Focus Group_ Analysing Feedback Data-20240112_090321-Besprechungsaufzeichnung

[Introductions of participants]

5:06
Thanks for the introductions.

5:09
So I'll get right into what is the purpose of this meeting.

5:14
So what we're doing today is sort of like requirements engineering.

5:19
So meaning which we're trying to find out some of the requirements that the Red Cross or 510 has when they collect feedback data from their humanitarian projects.

5:33
So I've written it down here as the question, what is a Red Cross analyst looking for in feedback data?

5:39
And well under feedback data we understand any sort of data that the Red Cross collects from, for example, the Ukraine that is generated by people in the in that context.

5:55
So that's a bit vague.

5:56
So we're just going to take the Ukraine data set as a guiding example today and I'm not sure how familiar everyone is with the Ukraine data set.

6:07
I think everyone knows it, but quickly going to recap.

6:11
So it's a collection of chat messages from Telegram groups.

6:17
Those Telegram groups are used by people in Ukraine for for many different things, right?

6:23
To exchange information, to ask questions, to ask for help, and maybe we'll look at some of those messages later.

6:33
They were originally written in Ukrainian, of course, but then translated to English.

6:38
So this data set just an as an example for what feedback data is.

6:46
And that brings us to the second question.

6:48
So how can an automated analysis of feedback data support a Red Cross analyst?

6:56
So keeping the Ukraine data in mind, what sort of text analysis or processing of those messages could be useful for the Red Cross or 510?

7:10
And yeah, we're aware that already a bunch of things are done with this, with this data set and we're going to go over what it has is done and what is maybe possible in the future.

7:25
And the way we're going to do it is we're going to have five points of discussion about which we're going to talk for 4 to 8 minutes each.

7:35
And those points of discussions are not really questions.

7:38
So it's not not not meant to be an interview.

7:41
It's not going to be David and I just asking questions and you answer them.

7:45
The idea is more that we're going to have actual short discussions and maybe brainstorm, exchange ideas.

7:53
So that means anything that comes to mind is allowed.

7:59
Yeah.

7:59
If, if a question comes to mind, if, if you disagree with something that someone says anything can be expressed at any point, basically.

8:12
And those point, yeah, those points of discussions will be posed as like open-ended sentences, as you will see.

8:20
All right.

8:21
So that's just a brief introduction for the scope of the meeting today.

8:26
Do you have questions about this format or should we just go right into the discussions?

8:36
Maybe one thing to confirm from my side, Raul, very clear by the way and I'm looking forward to it.

8:43
But the Ukraine data set, we see that more as an example, right.

8:45
But the scope of feedback data that we're talking about around these discussion points can be broader, correct?

8:52
Absolutely.

8:53
Yeah.

8:53
Yeah.

8:54
So if you have, Yeah.

8:56
Anything from other projects that comes meant, of course mentioned super, Yeah, maybe always mentioned then what kind of data the other projects have or what the other feedback.

9:07
All right.

9:09
So yeah, we're going to start at the very beginning kind of with well saying as the Red Cross we collect feedback data from Ukraine because.

9:22
So this maybe it's very trivial for for you, but yeah, this is maybe the the very start of.

9:32
Yeah, the whole project.

9:37
Basically what comes to mind when you read this, I would say, sorry, do you want to say something rude?

9:47
No, no, please.

9:49
Yeah.

9:50
Well, when I'm reading this sentence, like I would say, we collect the data from Ukraine because I'm working on a Ukrainian project.

9:57
We collect the data because we want to help people in need.

10:00
We want to help the the refugees who are either ID, PS, like internally displaced people in Ukraine or refugees in in the neighboring countries.

10:13
And we collect this data for a good reason and we collected we, we read it, we cluster it And then we are trying to help people in need because then we are making a digital product that we are presenting to the national societies.

10:32
And then they they can see what needs the the refugees have and what they need at this stage and they and they are trying to help them.

10:43
So that's what that's what came to my mind when I read this sentence.

10:49
Nice.

10:50
You mentioned IDPS.

10:51
That's what.

10:52
What is it again, internally displaced people.

10:57
Yeah, People or person.

10:58
Yeah.

10:59
It's like because they they can be displaced internally like in in Ukraine, like for example, because the war is mostly in the eastern part, so they can be displaced into the West part where it's safe.

11:12
OK.

11:13
I see.

11:15
And maybe maybe to build on what on what you said, <NAME> , I think it's the essence of it is understanding the experience but also the needs and the challenges that people affected by disaster or crisis have and making sure that the Red Cross activities and programs are addressing let's say those those needs and those and those experiences.

