

ZEIT

CARD SORTING RESULTS

Overview

CARD SORTING SPECIFICS

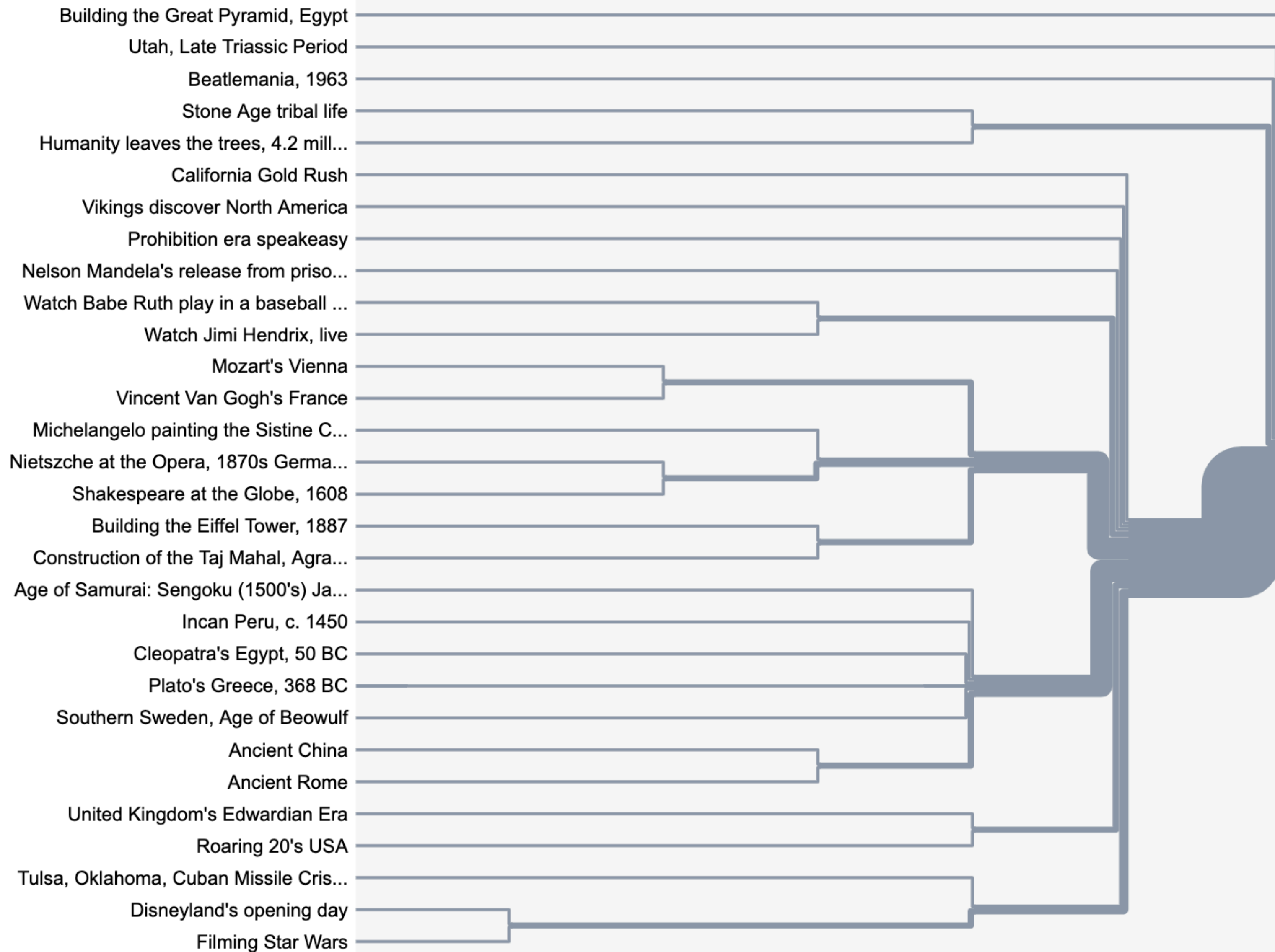
- **Open card sort:** Participants were given cards showing site content with no pre-established groupings. They were asked to sort cards into groups that they felt were appropriate & then describe each group.
- 30 cards total
- OptimalSort used to create card sort study & record participant responses
- Average time taken to complete card sort: 5 minutes and 49 seconds

PARTICIPANTS

- 11 people participated
- 1 participant from India, 1 from Japan, 4 from the US, 2 from the UK, 1 from the Philippines, 2 from New Zealand

100% Agreement

0% Agreement



Dendrogram (Best Merge Method)

Categories Created by Participant Breakdown

PARTICIPANT 1

- Ancient civilization
- Architecture
- Arts & Cinema
- History
- Homo sapiens
- Music
- Philosophy
- Politics
- Propoganda
- Sports

PARTICIPANT 2

- Things I don't know about
- Things I know a little about
- Things I know a lot about

PARTICIPANT 3

- Construction/Creation
- Events
- Experience
- Place
- Place and Time

PARTICIPANT 4

- Historical Moments
- Historical Places
- People's Place
- Star Wars
- Things that start with "watch"

PARTICIPANT 5

- Ancient civilizations
- East Asia
- European
- Modern Era
- North American History
- Pre-History Times

PARTICIPANT 6

- Early History
- Mid-Modern History, Europe
- Mid-Modern History, Outside Europe
- Modern History, Outside US
- Near Modern History
- Prehistory

PARTICIPANT 7

- 20th Century
- BC
- Pre-20th AD

PARTICIPANT 8

- Events involving multiple people
- Events relating to / artworks created by specific people
- General Periods

PARTICIPANT 9

- Cultural Phenomena
- Eras
- Historical Events
- Locations (Large)
- Personal Events

PARTICIPANT 10

- Africa
- Asia
- Europe
- North and South America

Category Results

From the 11 people that participated, a total of 58 categories were created. Within the categories, there was some overlap as multiple categories with the same words / similar phrasing were used by different people.

MOST COMMON CATEGORIES:

- **Events** (Created 4x by 3 different people)
- **Ancient Civilizations** (Created 2x by 2 different people)
- **Europe / European** (Created 2x by 2 different people)
- **Europe / European** (Created 2x by 2 different people)
- **Prehistory** (Created 2x by 2 different people)

Patterns

Looking through how participants created categories and sorted the cards, there were a few patterns that emerged based on how participants categorized different cards.

PATTERNS OBSERVED:

- Grouping by time period, era, or date
- Grouping based on geographical location
- Grouping based on activity / experience (Sports, Architectures, Arts & Cinema, Music, etc)
- Grouping based on the absence of culture & society (Homosapiens, Prehistory)
- Grouping based on pop culture

Outliers / Unusual Categorizations

- One participant decided to categorize the cards into 3 categories based on their knowledge of each card ("Things I don't know about" / "Things I know a little about" / "Things I know a lot About). Maybe this is a sign that there could be an opportunity to educate users on certain things?
- One participant created a category called "Star Wars". Is it possible that the first screening of Star Wars seems a bit different / out of place compared to the other cards?
- One participant created a category called "Propoganda"
- One participant created a category called "Things that start with "watch""

Conclusions

TAKEAWAYS

Every participant had a different approach when it came to sorting and categorizing the cards, and no two people ended up with exactly the same categories.

However, there were some similarities that were very common.

It seems as though grouping by time period, location, and activity / experience were the most common themes that participants sorted their cards and created categories around.