# QESB Protocol for making transcripts ready for publication

Version 12.08.2024  
by Lou Chérnon

## **VOLUNTEERS PROTOCOL 1 – NAME REPLACEMENT**

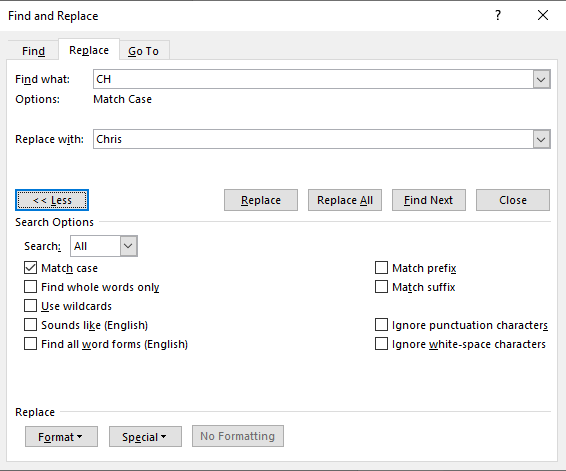
How to access the folders: General **>** Transcript Preparation Work **>** 2024 QESB Transcript Work **>** QESB transcript processing docs **OR** 2024 0.5 Transcript- NOT ANONYMISED **>** Volunteers TO DO

Select a transcript to work with in the Volunteers TO DO file (make sure it hasn't already been done, you can check that in the data processing progress doc).

* Go to Excel Spreadsheet QESB Data Processing Progress.xlsx
* Add your initials to column ‘Name replacement’. QESB Data Processing Progress.xlsx
* Access participant data spreadsheet to find alias and metadata 2024 QESB Participant SocDems.xlsx.

Name replacement workflow:

* Identify participants in transcript and find their assigned alias. Use Find/Replace to search for and replace every instance of their names one at a time. (Careful not to use Replace All to avoid errors, e.g. Ruth > ruthless or John > John Swinney)
  + Sometimes the participant will be identified by their initials, you can use the ‘find and replace’ tool, clinking on ‘more’ and ‘match case’ like the example below:



* Read through transcript one last time in case their real name was ever misspelled or spelled with a different version (e.g. Chris and Kris, Erin and Aaron).

Save document with upgraded name:

For Pre-election:

2024\_Pre\_ITW\_[Alias]\_date\_v0.5 e.g. 2024\_Pre\_ITW\_Neveah\_260624\_v0.5

For Post-election:

2024\_Post\_ITW\_[Alias]\_date\_v0.5 e.g. 2024\_Post\_ITW\_Neveah\_260624\_v0.5

In [QESB Data Processing Progress.xlsx](https://uweacuk.sharepoint.com/:x:/r/sites/HAS-QualitativeElectionStudyofBritain/Shared%20Documents/General/Transcript%20Preparation%20Work/QESB%20Data%20Processing%20Progress.xlsx?d=w5480a791d70b4a06b19caf1840222aba&csf=1&web=1&e=b49A40) :

* Once finished, in the column ‘Name Replacement’ write “Y” before your initials
* Copy the new upgraded file name of the interview you have been working on in the “Saved as” column

SELECT ANOTHER INTERVIEW TO WORK WITH, START AGAIN

## **VOLUNTEERS PROTOCOL 2 – METADATA TABLE**

How to access the folders: General **>** Transcript Preparation Work **>** 2024 QESB Transcript Work **>** QESB transcript processing docs **OR** 2024 0.5 Transcript- NOT ANONYMISED **>** Volunteers TO DO

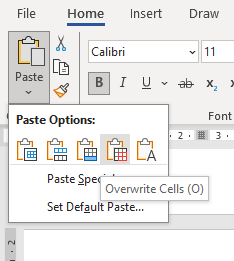
Select a transcript to work with from “Volunteers TO DO” file.

* Go to Excel Spreadsheet QESB Data Processing Progress.xlsx
* Add your initials to column ‘Part. Table’. QESB Data Processing Progress.xlsx
* Access participant data spreadsheet to find alias and metadata 2024 QESB Participant SocDems.xlsx.