11:43
And maybe more indirectly it's about it's very often about building trust, so actually ensuring that we we hear people, we listen to people and we act on what they, what they are telling us and to make that very concrete in the context of Ukraine.

12:05
So a lot of the a lot of the people that we give this like that we give the data analysis let's say in visualization that we do with this feedback data too are these community engagements and accountability focal points in in Ukraine or in any of the neighbouring countries.

12:23
And it's then their job to make sure that the key insights from that feedback data go to the relevant people that are working in country.

12:34
So the programmatic focal points running the programs for example.

12:37

So it's then their responsibility to make sure that the, yeah almost at the voice of of the people let's say comes back into into programmatic decision making for instance.

12:50
And on a higher level this also happens regionally.

12:54
So the CEA focal point for the Europe and Central Asia region has a monthly meeting with all of the operational managers in the countries in Ukraine and the neighbouring countries.

13:06
And there she gives a more top line or regional overview of, among other things, this feedback data, just to give some concrete examples of how in this context it's being used.

13:20
Yeah, that's interesting.

13:21
So those focal points, those are people also from the Red Cross or.

13:26
Yes.

13:27
Yeah.

13:27
OK.

13:29
Interesting.

13:34
All right.

13:35
Yeah, that was maybe the first kind of quick introduction.

13:42
I'm going one step further now.

13:45
OK, we we collected the these data sets.

13:49
So as the Red Cross we use the recreate feedback data too.

13:54
And like you already mentioned mentioned some points here.

13:59
But we can also get very concrete like what is actually been done with the data.

14:06
For now, let's stick to what is currently being done and not not what can be done because we're going to get get to that.

14:15
But yeah, so we have this data set.

14:20
What do we do with it?

14:25
So maybe as a first point, what often happens with feedback data is there are so many sources of feedback data.

14:32
Especially in a larger sort of disaster or conflict setting like this, there's never, I dare to say only one source of feedback data.

14:43
So this this feedback data coming from these telegram groups is one source.

14:48
But then in Ukraine and the neighbouring countries they have helplines as well.

14:54
So here in this context is most is mostly call based.

14:59
So people affected can call number and an operator will answer and and and help them.

15:08
In the Netherlands Red Cross we use a WhatsApp based helpdesk mostly so it can have various yeah various communication channels and various setups that can be used for it and I think less in the context of Ukraine.

15:26
But to add as an example, in other contexts what what happens a lot is more the offline collection of feedback data as well.

15:34
So that's usually volunteers going into communities with Kobo.

15:40
I don't know if you if you know Kobo, Kobo as a as a tool, but it's a data collection tool that is used by Yakuba.

15:54
I think we can say almost every national society in the in the Rec Roller Crescent Movement.

15:59
So it allows which I think yeah it's a survey tool essentially that allows you to capture the data when you're offline.

16:08
So without a connection.

16:10
So you can go through the surveys or the questionnaires with with people in more remote or rural areas, save the filled in surveys and when you're back at HQ or or wherever you're based and you have an Internet connection, you can send it all to the server.

16:27
So that is also very often how feedback data is collected.

16:30
Also in focus group discussions like this.

16:34
And one of the first things that people do is combining the data from these different sources and from these different channels.

16:42
So that's also what we see in the context of Ukraine is that they put this data next to the data that they've captured on the helpline, for instance, and they see to what extent there's overlap or differences and what that means, let's say, for for what they know.

16:59
So maybe that's the first answer.

17:00
And then I'll, I'll give it to Yakupon and Katrina as well.

17:04
Yeah, interesting.

17:05
Thanks.

17:09
Yeah.

17:09
So I can also make like statements that finish the sentence and you tell me whether they're right or wrong.

17:16
I don't know.

17:19
So because for us, those are just assumptions, right.

17:24
So I'm gonna go ahead and assume we use the Ukraine feedback data to more efficiently distribute resources from the Red Cross.

17:37
Yeah.

17:37
I would say this is correct.

17:39
Yeah.

17:39
Because this is, this is what we're trying to do at 5:10.

17:45
We are trying to help.

17:46
We're trying to help digitally with the data, right.

17:49
So we collect the data.

17:50
We give the data to the national societies and they are, and they're looking at it and they see like what what the refugees need more because they can assume that they need shelter and food, for example.

