

FUNDED BY TRUST FOR LONDON

# IN THEIR OWN WORDS

Beginners guide to  
audio storytelling

Brought to you by Datawise London  
and Superhighways



Learn about techniques and digital tools you need to gather and share the stories and experiences of the people your charity or community group works with





# What we'll cover today

- 
- ✓ Planning your conversation
  - ✓ Consider recording best practice
  - ✓ Select free and affordable tools for audio capture – online hosting, devices, apps and accessories
  - ✓ How to turn your recording into a written transcript

# Some warm up questions and say hi



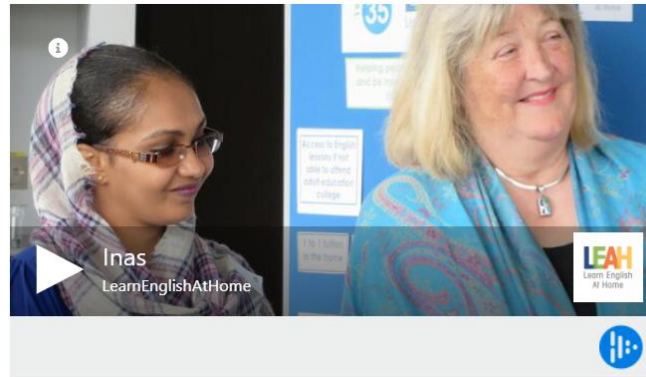
- ✓ 'Wild Tea'
- ✓ In pairs
- ✓ 2 minutes each round
- ✓ 5 x rounds
- ✓ When you come back I'll ask you to put your answers in chat



# Quick poll...have you ever??



# Let's listen...



[Learn English at Home](#)  
[Ina's story](#)



[James at Dementia](#)  
[Diaries on](#)  
[Soundcloud](#)



[BBC Listening Project](#)



Nylah Abitimo-Jones 'Black Lives Matter: What it means to be Young, Gifted & Bl...  
Being The Story



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[Nylah Abitimo-](#)  
[Jones on the Being](#)  
[the Story podcast](#)





# You might not use the audio



## Balcony Blog #1 - Sharon

In this blog  
series, we  
interview  
Hackney Wick  
residents about  
their lives under  
lockdown

[Wick Award Big Local lockdown stories](#)

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### Hi Sharon! What can you see from your balcony?

It's quite nice today. I can see for miles from my balcony. Victoria Park and over to Canary Wharf in one direction and just blocks of flats over the other side of Wick Road. All this is the Big Local area.

### What does your day look like?

The days are different. We can't run the clubs and bingo that we used to run in Gascoyne Hall. That took up lots of my time. We had craft club on Monday, the community lunch on Wednesday and Bingo on Thursdays- I might see nearly a hundred people a week.

In another way my day has not changed all because I help my family and do shopping for old people every other day.

### What are your worries?

Just a few! I worry about my family. What it's like for the kids to be out of school I don't want them going back til it's safe but they need school. My eldest grand-daughter is not

"I worry about the old people - the ones who are staying in - doing as they are told - getting thin and forgetful... and I worry about the ones that go out on the buses like nothing's happening."

— Sharon



# Planning your story gathering

What questions might we ask ourselves?

And what do we need to do?

Answers in chat please...

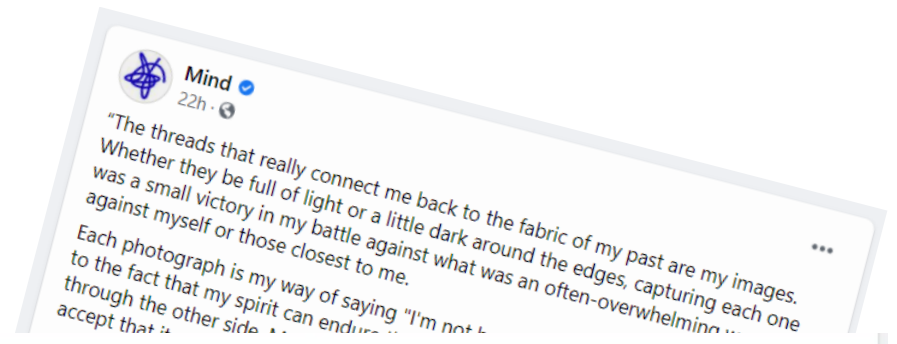




# Insights or storytelling?



- ✓ Looking for themes, making changes & sharing findings



- ✓ Sharing a story to raise awareness or motivate action



# Semi-structured interviewing for exploration and insights

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- ✓ ... is a scheduled activity
- ✓ Uses an **interview guide**
- ✓ Interviewer is prepared and in control, but not controlling
- ✓ Max. 1 hour





**QUESTIONS**



**Planning your  
questions**

# Looking for stories

Let's play wheel decide together.

