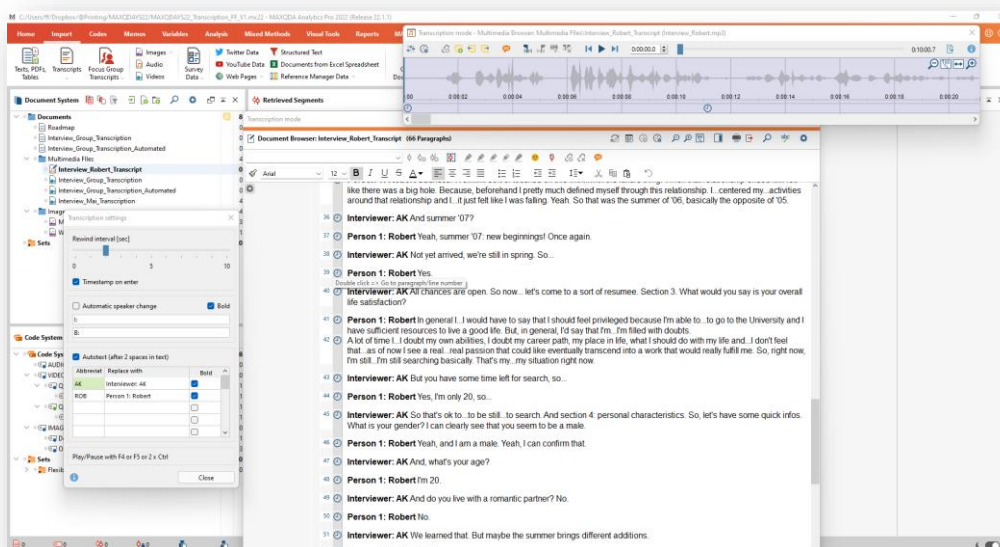


Spotlight Session – Optimized Transcription using MAXQDA

MAXQDA offers several possibilities for generating transcripts of audio and/or video files. It is possible to transcribe the files by typing the text directly in the software. Several tools are available to assist users completing the task of transcribing. It is possible, as well, to incorporate automation by importing transcripts created with tools for computerized transcription. The main options available are briefly described in this handout file.

The Multimedia Browser in MAXQDA

MAXQDA enables you to transcribe audio and video files in the Multimedia Browser. To get started with your first transcription in MAXQDA, you must first import the audio or video file by clicking Audios or Videos icon in the Import tab. When importing a recording, an empty text



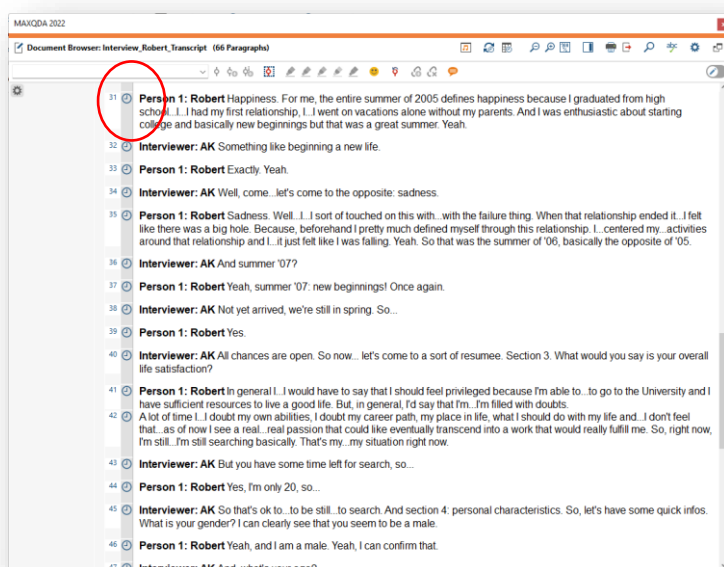
document is created in the “Document System”. The audio or video file is assigned to a single document where the user can write the transcript. These text documents with their associated media file can be recognized by their special icons in the “Document System”: Transcripts of audio files feature a musical “note” and transcripts of video files a video camera.

