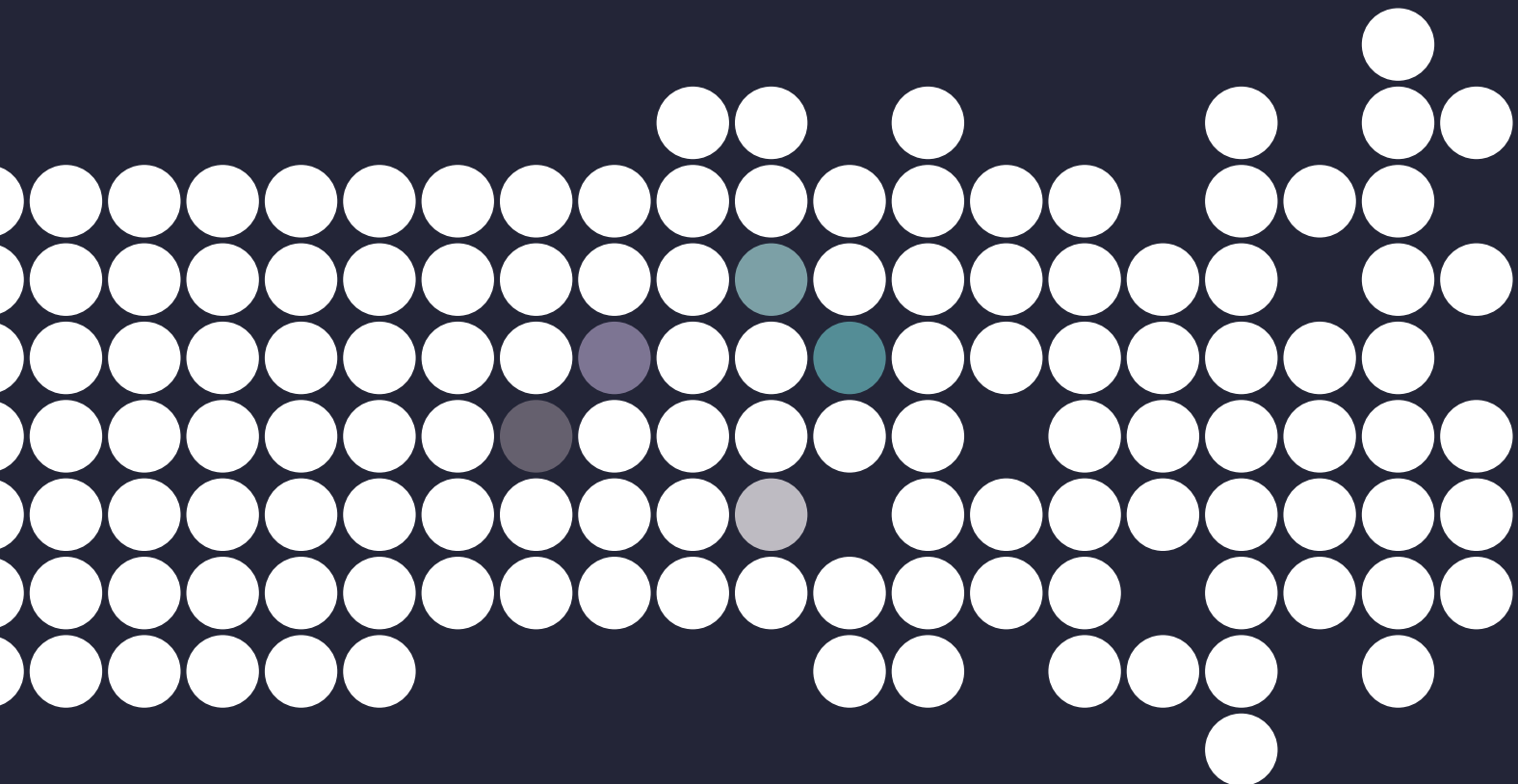


From listening to learning

The steps we took to analyse and sum up what we heard from the *'Your voice, your data, your say'* engagement on investing for social wellbeing and the protection and use of data.





