

# Portfolio Task 2: Transcription and Coding

Deadline: Tues 16 Feb, 14:00

# Introduction

When learning about qualitative methods we often focus on the rigorous methods of collection and designing research 'tools'.

However, equally important to ensuring that we collect good quality data, is knowing what to do with it.

In Portfolio Task 2 you will develop key skills needed by researchers when confronted with the material generated from qualitative research. This portfolio task will therefore focus on how to the prepare and process qualitative data for analysis, by:

- Transcription
- Annotation
- Coding

# Portfolio Task 2

2a) Complete the Qualitative Data exercise in the in the Task 2 folder (**4 Marks Total**)

- Transcription and code audio data (2 marks)
- Annotate and code visual data (2 marks)

2b) Write up short piece (**up to 1 page max.**) reflecting on the coding approach(es) that you have used. (**2 marks**).

## 2a) Qualitative Data Exercise – Using a Documentary

### Fair Isle: Living on the Edge

Home Episodes Clips Galleries



Living life on Fair Isle, Britain's most remote inhabited island, situated between the Shetland and Orkney Islands, and with a population of just 55

- In this exercise you will be tasked to demonstrate your transcription, annotation and coding skills using data from an online documentary.
- This will involve the use of both the audio and visual data from a two-part documentary series : *Fair Isle: Living on the Edge*
- You can choose to select your data from either episode 1 or episode 2, both available to access for educational purposes through Box of Broadcasts (<https://learningonscreen.ac.uk/ondemand/playlists/300923> )

# Access and log in to [Box of Broadcasts](#)



Where are you from?






GO

University of Aberdeen

In order to access a resource on this website, please tell us your home institution. You'll then be re-directed and can sign in using your institution credentials.

# Playlist for Portfolio Task 2


You should now be on a webpage which will allow you to access both episodes of the documentary.



**bob**  MY BOB  GUIDE  SEARCH  


REQUESTEDPLAYLISTSCLIP



GG2508 - Portfolio Task 2

[SORT LIST](#) [FILTER LIST](#)



**Fair Isle: Living on the Edge** 24 Nov 2019, 20  
Episode 1    
Intimate two-part documentary revealing life on Fair Isle, Britain's most remote inhabited island, with a population of just 55 people. This first programme charts the arrival of a new couple and follows...



**Fair Isle: Living on the Edge** 1 Dec 2019, 20  
Episode 2    
Two-part documentary revealing life on Fair Isle, Britain's most remote inhabited island. In this concluding episode, cameras capture the community launching their Development Plan, with

# Transcription and code audio data (2 marks)

- Use the template for transcription from Assessment folder on MyAberdeen course site to populate a transcript from the documentary
- You can choose any dialogue from the documentary
- Must be 2 pages in length (**Arial 11pt, 1.5 line spaced**) This is currently the normal text setting for the template document.
- Must follow the transcription conventions outlines in template
- **Tips:**
  - Consider how many people are speaking, and longer responses
  - Non-verbal audio can be included

Transcript from: [insert name of documentary and broadcast date]

Interviewer/ narrator – **bold**

Interviewee(s) – normal font; M = male, F = female; M2 = 2<sup>nd</sup> male. F2 = 2<sup>nd</sup> female etc.

Transcribed by: [insert student ID number]

Duration of interview: [insert length of excerpt transcribed]

Symbols used in interview transcript

Symbol	Meaning
(Recognise)	A best guess at what was said
(???)	Missing word/phrase
...	A self-initiated pause
(...)	Superfluous speech/inaudible word
[laughs]	Verbatim interviews: actions and non-lexical conversation
<b>Incredibly</b>	Bold text indicates stressed/emphasised speech
<u><b>Incredibly</b></u>	Emphasis within speech already in bold text
(00:01:03)	Time stamped material that can't be understood

I:       XXXXXXXXXXXXXXXXXXXX.

M:       XXXXXXXXXXXXXXXXXXXXXXXXXXXX.

I:       XXXXXXXXXX

M:       XXXXXXXXXXXXXX

I:       XXXXXXXXXXXX

END

# Annotate and code visual data (2 marks)

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- Take a screen shot from the documentary
- You can choose any part from the documentary; this can be from same or different time stamp
- Annotate the image accordingly.

