

Determining second best IAs using Card Sorting

Eg. Do people want this stuff sorted by brand or by colour, or both?
OR put another way, what should I put in the sidebar?!

The IA Possibility Space

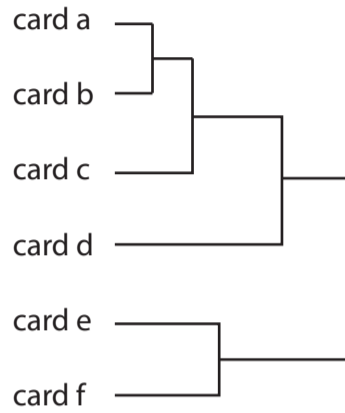
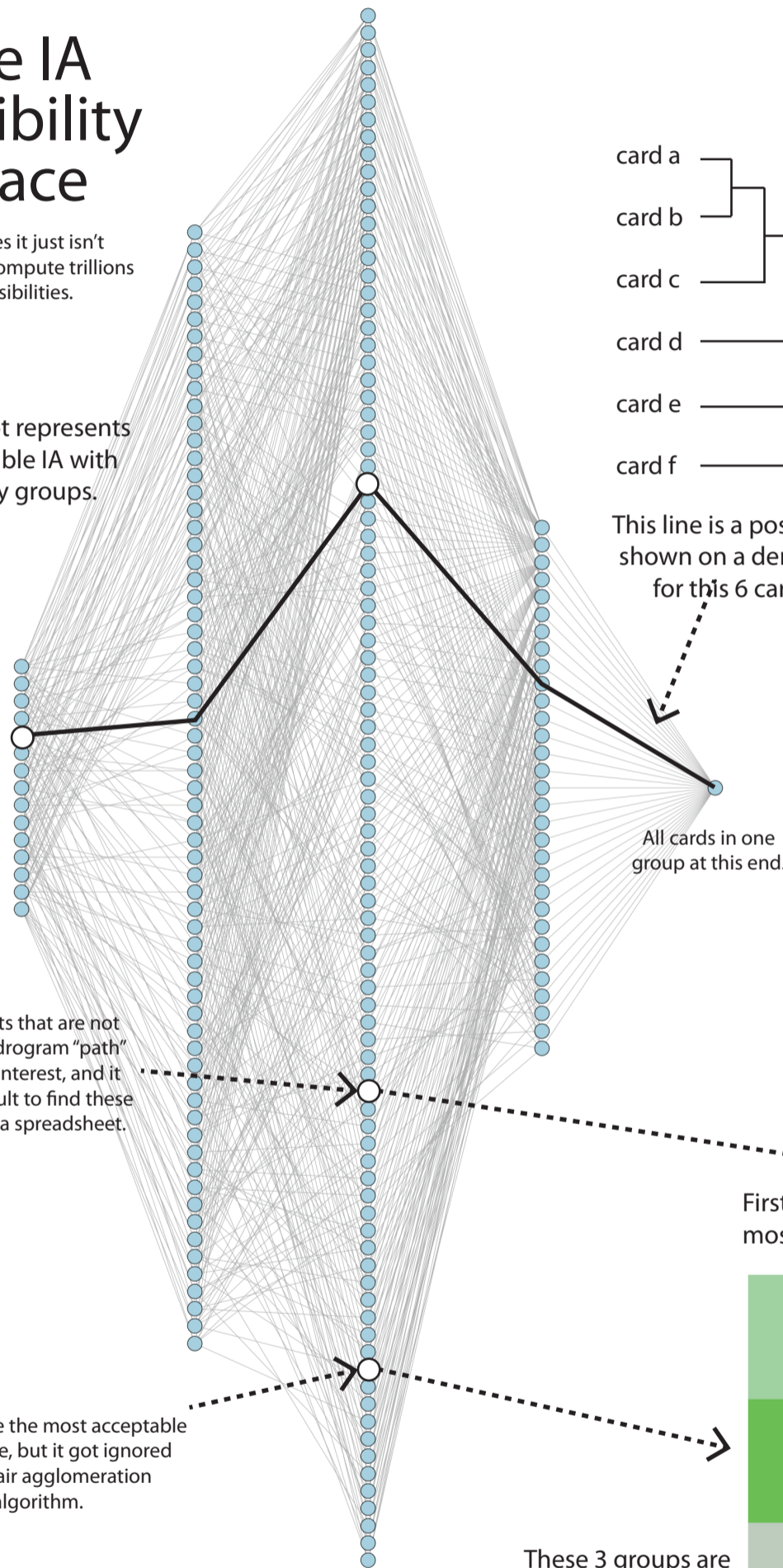
Sometimes it just isn't practical to compute trillions of possibilities.

Each dot represents a possible IA with many groups.

Many groups at this end.

Some points that are not on the dendrogram "path" are also of interest, and it can be difficult to find these by trawling a spreadsheet.

This could be the most acceptable IA over here, but it got ignored by the pair agglomeration algorithm.



This line is a possible path shown on a dendrogram for this 6 card sort.

All cards in one group at this end.

An Answer, the usual way.

Dendrograms start from the smallest groups and merge them into larger groups. This process locks in the smaller groups at each stage. Because of this the best groups can get locked out of the final output.

Plenty of acceptable or interesting IAs will be discarded by a dendrogram.

Participant Centric IA Analysis

How can we find the Top 3 most acceptable ways to group the cards, showing actual IAs as submitted by card sort participants, and those generated by the dendrogram algorithm?

An acceptability score is how agreeable one participant finds a given IA.

An acceptability score for an IA is:
+ card pair agreements
- card pair disagreements

First we find the most acceptable IA.

Then, of those who did not like that IA, what did they like?

And so on.

These 3 groups are actual IA submitted by participants.

Green groups are more acceptable to other participants.



This helps to find out what alternate categorizations you might use in a sidebar, for example.