

IOM X Pre-testing Facilitation Guide

Myanmar Roadshow – February 2018

Summary: Pre-test draft script of the IOM X Myanmar Roadshow to ensure there is a 70% agreement on comprehension and relevancy by the target audience through the use of focus group discussions (FGD). A pre-test will ensure targeted, localized and relevant pieces of communication materials before final production and dissemination.

Date: 1st Week of February 2018

Language: Myanmar language

Participant profiles:

- Myanmar nationals, aged 18-35 (evenly split between age groups), with an aspiration to migrate within the next 12 months (domestically or internationally), or family members of current migrants, or family members of aspirant migrants
- 50/50 male/female (in each group),
- Lower socio-economic status, lower education (completed middle school), self-employed, employed or working home duties.

INSTRUCTIONS *(10 minutes)*

1. **Thank everyone for coming** – before we start there are a few things that I would like to go through.
2. **Introduce IOM & IOM X** (IOM is a global organization that supports migrant workers around the world). IOM X is part of IOM and is a campaign that uses media and technology to promote safe migration and help in the prevention of exploitation and human trafficking.
3. **Explain why they are here.** Today's discussions will help IOM X to improve the messaging for a series of videos that we will be shooting in the coming weeks around migration. This is an open space, and we look forward to hearing everyone's feedback, and suggestions on how we might be able to improve the video's messaging to ensure that they are well understood and impactful among viewers.
4. **Agenda for the meeting** – First I will ask you a few basic questions on safe migration content, and then we will do a script reading of two scripts, which will be followed by a discussion about the scripts. The FGD should take about 2 hours.
5. **Ground Rules:**
 - a. Since we are quite a few people today, let's make sure we don't speak over each other and that only one person is speaking at a time.
 - b. There are no right or wrong answers. All of your feedback will help us improve the videos.
 - c. If you are not comfortable with a question that is asked, then you don't have to answer it.

- d. This focus group discussion is completely voluntary, and we greatly appreciate that you have all given time to help us. If at any point you'd like to stop the FGD, please just let me know.
- 6. **Talk about confidentiality** – This focus group discussion is for research purposes only, and inputs or comments will not be shared publicly. No personal information will be shared either.
- 7. **Consent** – For those that haven't already ask everyone to sign the attendance sheet, which has the consent & confidentiality form. Please ask everyone to put their email so that we can follow up with them and share updates about the video. Their contact information will not be used for any other purpose.
- 8. **ICE BREAKER (10 minutes)**
 - a. Ask everyone around the room to introduce themselves.
 - b. Ask if anyone has any questions before we start.
 - c. Tell them where the bathroom is, invite them to eat the snacks that are there.

9. **INTRODUCTORY FOCUS GROUP QUESTIONS (10 minutes)**

Note to facilitator: Aim for open-ended questions and probe participants. Be careful not to lead the participants with comments, body language, gestures, etc. that would indicate that you liked/disliked a comment. Provide positive feedback/encouragement and appreciation for comments (i.e. very good, thank you). Do not criticize answers.

- a. Who has watched content on how to migrate before? If so, which ones? If not, why not?
 - i. Why did you watch it? *(Is it because you want to be prepared when you migrate? Did someone tell you to watch it? -if so, who? Or was it by coincidence?)*
 - ii. What was the video/program about?
 - iii. What did you like about it?
 - iv. Was there anything you didn't like about it?
 - v. Did you find the content relevant or helpful?
 - vi. Where did you watch this content?
- 10. **VIDEO CONCEPT + LIVE SCRIPT READING (30 minutes)**
 - a. Series of 8 videos (2-3 minutes each)
 - b. It will be a national program, and we want it to be informative, relevant, attractive and appealing to Myanmar nationals age 18-35.
 - c. Explain that these scripts are a part of a series of eight migrant stories.
 - d. Select volunteers from the FGD participants to read the script aloud. Facilitator and note-taker should read the main roles.
 - e. Read both scripts one after the other.

11. **FOCUS GROUP QUESTIONS CONTINUED (60 minutes)**

- a. What are these stories about, based on these scripts? (If someone gives an answer ask if anyone has any different interpretations.)
 - i. *Note to facilitator & note taker: It is very important to observe how many people in the room understand the story as intended. Please count how many people understood it, and how many people found it confusing (if any)*
- b. Do you think the stories seem realistic or plausible? Do the conversations and characters seem realistic and interesting? Why? Why not? How can that be changed?) What did you like / dislike about the characters?
- c. Who do you think these stories are for? (If no responses, follow up with: *Is it for someone like you? Or other people?*) Who would benefit from seeing these videos?
- d. What did you like about the stories? (Make sure feedback is given on both the first and the second script).
- e. What did you not like or found inappropriate about the stories? Why?
- f. Was something left unclear? What would you change to improve the story?
- g. Do you think stories like these will make people more aware of how to migrate safely and the benefits of doing so? Why? Why not?
- h. Do you think stories like these will make people want to seek information on safe migration? Why? Why not? Is some important information missing?
- i. Do you think that after seeing these stories people will want to take steps to plan their families' migration better? (Ask follow up questions appropriate for the scripts: *Will this inspire people to make financial plans? Will parents/spouses be motivated to seek more information or get documentation?*)
- j. Where would be the best place or how would you like to watch these videos? (Internet, television, radio, etc.)

TOTAL TIME: about 120 minute