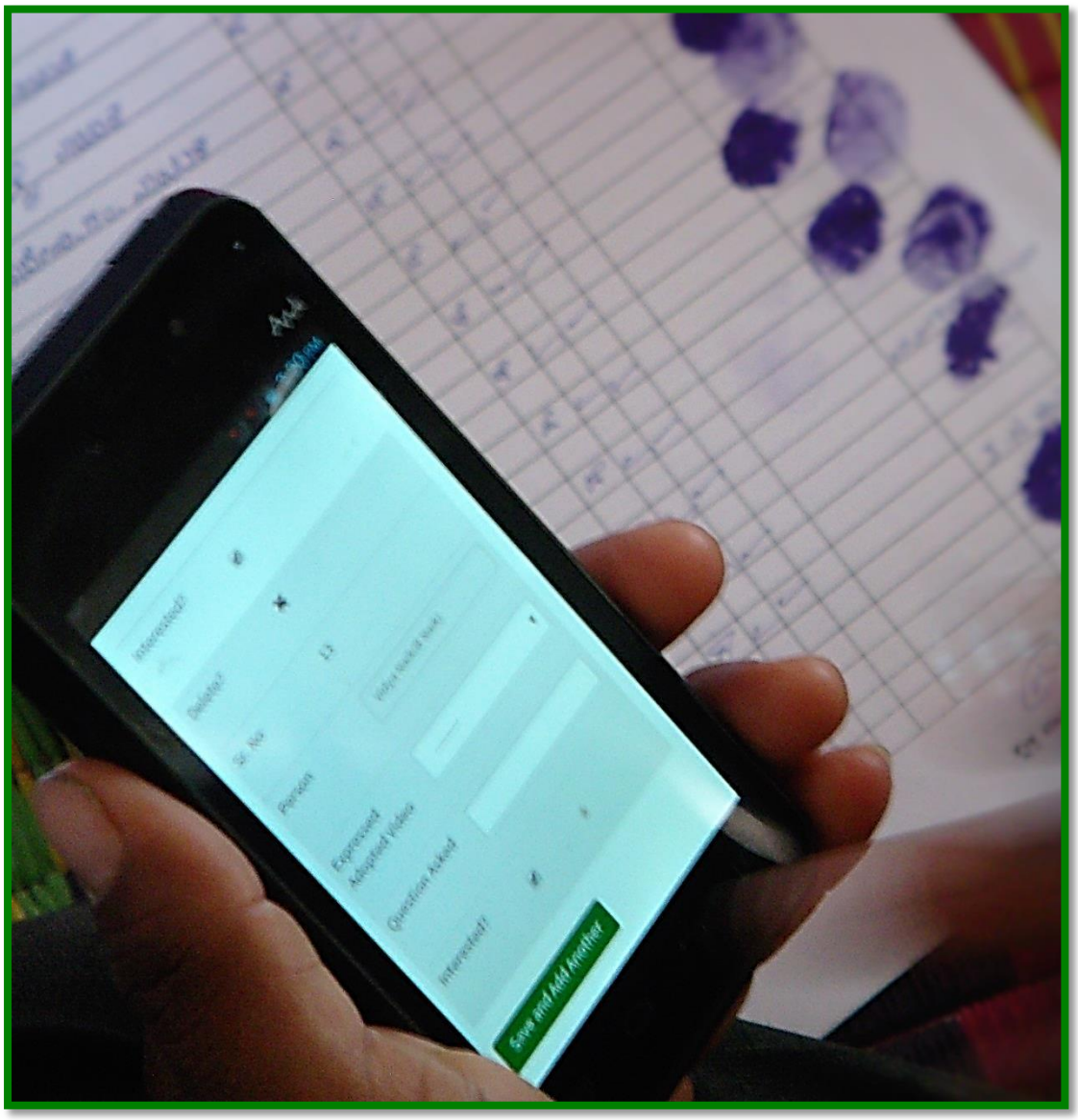
digitalGREEN



HOW TO USE COCO – A GUIDE

June 2016

Name:……..

Place:……..

Organization:……..

About Digital Green

Digital Green is a not for profit international development organization that uses an innovative digital platform for community engagement to improve lives of rural communities across South Asia and Sub- Saharan Africa. We partner with local public, private and civil society organizations to share knowledge on improved agricultural practices, livelihoods, health, and nutrition, using locally produced videos and human mediated dissemination. In a controlled evaluation, the approach was found to be 10 times more cost-effective and uptake of new practices seven times higher compared to traditional extension services.

We engage with and empower rural communities to produce participatory localized videos, leveraging pre-existing group structures to disseminate these videos through human mediation. These videos are of the community, by the community and for the community.

The approach includes: (1) a participatory process for video production on improved livelihood practices, (2) a human-mediated learning model for video dissemination and training, (3) a hardware and software technology platform for data management customized to limited or intermittent internet and electrical grid connectivity, and (4) an iterative model to progressively address the needs and interests of the community with analytical tools.

Our data management software called Connect Online | Connect Offline (COCO) and Analytics dashboard suite customized to low resource settings are used to collect and analyze near real-time data on dissemination, adoption, and community interest.

About This Guide

This guide is to be used for individual understanding, organizational learning, and training of the partner staff. It is expected that this guide would help develop clarity and understanding on how to use Digital Green's Data Management system – Connect Online | Connect Offline (COCO).

This manual has been has been designed keeping in mind the need and use of Digital Green tools that are used for collecting and saving data related to the key processes of the Digital Green approach that involve video production, dissemination and adoption. This manual will be help and support people at different levels whether internally or at the partner organisations.

Table of Contents

About Digital Green 2
About This Manual 3
COCO- Data Management Framework 5
ADDING MEDIATORS 8
ADDING VIDEO 10
ADDING GROUPS 12
ADDING PERSONS 13
ADDING SCREENINGS 14
ENTERING ADOPTIONS 16
UPLOADING DIGITAL GREEN VIDEO TO YOUTUBE 19

COCO- Data Management Framework

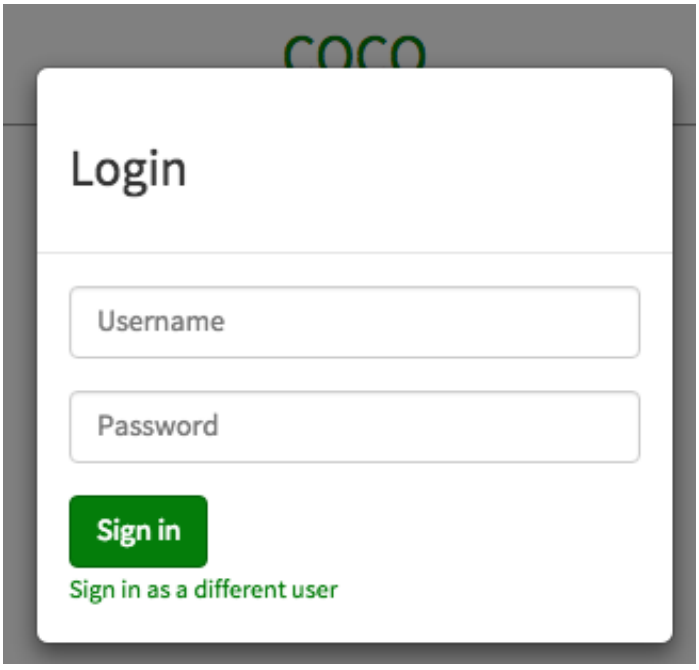
COCO represents the foundation of Digital Green's technology stack. It captures data related to the key processes of the Digital Green approach – video production, dissemination and adoption of practices – having the unique ability to accept data while offline for areas with intermittent internet connectivity.

Built as a robust standalone application in the Internet browser, COCO requires no additional software installation or maintenance. Since affordable smart-phones and tablet devices are becoming increasingly common, the latest version of COCO has been developed such that it is fully functional on all modern browsers compliant with the HTML5 standard on any device - phone, tablet, laptop and desktop.

