

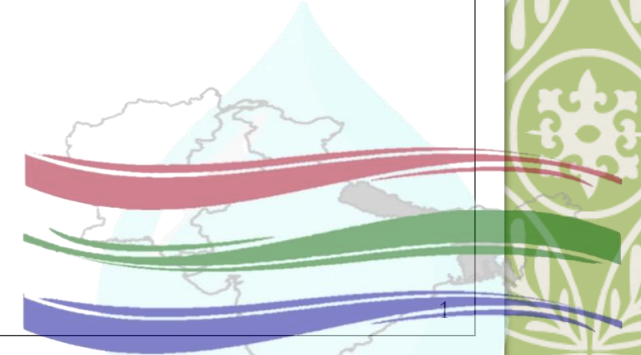
13th February 2024



Gendering Water and Climate Science Research in South Asia

TRANSCRIPTION MANAGEMENT IN QUALITATIVE RESEARCH

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Overview

1. Knowing different **research methods**
2. What are the different **stages of Qualitative research?**
3. Understanding **Transcription as a method of data reduction**
4. How **transcription is prepared?**
5. What are the **different tools for transcription?**





PART 1: RESEARCH METHODS

Research methods

Quantitative Method

1. Quantitative data is the type of data that can be **expressed in numbers and precisely measured**, like temperature or population size.
2. **Specific and narrow**
3. Collect data using specific set of questions.

Qualitative Method

1. Qualitative data is **subjective, open-ended, and less precise** in how it is measured or analyzed.
2. This type of data is **expressed in words**, rather than numbers.
3. Qualitative data analysis **describes qualities or characteristics**, and may be expressed through opinions or preferences.



PART 2: QUALITATIVE RESEARCH METHODS AND ITS STAGES

Stages of Qualitative Research





PART 3: RECORDING AND TRANSCRIPTION

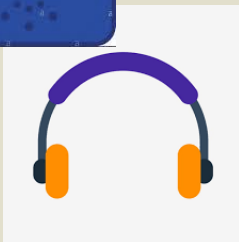
Tips for Recording Interviews/ Focus Group Discussion



(1)



Purchase audio device and recording device with built-in USB



(2)



Testing of the recording device

(3)

Equip with extra batteries



(4)



Write Notes

(5)

Quite Location



(7)

may not be appropriate to record the interview



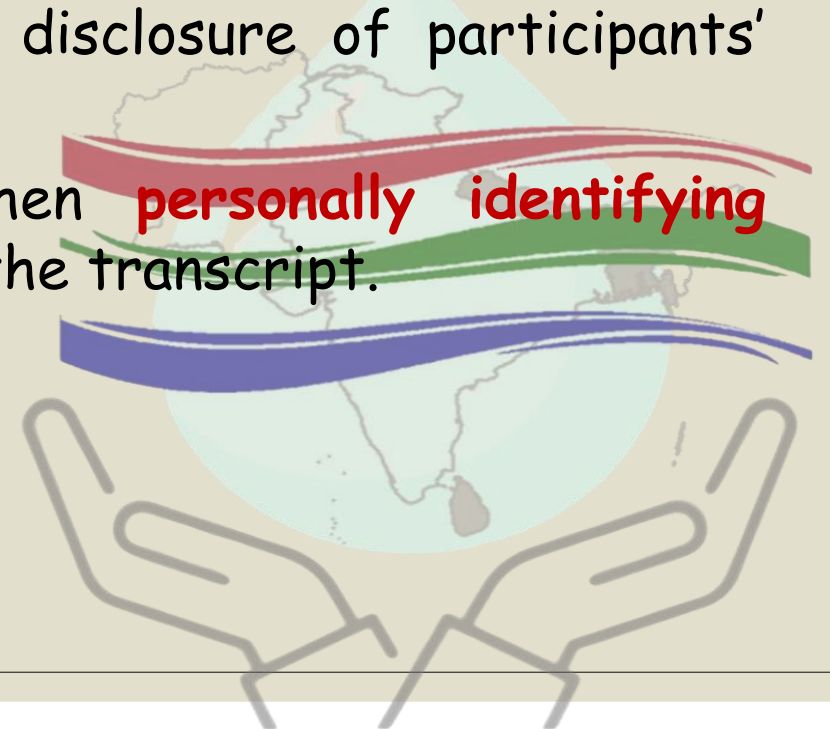
(6)

