



Dove Tail Applications Tests

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DoveTail

Dove Tail is qualitative data analysis that can be used on almost any desktop browser all you need is an account. It wouldn't function on Internet Explorer or Microsoft Edge. Multiple people can work on a project at once and multiple people can be a part of multiple projects. Similarly to Google Drive you have to give the person access to your project. It also automatically saves while you work so you don't have to worry about anything if the power were to suddenly go out or if your internet connection gets lost. You can import data from a spreadsheet or from other apps via Zapier. You can export all the text highlights into a CSV file.

I put in the 31 transcripts and re-coded them for DoveTail and proceed to mess around with it to see what it was capable of.



Starting a project

When you first create a project with DoveTail you are greeted by a sort of homepage that you can use to put a brief description of the project or where the project currently is. There are five other tabs that you can access and that's where most of the work will be done and handled. The other five tabs are:

- Data
- Tags
- Highlights
- Charts
- Insights

There are also four small tabs at the bottom but that's settings, support, and feedback for the app. Below that is your profile tab in case you want to get to your profile.



Test



Last updated 1 hour ago

This is the project readme, a place to describe your project and provide an overview for newcomers. We've added some suggestions below, but feel free to replace this text with anything you like.

Goals

Describe the overall goals for this project.

Hypotheses

Describe any hypotheses you have before starting this project.

The plan

Describe how you'll run the project from start to finish.

Starting page of project



Data Tab

This is where I put in the 31 transcripts. I made a group for the transcript and one for the interviews in case I wanted to add those as well. I also made a group for the Tally data to see if I could mess with it when messing with the charts but unfortunately I couldn't. Each transcript got its own note in the group and if you click on the note it will open up a frame or page and that's where I pasted and re-coded the transcripts. After coding the transcript the notes then had colors on them as well since I color coded the pillars each color represent a highlight so you could roughly tell from a glance what pillars were mentioned in the transcript.

Data ▾ + New board

Coded Transcripts + ...

- Ali Soufan Transcript
13
- Andy Jabbour Transcript
13
- Bob Liscouski Transcript
13
- Brad Orsini Transcript
13
- Brian Dykstra Transcript
13
- Dr. Ali Chaudry Transcript
13
- George Selim Transcript
13
- Jeff Ringel Transcript
13
- Jeh Johnson Transcript
13
- Jim Hartnett Transcript
13
- + New note

Interviews + ...

- Jeh Johnson Interview
- + New note

Tally Data + ...

- R = 191
- E (1) = 324
- S = 299
- I (1) = 249
- L = 171
- I (2) = 296
- E (2) = 146
- N = 96
- C = 194
- E (3) = 98
- + New note

Data Tab Page

Mr. Ringel: 15:40

I do think that could provide value. Because if you see in a movie theatre or anywhere else. **You need to have somebody in charge when something is happening (1,6)**. I wouldn't do it for the whole congregation because people would freak out. But if you told your ushers this is part of your responsibility, here are your steps (1,7). If the ushers have walkie talkies between them so if they see something they can put out the alert(6,7). "Hey rear exit, we got a guy coming up, he looks kind of squirrely since, send some more people up here." When we know something's happening, they know how to lock down the doors and then where to direct people to get out, or what to tell people to do. Because again, people are just looking for direction (6,9). So yes, I think if you could construct and train your ushers on what to do in an emergency that's going to save lives. Both in the fire emergency, a medical emergency, and an active shooter emergency(1,10).

