Test Instructions

Audio File and Transcript Labels

1. Label your document with the below name. Please feel free to copy and paste.
   01 Social Media 041918 Group 1

2. Add the below first page header .(bold and single-spaced) (Arial, size 12). Feel free to copy and paste.
   Project Name: Social Media
   Date: 04/21/18
   Group: 1

3. Please add the running header starting on page 2 (Arial, size 10, left aligned). Feel free to copy and paste.
   01 Social Media 041918 Group 1

Document Formatting

- **Moderators' statements are bolded.**
- Respondents' comments are not bolded.
- Create a hard line break (double enter) when there is a change speaker
- Never break-up speech for a single speaker. New paragraphs should only occur with a switch in speakers in the transcript.
- Body text and headers should be typed in black only
- If you typically view and type in a page view other than 100%, please change the file view to 100% before submitting the transcript
- Font should be Arial, 12pt for the first page header and the body of the document.
- Please save transcripts in 2007's .docx format.

Verbatim Standards

- Transcribe a word for word account of all speakers in the audio; don't alter the speakers' words even if they speak in run-on sentences or fragments. You should add punctuation to make the document more readable.
- Although everything is captured verbatim, you should always omit verbal ticks and non-verbal utterances such as: "uh," "um," "you know," "great," and "all right." These are known as "filler language" and are characterized as words or phrases that tend to clutter a transcript without adding meaning. Please see the example below.
  - When NOT to use "OK":

    ~~OK?~~

    ~~OK.~~

    ~~OK,~~ **Nick, what else do you like?**

There's a room back there with a huge TV.

~~OK,~~ so there's another TV that you like to watch stuff on, ~~OK~~. And how are you at moving around and finding what you want to find on the TV, do you ever have any trouble with that?

o When to use "OK":

I think because you're talking about such a wide range of people with a wide range of skills, some of which are not 21st century skills in terms of the work that we do, I think just skills in general is OK.

I don't think expanding proven models is bad.

That's OK. It's straightforward.

Expanding proven models. Some of you sort of think that the last one's OK?

No.

Yeah, I like that one too.

It's OK.

I'm OK with that.

Investing is cold.

Investing is cold? So this one's sort of OK with some of the room?

As you can see above, you should only type OK when a participant uses the word as an adjective, question or answer. In all other cases the word OK serves as a filler, and you should not type it.

Transcript Notations (i.e. Bracketed Tags)

Please use the below conventions as they apply.

- [LAUGHTER], never (laughter), [LAUGHING], (laughs), (giggles) etc.
- [INAUDIBLE], never (inaudible), [UNINTELLIGIBLE], (INAUDIBLE) etc.
- [INAUDIBLE sounds like: speech typed here], not [INAUDIBLE - sounds like speaker's words go here]
  - When using "inaudible sounds like" please provide only one suggestion, and make sure the suggestion makes sense within the context of the sentence.
- [CROSSTALK], not [INAUDIBLE DUE TO OVERLAPPING VOICES], etc.
- Use a [ph] to indicate phoenetic spelling of a proper name. For example: "My name is Stephen[ph].

- **Also, always run spell-check and re-listen to [INAUDIBLE] notations to try to decipher this speech. You should aim for zero inaudible tags in the final document.**

Guidelines for Punctuation

- If a sentence seems to run on, please do your best to break it down into smaller, more readable sentences with periods and commas.
- Never use ellipses (…). You should always instead use a dash (—).
- Never type exclamation (!) marks in your transcripts. Periods (.) will suffice, even if a participant sounds excited.

Other Typographical Guidelines

- For transcribing numbers, please spell out numbers zero to ten instead of using numerics. For numbers 11 or greater, please use the numeric.
  - Example: 59
  - Example: Two
- When you transcribe a product or brand, please pay close attention to the case.
  - For example: iPad.
  - Drug Names
    - Brand name drugs should be capitalized.
    - Generic drug names should be lowercase
    - Please use a Google search to verify if it is a generic (lowercase) or branded (uppercase).
  - Please transcribe acronyms and initializes in ALL CAPS
    - Example: UNICEF
    -

Additional Requirements

Verifying Terms
If you are unsure of the spelling of a certain word—drug names, place names, company names, etc.—always **look up the word online** to find the correct spelling. Sometimes this can require you to Google Search with context clues.
> Example: You can search Crohn's disease with Humira.

Miscellaneous Spelling and Grammar reminders

Correct: All right
Incorrect: Alright

Correct: OK
Incorrect: O.K., Ok, ok, okay

Correct:	Mm-hmm
Incorrect:	Um-hmm, uhm-hmm, etc.
Correct:	Uh-uh (to show disagreement, opposite of "Mm-hmm")
Incorrect:	Unh-uh