



Ministry of ICT

Session 6: Transcription

Caroline Ininga



Contents:

- What is Transcription?
- Types of Transcription(3)
- Skills & Attributes of a Transcriber
- Tools Needed by a Transcriber
- Terms Used in Transcription
- Styles of Transcription
- Types of Transcribers
- Transcription Guidelines
- The use of Hyphens, Quotation Marks, Dashes, and Ellipses
- American vs. British English
- Transcription Do's & Don'ts
- Where are the jobs?
- Exercises and Cases
- Exam



What is Transcription?

It is the conversion of audio/video files to text files.



Types of Transcription

- Legal Transcription – This is the process of transcribing an audio about the legal profession. It requires experience and a broad understanding of law **legal terminology**.
- Medical Transcription – This is the process of transcribing an audio about the Medical profession. This form of transcription requires one to be acquainted with **medical terminology**.
- General Transcription – Involves transcribing webinars, lectures, interviews, sermons, phone messages, speeches, podcasts, videos etc. Most companies and individual clients need not have previous experience only a higher level of **language skills** (grammar, punctuation, spelling).



Skills & Attributes Needed By a Transcriber

- **Typing Skills:** A freelancer typing **speed** and **accuracy** is a key component in delivering error free transcript. To test or enhance your typing skills, one can visit typingmaster.com and typingtest.com. On average, transcribers should learn to type at least **40 WPM**. Visit typeracer.com or typingtest.com to gauge your typing speed and typingmaster.com to learn how to **touch type**.
- **Listening Skills:** All freelancers should have effective Listening Skills that help the freelancer listen to the words and try to picture what the speaker is saying.
- **Comprehension Skills:** You must understand what you're transcribing prior to typing. Your work is futile if your final transcript falls short of meaning.



Skills & Attributes Needed By a Transcriber Cont.

- **Language Skills:** There will come a time when **grammar, punctuation** and **spelling** of the recording needs fixing like when transcribing verbatim. Don't put a comma where a period (or a full stop) is needed.
- **Research Skills:** You need to have excellent research skills to understand what the speaker is talking about. Sometimes a speaker can be rumbling on a topic you're unfamiliar with, a **strange terminology** for that matter. Yet you have to decode what they meant. That's where research comes into the equation.



Tools Needed by a Transcriber

- **Headset/Earphones:** For listening to the audio
- **Express scribe software:** Designed to help the freelancer listen to the audio file at their own pace while editing the transcript to reflect the audio output.
PS: It is not necessary to purchase the pro version of Express Scribe. You can search on the internet for the pro version.

NB: Install the software during class and play around with it to see how it works



0:00:29.6 Express Scribe

File Control View Notes Bookmark Options Help

Sync Load Dock Scribe Mini Options Suite Help

Dictation Name	Sender	Date	Time	Duration	Priority	Deadline	Notes
Welcome	NCH Software	2002-01-28	21:10:59	0:58	Normal		This is a welcome...
Chapter 1	NCH Software	2002-01-28	21:10:59	0:58	Normal		This is a welcome...
Chapter 2	NCH Software	2002-01-28	21:10:59	0:58	Normal		This is a welcome...
Chapter 3	NCH Software	2002-01-28	21:10:59	0:58	Normal		This is a welcome...
Chapter 4	NCH Software	2002-01-28	21:10:59	0:58	Normal		This is a welcome...
Chapter 5	NCH Software	2002-01-28	21:10:59	0:58	Normal		This is a welcome...
Outro	NCH Software	2002-01-28	21:10:59	0:58	Normal		This is a welcome...

This is a welcome message for Express Scribe. It contains your dictation devices. Thank you for using Express Scribe.

0:00:33.4 Express Scribe Mini

0:00:29.6 Volume

Speed (100%)

Express Scribe v 5.13 © NCH Software



Tools Needed by a Transcriber

- **Foot pedal** :You are able to **control** the playback of the audio you are listening to with your **foot**
- **DFX software**: For enhancing the quality of the audio
- **Trint/GoogleSpeech**: You can use this software to transcribe for you then you edit and proofread.
Transcription softwares are only about 70% accurate depending on the quality of the audio.



