
BookRapport

A Relationship Building App for Book Clubs

Card Sort Report

by Jef Blocker

Eight participants--two actual book club members and six unconfirmed book club members--completed an online card sort via Optimal Workshop.

The majority of the participants were able to sort the cards into the anticipated categories, although the category names were slightly different: "Book Info" vs. "Book Details," etc.

Participants showed some confusion as whether to place some cards under Book Club or Meeting. Whereas I had anticipated participants would group "Date & Time" and "R.S.V.P." under Meeting, this occurred only three times out of eight. No participants sorted "This Month's Book" under Meetings. The results show a need to list these and a few other cards under both Book Club and Meetings.

When creating the card sort, I had concerns about whether "Beach Read Lovers Unite," "Bros, Books & Beer," "Not Yo Mama's Book Club," and "Spiritual Book Club" would confuse readers, as I didn't want to include the words "book club" in each card, as it might tip off the participants that these four cards were examples of different book clubs. However, at least six of the eight participants correctly grouped these cards into the Book Clubs category.

Most cards I had anticipated participants would group under Book Club ended up being categorized in this way by participants. "City & State" was only placed under the Book Club category four out of eight times, and "Country" was only placed under the Book Club category three out of eight times. Many participants categorized these geographical cards under Meeting.

"Discussion Questions" and "Comment" seemed to confuse participants. I had anticipated these would be categorized under Books; however, this only occurred three and four times respectively. "Discussion Questions" were often grouped with Book Club or Meetings. "Comment" was grouped in almost all categories, which may necessitate a change to "Add a Review."

Overall, the results indicate my original site map should work well with some minor adjustments. Once I build the prototype, I will be able to test as to whether the site map is as intuitive for participants as I believe.

OverviewAnalysisDownloadsSharing

ParticipantsCardsCategoriesStandardization GridSimilarity MatrixDendrogramsPCA

Your Participants

0

Reload results using current selection

Apply

Search

<input type="checkbox"/>	PARTICIPANT	IDENTIFIER	TIME TAKEN	CARDS SORTED	CATEGORIES CREATED	CATEGORIES NAMED	COMMENT	INCLUDE	
<input type="checkbox"/>	1	mistyeniproductions@gmail.com	00:11:55	100%	4	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	2	lbertbz@yahoo.com	00:11:30	100%	3	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	3	mandy_york@inet.net.au	00:07:40	100%	4	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	4	Cindyelsberry@gmail.com	00:08:38	100%	6	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	5	brendan.whiting@me.com	00:52:02	100%	4	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	6	erin@ritzel.ocm	00:03:38	100%	5	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	7	wilsoncandy71@gmail.com	00:03:33	100%	5	100%		<input checked="" type="checkbox"/>	
<input type="checkbox"/>	8	etistaj@gmail.com	00:04:38	100%	5	100%		<input checked="" type="checkbox"/>	

Showing 1 to 8 of 8 participants

Participants

Your Cards

Show allShow less

Search

CARD NAME	UNIQUE CATEGORIZATIONS	CATEGORIES	Avg POS	FREQ
Author	2	Book Club	5.5	2
		Books	5.8	6
Average Rating	1	Books	6.1	8
Beach Read Lovers United	2	Book Clubs	2.1	7
		Books	4.0	1
Book Club Name	2	Meetings	1.0	1
		Book Club	3.0	7
Bros, Books & Beer	3	Book Club	1.0	1
		Books	2.0	1
		Book Clubs	2.3	6
City & State	3	Book Clubs	3.0	1
		Book Club	4.0	4
		Meetings	5.0	3
Comment	4	Book Clubs	2.0	1
		Books	5.5	4
		Meetings	8.0	1

Cards

Your Categories

Standardize		Unstandardize		Show all	Show less	Search	
CATEGORY NAME	UNIQUE CARDS	CARDS	AVG POS	FREQ	AGREEMENT	PARTICIPANTS	EDIT
<input type="checkbox"/> Book Club	25	Spiritual Book Club	1.0	1	0.48	8	
		Bros, Books & Beer	1.0	1			
		Publish Date	2.0	1			
		Publisher Weekly Review	2.5	2			
		Book Club Name	3.0	7			
		Synopsis	3.0	1			
		Currently Reading	3.3	7			
		Meeting Frequency	3.5	6			
		Moderator	3.8	5			
		City & State	4.0	4			
		Country	4.3	3			
		Reading List	4.4	8			
		Date & Time	4.6	5			
		Meeting Location	5.0	5			
		Discussion Questions	5.3	4			
		Next Month's Book	5.4	7			
		This Month's Book	5.5	6			
		Cover	5.5	2			
		Author	5.5	2			
		Not Yo Mama's Book Club	5.5	2			
		Future Books	5.7	6			
		Title	6.5	2			

Categories

Standardization Grid

	Book Club	Book Clubs	Books	Meetings
Author	2		6	
Average Rating			8	
Beach Read Lovers United		7	1	
Book Club Name	7			1
Bros, Books & Beer	1	6	1	
City & State	4	1		3
Comment	2	1	4	1
Country	3		2	3
Cover	2		6	
Currently Reading	7		1	
Date & Time	5			3
Discussion Questions	4		3	1
Future Books	6		2	
Genre			8	
International Standard Book Num...			8	
Meeting Frequency	6			2
Meeting Location	5			3
Moderator	5			3
Next Month's Book	7		1	
Not Yo Mama's Book Club	2	6		
Number of Pages			8	
Publish Date	1		7	
Publisher Weekly Review	2		6	
R.S.V.P.	5			3
Reading List	8			
Reviews	2		6	
Spiritual Book Club	1	6	1	
Synopsis	1		7	
This Month's Book	6		2	
Title	2		6	