What questions can we ask to capture people's stories? I'll spin to find an experience.

In pairs in breakouts, write 4 – 5 questions you might use as a starting point.



# Questions for storytelling

- ✓ Plan questions to elicit strongest response
- ✓ Ask the same question – get the right answer (forewarn them!)
- ✓ Easy starter – warm up?
- ✓ End for surprise/reflection



# Follow up question techniques for insights

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- ✓ Ask for an example
- ✓ Ask for meaning (“What does that mean?”, “What does/did that mean to you?”)
- ✓ Provide some evidence (“What makes you say that?”)
- ✓ Ask for more detail (“Can you tell me more?”)
- ✓ Reflect back to check understanding
- ✓ Verbal and non-verbal agreement (express interest)





## Avoid in both cases

- ✓ Leading questions
- ✓ Double questions
- ✓ Loaded questions
- ✓ Ambiguous questions
- ✓ Jargon
- ✓ Overly sensitive questions



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Brain paws..





**How can we  
help people  
to feel  
comfortable  
talking?**



**HOW TO**



**RECORD AND  
TRANSCRIBE YOUR  
CONVERSATIONS**

# Quick question...

What do we need to consider before we record the interview?





# Pre-recording

- ✓ ...do you have consent?
- ✓ You have told people you are **recording**
- ✓ It's stored safely
- ✓ Virtual consent – forms, audio (video?) especially for publishing





What  
equipment  
will you  
need?  
Or already  
have?



# Some helpful tools and techniques...

Lapel mic – plug into your phone (face-to-face)



Telephone pick up mic – insert into your ear and your recording device



Use a mobile app e.g. Automatic Call Recorder (don't forget to switch it off)



Play it loud for dictate, Otter or speech notes to more easily pick up the sound



# Quick poll: what's your worst...??



# The sound of success...

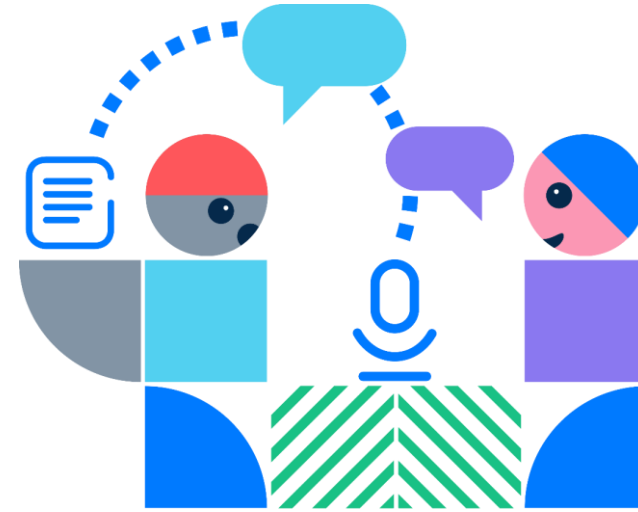


# Transcribing

- ✓ Phone speech notes (might be hard virtually)
- ✓ AI transcription
- ✓ Other free converters
- ✓ DIY listening and typing
- ✓ What do you already have in your tool box?  
E.g. Captions on your videos