Terms Used In Transcription

#1: T.A.T (*turnaround time*)

This is the time you're required to have delivered back the transcript. Different clients have different sets of TAT's. **A 24-hour TAT** for a **one-hour audio/video** is ample time to enable you to type, research and proofread your work to help deliver good quality transcripts. **Experienced Transcribers** take about **4 hours** to transcribe a **one hour audio** file. **Newbies** can take **6-8 hours** to transcribe a one-hour audio file.

#2: Per Audio Hour

A relatively common phrase in transcription as you'll come to find out. It refers to the **money** you expect to be paid for a **one-hour audio** hour. Payments can range between **\$15 - \$30** per audio hour for **Newbies**. **Experienced transcribers** can get **\$40- \$60** per audio hour. It's a lucrative venture, this one. Give it a try!



How Much can a Newbie Transcriber Make in a Month?

A newbie finish a one hour audio in 6 hours. Therefore he/she can do two, one hour files in a day. Assuming the client is paying him \$15 per audio hour, the newbie can make Ksh. 90,000:

i.e. **\$15 * 2 files * 30 days = 90,000**

How Much Can and Experienced Transcriber Make in a Month?

An experienced transcriber can finish a one hour audio file in 4 hours. Therefore he/she can finish 3 files in a day. Assuming the client is paying him/her \$40 per audion hour, the experienced transcriber can make upto Ksh. 360,000

i.e. **\$40 * 3 files * 30 days = 360,000**



Terms Used In Transcription Cont.

#3: Client Ready Transcript

A high-quality transcript – something that's almost 99% to 100% near accurate. Such a transcript requires no proofreading or editing.

#4: Timestamp- This means to mark the transcript with time codes, for example after every 5 minutes or after every 10 minutes, or at every speaker change. This will help the client to find a sentence within the audio or video without having to listen through the entire file.



Example to Illustrate Timestamp:

Rachel: It's really amazing to me. I think its amazing to me how much has been accomplished in such a short period of time and that's why it seems like its gone so quickly. But life just seems fast to me. **[00:05:00]** I think that's part of getting older right. Things go so much more quickly than you'd like them to sometimes. It's alright where it is. Yeah. And we're in a constant state of motion and the forward momentum here is really strong. **[00:10:00]** So when I think about the last three and a half years I can almost hardly believe what has happened. But it has really been a journey for me.



Styles of Transcription

There are two main styles of transcription:

Full Verbatim- This means typing out every word and sound on an audio or video file. It requires a keen ear and attention to detail and is more time-consuming.

Clean Verbatim- Also known as **intelligent verbatim**. This is where a transcriber captures the words and omits sounds like coughs, claps, filler words (gap fillers) (ums, ers, you know,) and false starts.



Full Verbatim Transcription Example

This means typing out every word and sound on an audio or video file. It is much more time consuming than other styles of transcription. It requires a keen ear and attention to detail.

Example

Speaker: *Okay guys. I'm going to give you, eh, I'm going to teach you how to make that, make that strategy session serve your customers. So what do you talk about? You talk about how your business can impact, can impact [cough] can impact them. You also, er, you also talk about, uh, you also talk about the outcome [phone vibrates] that your services bring. But, I mean, but tell them, you know, there's a lot of very specific and detailed things that people er, need er, to know [sneezes] to know that are specific to their body type. [Laughs] Oh, sorry guys. I just remembered something. When, I was, er, when I was about,*



Intelligent Verbatim Example

With this style the transcriptionist still captures every word said on the recording. However, fillers (ums, ahs, ers, it's like, you know,), false starts, , coughs, laughs, etc are left out.

