

Survey about T-LAB and Text Analysis Software

The survey, commissioned by T-LAB, was conducted by a research team (*)
at the Catholic University of Milan (Italy)

This short report, which includes 21 slides, was prepared by Cinzia Castiglioni, PhD
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Main Survey Objectives

- Analyse the user experience of T-LAB and other software for text analysis.
- Compare the perceived image of T-LAB to that of its main competitors.

Participants

- About 3,000 people received an email from T-LAB to participate in the survey. The majority of them were T-LAB users and people who downloaded the demo with the opt-in option.
- 241 individuals entered the survey.
- 186 respondents completed the questionnaire.

Methodology

- The survey, consisting of 32 questions, was administered online using Qualtrics.
- The survey started on March 6 2018 and was closed on March 26 2018.
- The survey included four open-ended questions. The answers to these questions will be analysed in a different report.

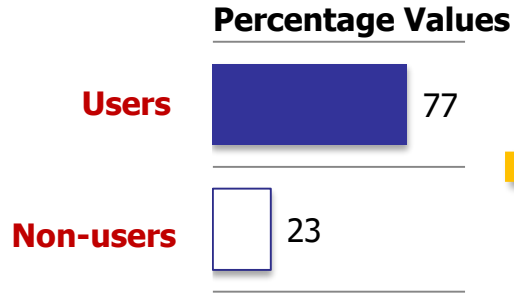
Summary

This short report consists of 4 sections:



- 1. Use of T-LAB and other softwares for Text Analysis**
- 2. Comparison between T-LAB and 10 competitors**
- 3. Perceived image and evaluation of T-LAB**
- 4. Demographic details**

1. Use of T-LAB and other softwares for Text Analysis

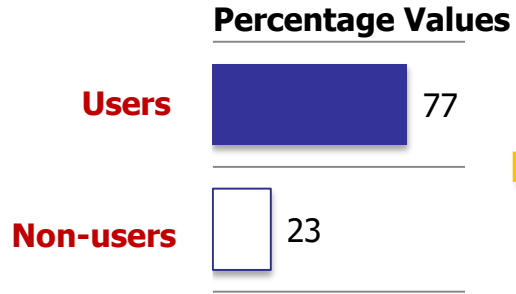
Use of T-LAB (N= 186)



GENDER		AGE		PROFESSION	
Male N=103 %	Female N=70 %	< 45 N=84 %	≥ 45 N=91 %	Academic N=100 %	Other N=81 %
75	80	87	68	77	78
25	20	13	32	23	22

 /  = Positive (green) / Negative (red) differences at significance level of 5% ($p < .05$).

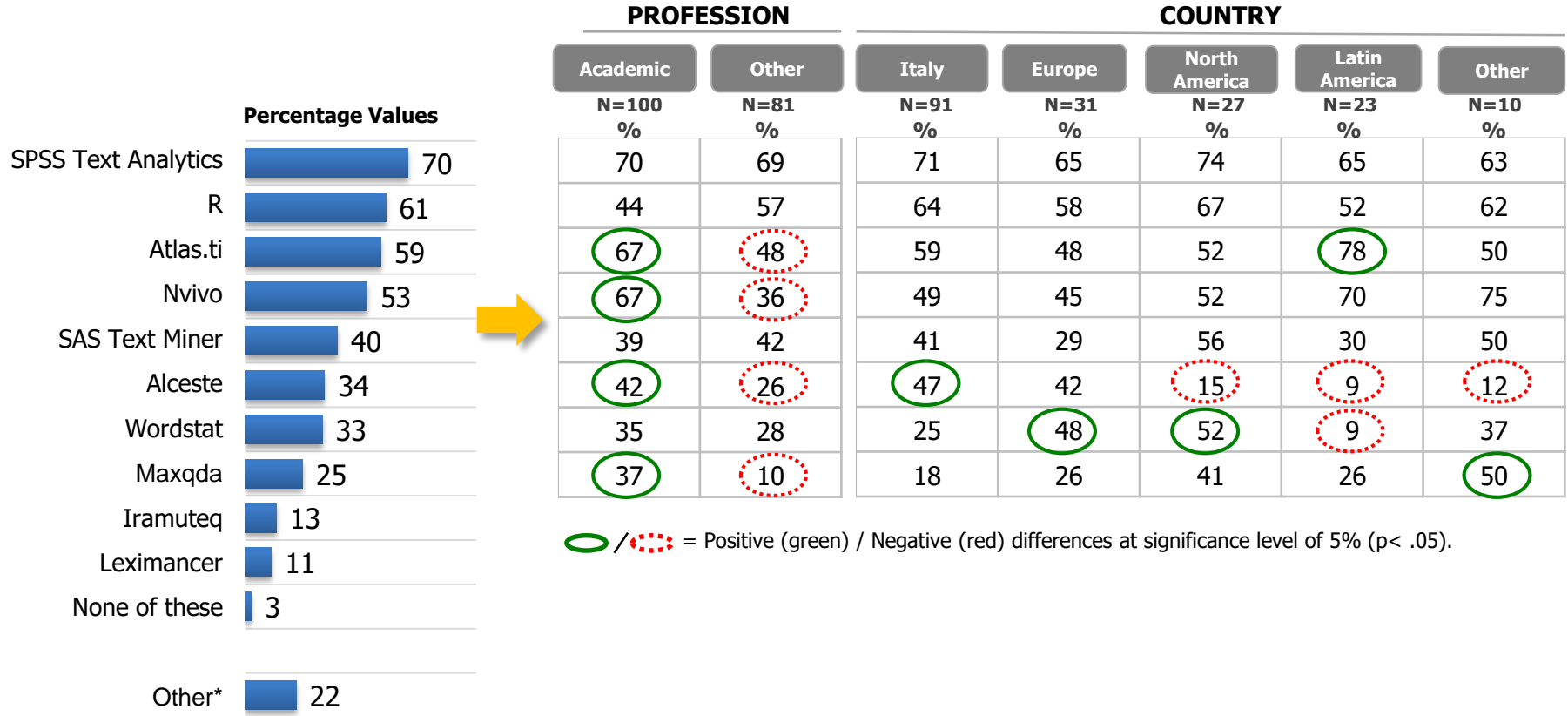
Use of T-LAB (N= 186)