Resilience (1) 54

Implement ... 75

Resilience (1) 54

Enlist Guard... 40

Implement ... 75

Enlist Guard... 40

Implement ... 75

Constant Co... 46

Resilience (1) 54

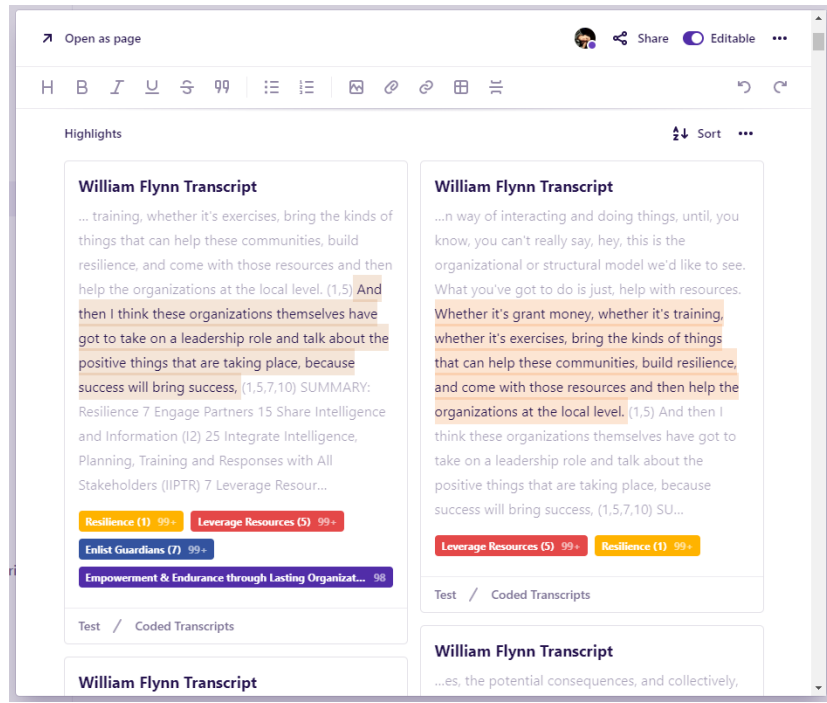
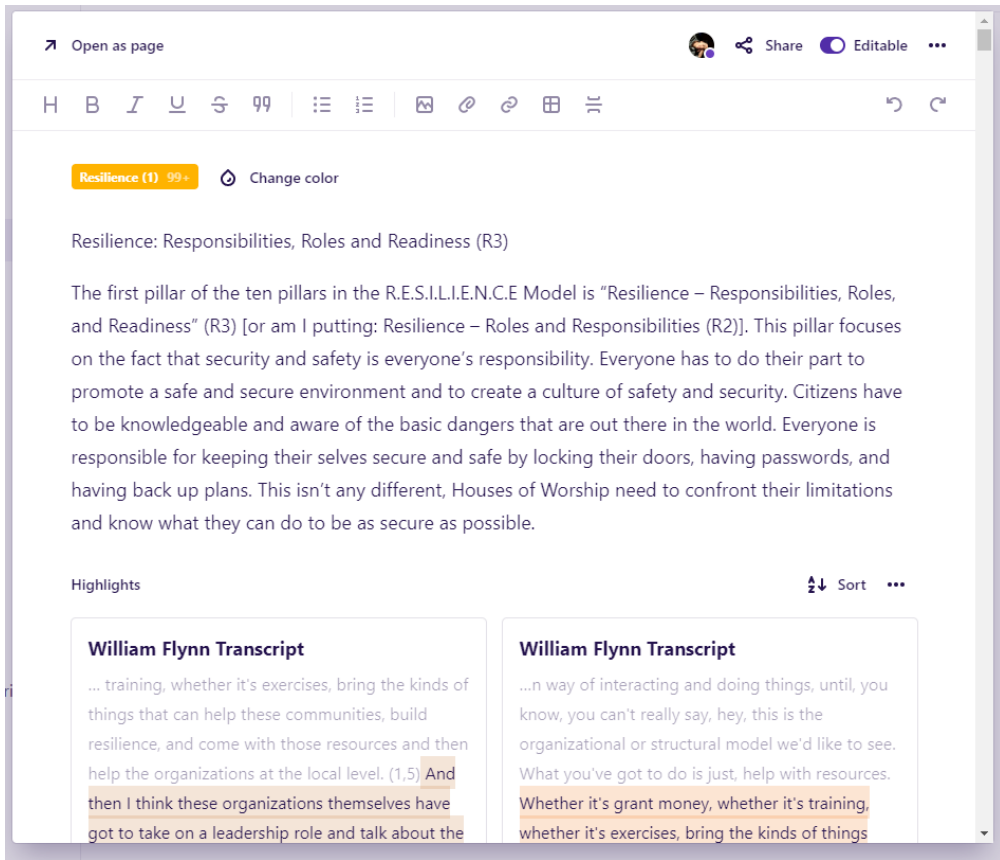
Empowerm... 16