Transcription Mode

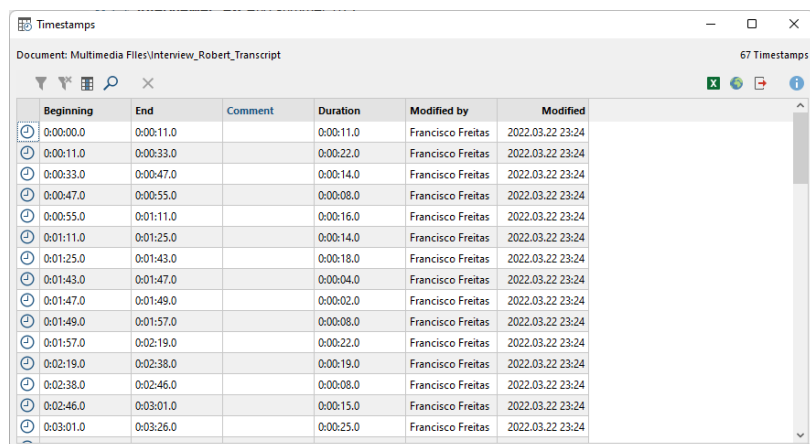
Right-click on the document and select the option Transcribe Audio File or Transcribe Video File. This allows you to switch on MAXQDA's Transcription Mode, in which the windows you need for transcription are arranged optimally: the Multimedia Browser is displayed and placed at the top of the screen; the "Document Browser" with the transcript is displayed directly below – where you can write your transcript; a dialog window is displayed to the left of the Multimedia Browser where you can adjust all your settings for the transcription. All the tasks can be completed inside MAXQDA, so switching between windows or between different software packages is not required. You may use the function keys in the keyboard to advance/pause the audio. There are several options to adjust the audio/video playback, including the volume, the playing speed, clipping, or rewind interval. It is possible to connect a footswitch to optimize the transcription job. These are tools to improve the transcription process.

Timestamps: Linking Audio/Video with the Transcript

In MAXQDA you find the option to automatically insert timestamps. Timestamps are a tool to link the transcript with the recordings. The corresponding icon is displayed in the left side of the document transcript inside a dedicated column. This allows the user to open the selected part of the multimedia file without having to manually find the stored position:

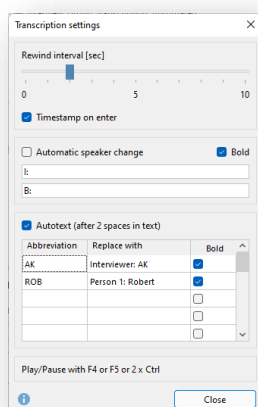


The user has the option to retrieve a table containing all the timestamps available:



Beginning	End	Comment	Duration	Modified by	Modified
0:00:00.0	0:00:11.0		0:00:11.0	Francisco Freitas	2022.03.22 23:24
0:00:11.0	0:00:33.0		0:00:22.0	Francisco Freitas	2022.03.22 23:24
0:00:33.0	0:00:47.0		0:00:14.0	Francisco Freitas	2022.03.22 23:24
0:00:47.0	0:00:55.0		0:00:08.0	Francisco Freitas	2022.03.22 23:24
0:00:55.0	0:01:11.0		0:00:16.0	Francisco Freitas	2022.03.22 23:24
0:01:11.0	0:01:25.0		0:00:14.0	Francisco Freitas	2022.03.22 23:24
0:01:25.0	0:01:43.0		0:00:18.0	Francisco Freitas	2022.03.22 23:24
0:01:43.0	0:01:47.0		0:00:04.0	Francisco Freitas	2022.03.22 23:24
0:01:47.0	0:01:49.0		0:00:02.0	Francisco Freitas	2022.03.22 23:24
0:01:49.0	0:01:57.0		0:00:08.0	Francisco Freitas	2022.03.22 23:24
0:01:57.0	0:02:19.0		0:00:22.0	Francisco Freitas	2022.03.22 23:24
0:02:19.0	0:02:38.0		0:00:19.0	Francisco Freitas	2022.03.22 23:24
0:02:38.0	0:02:46.0		0:00:08.0	Francisco Freitas	2022.03.22 23:24
0:02:46.0	0:03:01.0		0:00:15.0	Francisco Freitas	2022.03.22 23:24
0:03:01.0	0:03:26.0		0:00:25.0	Francisco Freitas	2022.03.22 23:24

Autotexts and Automatic Speaker Change



In the “Transcription Settings” you can also define abbreviations, which are automatically replaced by text when two spaces are entered. This is particularly useful when you transcribe a group discussion with several speakers, because then the names of the participants can be filled with shortcuts, and you can save yourself a lot of typing. Likewise, you can also use frequently recurring and difficult to type transcription elements with brackets, e.g. “(Incomprehensible)” or “(4)” for 4 seconds as autotexts. The automatic speaker change can be activated in the transcription

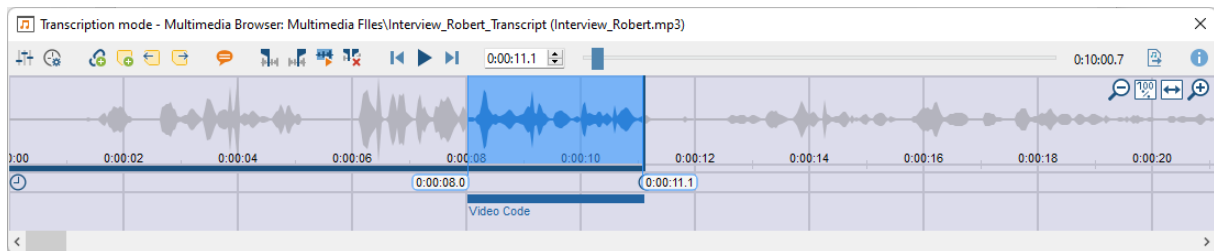
settings. As a result, each new paragraph begins automatically with a freely definable name, pseudonym, or abbreviation.

