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UX60501 Assignment 7

Card Sorting

https://app.lyssna.com/tests/6d49d0b7f1f3/results/df5061431ebd

10/21/24

Initial 30 words

- Community
- Health
- Education
- Disaster
- Environment
- Outreach
- Service
- Program
- Volunteer
- Skill
- National
- Support
- Development
- Youth
- Training
- Mentor
- Housing
- Relief
- Initiative
- Full-time
- Part-time
- Veterans
- Security
- Engagement
- Inclusion
- Team
- Employment
- Social
- Impact

- Connection
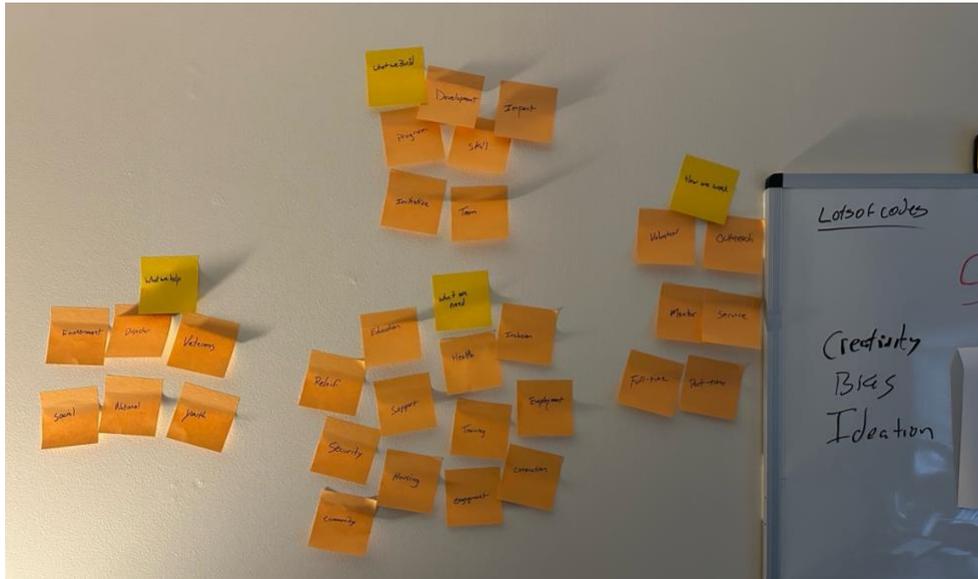
Clusters

What We Help

- Environment
- Disaster
- Veterans
- Social
- National
- Youth

What We Build

- Development
- Impact
- Program
- Skill
- Initiative
- Team

What We Need

- Relief
- Security
- Community
- Education
- Support
- Housing
- Health
- Training
- Engagement
- Inclusion
- Employment
- Connection

How We Work

- Volunteer
- Outreach
- Mentor
- Service
- Full-time
- Part-time

I have been looking at the AmeriCorps site for a while. Service is a consideration to help alleviate tuition costs and to become more ingrained in the northeastern Ohio community landscape. I started to investigate programs after seeing a job posting on another website. I was immediately struck by how awful the search section of the site is, which is also the most essential part of the site. The purpose of the search is to allow people to match the program they wish to volunteer with to their interests and locations, but you can't search by keywords. You can search by state, but you can't search by specific locations, except for very certain metropolitan areas. The search, in general, on the site is fractured. There is an initial search to see which program the applicant is appropriate for. However, this search does not yield correct results, and then a second search by program. When you narrow the programs down, you cannot quickly tell where the programs are located from the results. On top of that, the site continuously times out while bringing back search results. Based on my experience, these factors most certainly result in losing applicants to these programs.

I generated the words with ChatGPT. I have an ongoing dialog with ChatGPT, where it analyzes my writing, assignments, and interests. There was an ongoing conversation regarding this assignment for multiple days. Then, I had ChatGPT analyze the AmeriCorps search page and this assignment and generate words. I used the words suggested by ChatGPT and grouped them all into categories. After grouping the words, I had strong words and groups, so I went with the results. Honestly, I am not 100% sure of the best way to select my words, considering that my usability issues with this site are related to the search section. The categories I developed are unique to myself and my way of thinking. While doing other card sorts, I have realized that my mind wants to make the smallest number of categories possible. I often use reasoning to make a word appropriate for a grouping and apply language more flexibly than most people.