In Lecture 5, will be provide more information on annotation of visual data

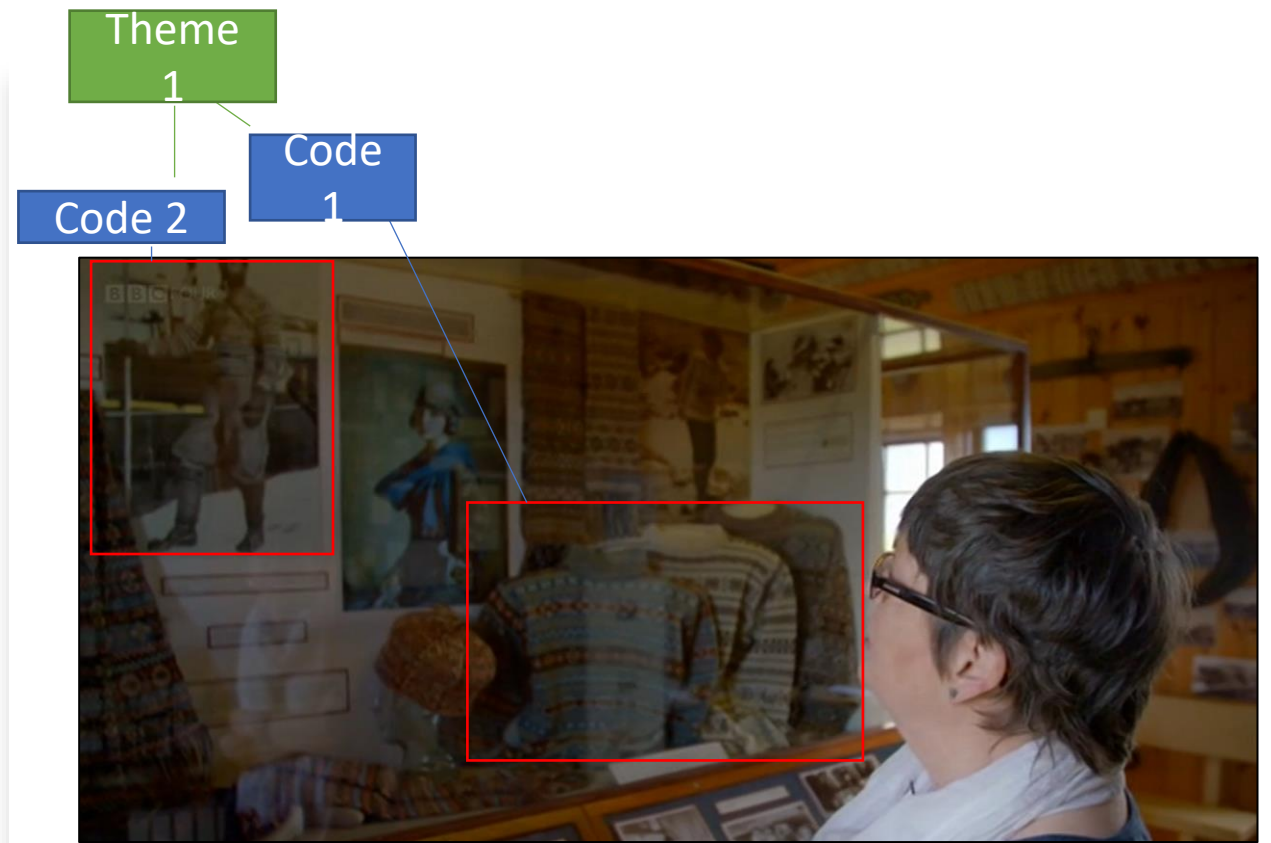


Image from: [insert name of documentary and broadcast date]

Timestamp: 00:00:00

Available at: [URL]