		COUNTRY				
		Italy	Europe	North America	Latin America	Other
		N=91	N=31	N=27	N=23	N=10
		%	%	%	%	%
Users	77	77	84	70	78	80
Non-users	23	23	16	30	22	20

Knowledge of the other softwares (N= 186)

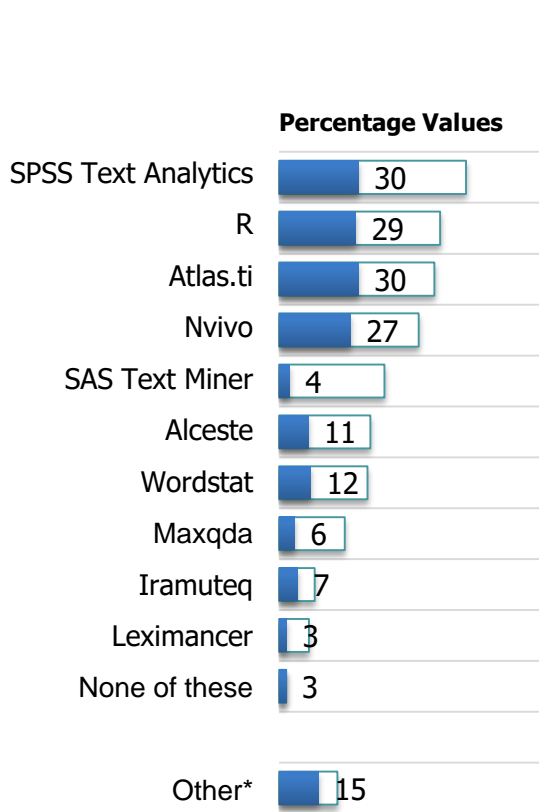
Question: Which ones of the following softwares are you aware of, even if you have only heard their names?



* In the 'Other' section about 40 different softwares were quoted. In the majority of cases, each software was quoted by only one respondent.

Use of the other softwares (N= 186)

Question: Which ones of the following softwares have you ever used?



AGE

	< 45 N=84 %	≥ 45 N=91 %
SPSS Text Analytics	23	37
R	37	23
Atlas.ti	26	32
Nvivo	30	25

PROFESSION

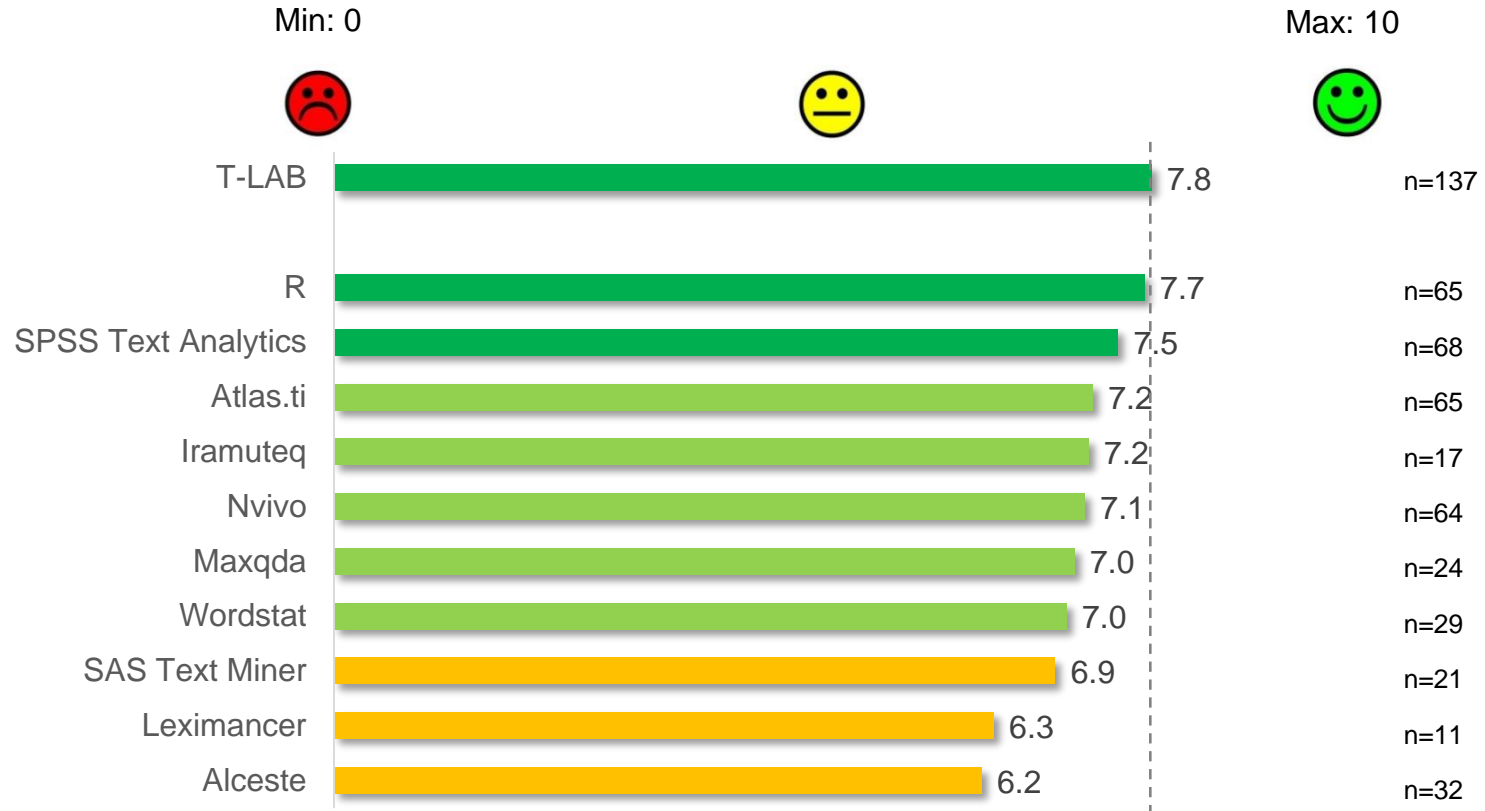
	Academic N=100 %	Other N=81 %
SPSS Text Analytics	32	26
R	30	28
Atlas.ti	32	26
Nvivo	37	16