Metadata table process:

* Add a Page Break after the READ ME page
* Pre-election: On the new page add a table with 12 columns. You can copy paste the following table or create the table directly in the document, then you can copy the following table’s first line, select the first line of your table and go to Paste Options and select “Overwrite Cells”

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Alias** | **Sex** | **Special Category** | **Age group** | **Supporter** | **Party** | **Strength** | **Constituency** | **2024 vote preference** | **2024 vote reported** | **Panelist** |
|  |  |  |  |  |  |  |  |  |  |  |

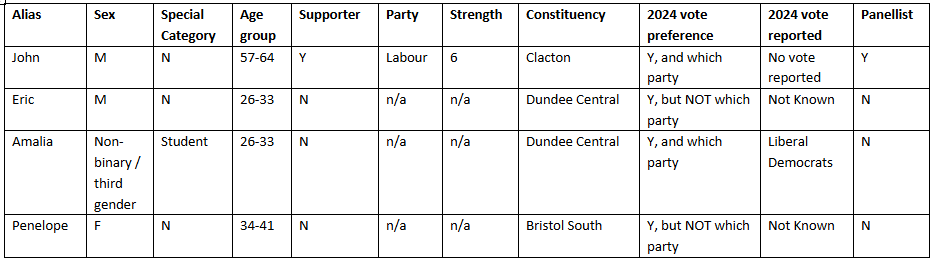


* Post-election: On the new page add a table with 13 columns.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Alias** | **Sex** | **Special Category** | **Age group** | **Supporter** | **Party** | **Strength** | **Constituency** | **2024 vote preference** | **2024 vote reported** | **Panelist** |
|  |  |  |  |  |  |  |  |  |  |  |

Pre-election transcript: *file name goes here.*

* Add a row after the first one for each participant named in the document (only 1 if it’s an interview)
* Complete the rest of the table using the participant data spreadsheet 2024 QESB Participant SocDems.xlsx
* For Post-Election: Add a line with “Pre-election transcript: [document name]”
* Here is an example of a table completed:

  
Pre-election transcript: *file name goes here.*

Note: we use ”N” for No, ”Y” for Yes and ”n/a” for not applicable

If you are unsure about something or some information is missing, you can ask us or highlight in yellow and note it in the data processing file so we can review it.

For post-election transcripts in the “2024 vote reported” column find out in the transcript if the participant have declared their vote choice in which case report the party name in that column, if not put “Not known”. If they decided to spoil their ballot put “Spoiled”.

Once finished:

* Save document and move it to the file “2024 0.6 Transcripts”
* Update file name with “v0.6” instead of “v0.5” (same in the data progress excel document)
* In QESB Data Processing Progress.xlsx : in the column ‘Part. Table’ write “Y” before your initials

SELECT ANOTHER INTERVIEW TO WORK WITH, START AGAIN

## **VOLUNTEERS PROTOCOL 3 – FRONT PAGE and READ ME PAGE**

How to access the folder on Teams: General **>** Transcript Preparation Work **>** 2024 QESB Transcript Work **>** 2024 1.0 Thematic & Remove Identifiable Transcripts

Select a transcript in the “2024 1.0 Thematic & Remove Identifiable Transcripts” folder

Copy and paste the following Front Page and Read Me page over the existing one (see p. 6 and 7 of this document)

Adjust formatting if needed so it fits on 2 pages

Once done, save and add your initials in the QESB Data Processing Progress.xlsx doc in the “Disclaimer+Volunteers names” column