18:05
But maybe at this time they already have it and they need, let's say school textbooks for their kids and cash vouchers to go to go and buy food they want not not to get the food kits for example.

18:22
So then yeah, so I would say this is definitely correct.

18:25
OK, what about we use the Ukraine feedback data because I think someone mentioned something like we're trying to understand the experience of of the people there.

18:40
So is it fair to say we use the Ukraine feedback data to kind of assess the the not only the situation but more the the mental state of these people?

18:58
Yeah, yes, mental state.

18:59
Absolutely as well because we, we sometimes see messages that are very emotional.

19:07
And so then, yeah, so then we can see like what people are actually worried about, Are they worrying about the political situation in the country or are they worrying how like people for in Hungary, for example, are going to treat them after they they move from Ukraine and things like that.

19:26
So yes, we can definitely assess this as well.

19:31
OK, maybe what's worthwhile to mention in the context of of what we're talking about now is what I personally find really interesting about how we work with feedback data in the context of this Ukraine setting is that in general in the movement very often so you have proactive feedback and reactive feedback.

19:54
So in the movement, very often feedback.

20:00
Like for for example, the the example around Kobo is that the Red Cross goes to people to ask questions, right.

20:07
So they go and ask for feedback.

20:11
That's that's sort of proactively asking, asking for feedback.

20:15
Reactive is when people actively reach out to you with a question or a suggestion or a concern or a complaint or something like like that and you react to it.

20:24
And here what we do is we just listen like we don't reach out to ask a question or set of questions in this, in this case with this specific data set, people are also not necessarily reaching out to us with a specific question, but we're we're just observing what what is actually on their mind.

20:45
And that's also why we started out calling it social media monitoring, but why we switched it to listening because we're actually listening more.

20:53
So we pick up on certain trends that are visible based on what people are sharing and that is that reflects the clustering, let's say sort of key categories or the themes in in the clustering.

21:09
And that can be for example mental well-being.

21:12
If we see quite a lot of messages that indicate people's mental, mental health might not be, might not be that good, then that becomes a theme in that around that month of messages, for example.

21:24
And that team can become a constant, but it can also change.

21:29
And that's sort of what we.

21:30
Yeah.

21:30
What we try.

21:31
What we try to do.

21:33
OK.

21:34
Interesting.

21:34
Yeah.

21:36
That you say it's it's not really even reactive or proactive advice.

21:42
It's just listening.

21:43
Yeah, I can imagine that often that's or that makes it very different from maybe a project where you have where you collect data from a direct helpline or something.

21:57
Exactly.

21:57
There's so many different types of feedback, like in the context of a cash program, for example.

22:03
Very often people do a post distribution monitoring survey.

22:07
So then it's a set of questions about about directly about the support that was given.

22:13
That is that is very relevant feedback data.

22:17
But it's a very different, yeah, it's a very different process, let's say of.

22:23
OK, yeah, obtaining it, I understand.

22:27
OK, yes.

22:29
And also also as <NAME> said, like if we're collecting data, feedback data at the help at help desk for example, this will be very different because at the help desk we can ask them questions like they come to us with a question, but we can ask them like more questions, like give us more information about your situation and then we'll be able to help you better.

22:52
But in FML, we are just listening, We are just collecting the data.

22:57
So we can't ask questions, we can't.

23:00
So we are just assuming that this is like this.

23:05
Mm hmm.

23:07
OK.

23:07
Yeah, maybe one last statement for this point.

23:12
I would be more on the technical implementational side.

23:17
So we use Ukraine feedback data to improve or build tools to help people in Ukraine.

23:29
What about that statement?

23:30
What do you mean with tools?

23:35
Like what kind of tools?

23:36
Yeah, fair questions, a tool.

23:40
Yeah, any sort of.

23:41
Maybe.

23:43
To go into concrete examples, is this data being used to build a chat bot for the people, or to build a

kind of or make a classification of the messages and send direct them to the correct departments of the Red Cross?

24:02
Those are just examples now.

24:04
But basically on the on the technical side, yeah we use the Ukraine feedback better to maybe I can respond to that since I'm the technical, yes please.

24:24
I mean the the technical aspects of the thing are not a goal per SE.

24:30
They just serve what we want to do with this that.

24:35
So I wouldn't say that the I wouldn't include the technical things that we build, the tools that we build to analyze the data and process the data et cetera as a as a goal, just a mean for the goals that we discussed before, OK.

24:52
And no because we don't do, I mean the the only we use these tools all in the context of these analysis, we don't reuse them elsewhere.