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My initial reaction to seeing the returned Lyssna results was that I had many categories created at 48, most of the cards were not in any matched placement, and I only had one matching category from the entire study results: "**Work.**" This result corresponds with my original category of "How we work." Having an initial 48 categories has made it difficult for me to distill meaning from the results, and the interface with the results page makes it hard to see enough information simultaneously for me to group the categories. Surprisingly, there was so little overlap between the participants. However, deeper thematic groupings

are present when you start to group related categories that are not exact or partial matches.

	Demographics	Factors	Community	Needs	Education	**Employment**	Volunteer	Programs	Military
Youth	50%	10%	30%		10%				
Veterans	40%		10%		10%			10%	30%
Disaster		60%		10%				30%	
Health		50%		20%				30%	
Environment	10%	50%	10%	10%				20%	
National		50%	10%			10%		20%	10%
Housing		40%		30%				20%	10%
Community	10%	20%	50%	10%			10%		
Outreach			50%	10%		10%	10%	20%	
Engagement		10%	50%	10%	10%		10%	10%	
Inclusion	10%	10%	50%	10%			10%	10%	
Support		20%	40%	20%			10%	10%	
Social	30%	10%	40%	10%		10%			
Impact		20%	30%	10%	10%			30%	
Connection		10%	30%	20%	10%	10%	10%	10%	
Security		10%		30%		20%		20%	20%
Education	10%	10%			60%	20%			
Skill		10%			60%	30%			
Training					60%	40%			
Development		20%			50%		10%	20%	
Mentor	10%		20%		40%	30%			
Full-time					10%	90%			
Part-time					10%	90%			
Employment					10%	90%			
Team	30%		10%			50%		10%	
Volunteer			10%			40%	10%	20%	20%
Program		10%			20%		20%	50%	
Relief		20%	10%	20%				50%	
Service		10%	10%				10%	40%	30%
Initiative		20%	20%	10%		10%	10%	30%	

