

Generating Transcripts – Weighing the Options

Transcripts from recorded interviews or focus groups need to accurately reflect the data collected to give you the best data to import into NVivo. This chart outlines factors to consider in choosing a transcription method. It can help you and your team choose the option(s) that will be the best fit for your work.

Transcription Options	Quality	Turnaround time (Wait time until transcript received)	Production time* (Time required to generate the transcript)	Budget considerations*
Professional transcription service	<u>High</u> Some data review required	Varies by availability of service provider	Approximately 4 times length of recording	Typically an hourly rate; budget for at least 4 times length of recording (i.e., 1-hour recording requires approximately 4 hours transcription time).
Auto transcription service (e.g., NVivo Transcription)	<u>Medium – high</u> More data review required. Some software allows creation of a “data dictionary” to catch and correct commonly mis-transcribed terms.	Approximately half the length of recording (i.e., expect 1-hour recording to be returned within 30 minutes)	Varies with service. NVivo Transcription is charged per minute of recording.	Varies with service and transcription needs. Prices and plans range from free or monthly fees. NVivo Transcription requires purchase of a bank of minutes that are used on a pay-as-you-go basis (e.g., a 1-hour recording uses 60 transcription minutes).
Online recording auto-generated transcripts	<u>Medium</u> More data review required	None	Within minutes after the recording is complete	May be included in the video call platform; depends on level of subscription.
Self transcription	Varies by individual – it all depends on your skill level			Consider whether it is worth your time and energy to do the transcription yourself.

*Time and Budget Considerations assume:

- High quality audio or video recordings that are easily accessible to the service provider
- English as a first language for all participants on the recording
- Individual interviews (i.e., 1:1)
- Content is lay language

Deviations from these assumptions are likely to increase the time & cost of transcription.

For example, expect to increase the budget where any or all the following are true:

- Poor quality audio (e.g., static, low volume, background noise)
- English is not the first language for some or all participants
- Focus groups or interviews with more than one participant
- Content contains technical terms, acronyms, jargon. Providing a list of names, terms, acronyms, etc. can alleviate some of these challenges.