Sync Mode

MAXQDA allows you to play an audio or video file at the same time as the transcript. You can view media files synchronized to their transcribed texts, like a teleprompter for a television presenter. To start a synchronized playback, click on the Sync Mode button in the “Document Browser” toolbar. Sync Mode works in both directions: If you change the playback position with the slider, the transcript jumps to the corresponding text point. This also works when you click anywhere in the media file, which in turn changes the playback position.

Coding Multimedia Files

MAXQDA users can code the typed text with new or existing codes during transcription. To do this, highlight a text segment, for example, and drag it to a code in the “Code System”. The whole functionality of the Multimedia Browser is also available. This makes it possible to highlight, to code sections, to set memos, or to assign internal links:

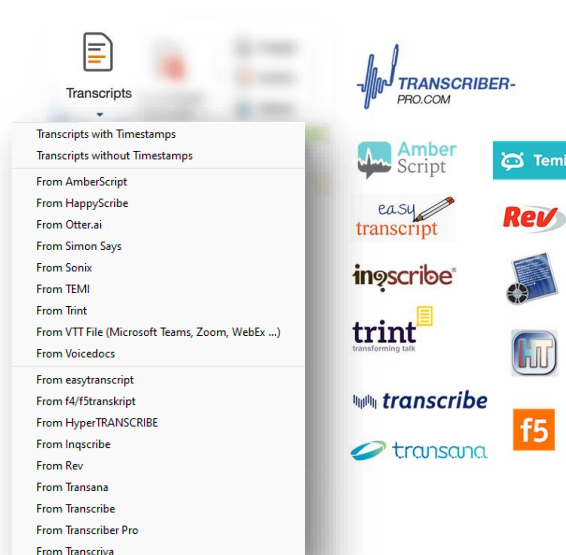


On video files, it is possible to work frame-by-frame using these options. This means combining different levels of analysis, from the textual transcript to the audio graph and the imagery in case you use video recordings.

Importing Transcripts into MAXQDA

New automatic transcription services for audio and video files are becoming commonplace, especially due to advancements in

Artificial Intelligence. Not surprisingly, these services are faster than the manual transcription process, and their automatic speech recognition is getting better and better due to important improvements in technology. MAXQDA allows you to work with the automatic transcription service of your choice, so having preprocessed files is an



option to strongly consider. Every user can import transcripts and their embedded timestamps from commonly used online and offline applications. In the Import\Transcripts tab, you may find a list of

supported transcription services. Users are required to audit the files, and all the corrections or improvements can be completed directly in MAXQDA after importing the transcript.

A latest improvement in MAXQDA is the option to import VTT files. The VTT file extension can contain supplementary information about a web video, including subtitles, captions, descriptions, chapters, and metadata. VTT files do not contain any audio or video data.

At the moment, you can use the online meeting platform of your choice (e.g. Zoom, Microsoft Teams) to record the videos and audios, and then fully import all the items to MAXQDA, including the automatically generated transcripts. This may be a useful way to foster the transcription process. Instead of doing a postprocessing and typing all the information, users are required to audit the resulting transcripts, eventually completing the necessary modifications. From a technical standpoint, the import of the VTT transcripts to MAXQDA is straightforward, meaning all the available items are incorporated correctly, including the extremely valuable timestamps. This direct connection to the transcription service of your choice is an effective way to foster your qualitative research and data analysis.

Simon Says
Transcript Export
<https://simonsays.ai>

My New Project
Created on: 2022-03-22 23:07:16
Project Length: 00:01:16
Account Holder: Francisco Freitas

File Name: Interview_Group.mp4
File Length: 00:01:16

FULL TRANSCRIPT (with timecode)

00:00:00:14 - 00:00:04:23

Okay. The first topic and how happy I am with your career now.

00:00:05:28 - 00:00:17:19

Okay. I'm pretty satisfied with my career right now as I'm The Apprentice and then some company who does is up for a positive reception for future staff. And okay.

00:00:18:16 - 00:00:50:02

I'm pretty happy at the moment because I am an educational scientist, but now I work for a software company which is like you and I have a very interesting work field. I have to learn new things all the time and I get to play with technology what I really enjoy. Okay. Yeah, I'm very happy at the moment with my career. So I'm a student for five semesters and yeah, I've got my stroke.

Please refer to the **MAXQDA Training Center** for more information regarding MAXQDA tools:
<https://www.maxqda.com/training>.