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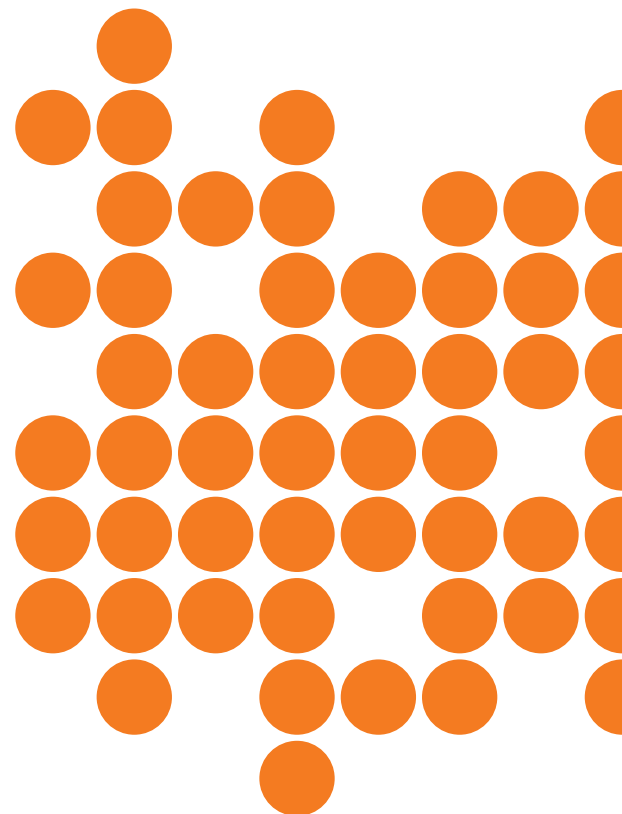
Social Investment Agency

Wellington, New Zealand

Thanks

We gratefully acknowledge the assistance, rich experience and contributions of representatives from the social sector organisations who participated in our analysis process to help us to understand and make sense of what we heard through the '*Your voice, your data, your say*' engagement process.

- Stand for Children
- Platform Trust
- New Zealand Christian Social Services
- Māori community representatives



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Introduction

Between 31 May and 7 September 2018 the Social Investment Agency (SIA) led social sector and public engagement to find out what people think about:

- the government's investing for social wellbeing approach
- the protection and use of data held by the social sector.

The SIA held 83 hui across New Zealand where people talked and we listened. In addition to the face-to-face hui we also conducted two surveys – one on investing for social wellbeing and one on the Data Protection and Use Policy.

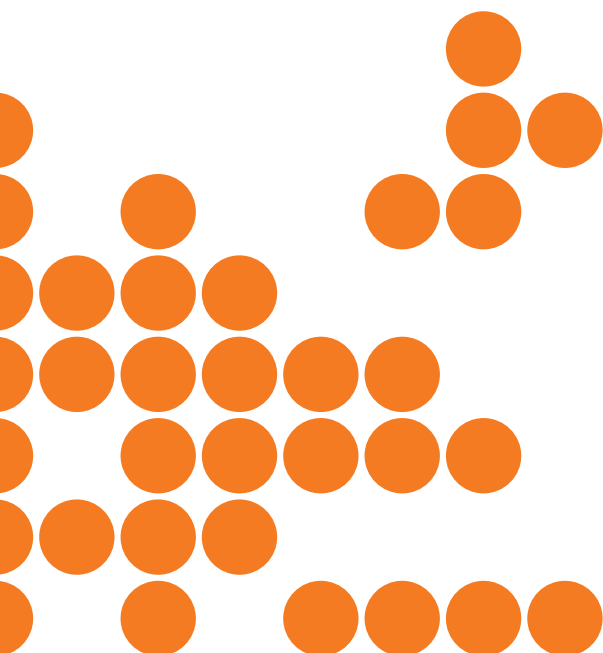
This document explains the steps we took to analyse and summarise what we heard from all hui participants and survey respondents. In this document we also explain the principles we used to guide our analysis method, so that we could present the engagement findings in a way that is 'true to the voices' of the many people who contributed.

What are the engagement outputs being used for?

The findings of our engagement process are being used to:

- Inform a Cabinet report back on investing for social wellbeing, i.e. what we heard
- Inform the development of the Data Protection and Use Policy, a 'toolkit' to inform and assist everyone working with data and information in the social sector.

