

Waipapa Taumata Rau **University** of Auckland

### **Using Digital Tools & AI for Transcription**

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### Who am I





#### Experience



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Duration (d

Senior eResearch Engagement Specialist The University of Auckland · Full-time Oct 2024 - Present · 9 mos Auckland, New Zealand · Hybrid

#### / Intersect

Full-time · 2 yrs 11 mos Canberra, Australian Capital Territory, Australia

Digital Research Analyst Jan 2022 - Jul 2024 · 2 yrs 7 mos On-site

Business analyst for the University of Canberra, translating requirements for digital research technologies between research groups, faculties, and business units. Developed, advertised, and delivered ret ...see more

Project Management, Client Liaison and +3 skills

#### eResearch Analyst

Sep 2021 - Dec 2022 · 1 yr 4 mos

Liaison, relationship builder and technology admin and adopter, including driving AI/ML projects within Intersect Australia.

# **Learning outcomes**

- Summarise transcription using AI
- Benefits of AI
- Apply responsible AI
- Understand AI tool considerations
- Identify next steps

# **Transcription using AI**

- 1. Are you hoping to do transcription for your research?
- 2. What kind of research data are you collecting e.g., oneon-one interviews?
- 3. Have you used or are hoping to use AI to help transcribe/translate research data?

### **Transcription using AI**

**Transcription** - Speech  $\rightarrow$  Text **Translation** - Language X  $\rightarrow$  Y **Diarisation** - Identify speaker A, B

# **Building an AI model for language recognition**





Train model on audio data Speech-to-text Generative AI tool

# AI transcription tools (searched Feb 2025)

- Adobe Creative Cloud
- Amazon Transcribe
- Audacity
- Azure AI Speech
- Fireflies.ai
- Google Cloud
- IBM Watson Speech
- MS Teams
- MS Word
- Otter.ai
- PANOPTO (via Canvas)
- Rev
- Vibe with Whisper AI
- Zoom (with/without AI Companion)

What do you use, and why?

### **Benefits of AI Transcription tools**

- Speed
- Accuracy
- Scope
- Reduce cost
- Higher accessibility
- Data preparation

### **Responsible use of AI**

What topics do you ask research participants about?

### Terms of use example Oll Otter.ai

#### 2. HOW WE USE YOUR PERSONAL INFORMATION

#### We use your Personal Information to:

- Set up your account. We use your registration information, device information and information received from third parties (such as your username, email address) in order to set up an account for you to use our Services. We do so in accordance with our contractual and precontractual obligations to you in order to provide you with an account to use the Services.
- **Provide you with the Services**. We use your audio recordings, usage information and platform information in order to provide you with the Services. In addition, we use your communication information to facilitate support (e.g. retrieval of a forgotten password). We do so in accordance with our contractual obligations to you in order to provide you with the Services.
- Improve and monitor the Services We use information we automatically collect or generate about you when you use the Services, as well as information about your device such as device manufacturer, model and operating system, and the amount of free space on your device, to analyze the use of and improve our Services. We train our proprietary artificial intelligence technology on de-identified audio recordings. We also train our technology on transcriptions to provide more accurate services, which may contain Personal Information. We obtain explicit permission (e.g. when you rate the transcript quality and check the box to give Otter.ai and its third-party service provider(s) permission to access the conversation for training and product improvement purposes) for manual review of specific audio recordings to further refine our model training data.

### **Responsible AI**

- Many institutions don't have new, specific AI policies
- Many AI guidelines fit into existing policies
- This area is new, & moving
- But there are useful considerations that already exist

# **Responsible AI - considerations**

### **Examples for safe AI adoption**

- Privacy Act
- Data classification
- Ethics
- Institutional guidance
- "Approved" tools



# Privacy Act 2020 principles

 Assume interview or group discussion recordings contain personally identifiable information



### **Data classification**

- Minimum safety standards for data
- Informs: sharing, storing, archiving, ...