○ / ○ = Positive (green) / Negative (red) differences at significance level of 5% ($p < .05$).

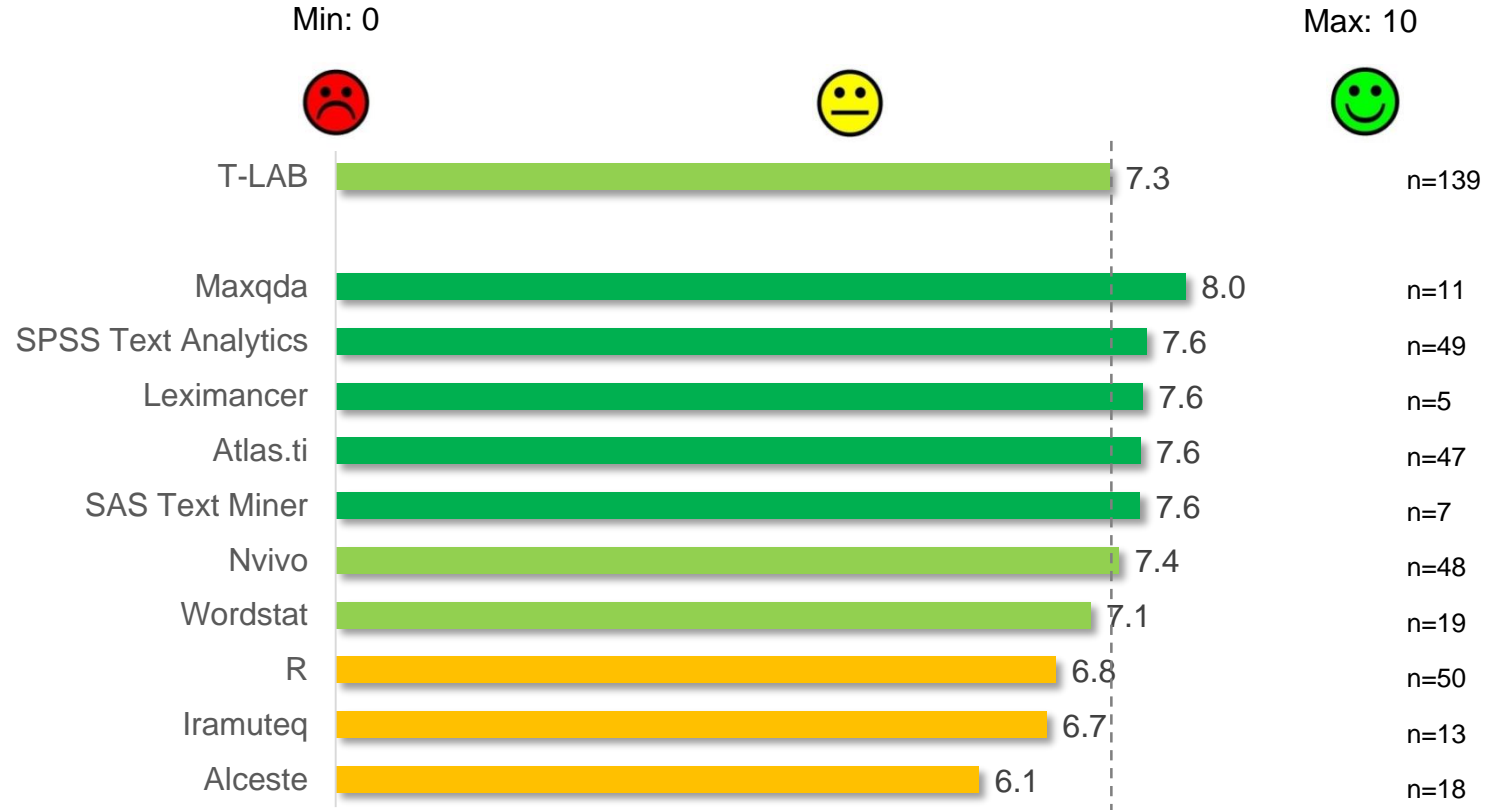
* In the 'Other' section about 40 different softwares were quoted. In the majority of cases, each software was quoted by only one respondent.