Spot Check the quality of recording



Ethics and Confidentiality

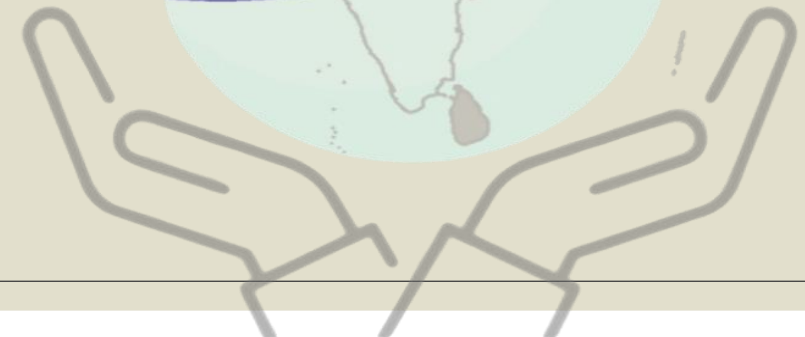
1. Before starting data collection, check whether you are required to obtain **ethical approval** from the participant.
2. If you are hiring a transcriber, it is recommended that he/she **sign a confidentiality agreement** to prevent the disclosure of participants' personal information.
3. Researchers will need to determine when **personally identifying information (PII)** should be removed from the transcript.



What is transcription and why researchers use transcription for qualitative research?

1. Transcription is an **integral process in the qualitative analysis of data** and is widely employed in basic and applied research across several disciplines. Transcriptions are majorly used in **public health and legal research**, however, it has become a popular method in other disciplines as well.
2. A transcript is a **textual representation of verbal interaction** -
Change of medium

1. Puts **qualitative data and information into a text-based format**
2. Makes the data **accessible for analysis** and gives **visual reference point**
3. Helps researchers **create a narrative** with their data
4. Makes patterns **easier to find**
5. Helps **preserve the accuracy and integrity** of the data



Capturing human interaction and challenges (focus group and personal interview)

Video
Recording



- Limited visual angles (Focus group)
- Unable to capture everything



Capturing Human Interaction



Transcription

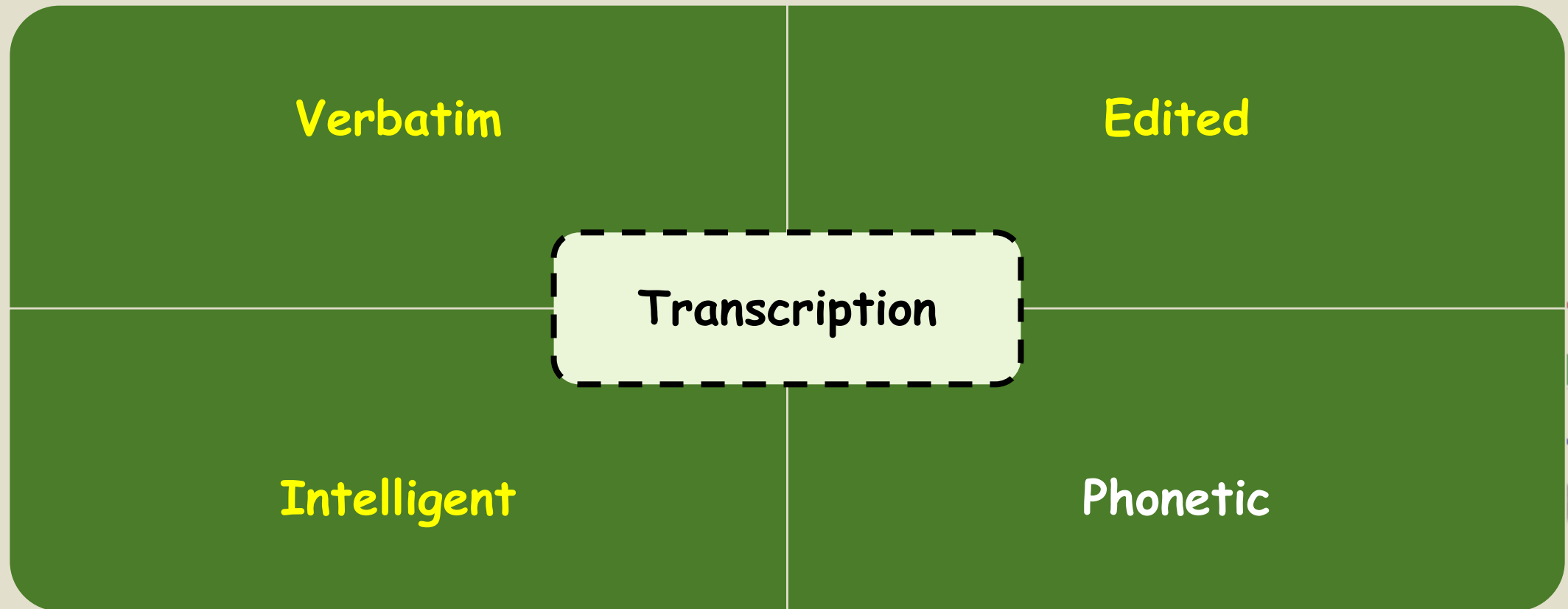
- Lose tone of voice, pronunciation and dialect etc.