25:00
So we don't have a specific interest in in using this data for for OK and and Raul I think maybe what's what's what's good to add outside of the Ukraine contacts but just in general in the movement.

25:19
So there's this this network of of these community engagement and accountability focal points let's say.

25:26
And one of the biggest challenges that that they're currently sort of facing or working on as a as a group of of experts on in that field let's say in the movement is how to how to actually ensure that feedback data is being used or is being used more than it than it currently is.

25:51
That's actually a big, a big challenge that is that can be seen on a very global, on a very global level.

26:00
So when we talk about it like this, I mean it it very like this becomes a very personal opinion now, but very often it intuitively sounds very logical and it sounds very good and it is right and it happens, but it doesn't really necessarily always happen very structurally.

26:20
The feedback data also doesn't always necessarily end up with the right people in the national society.

26:27
They don't actually always have the resources or the time to do something with it.

26:31
So there are also, I don't only want to be positive, let's say in this in this setting, because I think it's actually also relevant and helpful for for your research as well to be to be realistic about the fact that this is also very, yeah, quite challenging or perceived as quite a challenge by a lot of people in the movement.

26:54
Interesting.

26:55
Yeah, yeah, maybe this is a brings us or is a good segue to our next point because you mentioned, OK, not everything works so perfectly yet.

27:06
So then we for now we can maybe say in a world with no technological limitations we would use the Ukraine feedback data too.

27:16
So OK, maybe we don't even have to scope it to technological limitations just in the in the ideal world the Red Cross would use this feedback data to do what to.

27:31
So yeah, just don't even think about how realistic anything is just to assume anything is possible.

27:39
How would you use the the data?

27:43
Can I step this one?

27:44
Sure, right.

27:47
I like this kind of thought experiments, ideally I would say whenever we hear someone.

27:57
So of course we we define the people that we want to help, in this case is Ukrainian refugees or Idps.

28:04

Whenever we hear one of these people expressing need or asking for help for anything that we can help with or that we know someone else can help them with, then we reach out to them and we tell and we explain them how they can get this help.

28:26
This can be from us directly, or it can be, for instance, from the government.

28:31
We often actually do referrals of people to government like, you know, people I don't know, Katarina, correct me if I'm wrong, but I guess people ask for how do I find job in this country?

28:41
We don't give jobs, but we can refer them maybe to some welfare things of the country that to help them find like a Yeah, an occupation.

28:52
Yes, exactly.

28:53
Like, especially if they ask us at the help desk where we can give them the feedback, then yes.

28:57
Like for example, if they're asking like I'm looking for a job like as the Red Cross, simply I can't help them, right.

29:03
I can't, I can't offer them a job, but I can send them like I I can send them a list of, for example, employment companies who are specifically helping Ukrainians in the Netherlands, for example and or for example like those companies who are really willing to hire Ukrainians.

29:20
So then then yes, absolutely OK.

29:25
So then the Red Cross would be more of a like a facilitator kind of of those those requests if I understand correctly.

29:37
Yeah.

29:37
I think because sorry go ahead.

29:39
I'm sorry.

29:42
Like yeah, I just wanted.

29:43
I just wanted to say yeah like yeah.

29:46
Just to support with Yakupa said that in an ideal world every single person who is reaching out to you out to the Red Cross at 5:10.

29:54
We would we would help them.

29:56
But in the reality yeah we are like we're we're we're not perfect and we can't help everyone and like we we're we're trying our best.

30:04
But yeah.

30:07
OK sure.

30:07
Yeah.

30:10
Yeah.

30:11
Maybe to add to that I see it sort of layered.

30:13
So I I very much agree <NAME> with what you're saying.

30:17
So, so and that goes back a little bit to the challenge that I that I mentioned before as well.

30:25
So what we see happening now quite a bit and again in in in the general context, not necessarily in the Ukraine context, but is the fact that feedback data is very often or one of the main use cases for the feedback data is reporting instead of action.

30:44
And that is that is exactly that that challenge that the CEA sort of team in in Geneva based in at the the headquarters of the of the movement at the IFRC, at the federation office wants to tackle.

30:59
So it's not, it's not really, I mean reporting is great and it gives relevant insights, but that cannot be the main goal, right.

31:05
The main goal is action.

31:07
So how how do you turn this feedback data into actionable information that that people can actually act upon in the reality that they're working in.

31:17
So that is sort of the, the big, yeah, the big question around feedback data currently how to improve that, how to improve that process.