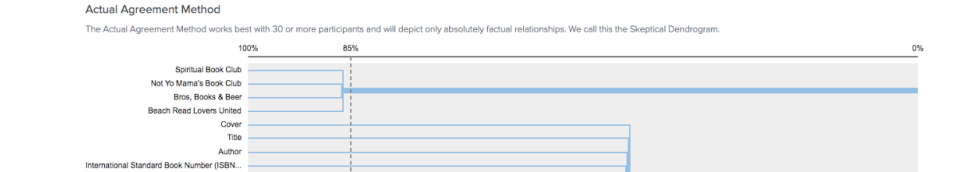
Standardization Grid

100	Title																									
100	100	Author																								
100	100	100	Publish Date																							
85	85	85	85	Number of Pages																						
85	85	85	85	100	Synopsis																					
85	85	85	85	85	85	International Standard Book Number (ISBN)																				
85	85	85	85	85	85	100	Genre																			
71	71	71	71	71	85	85	71	71	Average Rating																	
57	57	57	57	71	71	71	57	57	85	Reviews																
57	57	57	57	42	42	42	42	57	71	Publisher Weekly Review																
14	14	14	14	0	0	0	0	0	0	14	42	Next Month's Book														
28	28	28	28	14	14	14	14	0	14	42	85	This Month's Book														
14	14	14	14	0	0	0	0	0	14	28	85	71	Reading List													
0	0	0	0	0	0	0	14	14	0	14	28	85	71	71	Future Books											
14	14	14	14	14	14	14	14	0	14	14	57	71	71	57	Currently Reading											
14	14	14	14	0	0	0	0	0	14	57	57	57	42	42	Book Club Name											
14	14	14	14	0	0	0	0	0	14	42	42	42	28	28	85	Meeting Frequency										
14	14	14	14	0	0	0	0	0	14	28	28	28	14	14	71	85	R.S.V.P.									
14	14	14	14	0	0	0	0	0	14	28	28	28	14	14	71	85	100	Meeting Location								
0	0	0	0	0	0	0	0	0	0	14	14	14	14	28	57	71	85	85	City & State							
0	0	0	0	0	0	0	0	0	0	14	14	14	14	28	57	71	85	85	100	Date & Time						
0	0	0	0	0	0	0	0	0	0	14	14	14	14	14	57	71	85	85	85	85	Moderator					
28	28	28	28	28	28	28	28	28	14	0	14	14	14	14	28	28	42	57	57	71	71	57	Country			
28	28	28	28	42	42	28	28	57	71	42	28	28	28	28	14	14	28	28	28	28	28	42	Comment			
28	28	28	28	28	28	28	42	42	42	0	0	0	0	0	28	28	42	42	42	42	57	14	42	Discussion Questions		
0	0	0	0	0	0	14	14	0	0	0	0	0	0	14	0	0	0	0	0	0	0	0	0	Spiritual Book Club		
0	0	0	0	0	0	14	14	0	0	0	0	0	0	14	0	0	0	0	0	0	0	0	0	Bros, Books & Beer		
0	0	0	0	0	0	14	14	0	0	0	0	0	0	14	0	0	0	0	0	0	0	0	0	Beach Read Lovers United		
14	14	14	14	0	0	0	0	0	0	14	14	14	14	0	0	14	14	14	14	0	0	0	0	0	Not Yo Mama's Book Club	

Dendrograms

Actual Agreement Method

The Actual Agreement Method works best with 30 or more participants and will depict only absolutely factual relationships. We call this the **Skeptical Dendrogram**.



Factor	Approximate Agreement Percentage
Spiritual Book Club	98%
Not Yo Mama's Book Club	98%
Bros, Books & Beer	98%
Beach Read Lovers United	98%
Cover	88%
Title	88%
Author	88%
International Standard Book Number (ISBN)	88%
Genre	88%
Number of Pages	88%
Synopsis	88%
Publisher Weekly Review	88%
Average Rating	88%
Publish Date	88%
Reviews	88%
Meeting Frequency	72%
Book Club Name	72%
Currently Reading	72%
This Month's Book	72%
Reading List	62%
Future Books	62%
Next Month's Book	62%
City & State	95%
R.S.V.P.	95%
Comment	95%
Date & Time	95%
Meeting Location	95%
Country	95%
Discussion Questions	95%
Moderator	75%

Dendrograms

Participant-centric Analysis

Consider IAs with

2 - 6 groups

Similar IAs: 6/7

4 groups submitted by mistysniproductions@gmail.com

Book Clubs

Similar group labels

Book club names

Book clubs

Book Club Categories

Spiritual Book Club

Not Yo Mama's Book Club

Bros, Books & Beer

Beach Read Lovers United

Book Details

Similar group labels

Book info

Books for review

Book selection

Cover

Title

Author

International Standard Book Number (ISBN)

Genre

Number of Pages

Synopsis

Similar IAs: 1/7

5 groups submitted by wilsoncandy71@gmail.com

personal information

Similar group labels

City & State

Currently Reading

Date & Time

Country

book club information

Similar group labels

Cover

Title

Author

Publisher Weekly Review

Book Club Name

Meeting Frequency

Reading List

R.S.V.P.

Not Yo Mama's Book Club

Meeting Location

Similar IAs: 6/7

3 groups submitted by Beritbt@yahoo.com

Book Clubs

Similar group labels

Book club names

Book clubs

Book Club Categories

Spiritual Book Club

Not Yo Mama's Book Club

Bros, Books & Beer

Beach Read Lovers United

Book Details

Similar group labels

Book selection

Books for review

Book info

Cover

Title

Author


International Standard Book Number (ISBN)

Genre

Number of Pages

Synopsis

Hi Jef,



Participant-centric Analysis