

Exploring perceptions

What is this tool?

This tool is used to draw out existing perceptions of World Vision among stakeholders in a proposed programme impact area. This exercise can be used as a foundation to inform World Vision's approach and messaging about the organisation in a new context, by revealing existing knowledge, attitudes, and perceptions about World Vision among stakeholders.

objective

To increase understanding of how different stakeholders perceive World Vision

product

A summary of the knowledge, attitudes, and perceptions of different stakeholders about World Vision

who facilitates

preferably an external (non WV) facilitator

who participates

A few carefully chosen participants from key groups and organisations or a group already meeting for some other purpose

time span

approximately 30 minutes

materials

- flipchart paper
- markers
- masking tape
- drawing or picture of a community member (with a neutral facial expression)

note

The findings from this tool will help to inform the development of the World Vision communication plan. Messaging in the communication plan can be adjusted to reinforce accurate perceptions or correct misinformed perceptions.

Introduction

In planning this exercise, recognise that there are different stakeholder groups in the programme impact area. Various groups may have different attitudes and perceptions about World Vision. Programme staff can request that this exercise be conducted with more than one group.

The process outlined below is one way to facilitate this exercise. Other methods, such as role play or drama could also be used to gather information about stakeholders' knowledge, attitudes, and perceptions about World Vision.

Recommended Process

The facilitator tapes up a picture of a community member (gender appropriate for the group) with a neutral facial expression and says:

"This person is a member of a community like this one and has recently been told that World Vision is exploring the possibility of working with the community where she lives."

Then ask the group to discuss the following question and note their answers on flipchart paper.

"What does she already know about World Vision?"

Discuss this with the entire group. Write the responses as bullet points on the flipchart paper. Discuss and clarify the responses as needed.

Divide the participants into small groups of five. Then ask the next set of questions:

"When she hears the news that World Vision is exploring working with the community where she lives, what will her face look like?"

"How does she feel?"

"Why does she feel like this?"

Ask the groups to spend a few minutes discussing their answers to these questions. Ask a volunteer from each group to share their answers with the rest of the group and to share any stories that illustrate their discussion. Repeat this process for this next step.

"When she hears about Child Sponsorship, what kind of expectations will she have?"

Thank the participants for their time and their openness to share.

After the meeting, summarize the discussions and share them with the development facilitator.



Tips for Facilitators

- Don't use leading questions. Phrase questions in a neutral way in order to prevent biased answers.
- It is important to assure the respondents that all of their responses and perceptions will remain anonymous. No names will be shared outside of the group.