31:26
And I think in an ideal world it's that it's actually not only creating that overview and identifying trends, but it's actually getting back to the individual that has a certain experience or need or help request and and help them either with support that the Red Cross can give like Yakupo said or by referring them exactly that.

31:49
And then the other layer is actually OK, we can refer a lot of people, but if we start as the Red Cross to see so many of the same questions coming in, then maybe there should be a decision around, shouldn't this actually be support that we can provide.

32:05
So shouldn't we introduce a certain program or topic or something like that to to actually address this need that we see, especially if there isn't another another organization that is very well or best placed let's say, to offer that support.

32:23
That is for example what happened a few years ago in the Netherlands around the target group undocumented migrants and their needs.

32:31
So the Red Cross is actually offering the Red Netherlands.

32:34
Red Cross is offering a lot more support to undocumented migrants currently, largely because we try to make their needs sort of more more visible and show the gap in in organizations offering support for them.

32:51
So ideally that would happen like new programs, new topics, new themes get introduced in the organization based on needs that are seen.

33:01
And if a program or something like that already exists then ideally the feedback data would be able to realise changes in the processes that are part of that program.

33:11
So that can be anything from in a cache program changing the the day of the distribution to a day that makes more sense to people, you know these these these sorts of things.

33:24
So it's actually realized change in existing programs and then sort of should be the layer of, OK, what are the overall trends and what else, what else do we see something like that interesting.

33:40
Yeah, you mentioned 11 point there, like turning the feedback data that is collected like the raw data into actionable data.

33:49
Yeah.

33:50
Would that, would that mean kind of filtering out the important information or what would the actionable data be?

34:00
That's a very that's a very good question.

34:03
And that is quite hard, right?

34:04
Because by by nature feedback data is often qualitative.

34:09
Ayakupo, this is something that you have worked on and thought about as well of course, so please so please jump in.

34:15
But feedback data by definition is is qualitative most of the time, depending on how it's been collected, it's being documented in a certain way.

34:26
When it's offline, it can be through Kobo that you export into Excel, but it also still happens paper based in most of the sort of like the call centre systems or set ups that are being used in the context of these helpdesks.

34:42
It's you know, digital, but it's still a manual sort of process to to fill this in.

34:51
But then comes the analysis and that is one of the biggest challenges is almost everywhere there is not enough capacity to do this kind of manual analysis of qualitative data structurally and and the so-called coding frameworks that have been introduced.

35:09
So to structure the analysis, I very personally have questions around the coding framework.

35:17
I think the current coding frameworks that are being used are more focused on reporting than on actions.

35:23
So then also the, the basic structure, let's say, in which that you have set up for the analysis.

35:30
And this is not, this is outside of what we do in Ukraine, right, Because we use a different, use a different thing.

35:35
But more in general than the basic structure that you set yourself up with for the analysis, in my opinion doesn't necessarily set you up for success in terms of getting to actionable insights.

35:50
OK.

35:50
Yeah.

35:52
Think Yakubu raised his hand, I think.

35:57
No, sorry, I already.

35:58
I already changed my mind.

35:59
Please continue.

36:02
All right.

36:04
Please go ahead.

36:04
Yeah.

36:05
A couple you can say no.

36:17
The I think, yeah, there is like the underlying problem that <NAME>mentioned maybe to, I don't know if it helps.

36:34
But to abstract even further, there is this fundamental tension that we always constantly face as humanitarians between the that we want fundamentally to help people and then to to gather information, to perform actions that actually help people.

36:55
And on the other hand, we have the people donating the money that we that we use to help people.

37:01
So the donors asking guns to report on what we do because they want their paperwork in order because whatever, because that's that's how governments work most.

37:13
So that that's and now this there is, this is a universal tension that happens across the humanitarian sector.

37:21
And in our specific case, we see this playing out as we see some people or some a certain point of view in the movement that wants to collect feedback data only to then show to the donor how look, 90% of the people are happy of the cash that we distributed.

37:39
Duh.

37:39
We give them cash, of course they're happy what they wanted to say.

37:44
And other people like us which think that there were reason we collect this data should be different, we should be using them to further help them.

37:51
But this, sorry, maybe I'm making a parody of a serious problem.

37:55
But that's an interesting, interesting point to see that there's different opinions about how the data should be used.

38:06
Yeah.

38:06
And and yeah, I mean <NAME>, I completely agree.

38:09
And I think I think it's very fitting to what we're talking about.

