences between the different **locations**. | *The most common topic this week was concerns about access to safe water. This concern was mainly shared in camp A, while there were few comments relating to water in camp B.* |
| See if there were **differences between feedback channels.** Were certain types of feedback shared more commonly through a certain channel? | *Most of the feedback shared with volunteers during visits this month was related to rumours about vaccines*      *that had been circulating on social media. Most of the feedback shared on the hotline was related to questions about eligibility criteria for the new program. This may indicate that people are more comfortable discussing rumours with volunteers face-to-face.* |
| Identify **outliers** to see if there are community members sharing views different than the main trends | *While most of the feedback this month was positive about the start of the hygiene education campaign, there were a few complaints that the information was confusing. The campaign uses mostly pamphlets and posters with words and graphics. The complaints*      *mainly came from older women, who may not read or read well. Outreach to older women may require forms where reading is not required (e.g., oral, radio formats).* |
| Filter to see w**hich sector or program** most comments relate to. | *The cash assistance program continues to get the highest number of feedback comments, followed by the vaccination program. There were no comments related to the MHPSS program this month.* |
| Highlight feedback related to **rumours and misinformation** | *New rumours have emerged this month that the government is inflating the numbers of sick people to get more money from donors. This should be addressed by the CEA team on the radio program.* |
| Identify **changes over time** | *For the second month in a row, there have been fewer questions about the vaccination campaign. This may indicate that the health team’s vaccine education efforts are working.* |
| Review how many feedback comments were **answered directly** and how many were **escalated/referred** | *60% of all questions were responded to directly by volunteers, most of which related to vaccination campaigns, indicating that the volunteers are well-informed about the vaccination campaigns. 40% of questions had to be referred for clarification and touched on topics like criteria for cash assistance, questions about other NGOs’ activities, and questions about the government. There were 10 comments/incidents that had to be referred to specific groups for direct follow-up.* |