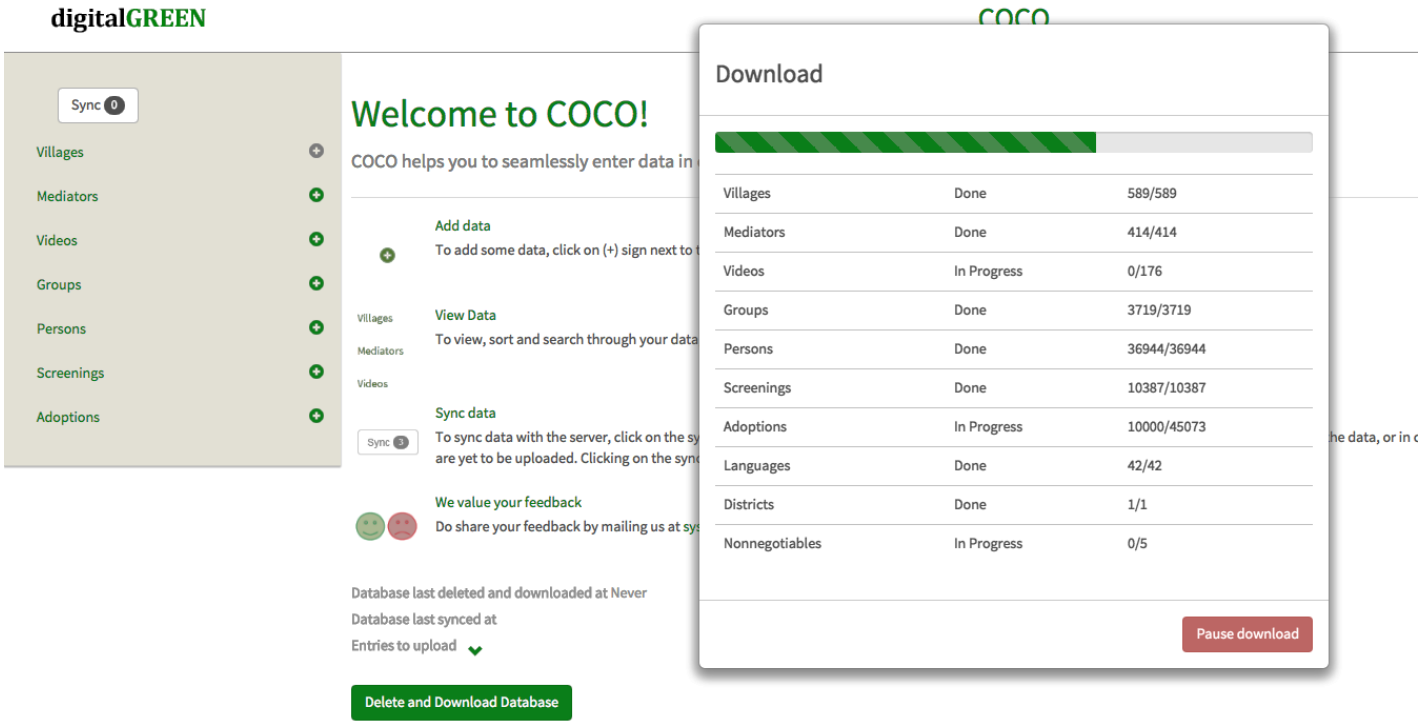
How to use COCO

1. Go to http://sandbox.digitalgreen.org/coco/v2/. Sandbox is only for training and test purpose. For actual data entry in COCO, go to http://www.digitalgreen.org/coco/v2/

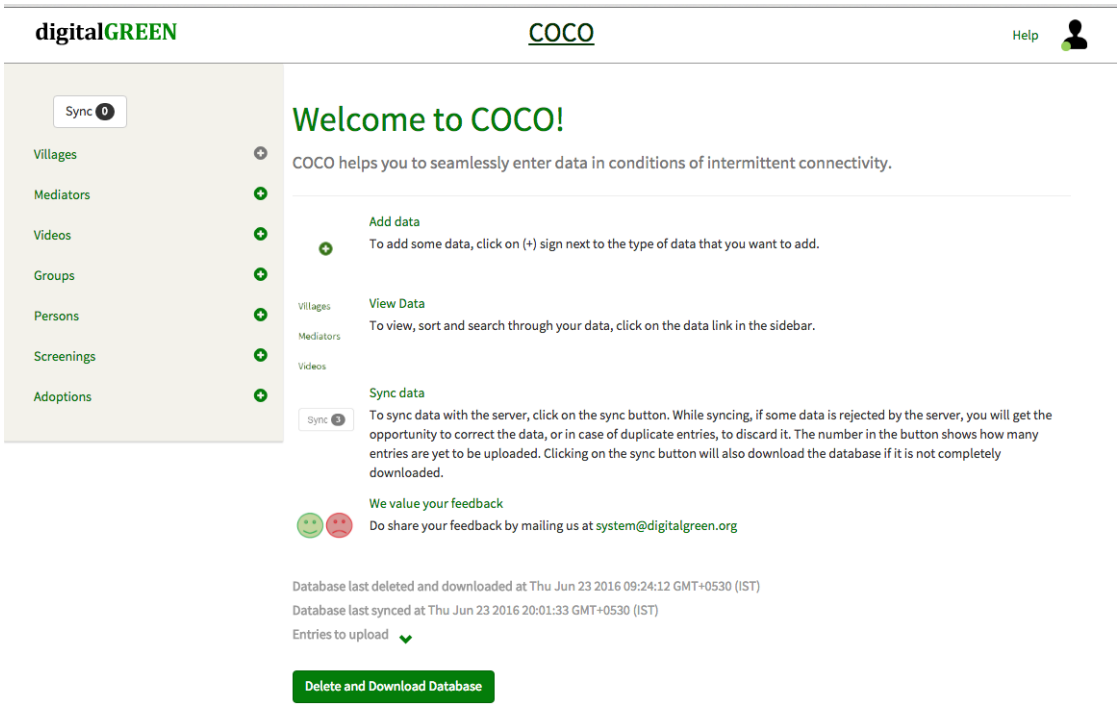
2. Every data entry operator or the person who is entering data in COCO is provided with a username and password through which s/he can log in.



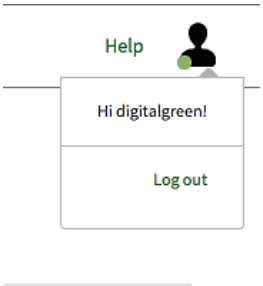
3. The computer will start downloading data from the previous session. For the first time users this could take a long time, depending on the previously entered data.



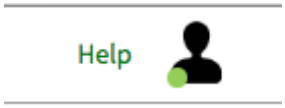
4. Once the data has been downloaded a Welcome screen will come that will indicate that the COCO page has loaded successfully.



And click on the '**Human symbol**' at the top right corner; display the Username and Logout option.

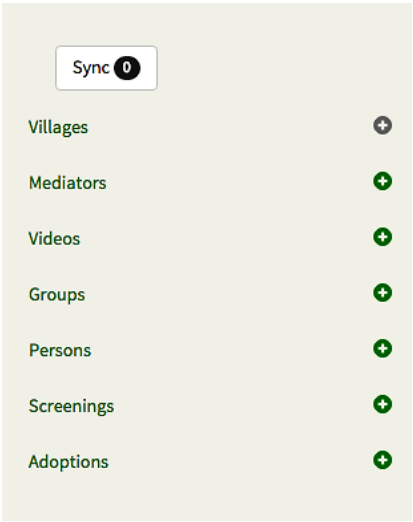


5. Green light adjacent to the username indicates online mode or connected to the server.

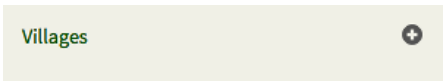


6. If the light adjacent to the username is gray that indicates the offline mode. In COCO, data can be entered in the offline mode as well, but it will need to be synced when online.

7. On the left hand side there is a sidebar with Sync button as shown below.



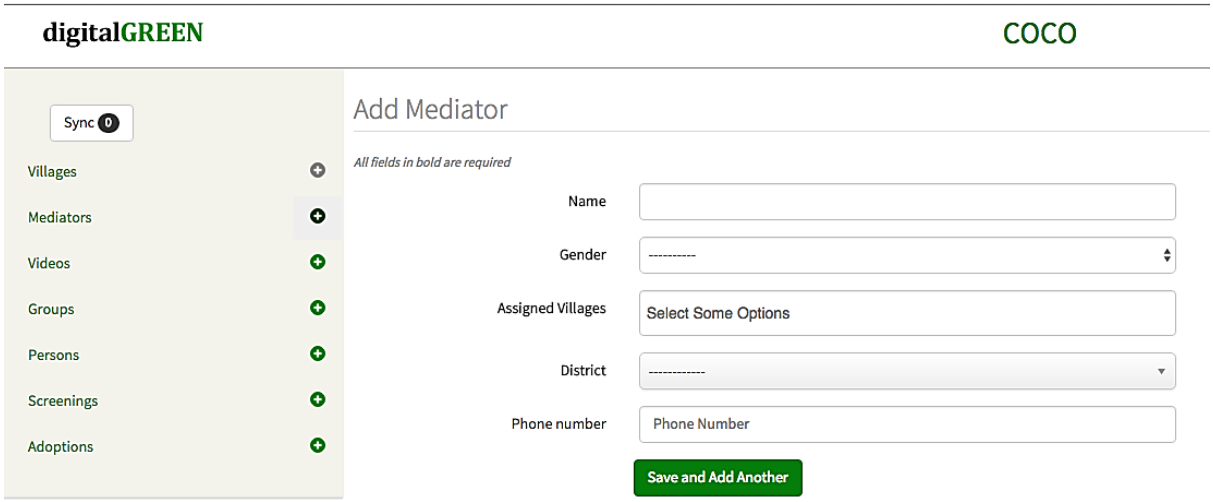
8. The data can be entered into any of the six links by pressing the plus (+) sign, except the villages that can only be added by the Digital Green staff by logging into the administration site. That is why the plus (+) sign is displayed in grey.



ADDING MEDIATORS

A mediator is one who disseminates the Digital Green videos in the various groups in his/her village. A group of mediators are often known as 'community cadre' or 'village resource persons'.

1. To add the mediator click on (+) sign along the Mediators.



2. If you click on save without entering any of the fields, an error message will appear along each field that has been left blank.