Example

Speaker: *Okay guys. ~~I'm going to give you, eh,~~ I'm going to teach you how to make that, ~~make that~~ strategy session serve your customers. So what do you talk about? You talk about how your business can impact, ~~can impact~~ [cough] ~~can impact~~ them. You also, ~~er, you also talk about, uh,~~ you also talk about the outcome [phone vibrates] that your services bring. ~~But, I mean, but tell them, you know,~~ there's a lot of very specific and detailed things that people ~~er,~~ need ~~er,~~ to know [sneezes] ~~to know~~ that are specific to their body type. [Laughs] Oh, sorry guys. I just remembered something. When, I was, ~~er, when I was about, like,~~ seven years old, my mom ~~and dad,~~ ~~er, my mom,~~ used to say, ~~uh-~~*



Intelligent Verbatim CONT'

So the final transcript looks like this after we have edited all the fillers, false starts etc

Speaker: Okay guys. I'm going to teach you how to make that strategy session serve your customers. So what do you talk about? You talk about how your business can impact them. You also talk about the outcome that your services bring. I mean there's a lot of very specific and detailed things that people need to know that are specific to their body type. [Laughs] Oh, sorry guys. I just remembered something. When I was about seven years old, my mom used to say-

This style is preferred for business transcription, authors, journalists, bloggers and others. These groups of people are more interested in what was said rather than how it was said.



Types of Transcribers

The following are the three types of transcribers.

1. Bad
2. Good and
3. Great/Awesome transcribers.

ACTIVITY

Can you spot who is who in the following samples?



Sample 1

Clint Eastwood: i saw the film the other day and really enjoyed it. I thought what you did was great. I dont think people will think that it is a first-time film

Angelina Jolie: Oh, thank you so much

Client Eastwood You must have had good influences along the way

Angelina Jolie Yeah, you being one of them. When i was on set with you I thought, God Clint makes this look really, really easy. And it's really not that easy but you seemed to surround yourself with great people and let them do their thing and encourage it. And i had a great team and let them do their thing and they were amazing, so I got lucky



Sample 2

Clint Eastwood: I saw the film the other day and really enjoyed it. I thought what you did was great. I don't think people will think that it is a first-time film.

Angelina Jolie: Oh, thank you so much.

Clint Eastwood: You must have had good influences along the way.

Angelina Jolie: Yeah, you being one of them. When I was on set with you I thought, 'God, Clint makes this look really, really easy'. And it's really not that easy but you seemed to surround yourself with great people and let them do their thing and encourage it. And I had a great team and let them do their thing and they were amazing, so I got lucky.



Sample 3

Clint eastwood: i so the film the othe day and realy enjoyed it i thought what you did was great i dont think people wil think that it is a first-time film

Angelina jolie: Oh, thank you so much

Client Eastwood: U must have had good influenses along the way

Angelina jolie Yeah, u being one of them when i was on set with u,il thought, god clint makes this look really, really easy And it's really not that easy But you seemed to Surround yourself with great People and let them do there thing and Encourage it. And i had a great teem and let them do there thing and they were amazing, so I got lucky



Transcription Guidelines

- All transcripts should be in **clean verbatim** unless **specified otherwise**
- Numbers are transcribed in different ways:
- In transcription, **spell out** numbers **0 to 9**, unless they are used as:
 - Address (2 Alexander Street, 5th Floor)
 - Phone number (+254725861993)
 - Amount of currency (e.g. \$7).
 - Unit of measurement (e.g. "3 by 4 feet")
 - Date (12.11.2012)
 - Time (e.g. "2am")

That means from number 10 - 11, 12, 13 etc.

- Spell out any number that may start a sentence (e.g. "Two hundred candidates sat for their national exams")



How To Use Ellipses, Hyphens, Quotation Marks & Dashes

- **Ellipses**- used when a speaker trails off or **pauses significantly** in the middle of a statement.

Example:

Speaker 1: John wanted to say he cared but ... You should update me about the status of that project.

Speaker 2: I'm not sure what to...

- **Hyphens**- used when there is a sudden **interruption** and cut off.

Example:

Speaker 1: The way that man treats his wife, even a-

Speaker 2: I don't care much about him.



- **Quotation Marks**-used when a quote is directly stated or implied.

Example:

Speaker 1: Peter said, "Alan, will not be able to go with us after all." Can you believe it?

Speaker 1: Then I told him, "I really don't care," and he said, "Okay then."

Speaker 1: I said, "What is going on?" Then Sarah goes, "I don't know. Maybe we should find out." Of course, no one ever told us. We still don't know.

- **Dashes:** To add more information or emphasis.