2. Comparison between T-LAB and 10 competitors

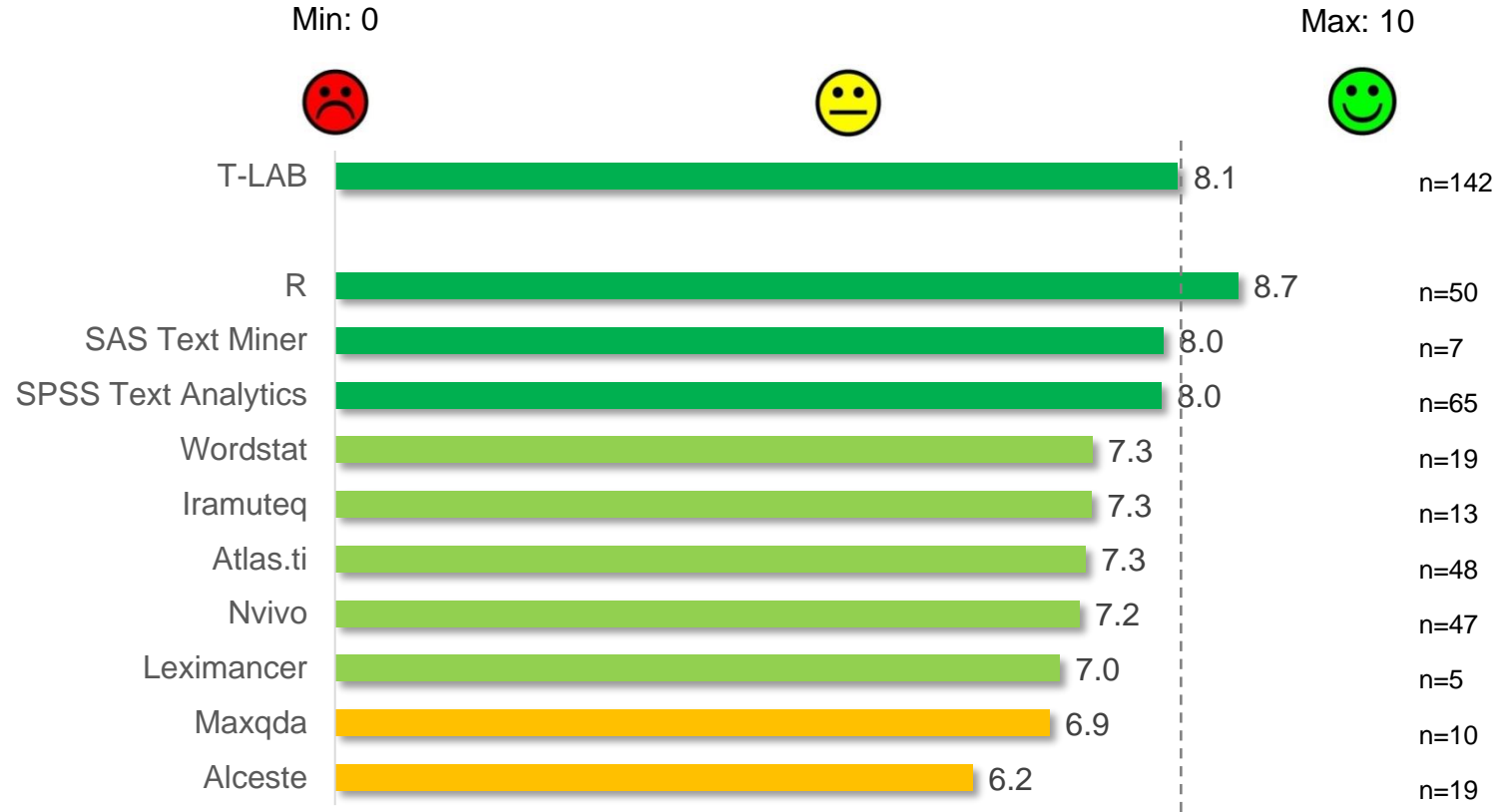
Overall Evaluation (Average scores)



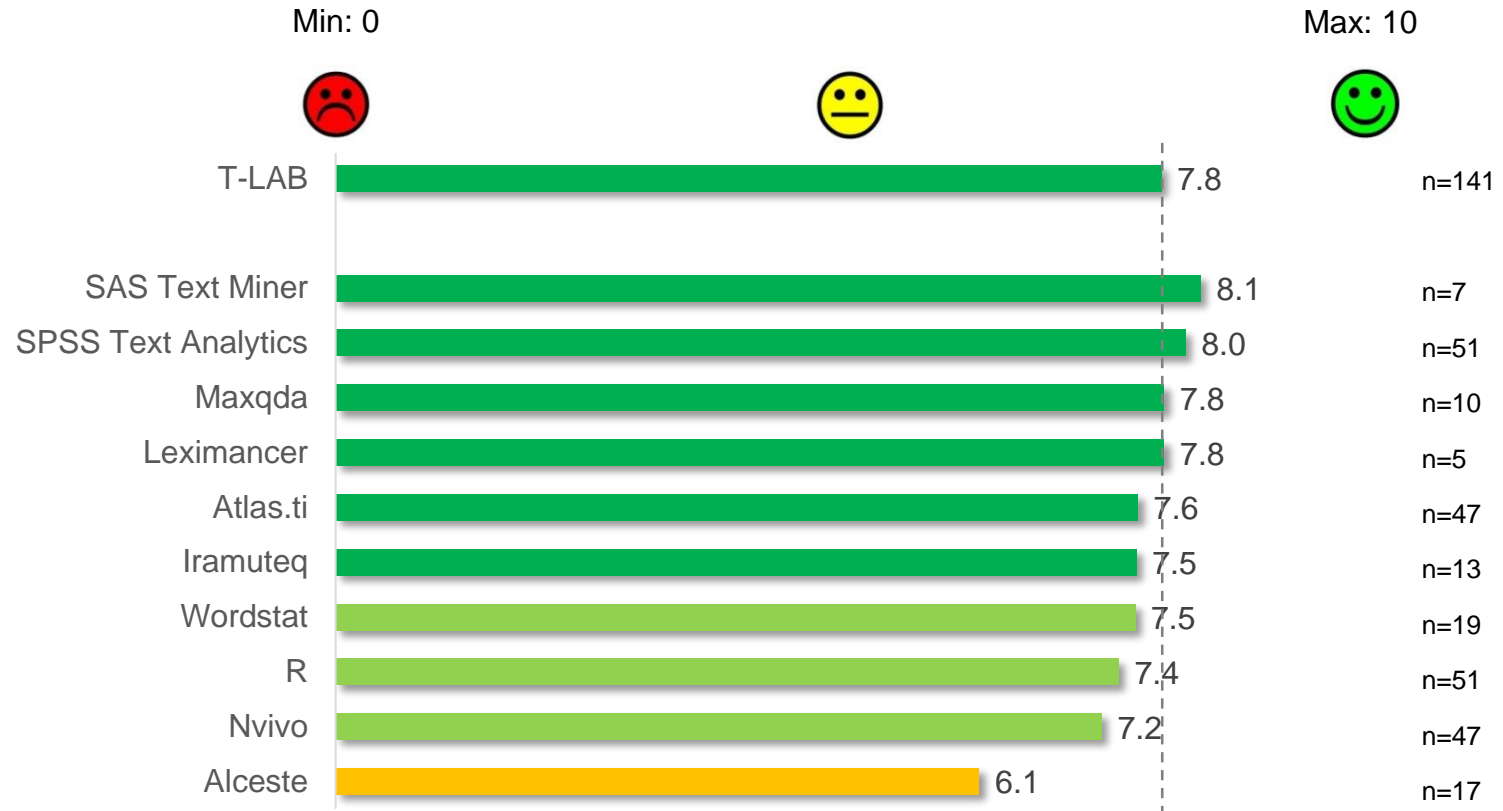
Input / Pre-Processing steps (Average scores)