3. At some place there is no error indication along some of the fields that are left blank. This is because these are not bold marked - indicating that particular field is not necessarily required to be filled.

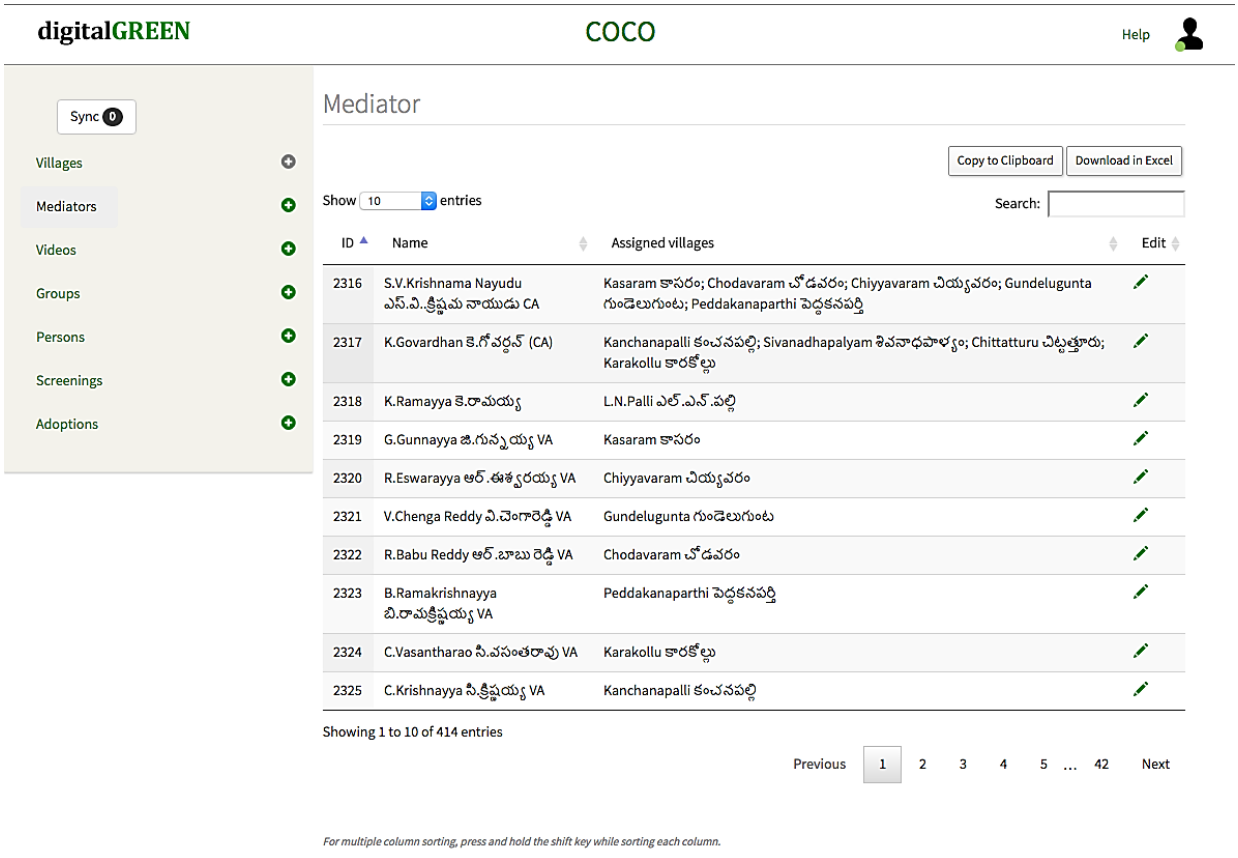
4. We need to add the mediator's name (first, middle, and last name), select gender, assigned village where the mediator is working, select district, and add phone number. It is necessary to understand the meaning of **'Assigned villages'**. Assigned villages are those villages that have been allotted to a particular mediator to disseminate the Digital Green video. There could be more than one assigned village to a single mediator where he/she works and there could be more than one mediator working in one assigned village.

5. Once again it is important to remember that the villages would have been prefilled by the administrator.

6. To select a village, type initial letters and the name will get sorted. Click on the village name in the dropdown list. To select another name simply type initial letters and another village name can be selected from the dropdown list. In this way, multiple villages can be assigned to a mediator. The assigned villages are a multi-select field. A "x" (cross symbol) appears next to the village name to remove the selected village.

7. Now click on ***"Save and Add Another"***. If the mediator already exists, then the message will appear "Error saving mediator" and the reason for this error is highlighted. On successful addition, message appears "Success! Saved Mediator".

8. To see the entered mediator details click on **'Mediator'**, which will display list of mediators, as shown below. The entries can be edited by clicking on the pen symbol.



ADDING VIDEO

The Digital Green videos are added to the COCO database so that they could be accessed anytime and anywhere and can be seen by anyone across the globe.

After the video production training has been provided to the video production team, it produces the videos in the field. Before the production a proper scripting is done that is verified by the content specialist. Non-negotiables are identified during the scripting stage. Once the video production is completed, it is edited. It is then reviewed by the internal Digital Green training team and the partner staff. If approves, it is uploaded on YoutTube and linked to COCO database.

1. To add a video click on (+) sign along the "Videos" to enter Add Video screen.

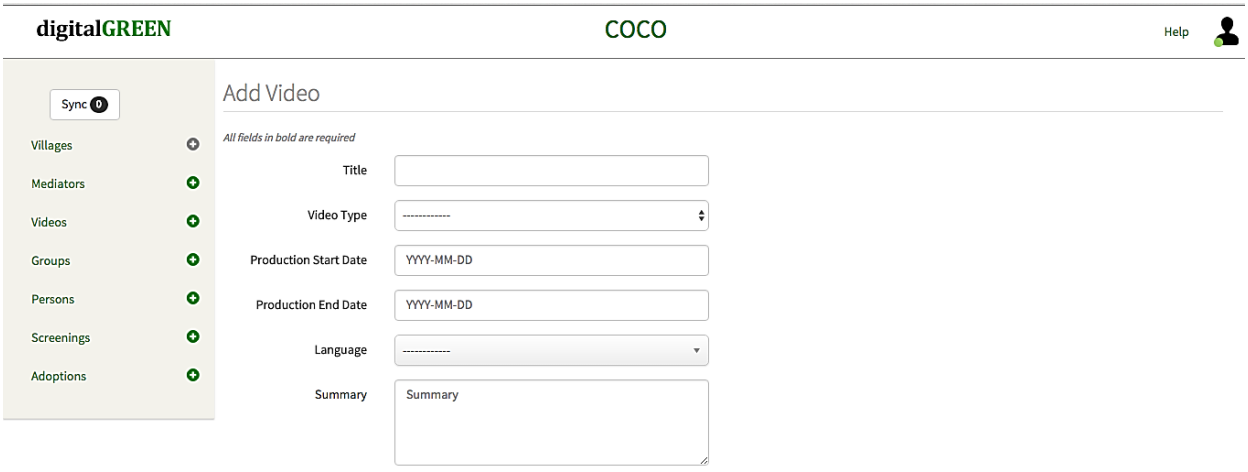
2. Firstly, add title of the video.

3. Select the video type (testimonial, demonstration, discussion-based etc.) from dropdown menu.

4. Enter production start and end date and the format of entering the date through calendar selection or typing the date in the specified format.

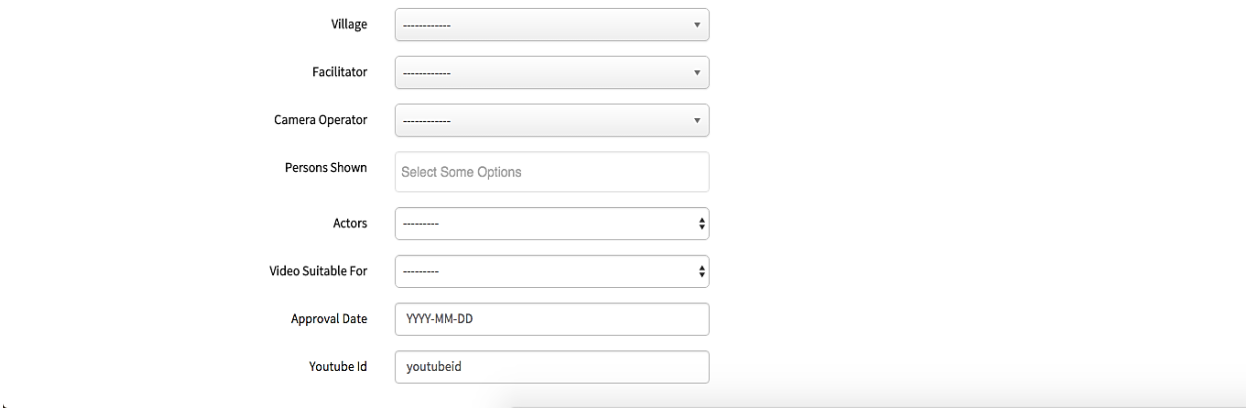
5. Mention the language in which the video has been made.

