

Appendix: Transcription

- Data has to be transcribed to make it useful.
 - you don't do anything with 25 hours of audiotape. It is too difficult to browse it
 - you need to transcribe it -- put it on paper
 - audiotapes *are the data*, but transcripts are a map to it, and often good enough for analysis
 - they also ease writing tremendously

Four levels of transcriptions

- Level 1: Contents with notes

- X said that food does not affect his choice of the airliner
- still he likes the Lufthansa coffee and the service in Singapore

- Level 2: level 1 + quotes

- ...still he likes the Lufthansa coffee and the service in Singapore
- For example, once I was flying KLM and swallowed a chicken bone, which almost choked me. After that...

- Level 3: "In verbatim"

- Perhaps the most typical accuracy is this:

"One fellow wanted to sleep quite a bit. I talked to him two or three times and told him finally that he'd change or else it meant his job..." (Gouldner 1954: 139).

- Level 4: Studying interaction

- next page is from my Ph.D. thesis. In it five managers talk about projects in a review meeting.
- The transcript has lots of detail, for example (.) means a pause of 0.1 seconds and (h) a laughter token w(h)(h)it(h)in a w(h)ord
- This kind of accuracy is necessary if you study interaction, but not elsewhere

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684 R Joku, (.) joku saattaa ostaa sen pelkästään
685 nimen per#usteella.#
686 (0.3)
687 V Sait tulee [ vielä ( ) ]
688 L [ Pettyäks(h)(h)e]e(h)n
689 L si(h)t[t(h)e s(h)is(h)/ÄI[ TÖÖN VAI]
690 V [ $↑HHh,$ [ /HOH HOH] HA
691 V [ HA HA [ H A H hah\
692 L [ HEH HEH[ H E H ] HEH\].hhh
693 I? [ °$hm hm$ ] [
694 R [ /E:i, (.) sehän
695 on hy\vä.
696 L °$hh hm$

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Here the transcript covers also body positions and gaze directions

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01 A ..We'd go over to Mount Vernon? And play a
02 ga:me? And see Mount Vernon.
M's gaze Eye roll with a head shake

03 (-----) (=0.7 pause)
B's gaze -----

04 Christ it wa[s jst go:rgeous. It was so
M's gaze .....[ X-----
B's gaze .....
B's body nod nod nod

05 A beautiful. And our place was such a dump
M's gaze ...../(katse pois, vrt. kuva)
B's gaze .....
B's body nod nod

06 compared to it.
M's gaze .....
B's gaze .....
B's body nod nod

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...this was scare tactics...

- Don't overtranscribe!
 - It takes about 75 min to transcribe an hour of tape at level 1, but easily 40-60 hours in level 4
 - not just costs are an issue, but also utility: you can make sense of very exact transcripts only if you are a conversation analyst

questions?