



## Sample: Audio Transcription

This document provides a sample of what you can expect when we transcribe your audio files (for example, recordings of interviews, focus groups, etc.).

If you have any questions regarding our audio transcription service, please feel free to email us at [hello@gradcoach.com](mailto:hello@gradcoach.com). You can also find [additional information about the service here](#).

## Sample – Transcribed interviews

Below are two sample interviews, manually transcribed and edited (to remove umms, errs, and other unnecessary content).

### *Interview with BBC's legendary Sir David Attenborough*

Transcribed from <https://www.youtube.com/watch?v=cKAnHAHBonM>

I: I suppose this might be a first for you as well?

P: What, in the forest?

I: A talk show in the forest.

P: Yes, that's for sure.

I: You know, I tried to find the perfect compromise. So, sort of wilderness and sort of studio. The wilderness is for you. The studio is for me.

P: It's a very nice place to be. There's nothing like trees, really, and in the middle of the city, they're even more precious, yeah.

I: What would you say is your favourite place on earth?

P: Home, wherever that may be. But home, yes. But, is that, apart, apart from home. Europe, because, you know, I, I don't, I don't enjoy. Here I am in Scandinavia, I should be saying it's wonderful to be cold. But I don't enjoy the cold particularly. I mean it's bracing to a degree, but I don't enjoy being frozen stiff. I mean, I've been to both the North Pole and the South Pole, and it's a relief to come out from those temperatures. As far as I'm concerned.

I: But, but...

P: But equally, I don't like it being boiling hot either. So, Europe's pretty good to me.

I: You, you're here because The Perfect World Foundation has honoured you with a prize.

P: Yes.

I: Being the conservationist of the year.

P: Well, that's very flattering.

I: Yes, but, is that what you identify as? As a conservationist, first and foremost?

P: I think first and foremost, I'm a television producer. I make television programmes. But, before I was a television producer, I was a zoologist and a naturalist and the



natural world means a lot to me. And to be able to spend my life combining those two things, has been great luck. Cause, when I was studying zoology, there wasn't any television. I mean people say, sometimes say to me, did you also want to be on television. I say, my dear boy or girl, when I was your age, there was no television. And they say, what? No television? No.

## *What makes a good interview? - Advanced qualitative methods*

Transcribed from <https://www.youtube.com/watch?v=LPwO-vOVxD4>

I: Ok, so what makes a good qualitative interview? It's really like a conversation. Kind of like we're having today. In a way. Except as an interviewer you want to listen more than perhaps we're doing, we're talking quite a bit back and forth. But when you're interviewing somebody, the skill is to let the interviewee talk, feel comfortable and really tell you about their experiences.

P: Yes, cause it's, the interview is the means by way, by which the participant, the person being interviewed gives you the data that you're going to analyse.

I: Yeah.

P: So they have to be in the frame of mind that they can do that.

I: Mm.

P: Feel comfortable with the setting and the way you've explained the situation to them. So, you know, be a mental state where they feel comfortable describing their experiences.

I: Mm hmm.

P: And using their own words to describe things for you, you know and explore some of their understandings or perceptions or ...

I: Yeah.

P: ... experiences.

I: And they're not going to go into that straight away. We have to do a bit of groundwork first of all, don't we? To help people settle into an interview by helping to introduce them a little bit to where we're going and establishing that very important rapport. Especially if we're going to ask them questions that have them perhaps unpick or tell us a little bit about perhaps an evocative question or something that has been challenging, or you know, like giving up smoking. Really big challenge. There might be some emotional territory that gets covered there. So, we can't go into the really tough questions first of all. There is a sense of warming people up, isn't there?

P: Yeah, I think that's right. And the interview is a process.

I: Yeah.

P: It's got a beginning, a middle, and end. And it should move along.

I: Yeah.

P: It's not just going round and round. Some experience that the participant has had. You want to see some progression really.

I: Yeah.

P: As you explore their beliefs or understandings or experiences.

I: And it should feel quite natural as well. I think sometimes we have an interview schedule, hopefully with some really good, open-ended type of questions on there. But, if we're not really listening and not really paying attention, then sometimes what we might find is we've asked a question that they've already answered earlier on. That there's got to be just a level of flexibility, I think, in a good quality interview. That you're listening, like you would in a conversation and being able to move through the questions and the probes without it feeling mechanical.

P: That's right. Not a mechanical process. Yes.

I: Yeah.

P: A good way of putting it. The interviewer has got to be engaged at a human level ...

I: Yeah.

P: ... with their interviewee.

I: Yeah. And we need to have the interviewee feel that we're interested in their process. So, the good body language, eye contact, nodding heads, like you're doing with me now. So, that's all part and parcel of it. I mean. That is famously called a conversation with a purpose, isn't it. A qualitative interview. Anything else that you think is really important?

P: Well, it's you know, it's about the interaction with the participant and giving the participant, showing respect for the participant.

I: Yeah.

P: Protecting them in some ways.

I: Yeah.

P: And recognising that they're making themselves a little bit vulnerable quite often.

I: Yeah.

P: And also giving them the space and the opportunity to give you some good data for analysis.

I: Yeah, the power of the pause sometimes gets overlooked by novice researchers, doesn't it? They tend to be so fixed on going through the questions that they don't give people enough time to reflect and pause. And also, the really good prompts and probes. Can you tell me a little bit more about that or that's interesting. What was that about? What did that mean for you? Especially with IPA research, if you're going down that route. That meaning making is where that data really needs to go. So, it won't perhaps naturally go there, unless you ask those prompts that help shepherd it there in a way.



P: That's right. And the participant, the individual is at the centre of it.