6. Add the summary of the video that can include practice details, its importance etc.

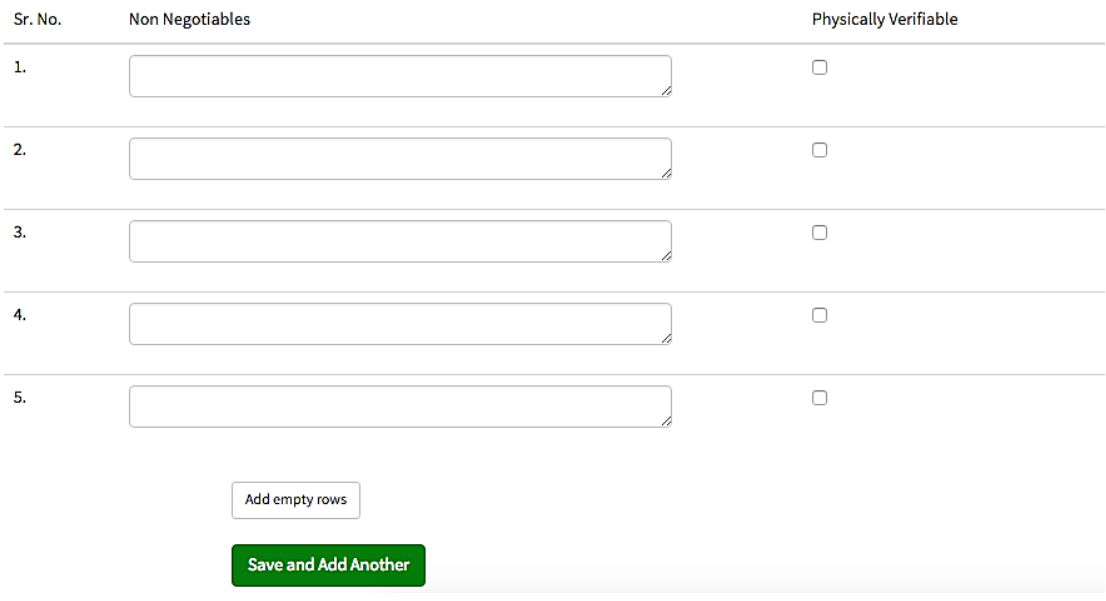


7. Now fill-up other fields, such as the village in which the video was produced, facilitator who featured in the video, camera person, person shown (cast/actors), actors from the dropdown menu, video suitable for, approval date.
8. The field of YouTube ID is compulsory.

9. Now click on "Save and Add another".



10. It is very essential to mention the **non-negotiable points** in every video. Non-negotiable points are those points that are mentioned in every Digital Green video. These non-negotiable are to be adopted by the community members and only then a practice shown in the video is deemed adopted.
11. The non-negotiable points might or might not be physically verifiable. These non-negotiable points could be written down by the mediator or provided to them in form of cheat sheets that they can use during adoption verifications.

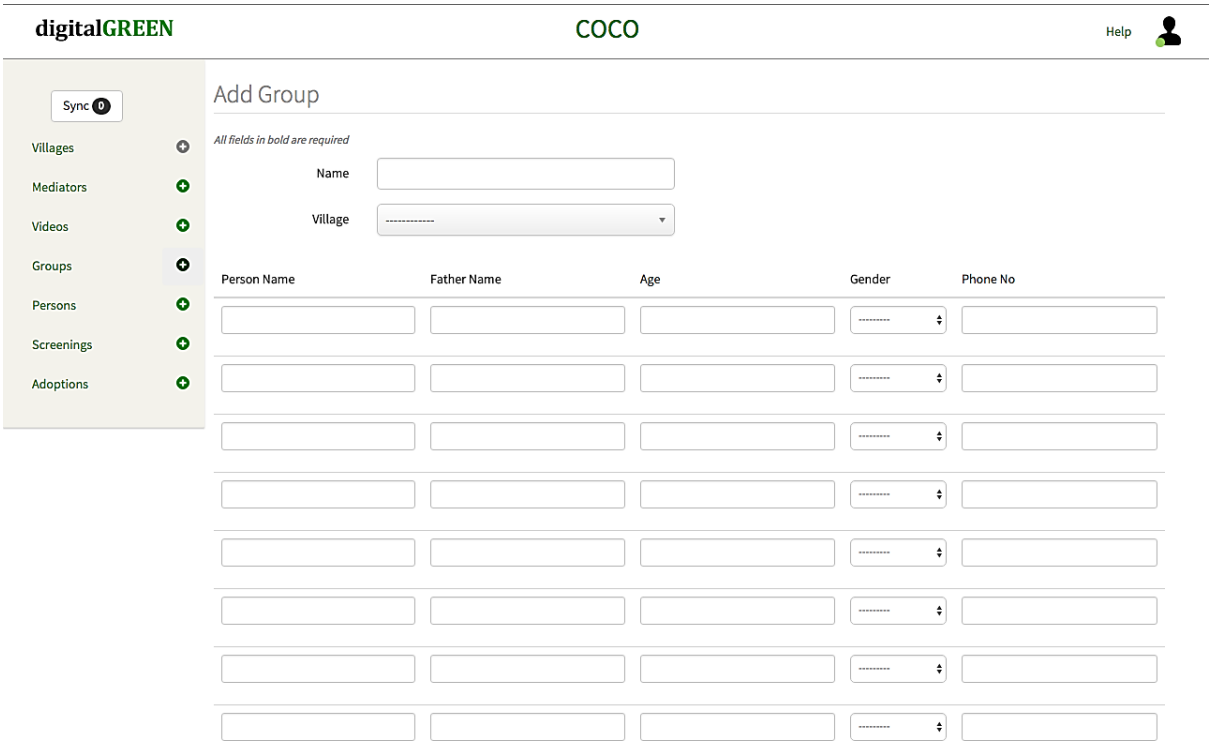


ADDING GROUPS

Adding groups to COCO database is necessary. The reason for adding groups is to help registering the screenings/disseminations and subsequently adoptions at the later stage.

Registering a group is important because it helps keep the track on all those members of the village group that have seen the Digital Green video dissemination and then have adopted the practices that are shown in the videos.

1. To add a group we need to click on (+) sign along "Group".

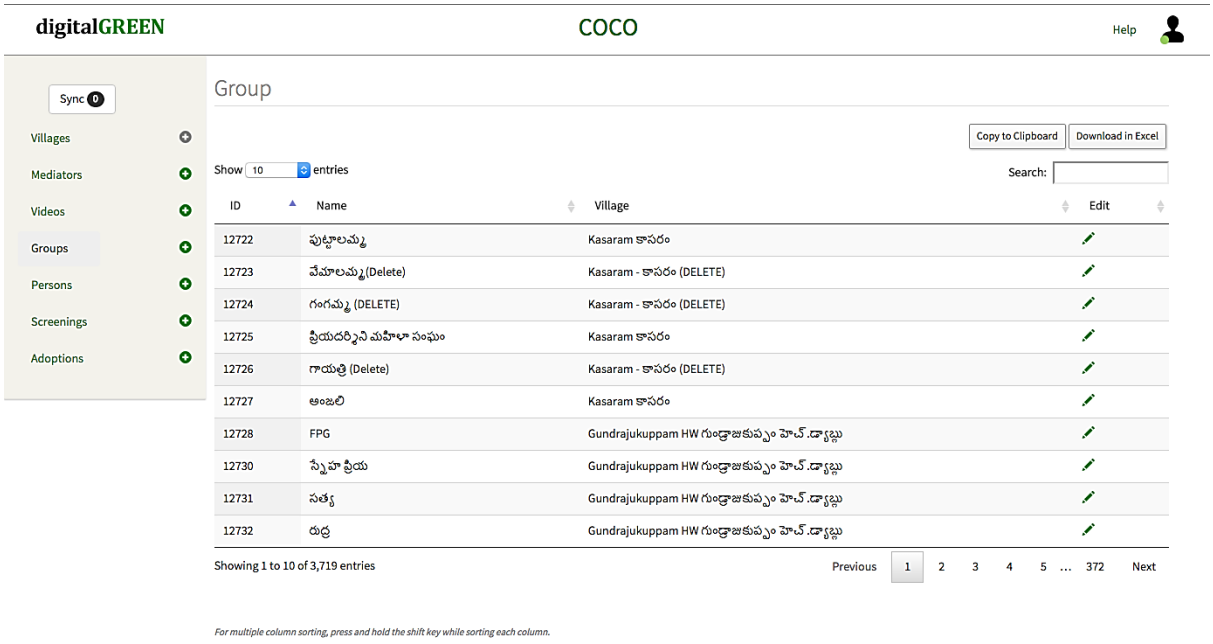


2. Now, enter name of the group under the field "Name".

3. Add the name of the village from the dropdown and move forward.

4. We will now need to fill-up details of all the members in the group by adding their first name, father's name, age, gender and phone number, if available.
5. To add additional names click on "Add empty rows". Click on "Save and Add another" to register the group.
6. If duplicate names are entered "Error! Error saving group" message will appear.