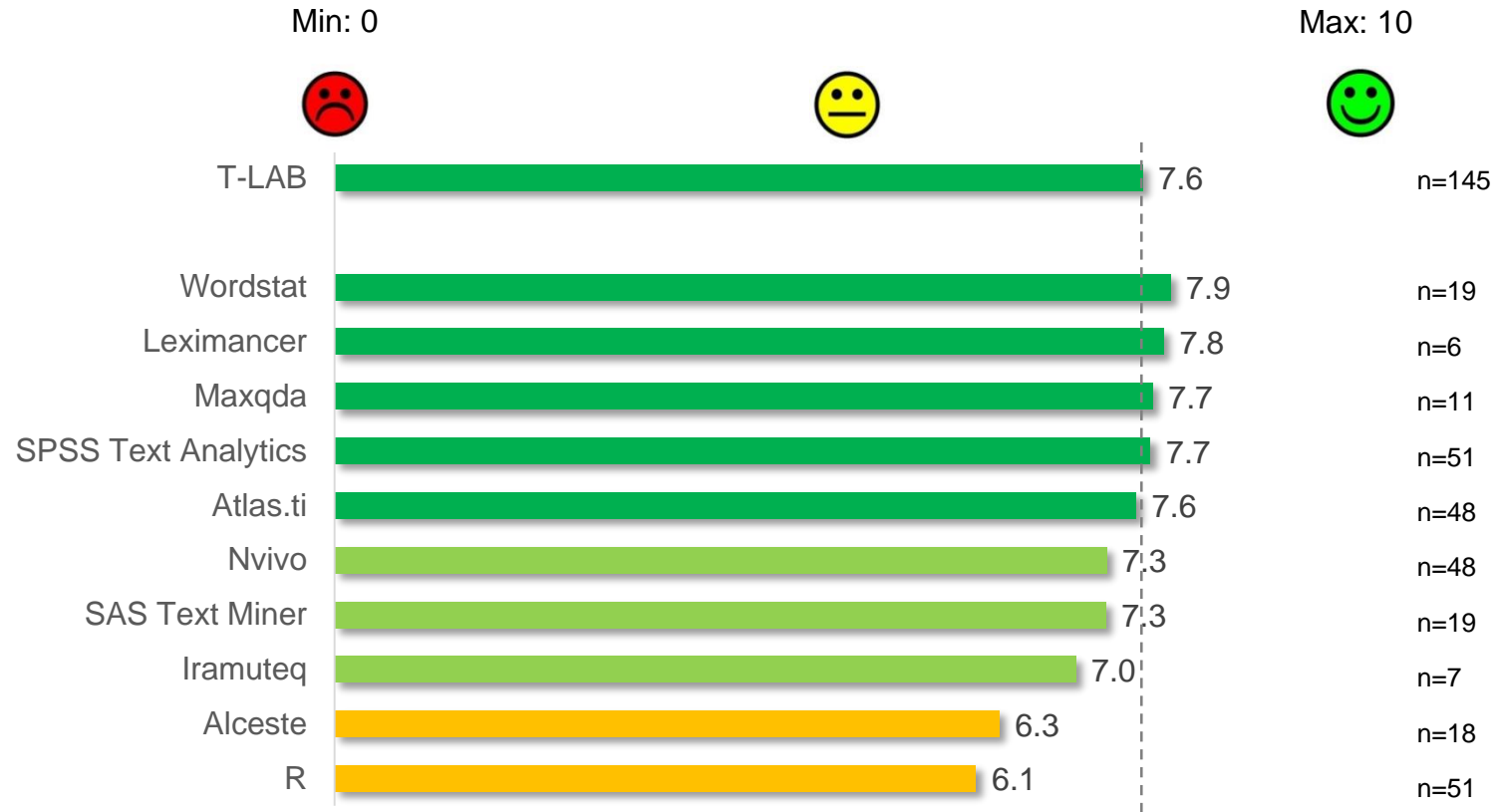
Range of the available analysis tools (Average scores)