We have also produced a findings report '*What you told us - Findings of the 'Your voice, your data, your say' engagement on social wellbeing and the protection and use of data*' which summarises the input collected over the 14 weeks of engagement. This report is available at sia.govt.nz/your-say/findings



A principles-based approach

Our method to genuinely listen and learn from what we heard throughout the engagement process required a consistent, honest and authentic approach. We used the following principles to guide the design of our collation and analysis approach:

True to the voice

We involved participants in note-taking to capture feedback in their own words. We used quotes and notes from engagements extensively to ensure we summarised what we heard in a manner that was true to the voices of participants. All voices were treated equally. We did not give preference to or prioritise what we heard from different groups or sector representatives.

Checks and balances

We built checkpoints into our process to test that we appropriately understood what we heard and that the context of each conversation was taken into account. We balanced the manual processes of capturing the subtleties of what people were telling us with the need to manage and analyse large amounts of information - we designed a process that allowed for both.

Anonymity over identification

We intentionally chose anonymity over identification to provide all participants the opportunity to provide open, honest input. Unless specifically agreed, we didn't attribute names to responses in hui notes or in survey responses. However we maintained the ability to map particular feedback, notes and quotes to specific hui.

Separation before integration

To ensure the voices of people remained true and present throughout our analysis process and in the findings that resulted from it, all insights from individual hui were analysed separately before being included and considered as part of the overall engagement feedback. We also applied this rule to how we analysed topic specific feedback (investing for social wellbeing and data protection and use) so that we could identify which feedback and insights related to individual topics, and which were applicable across both topics.

Transparency and longevity

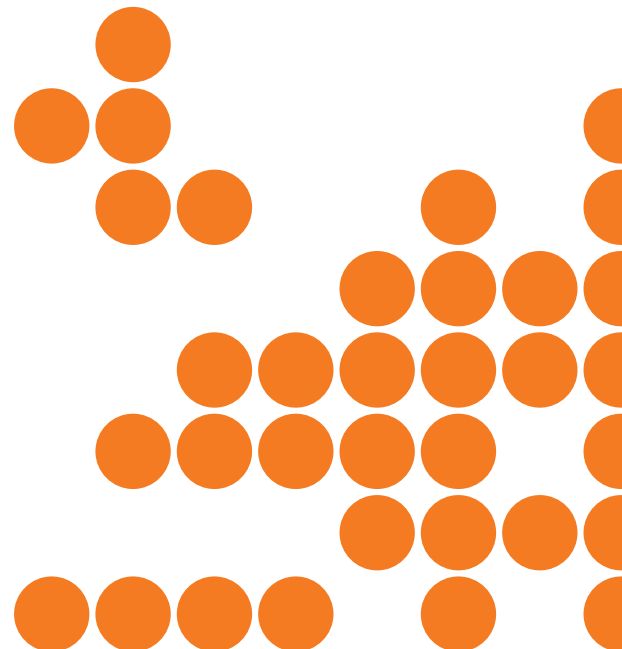
The information collected was managed with a consistent method and systems to allow for transparency and longevity. The data repository will be a valuable asset for others working on related topics, and where appropriate can be re-used to inform a range of other initiatives.

Oversight

To ensure integrity throughout the entire engagement process, and in particular our approach to analysis, we tested our method of data collection, synthesis and development of the outputs from the engagement with a project Working Group.

The project Working Group included representatives from across the social sector, including service providers, client and community representatives and government agencies, all with deep knowledge and understanding of the sector. Their role was to guide and challenge our thinking. This included testing our approaches and removing any unconscious bias, as well as helping us develop the workshop questions we asked, how we asked them and who we put them to.

We also appointed a strategic design consultancy with experience in similar engagements to provide advice on and assurance for our engagement and analysis approach. The consultancy helped ensure that there was a clear line of sight between the questions we asked people and the way we analysed information.



Designing the approach to analysis

We gathered input from 1,047 hui participants, and through our two online surveys. The topics of our hui dealt with a complex social system, so we needed to design and implement an analysis process that carefully balanced the need to develop a nuanced understanding of what we heard, while identifying commonalities and evaluating the input from a number of different angles.

We achieved this balance through designing a series of steps that combined the thinking of knowledgeable people with the benefits of a data analysis software programme called NVivo.