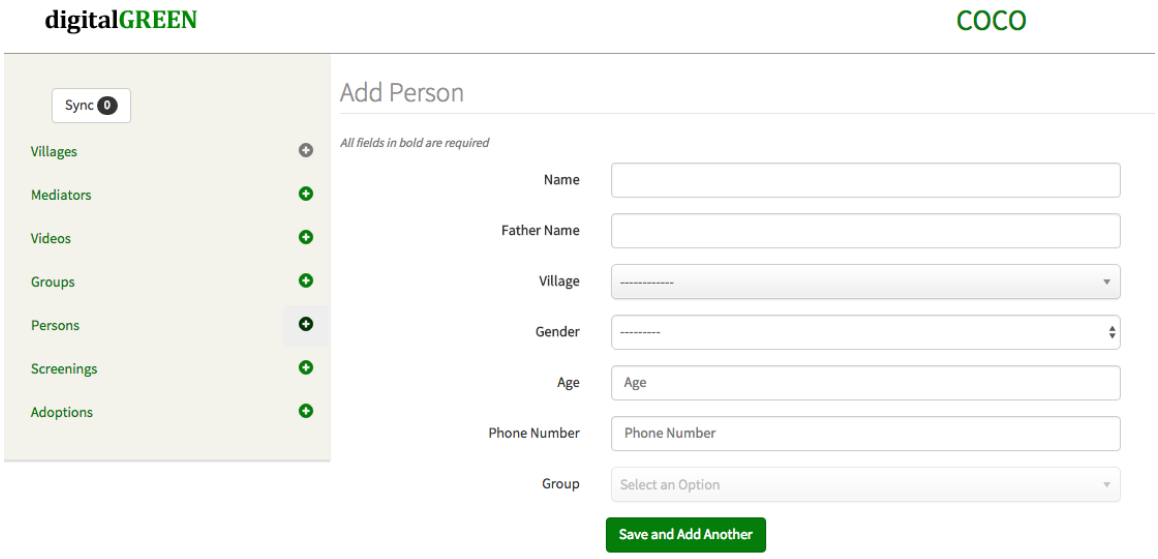
7. To review the entered data click on ‘Group’ to see the details. You can also edit the content here, if you find any discrepancy.



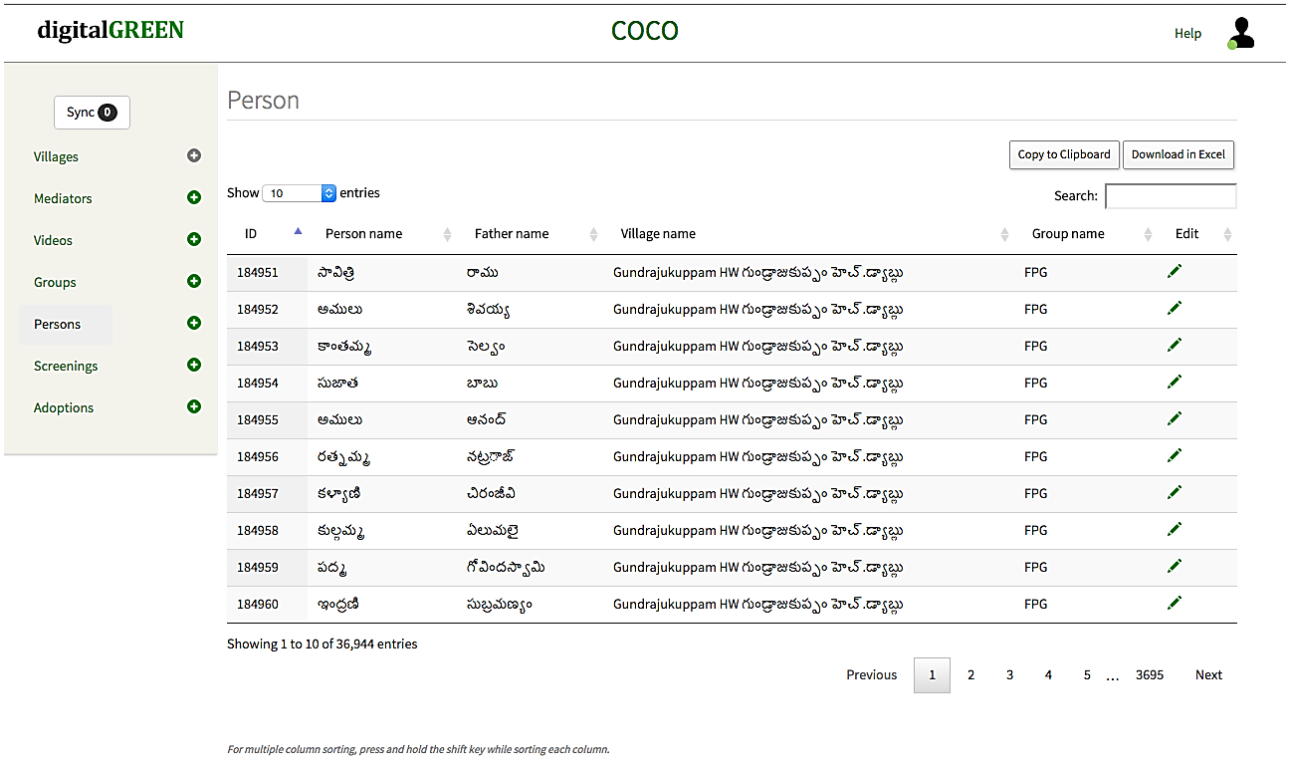
ADDING PERSONS

If at any time there is an addition of a new member in an existing group then this feature helps you to add that new person or member.

1. We will now need to fill-up details of all the new members in the group by adding their first name, father’s name, age, gender, and phone number, if available.
2. Click on "Save and Add another" to register the name.



3. To review the entered data click on ‘Person’ to see the details. You can also edit the content.



ADDING SCREENINGS

The mediators disseminate the Digital Green videos in their villages and in their respective groups. Once the dissemination is done they fill up the Digital Green dissemination and adoption form. This form indicates various fields and is a hard copy that acts like a document which helps the mediator to keep a track of those who are interested in adopting the practices that are shown in those videos and to help them visit those members who have actually adopted the practices in the future.

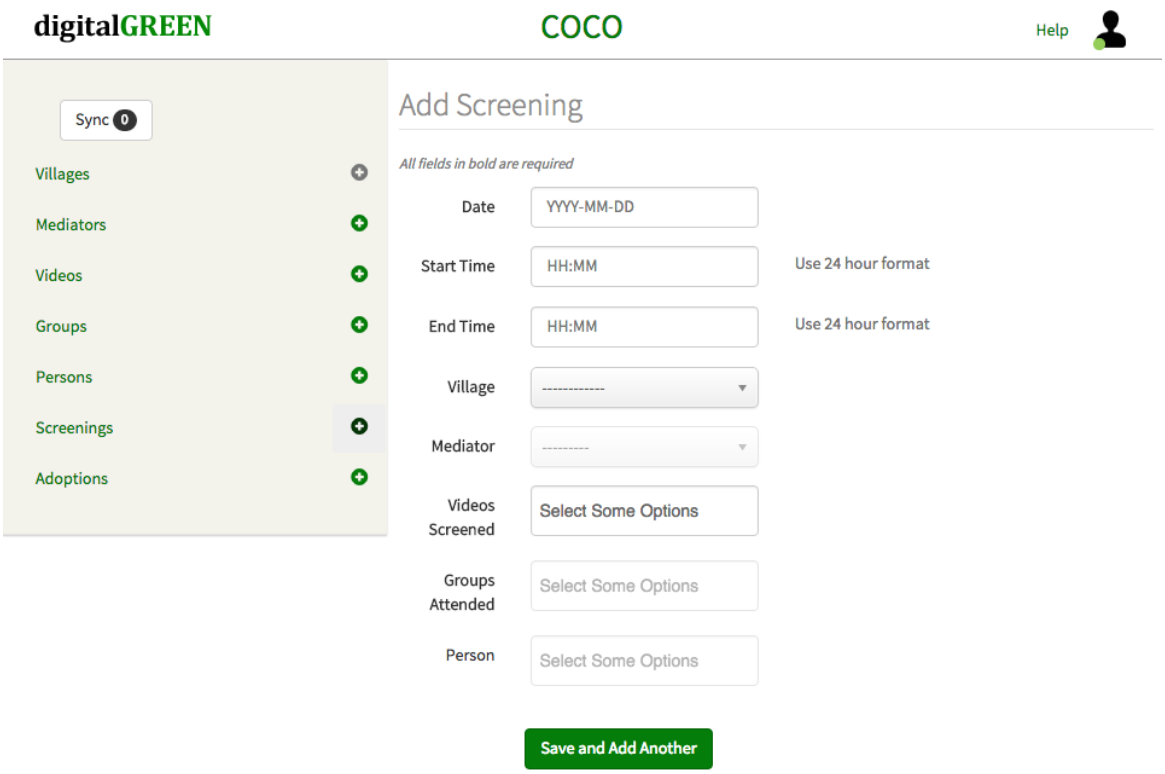
1. To add a screening click on (+) sign along "Screenings".

2. For adding the screenings a prefilled hard copy of the dissemination form for data entry is required.

3. Now select/enter date on which the screening was held, in the prescribed calendar field format; time when the screening started in the field ‘Start time’ in the time field format. Time is entered in 24 hour format.

