

Nuts and Bolts of Transcription with MAXQDA

During qualitative data analysis, the researcher collects data, prepares the data for analysis, explores the data and memos ideas, codes the data, builds description and themes, and reports the findings (Creswell, 2015). During this process, the second step of preparing the data for analysis involves transcription of the qualitative data recording, which can be an interview, a focus group discussion, or an observation. There are many advantages of recording including accuracy, direct quotations in research reports, immediacy, having more flexibility during the data collection (e.g., no need to record notes etc.), easier analysis, critical reflection of the process, and better documentation and controllability (Kuckartz, 2014).

Transcription

Transcription is a process of turning audio and video data into text. It takes extensive amount of time for qualitative researchers. Despite the time-intensive aspect of transcription, it is very important component of qualitative research to develop a high-quality database. If preferred, qualitative researchers may save some time and use the services offered by professionals or they can transcribe their recordings on their own. The benefit of doing it on your own for researchers is to develop closeness to the data. If researchers work with a team, the transcription process requires some agreement on certain rules of transcription.

6 Steps of Transcription

There are six steps of transcription. Kuckartz (2014) recommend researchers to

- determine a set of transcription rules
- choose an established transcription system that is suited for the planned analysis
- transcribe the recording in MAXQDA
- proof-read, edit, and modify transcription as necessary
- make the transcription anonymous
- save and archive the transcription as RTF or DOC/X files.

Rules for Transcription using MAXQDA

Researchers may define different set of rules when transcribing their qualitative data. Kuckartz (2014) recommend researchers to

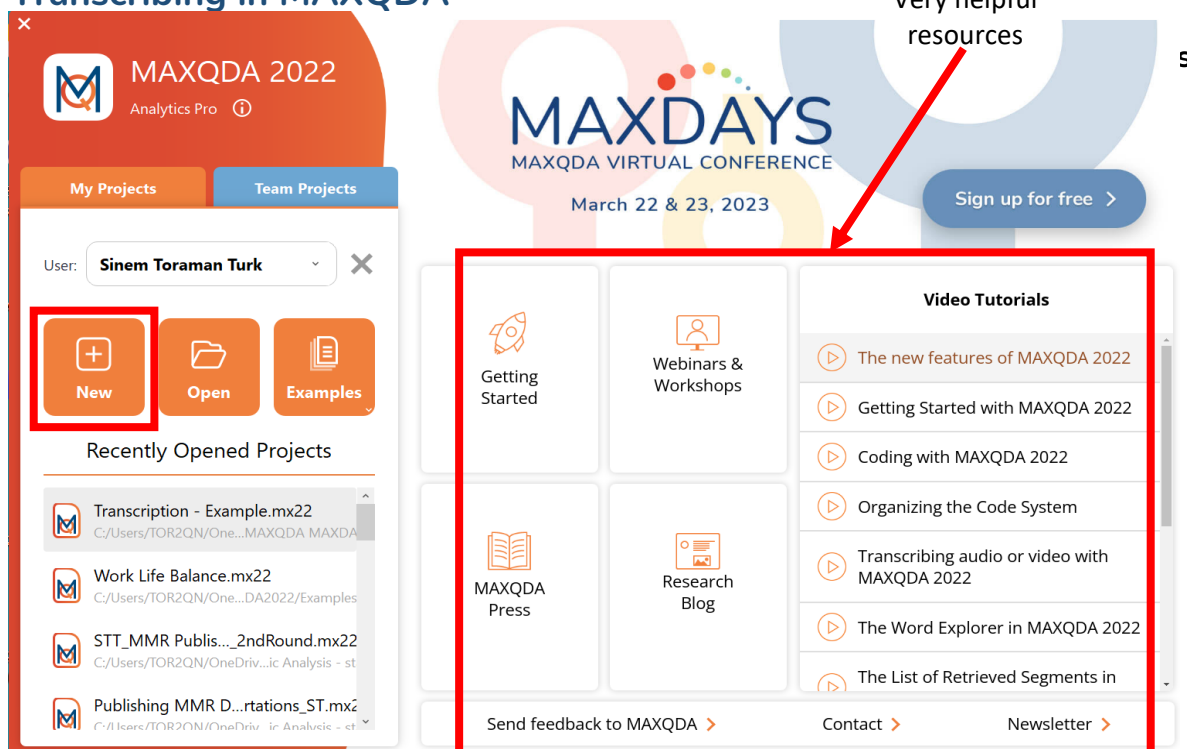
- do verbatim transcription
- include any components of the dialect to be translated into text
- be cautious about language and punctuation
- identify transcription signs for long, clear pauses
- format any terms emphasized differently
- avoid the transcription of approving or affirming vocalizations
- indicate objections in parentheses
- note supporting vocalizations (laughing and sighing) In parentheses
- denote the speaker (e.g., “I” for Interviewer, “P1” for first participant)
- list each conversation as a separate paragraph to improve readability
- list any disruptions (e.g., telephone rings)
- note non-verbal activities in brackets [laughs] or double parentheses ((sighs))
- note unintelligible or unclear words
- make any identifiers anonymous