Audio
Recording

- Lose facial expression and body language

Types of Transcription



1. Verbatim Transcription

- Also known as **Word for word transcription**
- Verbatim transcription is usually one of the **most expensive** types of transcription as it is a **time intensive** task.
- It aims to capture all **Speech Errors, false starts, filler words, slang words, stutters, repetitions, pauses, and non-verbal communication** contained within the recording, as well as all the words uttered by the speaker.

e.g. Gendered Speech Pattern



- **Speech errors:** "I went to the bank on Thursday-- no, Friday."
- **False starts:** I, um, wanted-- I have dreamed of becoming a musician.
- **Filler words:** um, uh, kind of, sort of, I mean, you know...
- **Slang words:** Kinda, gotta, wanna, dunno...
- **Stutters:** I-I went to the bank last Tu-Thursday.
- **Repetitions:** I went- I went to the bank last Friday.
- **Only use these forms for the affirmative/negative:**
 - Mm-hmm, Mm (affirmative) or Mm-mm (negative)
 - Uh-huh (affirmative) or Uh-uh (negative)

Verbal and non-verbal elements of speech

Elements	Example
Spoken word elements	Tone, inflection, cadence and pace Dialects, slang, translations
Patterns of conversation	Turn-taking: the manner in which orderly conversation normally takes place- influenced by culture and gender Overlap: speaking at same time Politeness strategies: speech that expresses concern for another and minimizes threat to their self esteem Repair: correction to speech error
Non-verbal element	Voice quality, rate, pitch, loudness etc.
Non-word elements	Reactive or response tokens: (hm, huh, oh, mhm) Discourse marker: (oh, well, you know, I mean) Laughter, crying, sighs Silence, short or long pauses
Fine/gross physical movements	Waving Pointing Nodding Hand gestures

2. Intelligent Transcriptions

- Do not need to include the emotions, half-sentences, mumbled or garbled speech in the written format.
- The end result of this transcription is that it is straightforward and the final written product reads intelligently.
- This transcription actually **costs more and takes more time**
- It requires a more **highly qualified, trained and experienced transcriber**
- It is a **lot more about editing and less about the transcription** itself.

3. Edited Transcriptions

- Transcriber can omit parts of the audio or video file, so long as the meaning of the recording does not change.
- This type of transcription is also quite **time-consuming Process**
- Edited transcriptions require the **transcriber understand the meaning and purpose of the audio or video file** and basically, clean up the clutter, while still retaining the integrity of the audio or video file.
- These types of transcriptions are generally used for speeches, conferences, seminars, classes, etc.

4. Phonetic Transcriptions

- Phonetic transcription is a **specialized form of transcription** which differs significantly from the other types of audio transcription mentioned above.
- It **aims to capture the way that speakers utter sounds**, with a particular focus on pronunciation of words.
- This can also extend to annotation of the way that the speaker's tone rises and falls, as well as how different sounds overlap within the audio.