4. Now enter the time when the dissemination was completed in ‘End time’ field; village where the dissemination took place, mediator who conducted the

dissemination. If the mediator's name does not appear in the selected village, first check if you have entered a wrong spelling. If it is a new mediator, then add the mediator name as described earlier. However, if it is an old mediator and his/her name exists, and who has been assigned this village, then simply assign the village to the mediator. On selecting the village, the mediator and groups within the selected village are auto-populated as these fields are dynamic.



5. Now, select video that was screened. If the video shown does not appear then video needs to be added as described earlier. It is possible that more than one video was shown during screening. Type the initial letters of the video title to filter the list of videos.

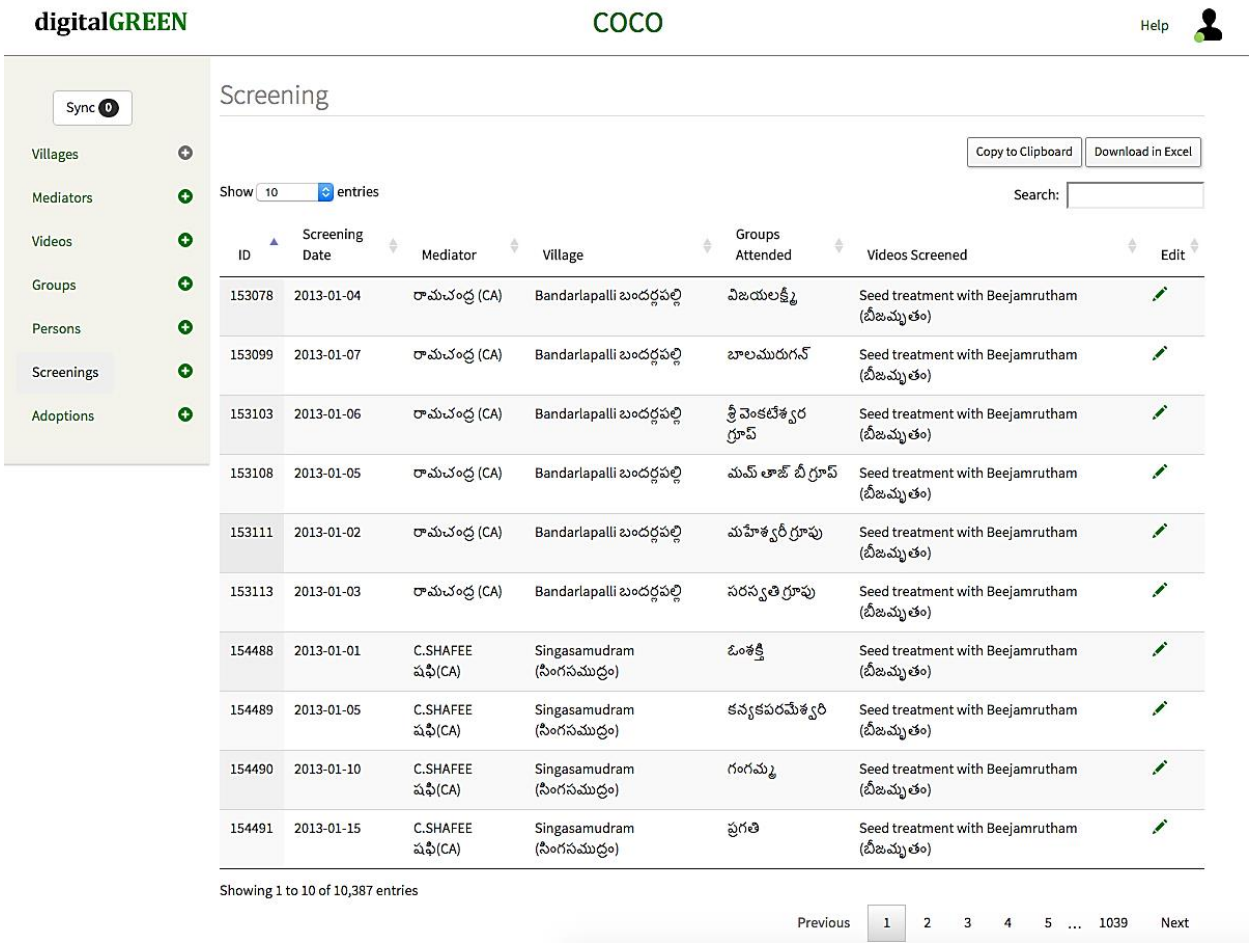
6. After this, select the groups that attended the screening. Multiple group selection is possible. Scroll down the page to see the list of group members appear. If a group member was not present, as per the dissemination form, then click on "x" before that name to remove it from the list.

7. Enter information on expressed questions against the name of the person, tick interest shown to adopt the current video and expressed adoptions for the previously watched videos. In case of expressed adoptions, only the name of those videos will appear which the person has watched.

8. The meaning of the field "Person" in the ‘Add screening’ form is important to understand. Type the initial letters of a person in "Select Some Options" field to filter the name of the person who has attended the screening but does not belong to any group. If the name does not appear then add person by clicking on (+) sign along the "Persons" on the sidebar.

9. Now, click on "Save and Add Another"

10. To review the entered data click on ‘Screenings’ to see the details. You can also edit the content here.



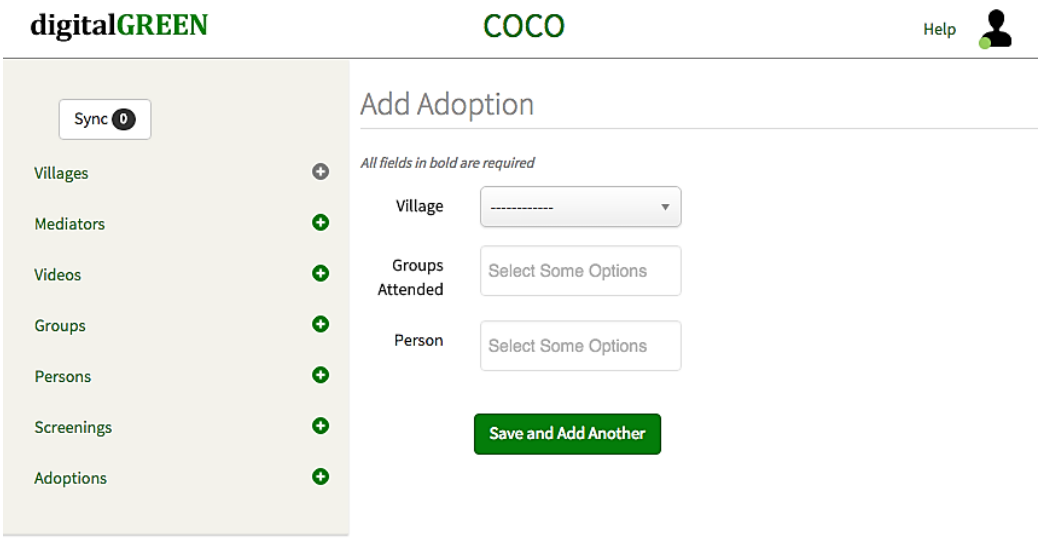
ENTERING ADOPTIONS

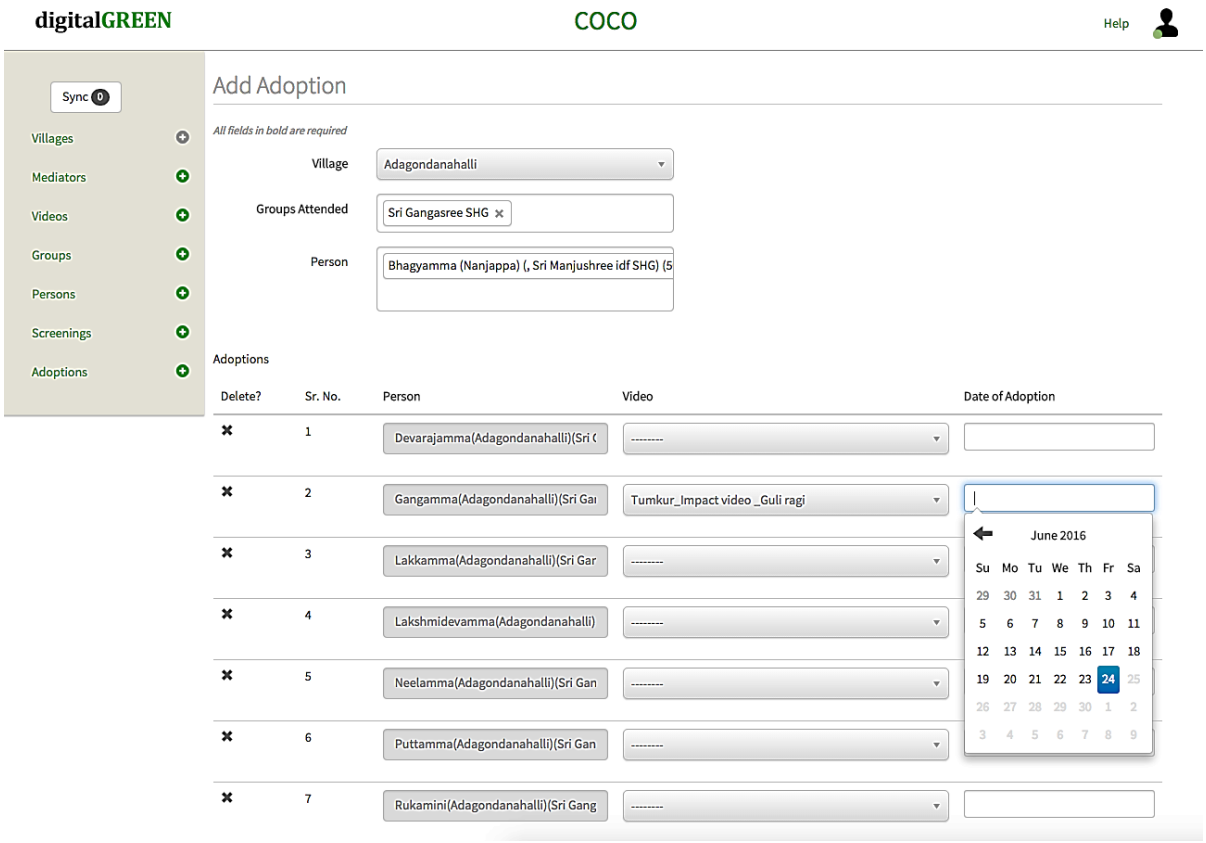
Once the relevant videos are screened or disseminated in the respective groups by the trained mediators, the adoptions then are to be entered in COCO. The data for adoptions is only entered into the COCO database once they are verified in the field and each non-negotiable point was adopted by the member that was shown to her in the video.

