Qualitative Transcription for the 21st Century with MAXQDA: seamlessly combining automated transcription with human interpretation

Socially Distanced Interviewing doesn't mean Emotionally Distanced Analysis!

COVID-19 has had a HUGE impact on qualitative and mixed-methods research processes. A key change I've seen and heard about with the PhD candidates and research teams I support is a shift to interviewing via MS Teams or Zoom. And this has prompted more than one person to ponder: "surely if I can automatically create subtitles I must be able to use that for analysis – can't I? Well yes – you now can. And what's more If you have Office 365 via your Institution you can also easily create automated, timestamped transcripts using Word Online.
These can then be Imported into MAXQDA to begin the analytic journey and open up additional dimensions within It.

MAXQDA can bridge the gap

By bringing raw transcripts and the audio file into MAXQDA you get:

- CLOSENESS to the data and ENGAGEMENT with transcribing
    - MAXQDA gives you an excellent environment for playing back and correcting the transcript
    - Correcting a transcript requires the close listening and engagement of manual transcription, but reduces the time up to fourfold.
- The TENOR **and** the TONE
    - Transcription strips data away - you are left with what people said but not *how* they said It.
    - A synchronised transcript allows you to hear, replay, revisit and engage with meaningful nuances lost in transcription e.g speech rate, loudness, pitch etc.
    - You can systematically code for these In you're analysis.
- INTEGRATION: transcription as an analytic engagement
    - As well as correcting your transcript you can start analysis.
        - Annotate the transcript - making notes as you go
        - Begin the process of coding your data
        - Document your Insights and steps via memos.

The process

1. Create a transcript
   a. in Word online -
      See https://support.microsoft.com/en-us/office/transcribe-your-recordings-7fc2efec-245e-45f0-b053-2a97531ecf57
      OR
   b. As a VTT file via Teams/Zoom -
      See https://caqdasblog.wordpress.com/2020/12/07/auto-creating-correcting-and-coding-transcripts-from-microsoft-teams-or-zoom-in-caqdas-software-atlas-ti-nvivo-or-maxqda/
      then clean VTT file using
      https://www.lancaster.ac.uk/staff/ellist/vtttocaqdas.html
      (NOTE: Direct VTT import planned for MAXQDA)

2. Import transcript with timestamps and audio into MAXQDA

3. Correct transcript in MAXQDA
   See https://www.maxqda.com/help-mx20/import/transcripts-with-timestamps

4. At the same time:
   a. Annotate and code transcript in MAXQDA
      • Useful coding aspects at this stage can includee:
         • reflexive codes (of your reactions to the data)
         • notable emotion/affect in audio
         • Structural coding for speakers
   b. Memo developments and insights from transcription

5. Once transcripts are corrected continue with processes of qualitative analysis able to return and listen to the audio accompanying your trancript.

Fully documented with illustrative videos at
https://caqdasblog.wordpress.com/category/praxis-blog/