Note page



Tags

I made a tag for every pillar in the R.E.S.I.L.I.E.N.C.E. Model and color coded them as well. Now when you highlight anything in the data tabs you are given the option to tag it with one of the pillars and you can give multiple tags per highlight. When you do give the highlight multiple tabs it combines the colors of all the tags so the highlight may become a different color than you anticipated but you can still tell what tags were mentioned. As you saw in the previous slides the tags were to the right of the text and if you hover over the tag it will show what highlight that tag is tagging. It will even have a number on the right side of the tag which states how many time that tag has been used so far but after 99 tags all it shows is 99+ so you'll have to go the the actual tag page or the charts page to really see how many times something was tagged.



Tag for the first pillar: Resilience



Tags (Cont.)

When you go into the Tags tab and click on one of the tags it will open up a window for it where you can give the tag a color, give a description of what the tag means or is, and will show you all the highlights that the tag has tagged. It even tells you where the tagged highlight is located and what other tags were tagged in the highlight. So if there is something with multiple pillars like (1,4,6) you'll see the tags for the fourth and sixth pillars mentioned even though your in the tag for the first pillar. I know this may sound confusing but if there is any confusion please contact me and I'll gladly explain more but hopefully the pictures in the previous slide help. So you can give the meaning or definition of the pillar in the tag page and you have a collection of everytime it was used in the tag pages as well.

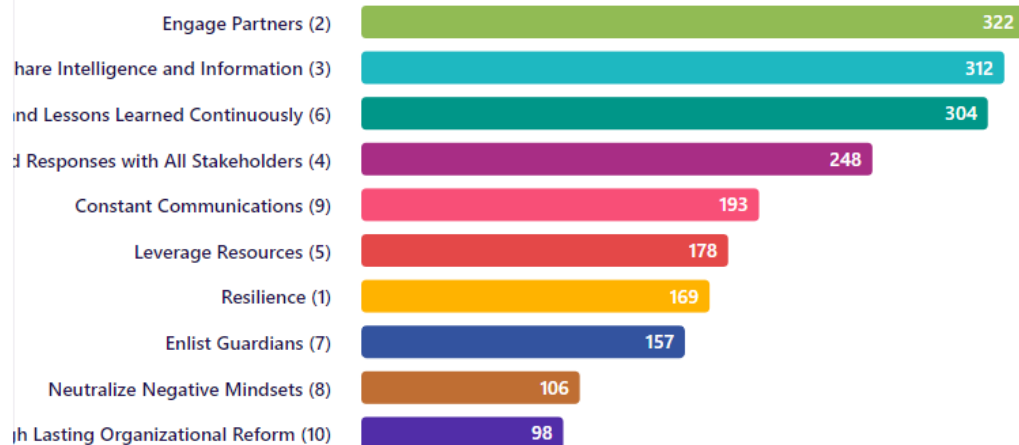


Data Visualization

DoveTail lets you look at your data in four different ways however that's the only four options you get:

- Bar Graph
- Tree Map
- Pie Graph
- Radar Plot

You can also filter what data is included in the graphs or change the metric that they are being valued at. The three metric values you have are highlight count (counts every time it was highlighted), note count (how many different documents), and text volume (amount of text within each highlight). Other than that there isn't much else you can do when it comes to data visualization.