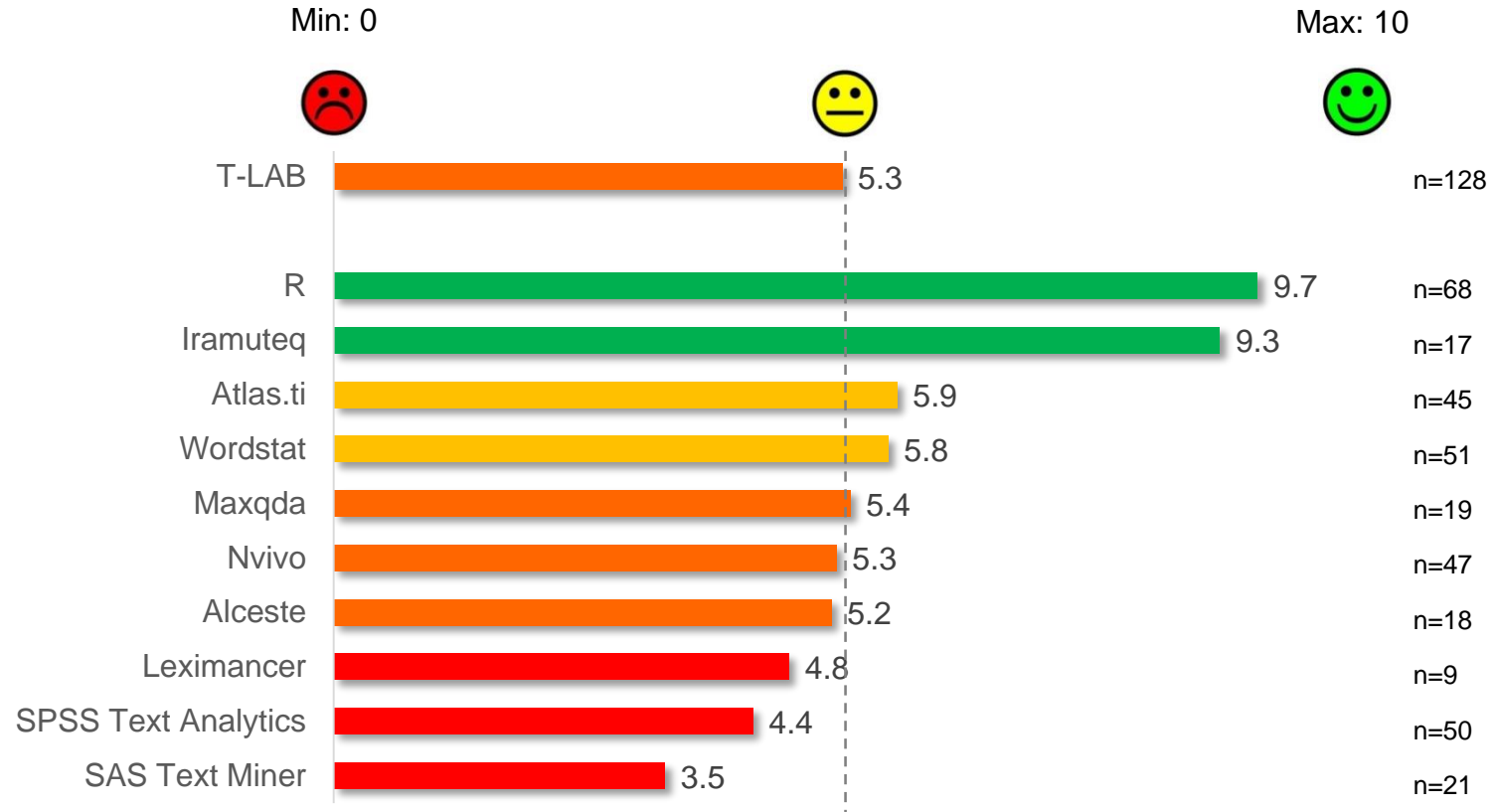
Output Quality (Average scores)



Usability (Average scores)