38:12
And I think this also goes back or to add actually to to your point around the tension is that in order to, yeah, to be very blunt, in order to get money, to be able to set up programs and help people, very often in the proposal phase you all already have to be very specific about what you're going to do.

38:35
So there's some data collection or I mean of course that's based on you know on, on experience on some data on, you know all of that.

38:46
But it's very hard to do any proper sort of data related activities before project starts.

38:53
So usually the first thing that happens when a after a proposal's been signed, when you receive the money, when you're going to start is an assessment, is a needs assessment and but then and that guides what you're going to do.

39:10
But within the space that you have already had to create, let's say in that in that proposal phase within the all of the agreements and the commitments that you already gave in order to win that proposal and get that money.

39:25
So then what the the, yeah, the amount of changing that you can still do is is limited do that and that becomes increasingly limited once you have.

39:39
Yeah, once you and this, I mean this makes a lot of sense.

39:42
It's just yeah, how it goes.

39:45
But this becomes more and more limited once you the further you get into the program.

39:51
So and the first at the start it's often feedback data in the form of these assessments.

39:56
And then during the implementation it's usually when most of the feedback data has been collected.

40:01
So then you establish these feedback mechanisms and these channels that people can reach you on.

40:07
But then yeah, by that time you're you're already implementing.

40:10
So what you're actually being able to to change in the context of that same project is quite limited.

40:17
But then hopefully it's being documented and.

40:21
Right.

40:21
Learned from from when you're doing a similar project in the future.

40:27
But yeah, that yeah, that is part of the challenge as well.

40:31
Sure.

40:32
Yeah, I understand.

40:34
Maybe to to bring it back to the Ukraine data set.

40:38
I want to go into one more specific aspect of why the why we collect the the data.

40:45
So I wrote down here if we knew the motivations, needs and values of a person that writes a message, we could.

40:56
So maybe to elaborate, if you read those messages in the Ukraine data set so and let's just assume you would, you would be able to or you you read the message and on top of that you know exactly the context in which the person wrote this message.

41:16
So the intrinsic motivation or the need or the the hardship maybe that caused the person to write this message.

41:28
Is the is the the statement clear or is it a bit unclear?

41:35
Well, no, it's clear.

41:36
It's just I'm thinking, you know, because I'm doing the reasoning and most of the time I know, I know the motivation and the needs and the values of of people because they're sad people from my my own country.

41:53
So I know the background and the the way of thinking, the mentality.

41:58
I can't imagine what problems they're they're having because I have Ukrainian friends who are refugees here in The Hague as well.

42:08
So.

42:10
So that's why I don't know how to how to properly answer this question because I like I or maybe I assume I know because I know like some of those people personally and yeah, yeah.

42:24
But if like if I'm looking at this question, if we knew the motivations and needs and values of a person that writes the message, we could probably, yeah, like we could cluster them better and present them better and probably try to get a better help for them I would say.

42:47
But yeah, OK.

42:50
So then when you say you you think that often you understand the the motivations then does that play a role in what you do with the with the data with the message or or is it so do you I don't know

when you read those messages is this kind of one of the the things that you that come to mind 1st and does this determine what you do with the data or does this not have an effect really.

43:22
Well, it affects because I can, I can read through really I like, I don't, I don't necessarily need to read English version because.

43:31
And in many cases that English translation from Ukrainian or Russian is very weird because in Ukrainian we use a lot of like slang words, planned words that if you translate them literally into English, they make absolutely no sense.

43:48
So then in, in, in, in this, in this context, I would say that's yes, I like, I know I understand them like 100% because I also know, as I said, I know the mentality, I know how, how they feel about it, what they think about it because they are in this situation.

44:10
And yeah, and it helps me, it really helps me to cluster those messages better because I know exactly what they're talking about.

44:22
Cuz if you translate it into English, you may think, OK, they're talking about parcel, for example.

44:30
But if I read the Cyrillic version, I understand 100% that it's about transport and movement because it's like this, This is the main focus of the of the message.

44:41
And because I can understand it 100%, then I will cluster it better.

44:46
So then I will give a better product.

44:49
So things.

44:51
Yeah, things like that.

44:53
Yeah.

44:54
Yeah.

44:54
Makes sense.

44:54
Yeah.

44:55
I mean, just now when you mention it, I have to think about how I read through some of those messages and I thought, this, this can't be read this because in English, of course, sometimes it comes out a bit weird.

45:08
Yeah, because they like they're translated automatically by a system and like in in many cases they're translated like more or less correctly, but in many cases they're translated very wrong.