Once the adoptions are verified on the field they are then marked in the adoption forms and finally entered in the COCO database.

A prefilled verified adoption form is required to add adoptions.

1. Now, click on (+) sign along the "Adoptions" to enter Add Adoption screen.
2. Enter following data in the fields-
    a. Village name as provided in the adoption verification form
    b. Select group name(s) as per the adoption verification format
    c. "Person" field is provided to add additional person who has watched a video and adopted the practice shown in the video but is not part of the group
    d. Scroll down the page that is populated with the group members based on village and group(s) selected
    e. Click on "x" to delete the names of the persons who have not adopted practice(s) based on the adoption verification form
    f. Select the practice against each person from the dropdown menu based on the verified format. Dropdown lists only those videos that have been watched by that person
    g. Click on Save and Add another to complete adoption registration.



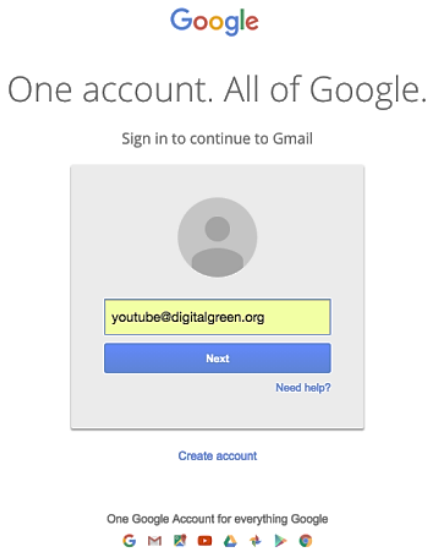


*Now, you can disconnect the internet connection and make a couple of entries. You will be able to enter the data in the offline mode as well. The number on the Sync button indicates the numbers of entries done in offline mode that needs to be synchronized with the main database on the server. Data can be synced in the online mode by clicking on the Sync button. Fresh entries in the online mode can be made after data sync and it is advised to sync data frequently.

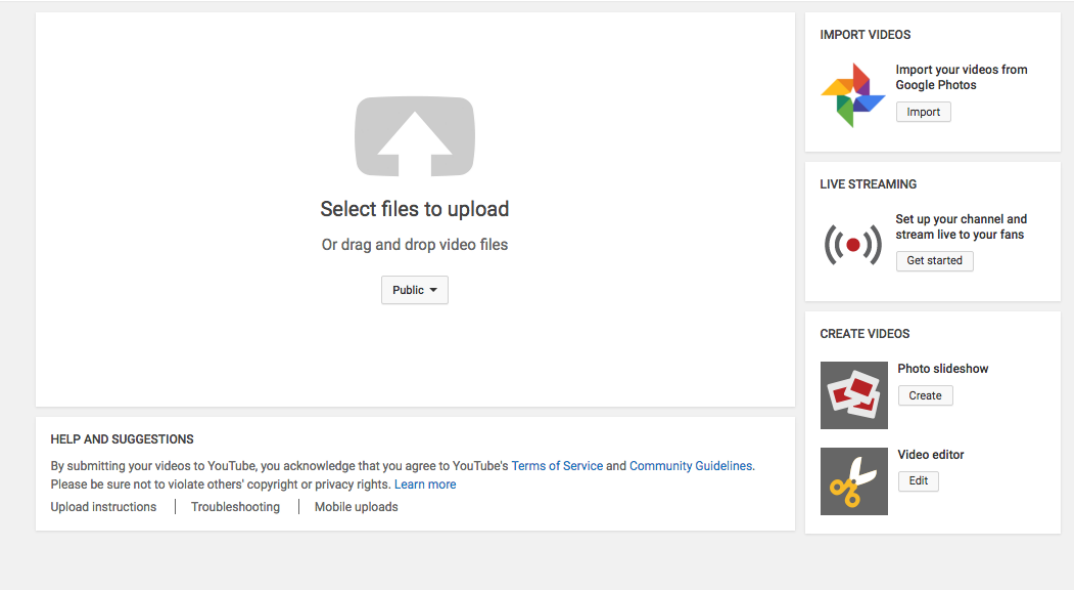
UPLOADING DIGITAL GREEN VIDEO TO YOUTUBE

It is very crucial that every video should be uploaded in YouTube before it is linked to the COCO database. There is no option to upload the video directly into COCO and hence, we will have to upload the video to YouTube first.

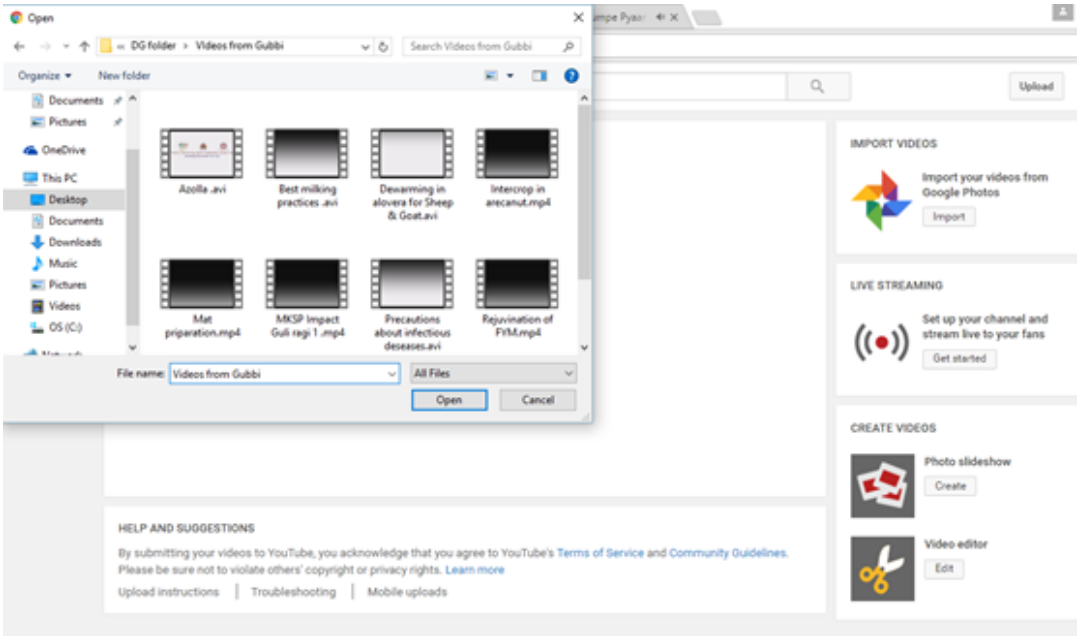
1. Digital Green has a Google account for uploading videos at YouTube and a username and password is provided for the same.
2. To upload a video we need to log in to YouTube by entering the given username and password.



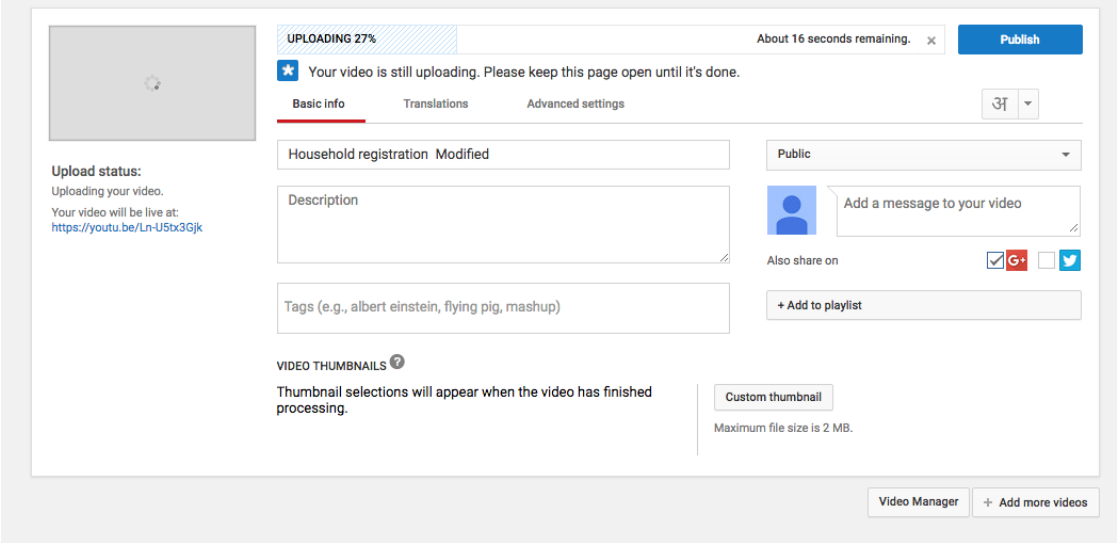
3. Once you log into the Google account you can open YouTube and click on the upload that is on the top most right side of the screen.
4. Once you click on the upload you will see the following screen.