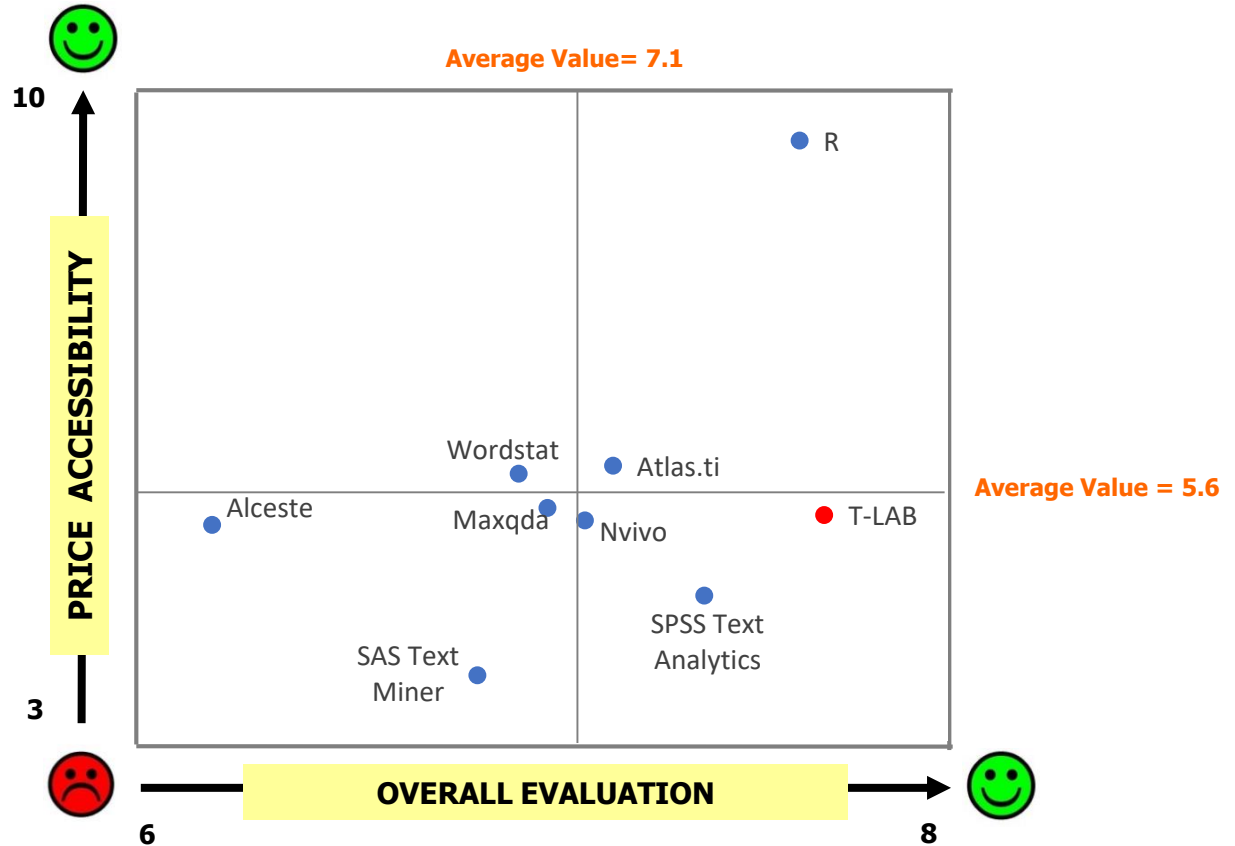


Prices of licenses (Average scores)



N.B.: Both R and Iramuteq are free softwares.

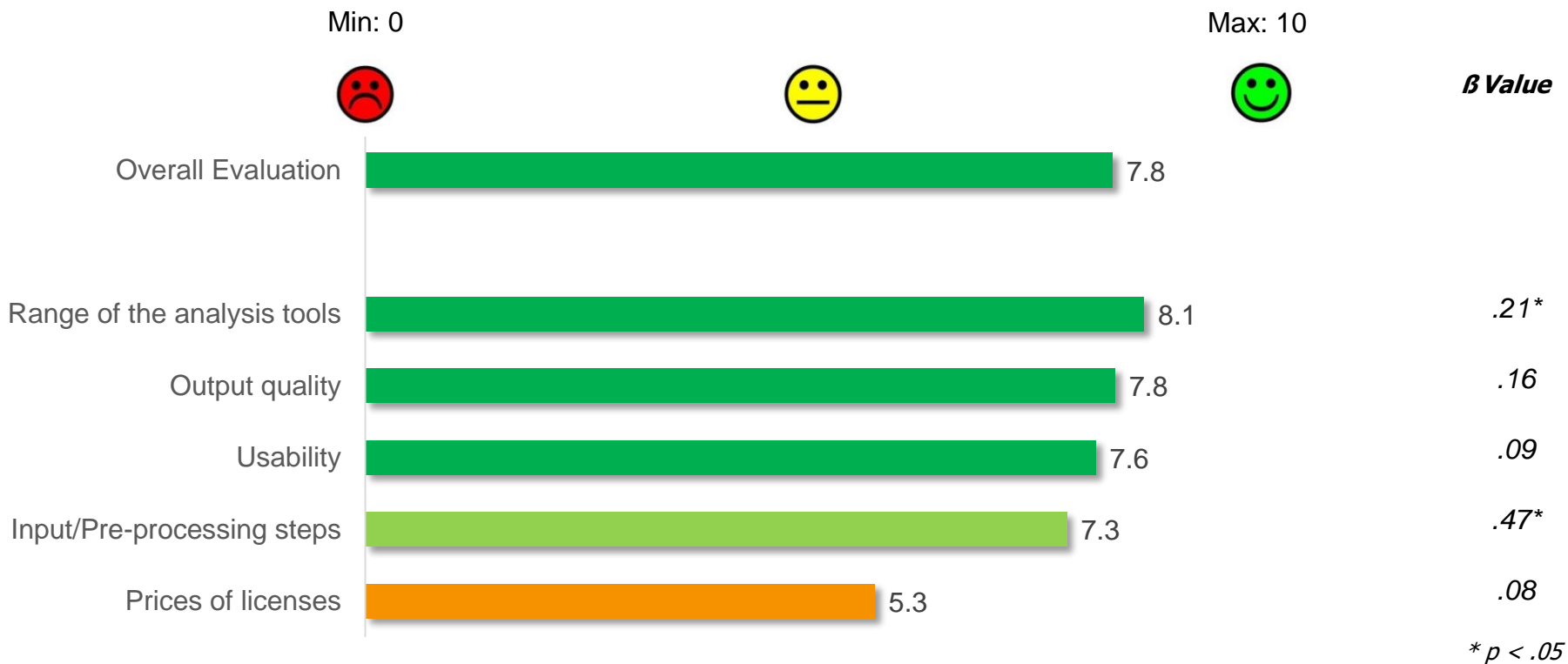
A Competitor Map



N.B.: The above map does not include two of the eleven softwares (i.e. Iramuteq and Leximancer) because their 'overall evaluation' was expressed by less than 20 respondents.