THE QUALITATIVE ELECTION STUDY OF BRITAIN 2024

Pre-Election Online Focus-Group with

Conducted on

Transcribed Focus Groups Dataset

Version 1.0

Date of release: November 2024

**Principal Investigator**

Dr Thom Oliver, University of the West of England, Bristol

**International Co-Investigator**

Dr Kristi Winters, GESIS, Cologne

**Co-Investigator**

Dr Edzia Carvalho, University of Dundee

**Research Assistants**

Phoebe Challis, University of the West of England, Bristol

Craig Wilson, Lou Cheron, Cerys Gold, University of Dundee

Max Meier, University of Würzburg

**Student Assistants**

Abe Similoluwa, Alexander Stewart, Sofiia Yevmenkina, University of Dundee

**Funded by:**

VCECR Award, University of the West of England, Bristol

GESIS-Leibniz Institute

University of Dundee

Dr Kristi Winters

**QESB Contacts**

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Research Website: [www.qesb.info](http://www.qesb.info/) Study Email: [qualesb@gmail.com](mailto:qualesb@gmail.com)

**READ ME**

**Transcribed ‘Qualitative Election Study of Britain 2024’ Dataset Version 1.0**

***On copyright and attribution***

Copyright of this transcript belongs to Drs Thom Oliver, Edzia Carvalho, Kristi Winters. Individuals may re-use this document/publication free of charge in any format for research, private study or internal circulation within an organisation. You must re-use it accurately and not present it in a misleading context. You must acknowledge the authors, the QES Britain project title, and the source document/publication.

Recommended citation:

Oliver, T., Carvalho, E., and K. Winters. 2024. 'The Qualitative Election Study of Britain 2024 Dataset', version 1.0. Last accessed *Date of website visit.* Available at: [www.qesb.info](http://www.qesb.info/)

***On the transcription***

All participants’ names have been changed and any direct or indirect identifiers removed to protect their anonymity.

The transcripts in Version 1.0 do not have enhanced data recovery including non-verbal communication. It includes the basic transcription of words said by participants. The participants have been identified through attribution by the moderator or other participants and by an initial attribution by the investigators. Subsequent versions of the dataset will verify attribution of participants by video identification.

The transcripts in this version also do not include extensive instructions given to participants at the beginning of the groups, introductions by participants, and exchanges between participants and moderators during exercises.

Please be aware that while topic headings have been added to the transcripts, participants sometimes provide information that anticipates later questions or provide additional information to a prior question later in the in discussion. If you are interested in a particular topic, we encourage to review the entire transcript to capture all the relevant data.

Initial Transcription by: Helen Rana (Contact: [admin@helenrana.com](mailto:admin@helenrana.com))

***Reporting conventions used***

We have used \*\* to indicate words, phrases or sentences which we could not hear.

*Italic font* indicates we have taken a guess at a word/name etc.

Words in parentheses {} indicate physical gestures or what can be heard on the tape but cannot be clearly articulated into specific words.

Removal of direct and indirect identifiers are set off with + word +



THE QUALITATIVE ELECTION STUDY OF BRITAIN 2024

Post-Election Online Interview with

Conducted on

Transcribed Interview Dataset

Version 1.0

Date of release: March 2025

**Principal Investigator**

Dr Thom Oliver, University of the West of England, Bristol

**International Co-Investigator**

Dr Kristi Winters, GESIS, Cologne

**Co-Investigator**

Dr Edzia Carvalho, University of Dundee

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Dr Kristi Winters

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Research Website: [www.qesb.info](http://www.qesb.info/) Study Email: [qualesb@gmail.com](mailto:qualesb@gmail.com)

**READ ME**

**Transcribed ‘Qualitative Election Study of Britain 2024’ Dataset Version 1.0**

***On copyright and attribution***

Copyright of this transcript belongs to Drs Thom Oliver, Edzia Carvalho, Kristi Winters. Individuals may re-use this document/publication free of charge in any format for research, private study or internal circulation within an organisation. You must re-use it accurately and not present it in a misleading context. You must acknowledge the authors, the QES Britain project title, and the source document/publication.

Recommended citation:

Oliver, T., Carvalho, E., and K. Winters. 2024. 'The Post-Election Qualitative Election Study of Britain 2024 Dataset', version 1.0. Last accessed *Date of website visit.* Available at: [www.qesb.info](http://www.qesb.info/) / doi:

***On the transcription***

All participants’ names have been changed and any direct or indirect identifiers removed to protect their anonymity.  In the post-election table, we added the file name where you can find the data for the participant’s pre-election participation to make it easier to find.