Examples

Verbatim Transcription

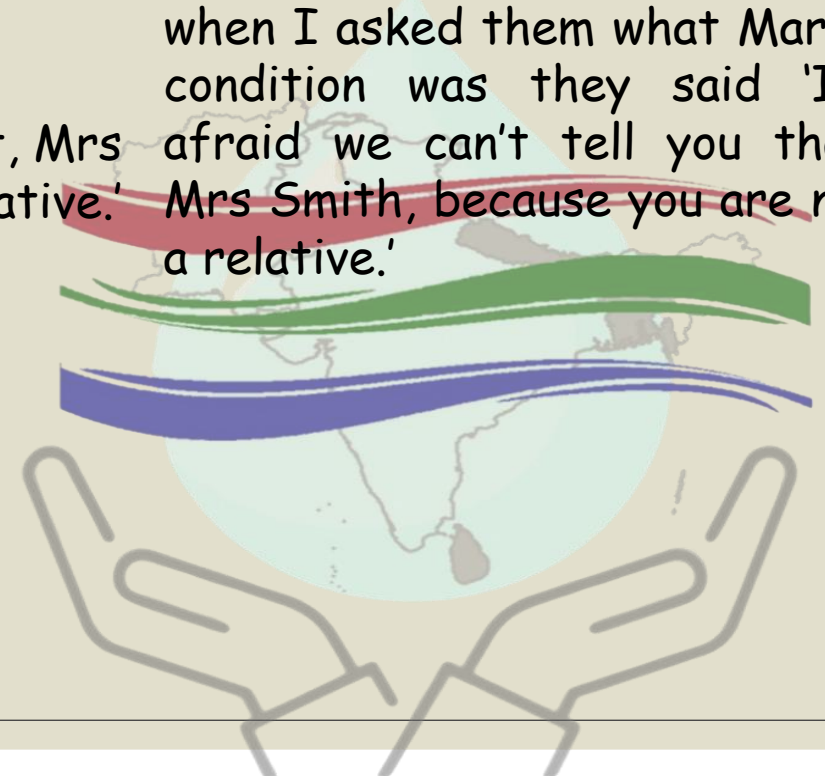
Erm ... well, I dunno really, know what I mean? I mean, you know, I said ... when I asked them what Mary's, er, um, condish, condit, condition was, they said like erm 'I'm afraid we can't, erm, tell you that, Mrs. Smith, 'cause you ain't a relative.'

Intelligent Transcription

Well, I dunno really. When I asked them what Mary's condition was they said 'I'm afraid we can't tell you that, Mrs Smith, 'cause you ain't a relative.'

Edited transcription

Well I don't know really. I mean when I asked them what Mary's condition was they said 'I'm afraid we can't tell you that, Mrs Smith, because you are not a relative.'



