



# Hellenic Red Cross – Video feedback from young people

In Greece, the Hellenic Red Cross piloted the use of video feedback to make the process of capturing people's reactions to activities and services more engaging and fun for young people.

## Introduction

- Case Study was collected in Autumn 2022
- Hellenic Red Cross wanted to try new ways to collect feedback that would appeal to younger people
- Using KoBo feedback forms, young people are able to record and send videos of their feedback themselves.

## Video Feedback

Exploring new ways to collect feedback from some of the younger people they work with, Hellenic Red Cross (HRC) piloted using the [video function in KoBo Toolbox](#) to enable people to record videos of themselves giving the feedback they wanted to share.

The National Society used the opportunity of a cooking activity with young people living in a shelter for unaccompanied minors in Athens to try out the new approach, allowing people to share their thoughts, feelings, and opinions about Red Cross activities through camera-equipped phones, tablets, and laptops.

While video feedback was a new approach for HRC, making videos was something the youngsters were entirely familiar and comfortable with, and the innovation proved an instant hit.

"It's the first time we've used KoBo's video function for feedback," explained Maria Rouvali, the HRC's Community Engagement and Accountability focal point in the centre.

"We were looking for an engaging way for young people to share their thoughts, and realised that with their familiarity with YouTube and TikTok, the video function in KoBo was a perfect opportunity.

"The team put the idea forward and people loved it – it's been really popular, the feedback has been super-helpful, and it's certainly something we'll look to use again."

A photograph of a tablet screen displaying a 'Cooking activity feedback' form. The form includes a 'Nationality' field with 'Somali' entered, two multiple-choice questions about the voting procedure and cooking activity (both with 'Yes' selected), a 'What would you change?' text field, and a 'Please make a comment!' section. Below the comment field, a video thumbnail is visible, showing a person in a white shirt and dark vest, with the filename 'IMG\_8830-8\_6\_13.MOV' displayed above it.



## Results

The video option for collecting feedback was extremely popular with young people who were comfortable and familiar with the technology.

It was a great way to collect feedback from a small group, and to encourage people who might have been less likely to share feedback through other channels to record their thoughts in a way that was engaging, fun and convenient for them.

## Lessons learned

It was good to provide some variety to the system, to allow people to submit feedback in a different way which made sense to them, and which did not require so much reading, writing or formal form-filling.

However, as the videos have to be watched and transcribed to capture what people have shared, this can add extra burden to the team managing and analysing the data, so although HRC are keen to keep video feedback as an option, it can only realistically be used with relatively small groups before the process of analysing the data becomes too time consuming and arduous.

The use of video also presents some consent and data protection issues, because in the videos the identity of the person and the information they are sharing is inextricably linked. Clear instructions and information need to be given, and consent given, around confidentiality and the limits of how the videos will be used and stored.

## Next steps & recommendations

As a successful proof of concept, the pilot has shown that video can be an effective channel for collective feedback, particularly with young people who are familiar and comfortable with the technology.

The pilot also highlighted issues around capacity – the need to keep video feedback to manageable numbers of people – and also around consent, data protection and confidentiality, and the need to ensure nobody's identifiable information is shared without their express consent.

With the pilot complete, further testing will be needed to refine the use of video feedback, but it has been proven that in the right circumstances it can be a useful and effective tool.

### Contact information

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