The transcripts in Version 1.0 do not have enhanced data recovery including non-verbal communication. It includes the basic transcription of words said by participants. The participants have been identified through attribution by the moderator or other participants and by an initial attribution by the investigators. Subsequent versions of the dataset will verify attribution of participants by video identification.

The transcripts in this version also do not include extensive instructions given to participants at the beginning of the groups, introductions by participants, and exchanges between participants and moderators during exercises.

Please be aware that while topic headings have been added to the transcripts, participants sometimes provide information that anticipates later questions or provide additional information to a prior question later in the in discussion. If you are interested in a particular topic, we encourage to review the entire transcript to capture all the relevant data.

Initial Transcription by: Helen Rana (Contact: [admin@helenrana.com](mailto:admin@helenrana.com))

***Reporting conventions used***

We have used \*\* to indicate words, phrases or sentences which we could not hear.

*Italic font* indicates we have taken a guess at a word/name etc.

Words in parentheses {} indicate physical gestures or what can be heard on the tape but cannot be clearly articulated into specific words.

Removal of direct and indirect identifiers are set off with + word +

## **FULL PROTOCOL**

Publication Version 0.9:

* The cover page of the transcript with the following information is added: Title and logo of the study, Name of focus group, location and date of focus group, version of the transcript and date of release, Names and contact details of investigators, funders, and research assistants, contact details of the study.
* The ‘Read Me’ page of the transcript is added after the cover page with the following information: version of the transcript, on copyright and attribution, on the transcribers and the conventions used in the transcript.
* A Metadata page is added after the ‘Read Me’ page and includes the following: date and location of the focus group, names of moderators and research assistants, and a table of metadata from the participants – alias, sex, special category, age group, party supporter and name of party, strength of support, participation in pre- and post-election focus group, constituency, vote preference in most recent election. Follow the guidance VOLUNTEER PROTOCOL 2
  + Cursor on top of new page > Layout > Breaks > Section Break > Next Page > Place the cursor in the new section (the page you want to be in landscape) > Layout > Orientation > Landscape > Place the cursor at the beginning of the next page > Section Break > Next Page > Place the cursor in this new section (which will be back to portrait) > Orientation > Portrait
  + Careful: IF NECESSARY fix headers and footers anomalies once the section breaks have been created (unlink from previous the header and footer of the landscape page + start page numbering at 0 so that it shows 1 on the second page)
  + This process is not available on the web version of Microsoft Word
* A page header with the name of the focus group and a page footer with the page number are added to all the pages of the transcript, except the cover page.

Header: QESB [Year] – Pre/Post-election [Location] [Type] [number]

* A ‘Contents’ page is added which includes hyperlinks to topic headings and the responses by participant. This is created by using the nested ‘Heading’ styles in Word and generating an automated table of contents via Word.
* The names of all participants explicitly identified by the moderator or other participants are anonymised and replaced with aliases. Follow the guidance VOLUNTEER PROTOCOL 1
* All other identifiers are anonymised.

Publication Version 1.0:

* The names of all participants including those who are simply listed as a Male or Female Participants in the pre-edited transcript, are anonymised and all participants’ aliases are added to the transcript.
* Participants’ non-verbal responses (such as raising of hands or nodding) to specific questions by the moderator are added to version 0.9 of the transcript.

Publication Version 1.1:

* Participant ID numbers are added to the metadata table produced in version 1.0.

Publication Version 2.0:

* The introductory and concluding sections of the focus group which cover housekeeping instructions by the moderators are added.
* Any portions that were indecipherable in the first round of transcription are added by triangulating with audio and video recordings.
* All non-verbal actions by participants (such as laughter, a specific tone of voice, etc.) are added to version 1.0 of the transcript.
* Spelling errors present during transcription are corrected.