The role of our synthesis team

The members of our synthesis team who reviewed, explored and summarised the findings were called 'sense-makers'. Together they worked to structure insights and emerging themes from what we heard at hui and through the online surveys.

Our 'sense-makers' included experienced evaluation experts, and expert leads for each of the engagement topics. We also had representatives from the NGO sector to work with us for the duration of our analysis process, providing a service provider perspective to all of the insights and analysis. A Māori community representative from the project Working Group was an important member of this team. At times we also included other Māori and Pacific representatives to help us review and analyse what we heard from dedicated sessions. After each hui we debriefed with our hui facilitators, to understand and capture any context or nuance that might influence how we assess the input captured from the day.

The role of software

The NVivo software helped us organise, analyse and quickly find insights in the large data set we created. NVivo did not interpret what we heard, but instead helped us to easily determine the most common things that people said. We favoured a hybrid approach of people analysing the input supported by some features of the software. The data is codified in a way that enables us to use the additional analytics features in the future if we need to go back and do more analysis.

Bridging the gap between sense-makers and software

To ensure nothing was left out, our synthesis team read and coded each line of workshop material, notes and quotes loaded into the NVivo software. Our sense makers carefully built a coding system that included an initial 'golden set' of codes that was continually refined as we worked through the analysis phase.

By coding information, we could then use the software to 'cut' the workshop feedback in many different ways for analysis. This gave us the ability to build a picture of common views held by particular participant groups, or to build a picture of how views across different groups could belong to the same overarching theme, but be made up of sub-themes from different perspectives.

How we managed data limitations

Diversity of view

We heard from more than 1,000 New Zealanders. While sector wide engagement can never be an accurate representation of everyone's view, we made best efforts to engage a large number of people who represented the diversity of the sector, as well as key groups who might be most affected by the approach and the Data Protection and Use Policy.

Data collection

To make it possible to hear from a diverse range of people, we engaged in ways most suited to the people we wanted to engage. Our engagement included hui, surveys and service user group discussions. This meant we sometimes had to adjust how we asked questions, and that adjustment impacted our ability to get a consistent structure of data.

Facilitator data

Our main form of data collection involved workshop participants writing down their thoughts and experiences, during the hui. Facilitators also took their own notes, working in amongst the hui participants.

To discern the richness and context of comments or capture what wasn't written down, we worked closely with facilitators to add to or clarify participant feedback and quotes, and our notes. We endeavoured to do this within the days following the hui to minimise any possibility that a time lag could reduce the reliability of facilitators' recollection.

Bias

We made special effort to remain conscious of the potential for bias in the way workshops were designed or data was interpreted. We participated in a reflexivity workshop to understand our worldviews and biases, and engaged with Māori and Pacific peoples when designing workshops and analysing data. We chose an approach that enabled people to question, challenge and discuss what we were hearing. This resulted in a greater ability to check-in and ensure no one person's worldview or belief dominated their analysis.

Language

We received responses in English, te reo Māori and Samoan, so it was important we had native speakers available to support appropriate interpretation and analysis.

The steps that took us from listening to learning

Using the guidelines that shaped our approach we designed a six step analysis method that took us from what we heard, to what we learned. We used these steps to

consider and analyse input received at our hui and through our online surveys. Here's a look at each step, and what was involved in each step:

Listen

- Structured questions at workshop with the opportunity to share other important ideas and stories.
- Participants involved in writing notes to ensure feedback is 'true to the voice' of the hui participants.
- Facilitators capture quotes and also write notes to help accurately recall the logic of and the context of the discussions that took place on the day.

Load

- Check all workshop materials are received. This includes large 'capture sheets' for participant written notes, and other notes including photos of any that were written on whiteboards.
- Electronic records of all workshop materials created by typing up every workshop note and quote word for word. All records are entered into NVivo and physical copies filed.
- Survey feedback enters the process here, with responses uploaded into NVivo.

System to check that we receive all captured material back, and electronic records are created.