### **UoA levels:**

- Public
- Internal
- Sensitive
- Restricted

# **Sensitive data considerations**

### **Four levels**

- Public
- Internal
- Sensitive
- Restricted

### Considerations

- Sensitive is common, *normal*
- Personally identifiable information PII, deidentified health data
- Only suitable for certain tools
- May need to disclose tools in Ethics application

# AI usage guidelines might exist

- 1. Select Data classification
- 2. Use approved tool
- 3. Undertake Privacy Assessment
- Understand AI limitations and biases
- 7. Disclose usage

#### Standards

- 1. The data classification of any Inputs submitted to GenAI tools must be established.
- 2. The choice of GenAI tools must be restricted to those suitable for the data classification level of inputs submitted:
  - Public Data: Any appropriate GenAI tool may be used.
  - Internal and Sensitive Data: Must only be used where a negotiated contract and service agreement exists between the University and the GenAI provider that establishes adequate protection for Inputs. For the avoidance of doubt, adequate protection will ensure that Inputs are not used for any other purpose by the provider, including further training of their public GenAI.
  - Restricted Data: Only services solely controlled by the University may be used.
- 3. A Privacy Impact Assessment must be completed before a GenAI tool is used with Personal Information.
- The designated owner of a business function within the University is accountable and responsible for validating GenAI
  output prior to use of that output to inform business processes within their remit.
- Users of GenAI tools should consult with the Office of the Pro-Vice Chancellor Māori where Māori data may be used in a GenAI tool, or use may impact Māori.
- Users of GenAI tools should familiarise themselves with the limitations and/or the possibility of inherent bias within the tool prior to use.
- 7. Any content (including text, image, or video) intended for publishing or distribution where a substantial portion of the content has been created by a GenAI tool should be labelled as such.

# What is an "approved" tool?

Increasingly, institutions are security-assessing tools

Cyber-security, Ethics based

Approved tools list – based on data classifications

- Worth investigating if this exists, or
- What processes are for tool selection

# University of Auckland-approved AI transcription systems

### MS Word

- Office 365 with University credentials

**MS** Teams

- with University credentials

### Zoom

- without AI Companion, with University credentials

### Vibe

 with AI model e.g., Whisper AI installed and run locally on University device

#### **Approved Transcription Software**

Members of the University community have access to the following enterprise software that has been approved by the Chief Information Security Office for use with **internal and sensitive data**, in compliance with the Research data classification standard and <u>Research Data Management Policy</u>  $\square$  and <u>guidance</u>.

#### Transcribe audio files with:

• Microsoft Word (web and desktop application). Instructions are provided here ☑.

#### Record and transcribe with:

- **Zoom** (auckland.zoom.us). Go to Zoom Support <sup>[2]</sup> for more information about automated transcription of audio from Zoom meetings or webinars.
- MS Teams. Go to MS Teams Recording options ☑ for more information about automated transcription and editing of audio from Teams meetings.

#### Transcribe and translate audio files using AI with:

Vibe. Vibe is an open-source desktop client that uses machine-learning (AI) models (e.g. Whisper developed by OpenAI) to transcribe and translate audio files. When installed and run on your
 University-managed device (laptop, virtual machine) AND used offline (Vibe defaults to processing the audio on the computer without sharing data with the internet or sending data to a cloud server), it is able to be used to transcribe and translate internal and sensitive research data audio files (see, Research data classification standard). Go to Transcription using AI for more information.