# Recording & Transcribing – Otter.ai DEMO



## Recent Activity



Chief Officers' Network Meeti... is ready

Apr 1

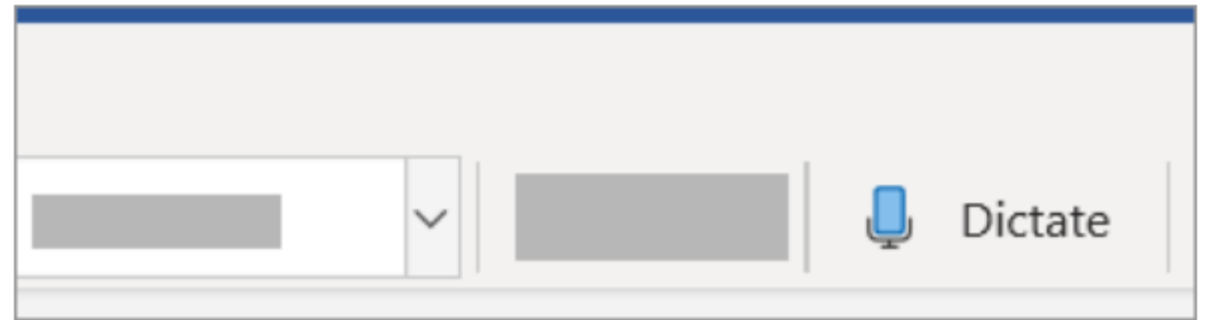
<https://otter.ai/pricing>

There are others (but paid for multi-language e.g. [Rev](#) and [Sonix](#))