Review

Synthesis team members manually review each engagement, one by one

- 'Raw' notes from each hui are reviewed individually.
- A group scan session is held, involving multiple internal synthesis team members, NGO representatives, and hui facilitators as often as possible.
- The synthesis team works to identify commonalities amongst what participants at each engagement told us.
- A summary record (scan summary) is written up for each engagement.
- Powerful and pertinent quotes from each hui were used to ground themes in participants' voices.

Email out to participants with photos of their sessions, and a copy of the summary we have written from their session.

Analyse

Synthesis team members use NVivo software

- Set up of codes and related descriptions for each code.
- Manual review of all hui and survey notes and feedback in NVivo with codes applied to every comment, quote and note. Add new codes and descriptions as different insights become available.
- Use the NVivo software to cut and view the data into a range of different groupings as and when needed.
- Identify common views held by particular participant groups across hui and surveys.
- Cut the data to analyse it from different perspectives, and to identify commonalities across everything we are hearing.

Explore

- Cluster and explore the multiple scan summaries, group by particular group. For example, summaries from a number of service hui would be explored together.
- Sense-makers consider what has been coded and grouped from NVivo as well as explore how closely these line up with the scan summaries from the two week period.
- Group members challenge each other's thinking and explore ideas and grouped data from different perspectives.
- Group members check that what's arising lines up, and agree what can be refined and/or evolved.

Check if there are overlaps, or if anything has been missed throughout the process.

Learn

- The exploratory sense making sessions build from one to the next, and a picture of what participants believe is required for investing for social wellbeing and the Data Protection and Use Policy begins to emerge.
- Sense-makers discuss and agree what the engagement is telling us so far, what's important and what it means.
- Information at this stage is summarised as a learning.