Example:

Dogs - particularly pure breeds -are prone to hip problems.

I'd really like to see you tomorrow - if you're available.

Dogs - particularly pure breeds -are prone to hip problems



American Vs. British English

- British English and American English are quite different in some aspects. Examples:

British English: I promised to write to her every day.

American English: I promised to write her every day.

British English: This is the centre.

American English: This is the center.

British English: This is a very labour intensive job.

American English: This is a very labor intensive job.



Do's	Don'ts
1. Proofreading to produce an error free work.	1. Don't rush in typing because the most important aspect is accuracy.
2. Use transcription software to speed up the process and avoid mistakes.	2. Forgetting to introduce speakers makes referencing difficult.
3. Look for a good place to work-quiet environment and out of external destruction.	3. Do not commit to work that you cannot handle.
4. Invest in good tools e.g computer and headset.	4. Do not multitask
5. Be a keen observer of the online environment e.g client ratings, client review, job description and available budget.	



Where Are the Jobs?

1. GoTranscript

GoTranscript is a transcription company that has a diverse customer base which in turn leads to a wide selection of topics. It accepts transcribers from all over the world and doesn't require you to have prior transcription experience.

- To start working at GoTranscript you'll need to first take their **test**. Go through the **style guide** and then take the test which is only about four minutes long.

NB: Gotranscript is good for newbies



2. *Vervbit.ai*: The company have their own transcription software. They need transcribers to edit *and* proofread the work transcribed by the software. To start working at Verbit.ai you'll need to first take their **test**.

NB: Verbit.ai is good for newbies

3. *Scribie.com* - A good site for beginners. It'll give you the necessary experience. The pay is \$10 per audio hour but you have the opportunity to become a reviewer.

NB: Scribie is good for newbies

4. *Rev.com* - You might want to consider this when you have practiced enough and have probably worked for about three months and more. It's a good company but also quite strict about quality. They pay from \$25 per audio hour to \$60. Poor quality work leads to account closure.

NB: Rev is good for Experienced Transcribers



Where are the Jobs Cont.

5. **Transcribeme.com** - An awesome newbie friendly site for beginners
6. **Speechpad** - Another great site which I personally feel newbies should take some time before venturing into. The TAT is a bit too tight, e.g for a one hour audio, they give a TAT of seven to eight hours. You'll also be required to take a test. Their test is easier than TranscribeMe's. Jobs are available constantly.
7. **Casting Words** - Newbie friendly site. The deadlines are very flexible. As is common with transcription companies, you'll need to read their style guide and do their **test**.
8. **Upwork, Guru, and Fivver**: This are **multi-purpose accounts** which have a variety of jobs including transcription jobs: For this accounts, you have to **bid/apply** for the transcription jobs.
9. **QA World**: This is a good website for beginners which pays \$12 per audio hour. You have to do a test and be accepted before you start working.



NB: What we have learnt are general rules on transcription. Every site has its own specific rules called a **style guide** which you should go through before working on the specific site.



Assignment 1

The above write-up is incorrectly punctuated. Please correct it.
Tell a lie and make sure you don't give any tells, otherwise, you are done, in fact, you are darn right that you have, got to have hectares: of crisp vivid memory to help track the little lies you tell. It is easy to forget that! you lied? Let alone what you did lie about? what other clever options Does your mischievous mind have!!! How's a three in one solution sound??? Excellent.

The truth will set you. Free Apparently. The truth is available ... to everydom, Richie and mary in Three Sachets And it can get a little hilarious when trying to differentiate among all three ... convenient truths real truths and the absolute truth when on that trip to your parents' last time when your mom. Asked whether the little black dress was too revealing, you said something in the lines of You look great mom. Absolutely great, differentiating the truth is a little like differentiating between. Darn damn and dang Haha!



Assignment 2

Hey guys,

Thanks for being active in class today!

Find attached is your assignment for transcription.

Instructions for the Audio File

1. Please transcribe the first 45 seconds of the audio MP3 file
2. Use clean verbatim
3. Use Verdana size 11

NB 1: The other attachment are the notes/slides that we went through today



Ministry of ICT



Thank You

Website: ajiradigital.go.ke