Comparison

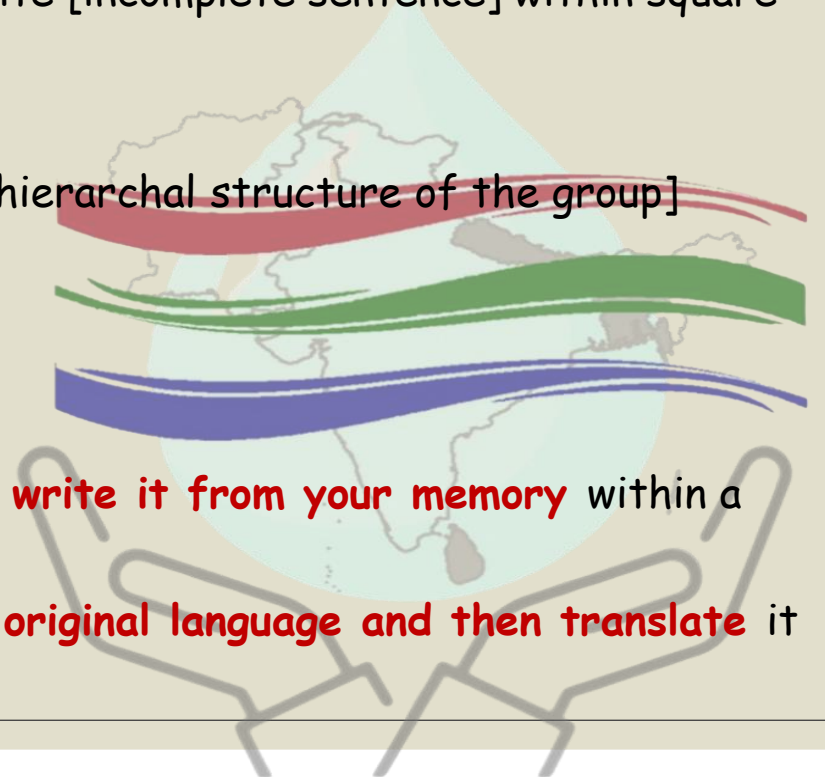
Verbatim	Intelligent Verbatim	Edited
Include:	Exclude:	Exclude:
All ums and ers. All broken sentences.	All ums and ers unless the 'Er' is at the beginning of a sentence and is followed by a long pause. All broken sentences that add no meaning.	All ums and ers. All broken sentences.
All fillers such as 'you know', 'know what I mean?'	All fillers such as 'you know', 'know what I mean?'	All fillers such as 'you know', 'know what I mean?'
All repeated words	All repeated words unless repeated for emphasis e.g. I never, never swim more than 64 lengths	All repeated words
All stutters and stammers (but only a maximum of three repeats for each e.g. 'I st, st, st, started saying ...')	All stutters and stammers	All stutters and stammers
All 'non-standard language' e.g. ain't, 'cause.	Include all 'non-standard language' e.g. ain't, 'cause.	All 'non-standard language' e.g. ain't, 'cause.
Only include throat clearing, coughing, details of interruptions etc. if required by client	Throat clearing, coughing, details of interruptions etc.	Do clean up sentences in order to improve grammar or flow.



PART 3: STANDARDS OF TRANSCRIPTION AND TRANSLATION

Standards of Verbatim Transcription

1. **Identify the speakers**
2. **Use easy to distinguish terms** [e.g. Interviewer and Participant]
3. **Use colon** after indicating each speaker
4. You can **number the paragraph**
5. **Use square brackets to indicate an addition** to the transcript
6. Use **ellipses (...)** if the sentence is incomplete or you can simply write [incomplete sentence] within square bracket
7. Use **[Inaudible], [Cross talk], [Glitch]**
8. Identify voices that dominate the conversation [To understand the hierarchal structure of the group]
9. Use **translation or explanation** within square bracket
10. **Maintain consistency**
11. Use **Time stamps**
12. If the conversation is not recorded due to some reason, you need to **write it from your memory** within a square bracket.
13. In case of multilingual context you **need to transcribe first in the original language and then translate** it into another language



Translation: Tips

- Interview guide **should be developed in the source language** without the use of slang, colloquialisms, and complex sentence structures to avoid errors when translated.
- Translated questions **should also be pilot tested** before undertaking the main qualitative study.
- Researchers may find it useful to **develop a translation lexicon to serve as a consistent resource** for the translator. For example, codebooks for analyses could be provided to the translator in both the target and source language.
 - i. This could include tips on: What to do when words do not have an exact equivalent translation. For example, in this case the original word may be maintained in quotes with the closest description in brackets or footnotes.
 - ii. It may be a good idea to discuss the meanings of particular words amongst the translator.



PART 5: TRANSCRIPTION SOFTWARE, TOOLS AND TIPS

Free Tools for Transcriptions

Manual Transcription

- Help in transcribing faster without having to switch from your audio player and text editor
- **Otranscribe**
[\[https://otranscribe.com/\]](https://otranscribe.com/)
- **GoTranscript**
[\[https://gotranscript.com/\]](https://gotranscript.com/)

Automatic Transcription

- Using AI, it listens to your voice conversations and generates smart notes - accurate, machine-generated text that is synchronized with audio and enriched with speakers tags
- **Otter.ai** [\[https://otter.ai/\]](https://otter.ai/)



THANK YOU