Symbol	Name	Use
[Text]	Brackets	Indicates the start and end points of overlapping speech.
=	Equal Sign	Indicates the break and subsequent continuation of a single utterance.
(# seconds)	Time Pause	A number in parentheses indicates the time, in seconds, of a pause in speech.
(.)	Micro Pause	A brief pause, usually less than 0.2 seconds.
. or ↓	Period or Down Arrow	Indicates falling pitch or intonation.

? or ↑	Question Mark or Up Arrow	Indicates rising pitch or intonation.
,	Comma	Indicates a temporary rise or fall in intonation.
-	Hyphen	Indicates an abrupt halt or interruption in utterance.
<u>Underline</u>	Underlined Text	Indicates the speaker is emphasizing or stressing the speech.
ALL CAPS	Capitalized Text	Indicates shouted or increased volume speech.

Researcher may even create a list of their transcription notation system as in the table below:

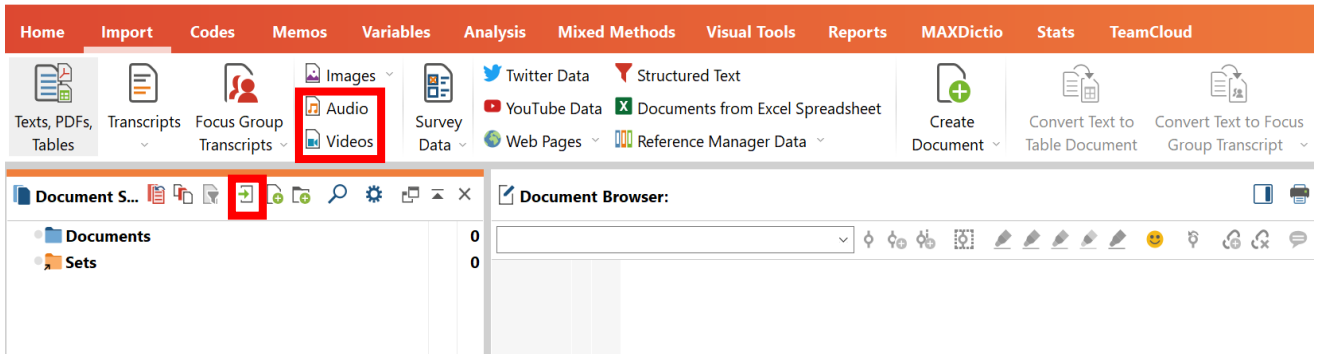
Transcribing in MAXQDA



The screenshot displays the MAXQDA 2022 Analytics Pro interface. On the left, a sidebar menu is visible with the user name 'Sinem Toraman Turk'. The 'New' button is highlighted with a red box. The main area shows a dashboard with 'Getting Started', 'Webinars & Workshops', 'MAXQDA Press', and 'Research Blog' tiles. A 'Video Tutorials' section is also present, listing various guides. A red arrow points from the text 'Very helpful resources' to the 'Video Tutorials' section. At the bottom, there are links for 'Send feedback to MAXQDA', 'Contact', and 'Newsletter'.

Step 2: Import Your Data

- Focus group discussion, interview or observation recordings



Step 3: Start transcribing!