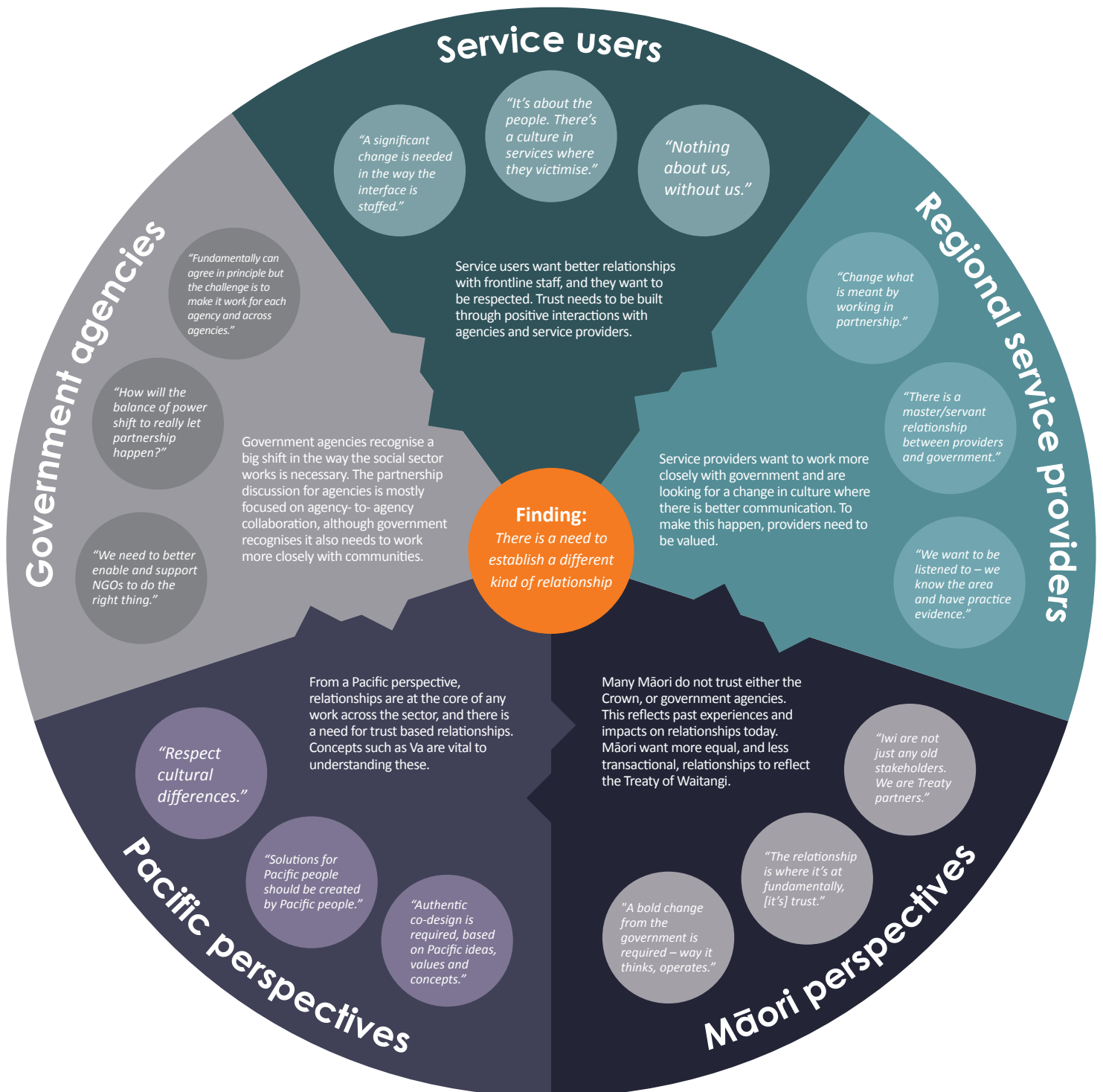
Learning development process

Once we completed the initial 'listen' and 'load' aspects steps we could start analysing, reviewing and grouping what we'd heard to make sense of the information.

This diagram illustrates how the feedback, notes and quotes from our engagement were grouped to identify commonalities, and then analysed to draw conclusions on how the feedback of hui participants and survey respondents should be summarised. Each group of

summarised information was called a 'learning'.

Whilst we had a good grasp of the overarching themes that were emerging throughout the engagement process, we were dedicated to understanding what these looked like from each participant group's perspective. We developed multiple summaries across the different groups of information with commonalities. Here's an example of how just one learning was developed.



To note: To illustrate our analysis method in this diagram, excerpts from participant quotes were selected to highlight aspects of feedback that contributed to the development of each learning. Similarly, each learning described in this diagram should be considered as an example only.

Where to from here?

We took each learning from our sense-making analysis and used this to construct the final engagement findings across both investing for social wellbeing and the data protection and use. Through our six step analysis process to review, consider and sum up the feedback we gathered through hui and both online surveys, we identified five key themes relevant to both topics.

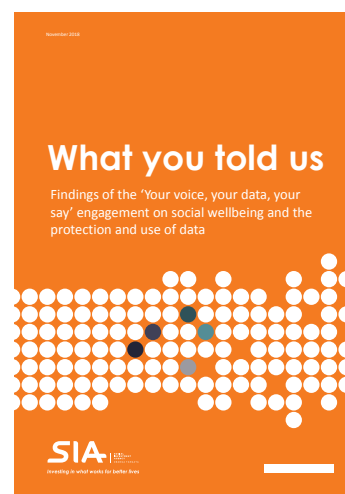
These are:

- Establish a different kind of relationship across the sector
- Enable locally-led solutions to deliver services that work
- Develop funding and contracting models that promote innovative practice
- Build the skills, experience and capacity of the workforce to implement a wellbeing approach
- Ensure sharing data, information and insights is a two-way street.

We have published the findings from across the entire 'Your voice, your data, your say' engagement in a report titled *What you told us - Findings of the 'Your voice, your data, your say' engagement on social wellbeing and the protection and use of data*.

In this report, we summarise what each group told us in relation to the five key themes. Additional findings that are specific to particular groups and/or topics are also presented in the report. Importantly, the report presents all findings in a way that is 'true to the voice' of participants by incorporating well over one hundred anonymised quotes, thoughts and ideas gathered throughout the engagement process.

What you told us - Findings of the 'Your voice, your data, your say' engagement on social wellbeing and the protection and use of data is available online:



sia.govt.nz/your-say/findings

The investing for social wellbeing findings are being used to inform a Cabinet report back in early 2019. Updates will be posted to sia.govt.nz once the Government has considered its approach to investing for social wellbeing.

The findings for data protection on the protection and use of data are being used to inform the development of a Data Protection and Use Policy. Public consultation on the draft policy will take place in the second quarter of 2019.