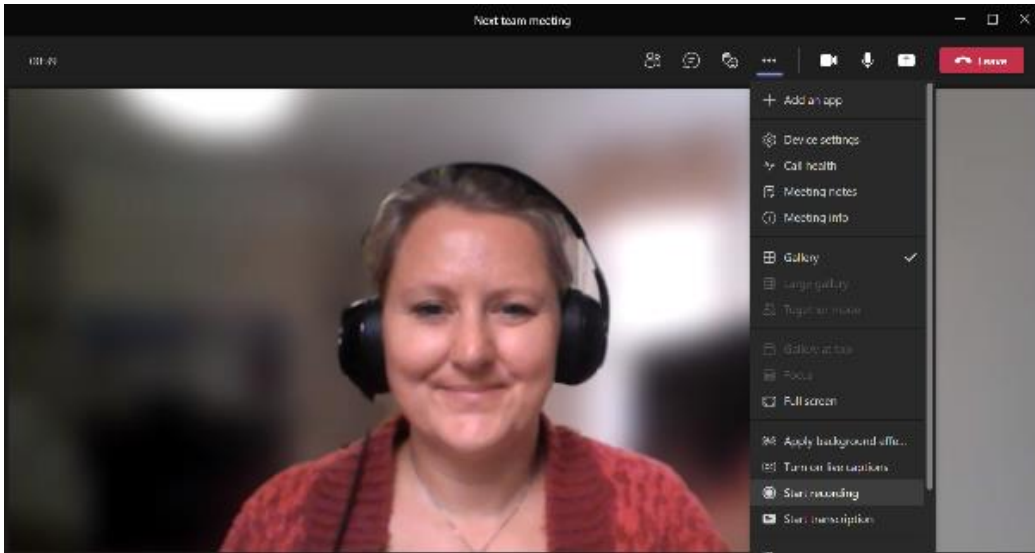




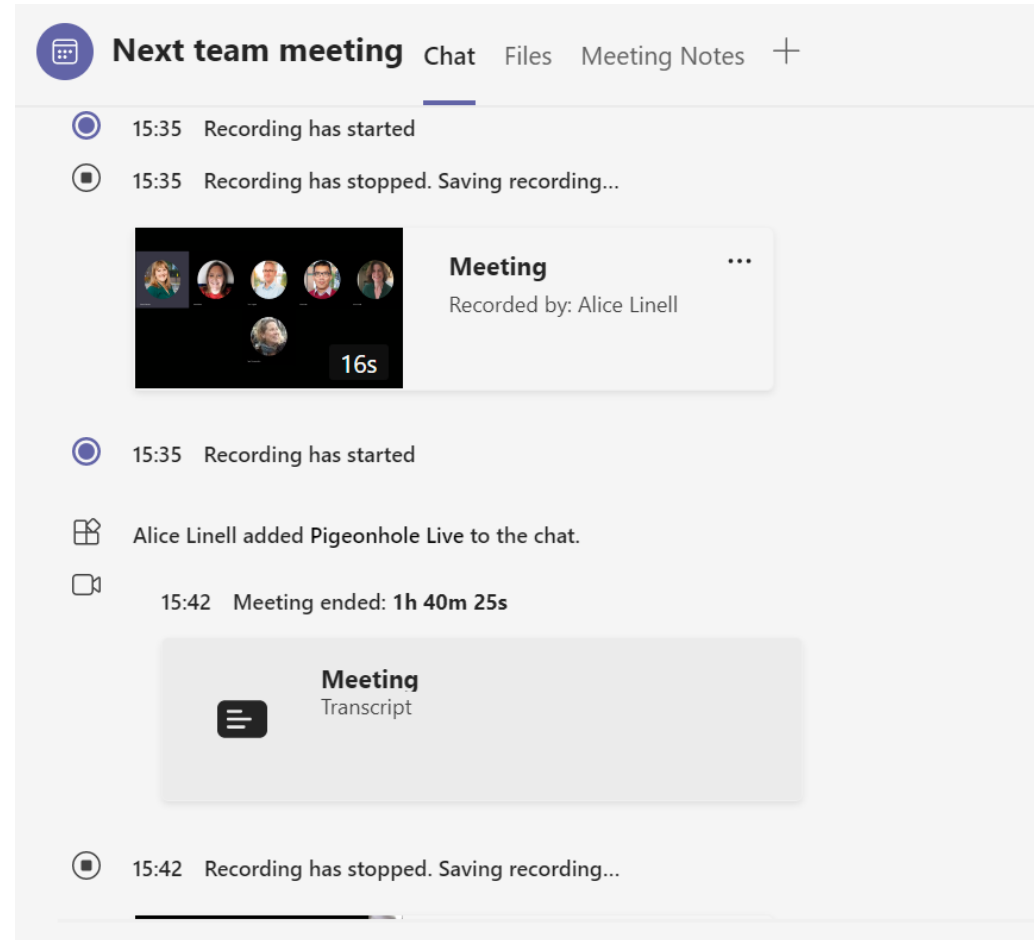
# Auto transcribe – Office 365 dictate demo



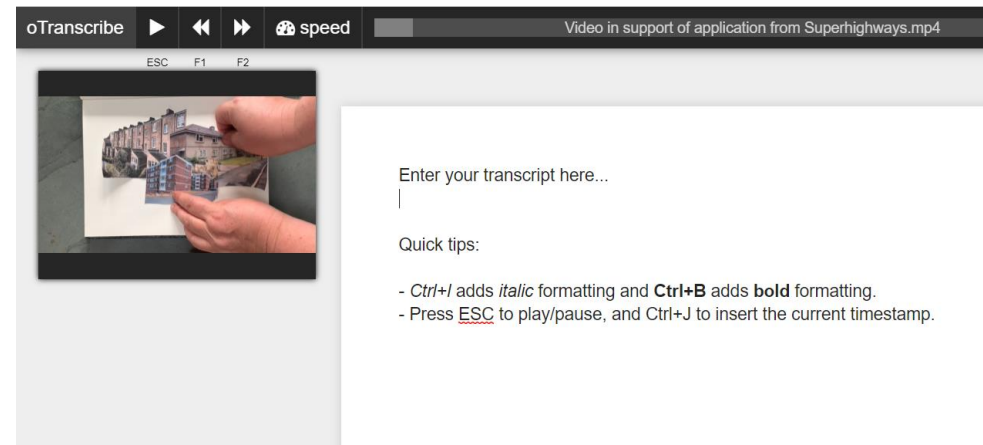
# Auto-transcribe with Microsoft Teams



1. Record your meeting
2. You can access your recording and transcript in the calendar invite
3. And saves to either One Drive or SharePoint



# DIY transcribe – O-transcribe DEMO



oTranscribe

Video in support of application from Superhighways.mp4

ESC F1 F2

Enter your transcript here...

Quick tips:

- *Ctrl+I* adds *italic* formatting and **Ctrl+B** adds **bold** formatting.
- Press ESC to play/pause, and Ctrl+J to insert the current timestamp.