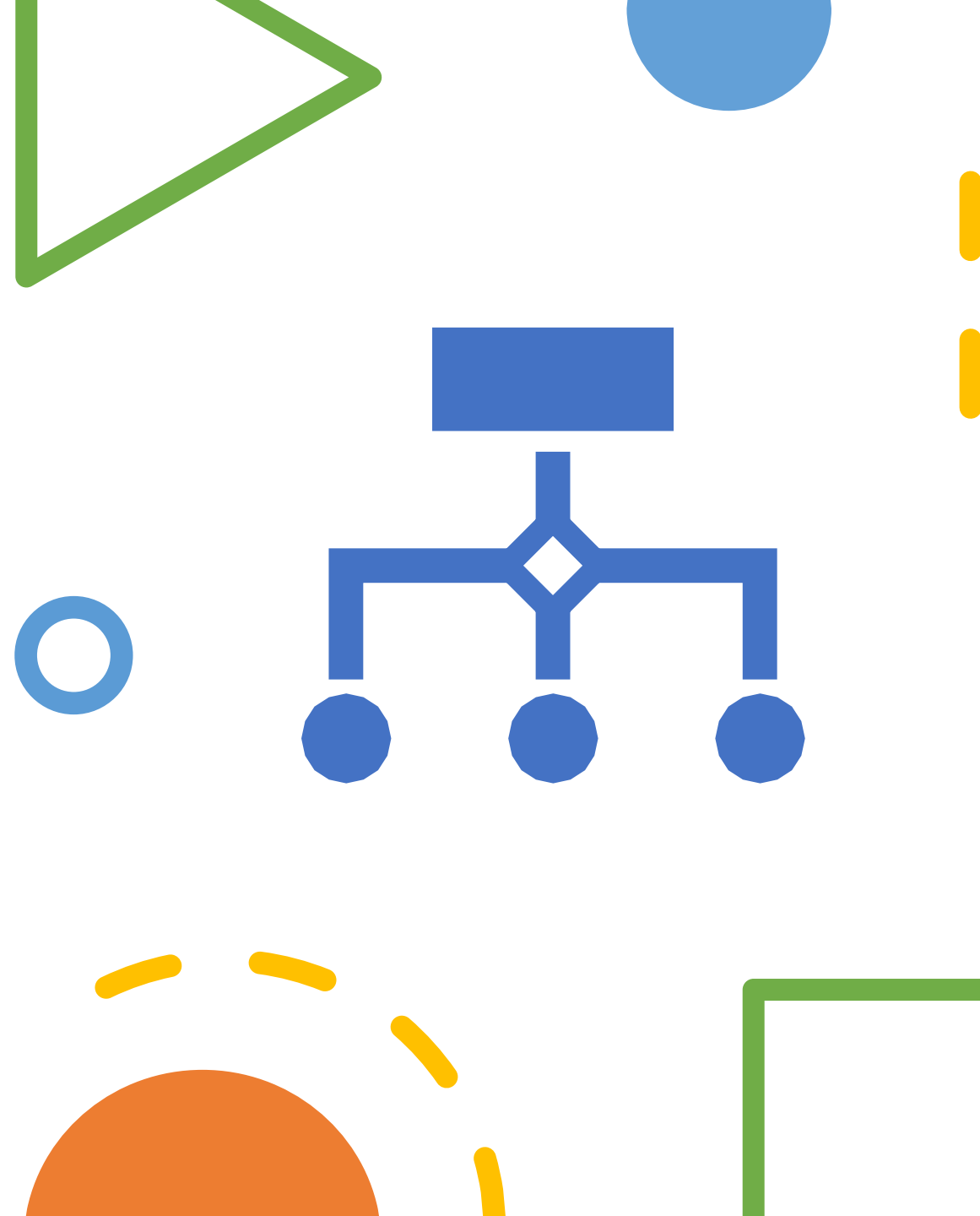
**Annotated by:** [insert student ID number]

**Description:** [ insert alternative text for image]



# Coding

- Please code both data excerpts accordingly
- You may use which every coding techniques you find appropriate
- You must show your final coding structure. You can create this separately for the audio and visual data, or if appropriate produce a coding structure across both excerpts.



2b) Write up short piece reflecting on the coding approach(es) that you have used.

- In this piece of writing, you should communicate your methodological approach to coding to the reader and reflect upon it. Things to consider (this is not exhaustive): It may be useful to describe your approach(es) to coding for the reader. Was your coding process deductive or inductive? Did you use the same method for both audio and visual codes? How did you structure your coding? Is the coding categorical? thematic? hierarchical? narrative? Are there relationships and structures within/ between your codes?
- You could also reflect on which codes you consider most important for analysis and why? Frequency? Distribution? Emphasis? Would you use the same approach in future? How might theory affect how you code data?

**(Length: Up to 1 page max. 2 marks).**

Any Questions?