TRANSCRIBING WITH ATLAS.ti

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Introduction

- Qualitative studies – interviews and observations involves a lot of audio and video data.
- These raw data need to be processed before further analysis.
- Transcribing data is no easy task.
What is transcribe?

• Latin *transscribere* – to copy, write over or transfer
• Put (thoughts, speech or data) into written or printed form
• Representation of audible and visual data into written form (Bailey, 2008)
• Multimedia data translated into written form.
Why transcribe?

- Data collection and analysis are concurrent (Miles, Huberman & Saldana (2014)).
  - Research reflection – thinking about existing data and generate strategies for collect new/better data.

- Facilitate in framing research theory
  - Analytical process
  - Can yield important insights
  - More familiar with data
  - Helps interpretive thinking (intonation)

- Journal/thesis publication format
  - Unless we have “Harry Potter newspaper” technologies

Rohaiza Zakaria – ATLAS.ti User Conference 2015, Berlin
How to transcribe?

- Transcription software
  - f4
  - inqscribe
  - Express Scribe
  - Dragon NaturallySpeaking

- Transcription embedded QDA software
  - atlas.ti
  - NVivo
ATLAS.ti audio transcription

Add files
- Document ~ New ~ Add doc
- Document ~ New ~ New text doc
- Or drag and drop from PD manager

Setup assoc.
- Rename assoc. file
- Rewind time
- Rewind and anchor mode active
- Set the auto anchoring (text ~ auto insert anchor with return)
- Always in edit mode

Start transcribing
- Press F4, listen, F4, type
- Press F4, listen, F4, type
- Enter
ATLAS.ti video transcription

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Conclusion

- Transcribing with ATLAS.ti
  - Benefits
    - Save time
    - Simplify transcribing chores
    - Link or associates docs
      - Synchronized transcript and audio/video
      - Can mark a segment of associated doc and instantly listen to the respective audio/video
  - Transcribing audio or video data is unavoidable.
  - Keep transcribing until the “interactive journals and theses” become a reality!