## Try it for yourself:

1. Download this audio file (a quote from Superhighways digital skills research in 2020)
2. Go to [O-transcribe](#)
3. Upload the recording
4. Transcribe the recording
5. If you have time and want to, create your Otter.ai free account

Alternatively insert [this YouTube video](#) about You Can Make Music

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**TOOLS TO**



**EDIT AND PUBLISH  
YOUR RECORDINGS**

# Publishing tools



Edit Analytics Total plays: 12

## Man & Boy: a positive story of impact

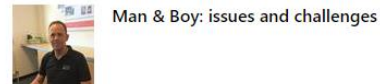
26 Sept 2018, 16:58



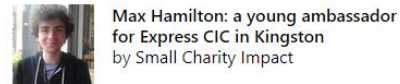
### Subscribe

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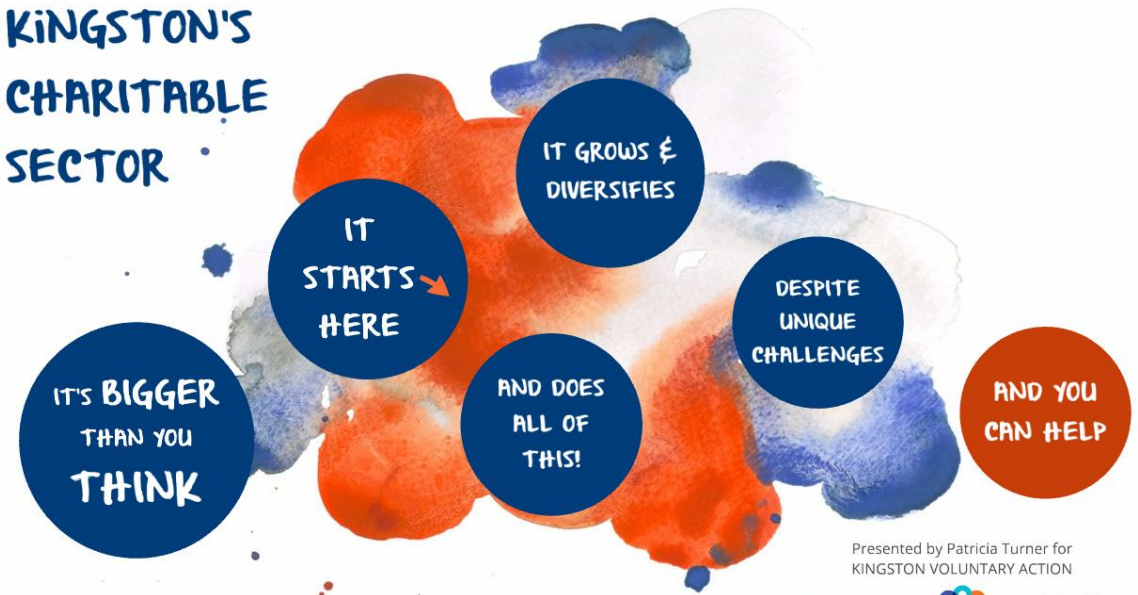
### Next



### Top Episodes



## KINGSTON'S CHARITABLE SECTOR



Presented by Patricia Turner for KINGSTON VOLUNTARY ACTION







## Listen to Danna's story



Trust for London  
Danna

SOUNDCLOUD  
Share

6:48

4

Cookie policy  
Trust for London · Danna



## Read Danna's story

Hi, I'm Danna. I'm from Colombia, but I grew up in Spain. I have been living here in London for eight years. I have two children, Juliet and Martina, I came to live in London to have these opportunities, to evolve as a person as well, so I found that London is the perfect city for me where I can fit. The diversity that I can find here you cannot find it in another part of the world, so that was perfect for me.

<https://www.trustforlondon.org.uk/issues/london-looks-like/danna/>



# Editing

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- ✓ Simple audio edits are available in publishing sites
- ✓ Audio edit apps on phones
- ✓ [Audacity](#) – free open source for desktop (our fave).

See our [step-by-step guide to editing with Audacity](#)



# Storing your data?

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- ✓ Download the right apps to your device
- ✓ Which account are you signed in with?
- ✓ Delete recordings where necessary
- ✓ Make time...
- ✓ ...and form good habits



# Next steps

Ask us for help if you need it

Further training available – [book now!](#)

[Sign up for e-news](#)

## Excel next steps 1 – managing your data

Thursday 12 May 2022 from 10:00 – 12:00

It's easy to pick up and start using Excel for small data collection tasks, only to find they grow into large unwieldy spreadsheets full of...

[Find out more](#)

## Hands on: transcribing with Otter.ai

Tuesday 17 May 2022 from 11:00 – 12:15

Otter.ai is an online tool and app to capture audio recordings and create notes from your conversations. We'll show you how to make the most...

[Find out more](#)



# Final thought





# Thank you for listening

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Tackling poverty and inequality