45:19
And if you only read English version, you would think, oh, what is it?

45:24
Is it?

45:24
It's a, it's a nonsense.

45:26
But if you, if you read an original version, then you will understand what it is exactly about and you will see that it's actually a very relevant message.

45:34
It's a very important message because you can understand like what people are actually talking about.

45:39
Because also like when we like like in as in any other language, when we type in Ukrainian, we type it like like 2 letters, 3 letters.

45:50
Because like, you know, everyone knows that this application means, yeah, yeah, you try to translate it like this into English, then it just, it's a tassel mess.

46:01
So then yeah, OK, yeah.

46:05
Then maybe also, what are some of the motivations, needs and needs and values that you think the writers have very often?

46:16

I I mean this is of course very broad questions and that there could be many many answers to this.

46:24

So maybe if you try to summarize or not summarize but like yeah, if you try to think of what are the what are some very common motives or or values that a person holds that that that makes them write a message.

46:46

Well I would say very, very common values, very common morals.

46:51

People are fleeing the war and they're trying to find a safe place for themselves and their kids because most of that, like, most of them are women, right, Because men out there in the army.

47:03

So then most of them are women with the kids.

47:06

So and these are very like very basic, very common values.

47:11

Like they are trying to find a safe place to protect themselves and their children.

47:15

And yeah, like, like a lot of people are thinking about a safe place first and then they then they need like some kind of a shelter or like a place to stay.

47:31

And yeah, and then and then some food to eat.

47:34

So, so, So they don't, they don't look for anything, you know, extravagant, anything extra or anything else.

47:42

They're looking for basic things and yeah, yeah, most of the messages are like this.

47:49

They they are not asking about anything in in particular I would say, yeah.

47:55

So people are trying to to find a safe place where they can live and where they can work.

48:02

So I would say like 98% of them are trying to are trying to get to work and start working right away.

48:13
OK, maybe maybe to make the scope a little bit broader.

48:20
So outside of outside of this data for for Ukraine I think what we Yeah what I've also seen with other target groups such As for example the undocumented migrants in the Netherlands the Red Cross is such a known and trusted Yeah brand let's call it that that it's I think for for certain target groups it's also often it it becomes sort of the last resort let's say.

48:52
So they've tried various things they've contacted you know the people in in in the network that they have or they yeah they they tried everything they could And when they really don't know there is the Red Cross and they they will reach out in because that's sort of how.

49:12
Yeah, how they how they see, how they see the Red Cross organization, let's say and what's what's, what's what's interesting there.

49:27
What we see in in in that in the context of that target group of undocumented migrants is that they have, they have certain knowledge about the organization, usually from their country of origin.

49:40
So in a lot of countries, the Red Cross has a much more medical role, let's say.

49:46
So they provide a lot of medical services or health services.

49:49
So we've had like a lot of cases where people reach out to us on that help desk.

49:54
So when you're actually having a conversation with someone and they're asking medical medically related questions or they're asking access to medical assistance to medication, things like that and they can get quite.

50:11
It can be really hard to explain that that is not easy for us to do right, that the only thing that we can do is us is call GPS in the Netherlands, who we know are likely to take on a patient that is undocumented and try to get an appointment for them and try to get them in.

50:34
So it's I think if we would understand more around sort of the motivation and if we would have more contextual information let's say about someone, then it would be yeah easier let's say to because this usually comes out once you have gone back and forth a lot, right.

50:53
So you've you've messaged back and forth a lot, you've invested quite a lot of time in this.

50:58
So knowing more about these sort of contextual things upfront, I think would help target the actual support that you give and enhance the quality of the of the support or of the answer that you give and it would make you quicker.

51:15
So in that sense, it would make you more efficient, I think overall, OK.

51:20
Yeah, interesting.

51:21
This was actually my last point that you already got into.

51:27
So before I asked, well what what are the values that people maybe hold in the Ukraine context like separate from like not even thinking about the Red Cross.

51:37
But now here I wrote if I had to describe what people value when contacting the Red Cross, I would say so you you mentioned, well they often contact the Red Cross for medical advice.

51:52
What are maybe some other like values briefly that people that, yeah, motivate people to ride the the Red Cross.

52:04
Yeah.

52:05
And the unit was just mentioning that undocumented migrants mostly concert Red Cross when they've already contacted everyone else and they can't help anywhere else.

52:15
And then they go to the Red Cross.

52:17
Unlike them are Ukrainians contact Red Cross the first thing, even when they're still in Ukraine, they're like on the way, like on the bus.