- Pillar 5 ^
 - Show all

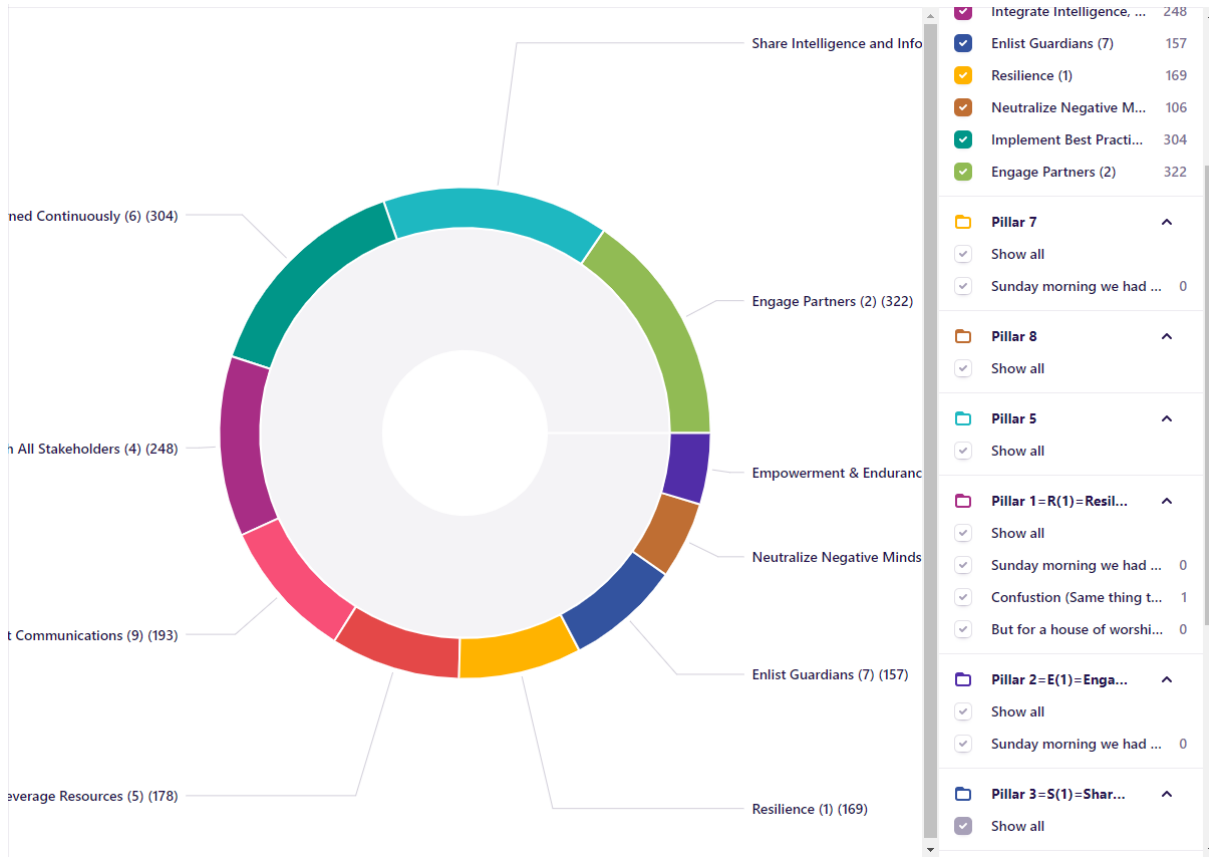
- Pillar 1=R(1)=Resil... ^
 - Show all
 - Sunday morning we had ... 0
 - Confusion (Same thing t... 1
 - But for a house of worshi... 0