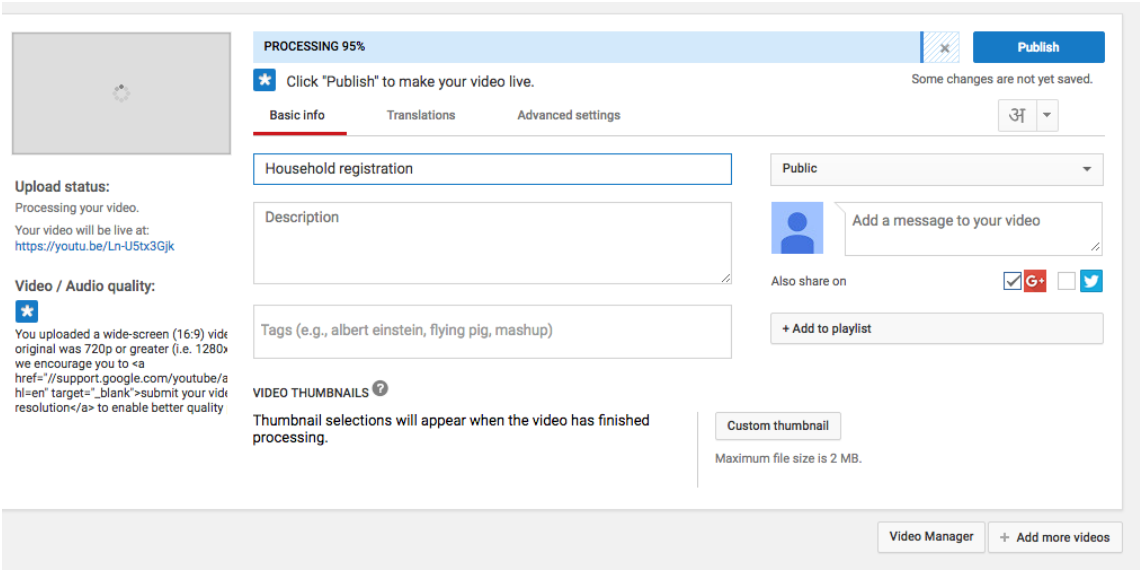


5. Now, you can select the Digital Green video from the computer that you wish to upload and the uploading would start immediately.

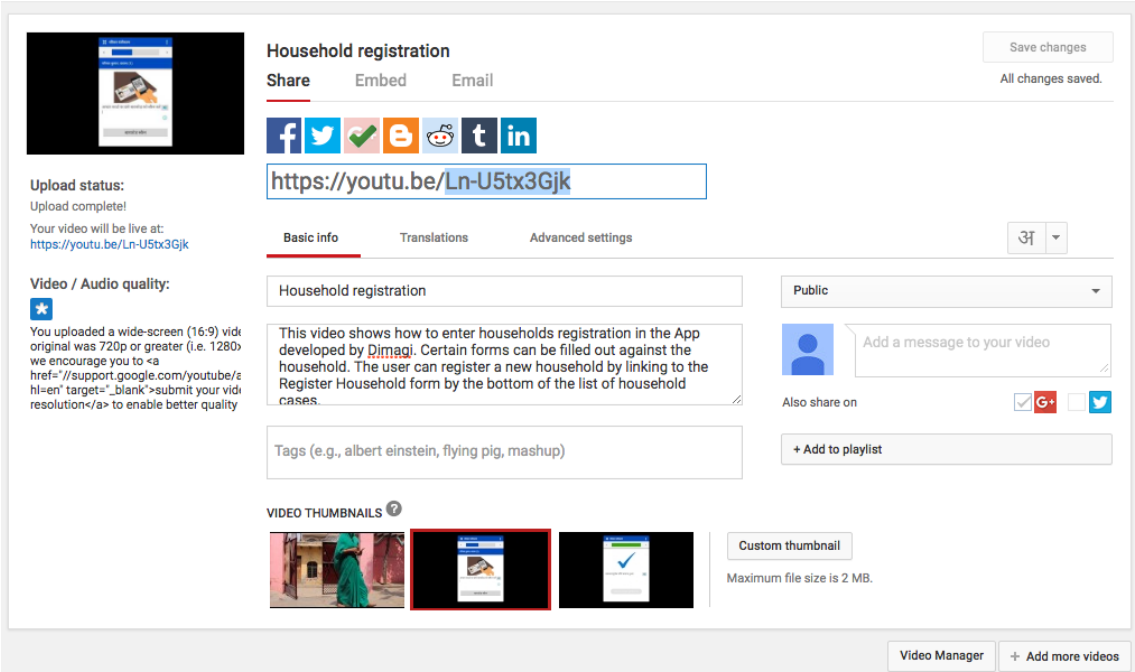


6. Once the uploading is complete click publish where your YouTube id would be generated that will have to be linked to the COCO database as shown previously.

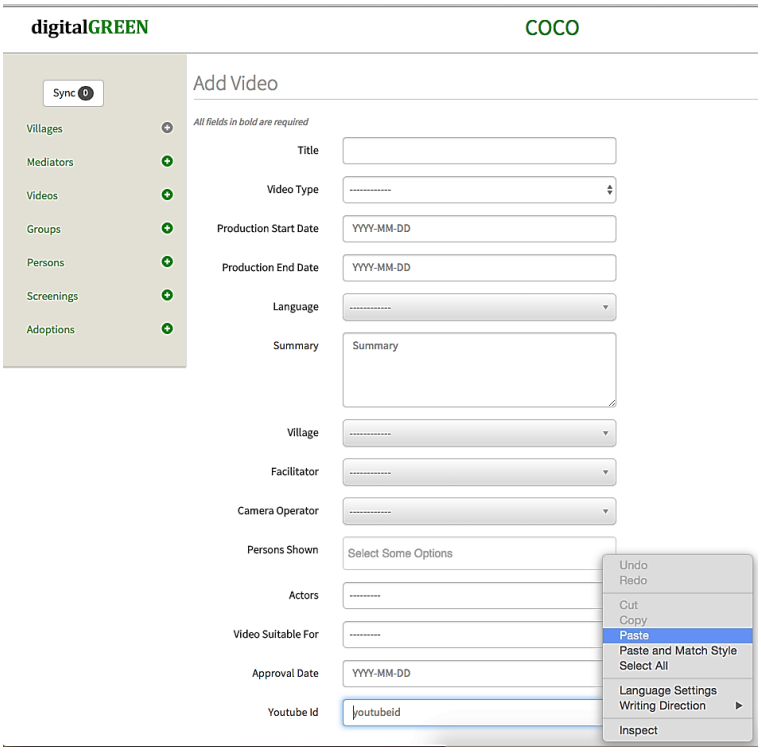




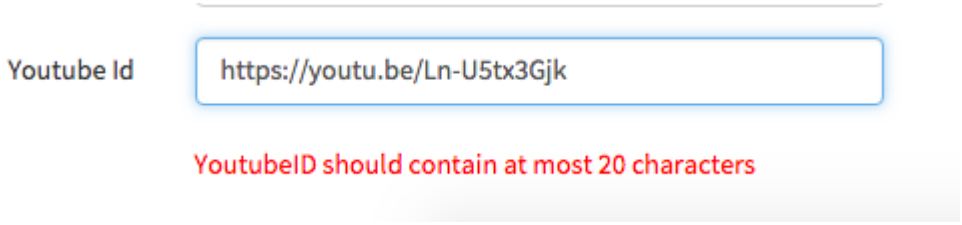
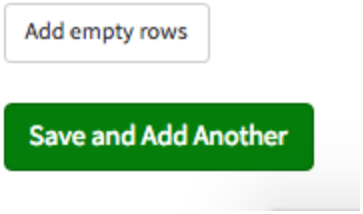
7. After clicking on publish, a new page pops up with youtube ID and option to set thumbnails and space to type summary of a video. It is important to copy the link after the **Slash symbol (/)** not full URL as COCO demands**.**



8. Copy and paste the YouTube link to the COCO video page as shown below.



9. If URL is copied fully, then it will end up in an error message as shown, Hencer copy just the last part after the backwards slash ("/").



10. After the above process click **'Save and Add Another'** to secure data entry. It will approximately take 12 hours for your video to get linked to the COCO database.