52:27
And they are already already contacts in Red Cross.

52:31
Saying that I'm on my way, I'm coming and I know that I should contact the Red Cross first because also like it's it's also coming from all those telegram groups when somebody was already helped by the Red Cross.

52:45
And then they and then they they are telling the fellow Ukrainians like when you come you should first of all contact the Red Cross and they will give you the accommodation.

52:55
And then they come to us and say OK I'm coming where is my shelter And then we are trying to explain it to them that's like as as the Red Cross we we don't like we don't have our own you know shelters our own buildings to provide.

53:10
This is all done by humane says by by the municipalities and and things like that.

53:17
So then it's the, it's a little different I would say.

53:21
Yeah, OK.

53:23
Interesting.

53:26
I I think one general thing that people really appreciate is personal contact.

53:31
So we have a bit of like more and more national societies are interested in chat bots and to some to some extent that makes sense also because of these capacity related challenges for instance.

53:48
And more and more they're used to do routing, let's say, because then you can have teams of volunteers, for example, that know a lot about a specific target group or about a specific program or speak a specific language.

54:04
So you can actually make sure that the question that someone has ends up with the person or with a person who can actually answer the question.

54:13
So for that it's being used more and more.

54:16
But I think one general thing that people really value is personal contact.

54:21
So an actual human that is getting back to them on the help desk.

54:26
We also always introduce ourselves.

54:28
So because we give ourselves a name and that is a big part of of building trust because yes we're getting a lot of medical related questions.

54:38
But we see this mostly happening where people first write to us on WhatsApp with a very specific, with a very program specific questions or about registration or something like that And then they start to, they start to get back to us with very different needs and questions.

55:02
And I think that only happens because there is a, a personal a component to it.

55:09
OK, all right.

55:10
And and also on like at the help desk when they when they come back to us they they like like if if they've if they've already asked us something and for example they they talk to me for example.

55:24
So then they will when they come like when the same person comes back he will say hi <NAME> I have another question so they they, they they they specifically like they specifically looking for me because I've already held them for example.

55:37
So then yeah the feeling of having like a person there.

55:42
OK, All right.

55:45
Yeah, nice.

55:46
We already run out of time.

55:49
So maybe to end why, why was was my motivation to have this focus group the thesis?

55:58
I think that that we did mentioned it quickly in the beginning.

56:02
The idea for my thesis is to to have some sort of personal value identification and extraction.

56:09
So the that would be two two separate things.

56:13
First, given like a humanitarian context like the Ukraine, how can we identify a set of of personal values, values that people hold that are particularly important in that context?

56:28
And then given a data set like the Ukraine data set, how can we, well extract from the, from those text messages references to those values.

56:40
And yeah, ultimately, how can we maybe build an application to help a humanitarian organization like the Red Cross That's just to briefly to to to, yeah, get some, give some background information for what my thesis will be on.

57:03
Great.

57:04
So about that or anything other else, what is the timeline of your of your thesis process, huh.

57:12
Yeah, it's, it's until the end of June that's the the current time timeline.

57:17
So OK, great.

57:19
Basically the the first half year.

57:22
Yeah.

57:23
And yeah, luck with your, with your work and it's very, very good.

57:30
One that you've chosen that you've chosen such nice thesis.

57:34
And yeah, good luck and yeah, yeah, feel free to reach out to us if you need anything.

57:40
Yeah.

57:41
I wanted to say the same thing.

57:42
If if it at some point in the process makes sense to do something like this again or have another type of session or if you have any individual sort of questions or things to check in the process, please don't hesitate, Please don't hesitate to reach out.

58:01
I think it will, yeah.

58:02
It will make your research better.

58:03
We'll make it in the end also more useful for what we're doing.

58:07
So, yeah, please feel free.

58:10
Feel free to do so.

58:11
And and I, I hope this was useful for you as a as a start.

58:15
Yeah, great.

58:17
That's very good to hear.

58:18
Thank you very much.

58:19
And yes, it was useful today.

58:23
So, yeah, thanks for taking the time of course.

58:25
And yeah, think then that's it for today.

58:31
Thank you all for participating.

58:32
It was indeed very, very useful to hear all your thoughts.

58:38
We are indeed planning, I expect to have some sort of similar session, maybe not a focus group, but something more related or perhaps there will be some other focus group midway or at least Raul will talk with you.

58:53
But an interesting part will be to to have some sort of evaluation of what we're doing.