- Pillar 2=E(1)=Enga... ^
 - Show all
 - Sunday morning we had ... 0

- Pillar 3=S(1)=Shar... ^
 - Show all

- Pillar 4=I(1)=Integ... ^
 - Show all
 - But for a house of worshi... 0

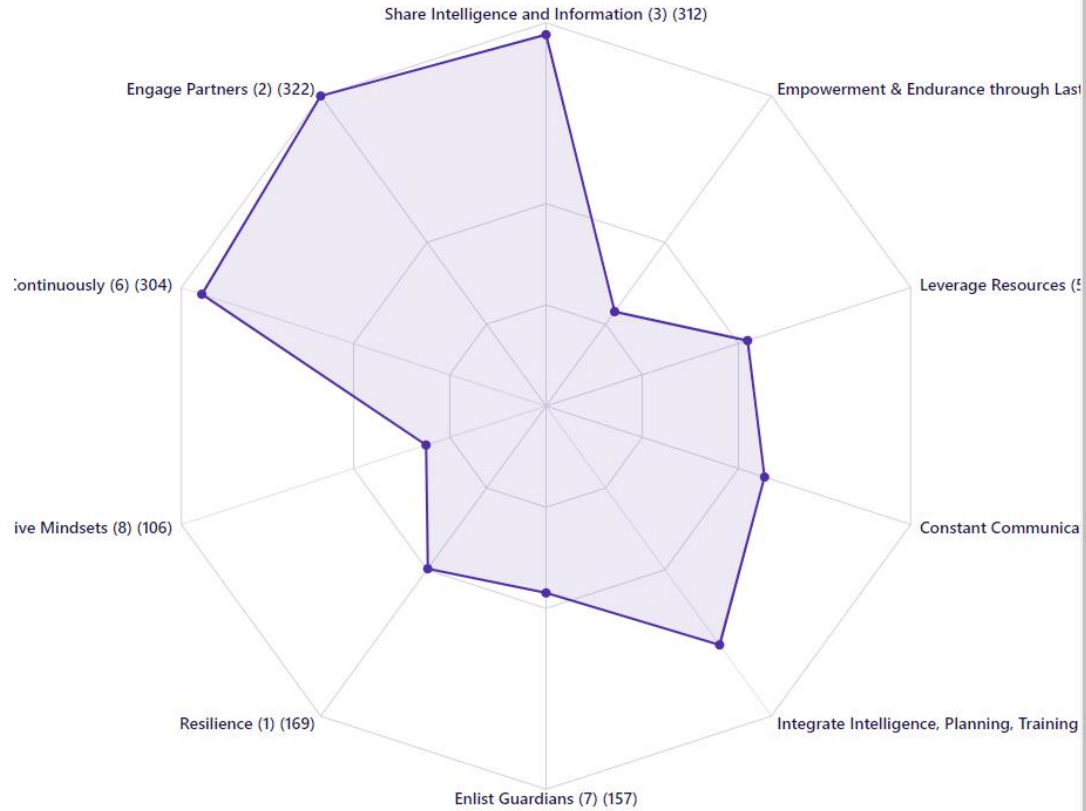
Bar Graph



Pie Graph



Tree Map



Radar Plot



Findings

- In the 31 transcripts we have pillars 2, 3, 4, 5,6,7 were mentioned in every document. Pillars 10 was the lowest withit being mentioned in only 27 documents and pillars 1 and 8 were just above it being mentioned in 28 transcripts.
- The numbers didn't really match up with the tally data now I don't know if that's some error on my part but I tagged every mention of a pillar I saw and I tagged it appropriately. I may have missed a tag or two because for the second pillar the tally data said there were 324 times but I had only 322. However some pillars were way off with the tally data saying pillar 1 was mentioned 199 time but I only had 169.



Comparison of my data with tally data

	My Data	Tally Data	Finding
Pillar 1: difference not sure why	169	191	Huge
Pillar 2: probably missed two instances	322	324	Close I
Pillar 3: instances than tally data	312	299	Found more
Pillar 4: probably missed one instance	248	249	Close I



Comparison of my data with tally data (Cont.)

	My Data	Tally Data	Findings
Pillar 6: instances	304	296	I found more
Pillar 7: instances	157	146	I found more
Pillar 8: instances	106	96	I found more
Pillar 9: probably missed one instance	193	194	Close I



Thoughts

I believe the Dove Tail is great for coding interviews and getting some quick data visualization from those interviews. This may not be helpful now since we have no more interviews to code but maybe for the next batch of interviews this could be used. At a price of 20 dollars per year that's not too bad of a price to put up with either. However in terms of data representation or visualizations this application doesn't have much to offer and feels very limited in. If the goal is to have as many ways to represent the data as possible than I wouldn't recommend DoveTail.