# **Responsible AI summary**

### Considerations

- Data classification
- Privacy Act 2020
- University policies
- Approved tools
- Data Sovereignty

### **Benefits of acting responsibly**

- Robust & defensible research
   practices
- Participant trust & safety
- Institutional reputation
- Streamlined processes and approvals e.g. Ethics

### AI tool feature considerations for your research

# **Showcase: Nectar Virtual Desktop**

- Access a virtual computer for 2 weeks - renewable
- Free and available to staff and postgraduate students
- Sign-in using Tuakiri, use Institution log in
- Desktop Library select the TranscriptionDesktop





### **Nectar Virtual Desktop: Transcription**



### **Model considerations**



### Vibe

- Runs Whisper models developed by OpenAI
- Transcription, translation, diarisation
- Trained on 1300 hours of audio
- Translates 100 languages
- Software
  - Run via virtual service
  - Can be installed and run locally
  - Data remains on the device, doesn't 'leak' to cloud



### Languages supported

### Languages translated with >50% accuracy

Afrikaans, Arabic, Armenian, Azerbaijani, Belarusian, Bosnian, Bulgarian, Catalan, Chinese, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Galician, German, Greek, Hebrew, Hindi, Hungarian, Icelandic, Indonesian, Italian, Japanese, Kannada, Kazakh, Korean, Latvian, Lithuanian, Macedonian, Malay, Marathi, **Māori**, Nepalese, Norwegian, Persian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Tagalog, Tamil, Thai, Turkish, Ukrainian, Urdu, Vietnamese, Welsh

- Still need to check transcription
- Still need someone who knows the language



Whisper model sizes: consider them





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Tiny, Base (39M, 74 M parameters) requires ~1-2GB of RAM

Less accurate but fastest



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Less accurate but fastest



Small, Medium (244M, 769 M parameters) requires ~2-8GB of RAM

More accurate but slower



Whisper model sizes: consider them



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Less accurate but fastest



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More accurate but slower



Large (1550 M parameters) requires ~10-16GB of RAM

Most accurate but slowest



Whisper model sizes: consider them



Tiny, Base (39M, 74 M parameters) requires ~1-2GB of RAM

Less accurate but fastest



Small, Medium (244M, 769 M parameters) requires ~2-8GB of RAM

More accurate but slower – Medium default



Large (1550 M parameters) requires ~10-16GB of RAM

Most accurate but slowest

### **Transcribe + translate accuracies**

Scenario	Accuracy	
English (US / UK)		
English (NZ / accented)		
French		
Mandarin		
Māori		
Collect internet audio data Model	Train Model on audio data	Created speech-to-text GenAI tool
Māori Collect internet audio data	Train Model on audio data	Created speech-to-text GenAI tool

### **Transcribe + translate accuracies**

Scenario			Acc	uracy
English (US /	UK)			Best
English (NZ /	accente	d)	Pretty	good
French			Pretty	good
Mandarin			Pretty	good
Māori				OK
Collect internet audio data		Model		Train model

Created speech-to-text GenAI tool

### **Transcription/translation accuracy**

Scenario	Accuracy	Subjective scores	
English (US / UK)	Best	>90%	
English (NZ / accented)	Pretty good	+80	
French	Pretty good	+70	
Mandarin	Pretty good	+70	
Māori	OK	~50	
Collect internet audio data Model	Train Me audio	odel on data	Created speech-to-text GenAI tool

## What else affects accuracy

Scenario	Accuracy	Subjective scores
English (US / UK)	Best	>90%
English (NZ / accented)	Pretty good	+80
French	Pretty good	+70
Mandarin	Pretty good	+70
Māori	OK	~50

### **Collecting recordings:**

- Bad microphone
- Background noise
- Speaker clarity
- Overlapping voices
- Language rarity

### **Researchers NEED to check transcription and translation outputs**



# **Takeaways & next steps**

- AI can help research
- Be aware of "free" AI tools
- Understand data, project context
- Find "approved" tools for your research
- Seek approval for your research (e.g. Ethics)
- Use tool safely (e.g. Virtual Desktop)
- Check, verify output
- Enjoy benefits



Waipapa Taumata Rau **University** of Auckland

Hacky hour Tuesdays, 3-4pm

### Strata Café, L4 Kate Edgar Information Commons

& https://auckland.zoom.us/my/hackyhour



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### Thank you joining today, we hope this was helpful for your research