Ensure standardised naming convention:

2024\_Pre/Post\_ Location\_ ModeNo\_date\_vNo

(E.g. 2024\_Post\_ Online\_ ITW\_Amir\_110724\_v1.0, 2024\_Pre\_Dundee\_FG1\_290624\_v0.5)

## **Notes**

* Remove moderators’ names from transcripts (replace with “Moderator 1 or 2”)
* Delete administration/logistics parts (irrelevant, no analytical value)
* Make sure to check the spelling of places and people (like local politicians) when you go over the transcript
* If a participant says the name of the interviewer, replace with “Moderator” or “Moderator 1” if there are two moderators (if there is a second moderator, add their name on the metadata page as “Moderator 2: ...”)

See below for formatting details.

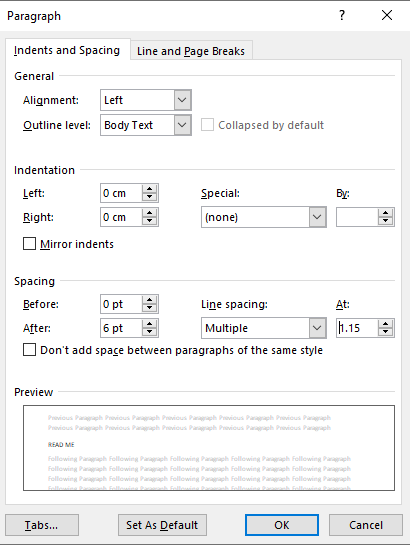
## **FORMATING INSTRUCTIONS**

Front page details:

* Calibri (body)
* All 1.0 line spacing
* First 3 title lines: size 20, +10 pt after (if copy pasted the front-page example above you only need to change this)
* Next 3 title lines: size 14, +6 pt after (if copy pasted the front-page example above you only need to change this)
* Principal Investigator and below: size 12, titles bold, +0 pt after

Read me page details:

* Calibri (body)
* First title: size 14
* Second title: 12
* Rest: 11
* Line spacing (see screenshot below):



Metadata page: Calibri 11, Line spacing 1.15, +6 pt after, example below:

Date of focus group: 22 June 2024, 10:30am

Location: Online

Moderator: Thom Oliver

Participants: [insert table]

Table details: 12 columns, 1.15 line spacing, +0 pt after, Calibri 11, style “Normal”

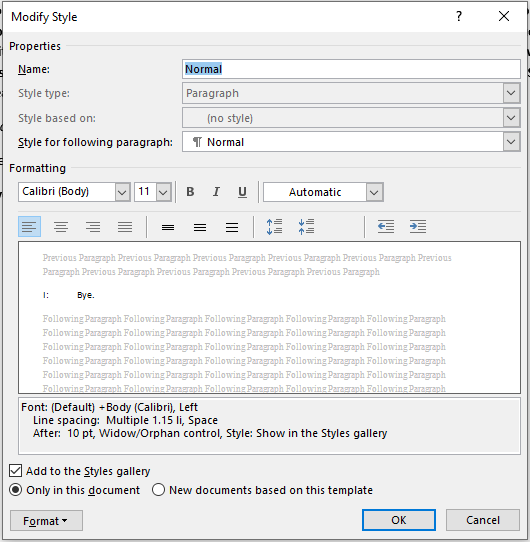
|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Alias** | **Sex** | **Special Category** | **Age group** | **Supporter** | **Party** | **Strength** | **Constituency** | **2024 vote preference** | **2024 vote reported** | **Panellist** |
|  |  |  |  |  |  |  |  |  |  |  |

Pre-election transcript: *file name goes here.*

Table of contents:

* References > Table of Contents > Automatic Table 2
* Update Table of content when you’re done reviewing the transcript

Rest of the transcript:

* Select all text and apply “Normal” style (you might have to modify the existing one so it matches the following details, see screenshot)
* 
* The Moderator interventions are in “Normal” style and in bold (you can double click the format painter tool to go faster + double click in the margin next to a moderator intervention to select and change the whole paragraph)
* Use Heading 1 for Theme titles e.g. Voting Considerations
* Heading 2 for participants’ interventions e.g. Lucien (you can double click the format painter tool to go faster)

If you do the formatting on the desktop app and later open the document on online Word version, then there will be extra empty pages. There nothing really you can do to avoid that except delete/fix it once you open the document on online Word version.