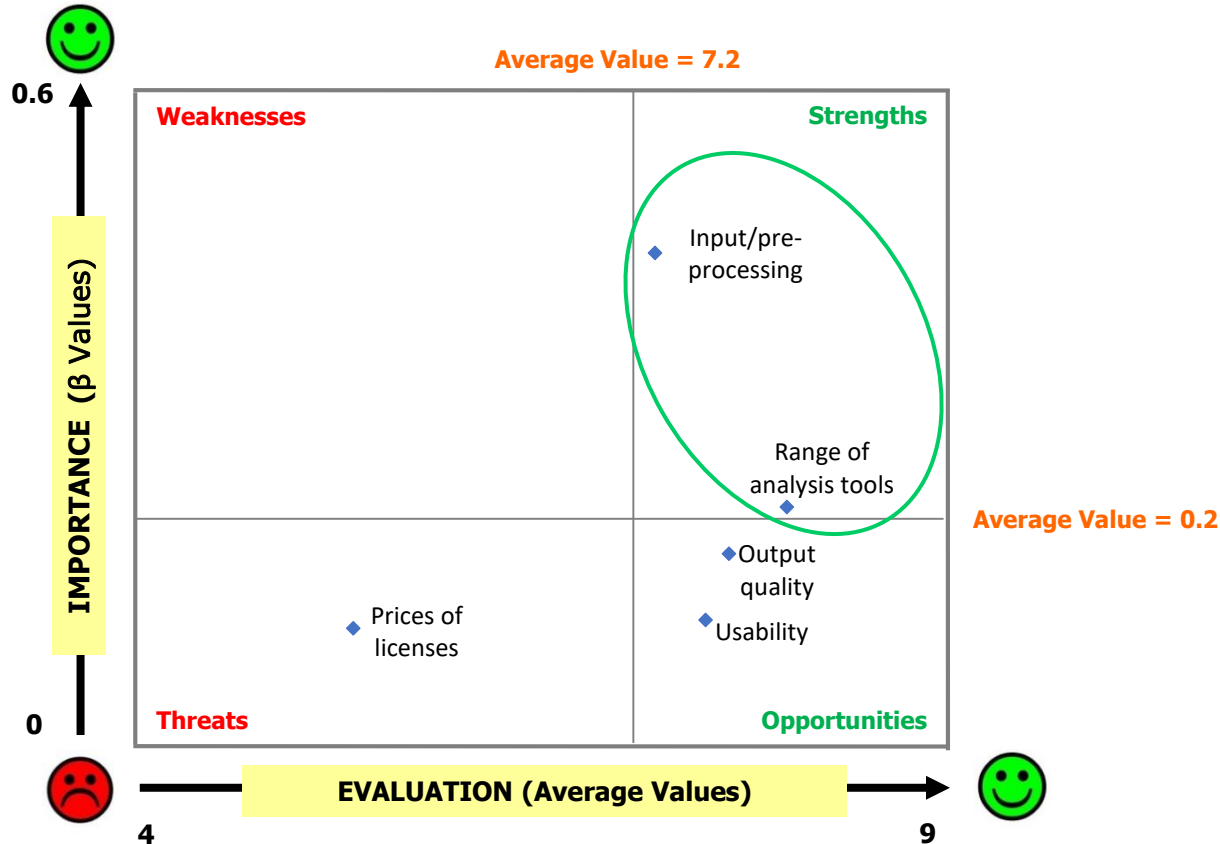
3. Perceived image and evaluation of T-LAB

T-LAB evaluations (N = 186)



N.B.: The β value for each feature has been obtained through a Regression Analysis (overall = dependent v.; each feature = independent v.) performed on T-LAB users (n=144). The analysis explained 57% of total variance.

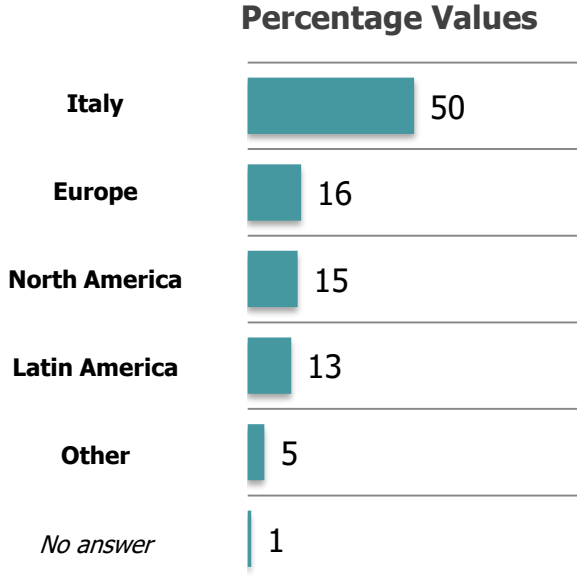
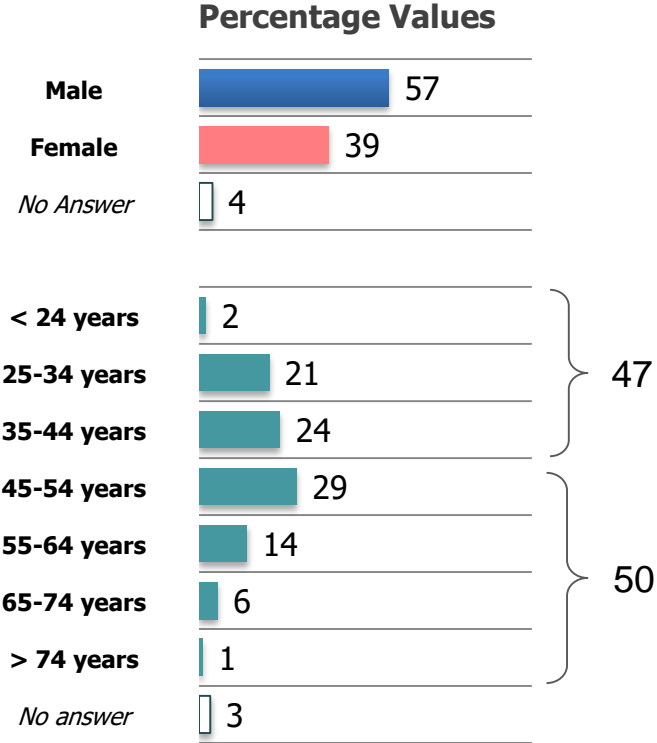
T-LAB: SWOT Analysis (N = 144 users)



N.B.: The 'threat' concerning prices appears to be common to all non open-source softwares (see slide N 14).

4. Demographic details

Respondent Profiles (N = 186)



Respondent Profiles (N = 186)

Question: Which ones of the following subject areas are your main fields of interest? (more than one answer)