Grouping that many categories took a significant amount of work. Primarily based on the categories created by the test subject, I was able to narrow the categories to nine out of 48: Community, Demographics, Education, Employment, Factors, Military, Needs, Programs, and Volunteer. Secondary sorting of the card contents of these categories reinforced these, as some of the chosen categories were ambiguous. As stated previously, there was more conceptual agreement in the categories than literal agreement of the words.
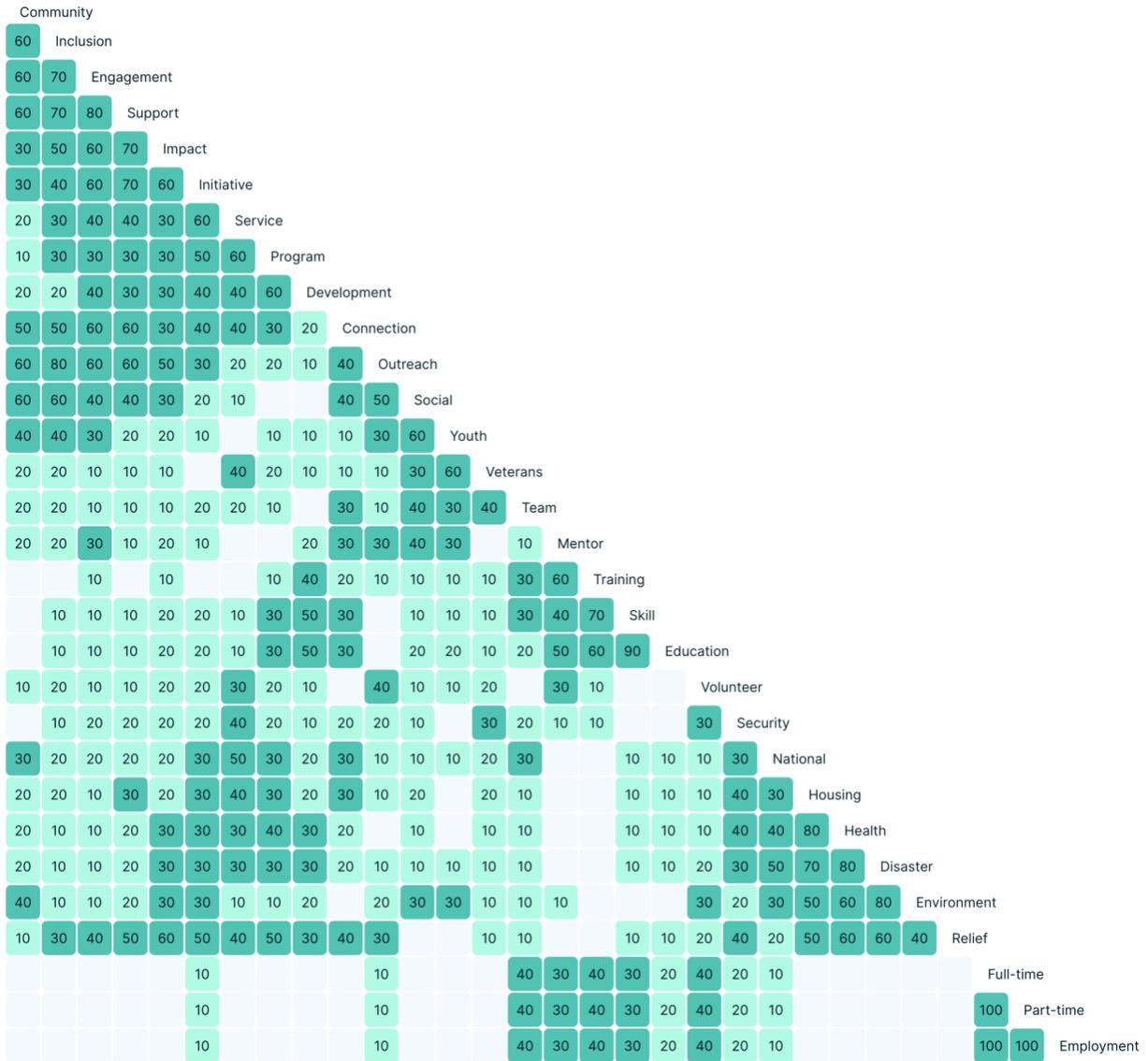
In the similarity matrix, the terms most grouped with 100% matching were "Full-time," "Part-time," and "Employment," with unanimous consent from all three in relationship to each other. A surprising result was "Skill" and "Education," with a 90% match. At 80%, the following are "Engagement" and "Support," "Health" and "Housing," "Health" and "Disaster," and "Disaster" and "Environment." I found similarities in the groupings with the categories I created from the card sort results. Community, Education, Needs, Employment, Programs, and Military reflected groupings of their cards. I used ChatGPT in the o1 Preview mode to analyze the Similarity Matrix as I am not currently versed in statistical analysis. The three outlier cards are "Impact," "Initiative," and "Team," all three cards exhibit inconsistent grouping and low similarity scores. I recognized these words as potentially problematic

when sorting the cards and initially reviewing the results, with "Impact" being the most noticeable. The complete list of statistical outliers as deducted by ChatGPT are Impact, Initiative, Team, Connection, Service, Relief, Volunteer, Mentor, Health, Inclusion, Security, and Housing. All these words have multiple meanings and applications. ChatGPT surmises this is because these words have ambiguous meanings, and I agree.

The most significant change to this initial set of cards would be to make the ambiguous cards non-ambiguous. "Impact" could be relegated to a specific impact type or replaced with a more useful card. "Initiative" could be placed into a category. Is it a specific campaign or program we are introducing, or is it a personal quality that we want to develop? Is "Team" something we are on or something we wish to build? Is "Teamwork" more appropriate?

Based on the information I deduced from this card sort, I thought a more appropriate way to change the initial categories that I deduced was to change "What We Help" to "Focus," change "What We Build" to "Foundations," change "What We Need" to "Essentials" and change "How We Work" to "Serve." These categories are more valuable than the deductions I came up with by sorting the categories from the card sort study. At the same time, I would be trying to put mostly the same words into my original categories, except with different names. Another possible approach would be to use the nine categories deduced from categorizing the results. I feel that the nine categories that I was able to deduce from the card sorting seemed like entirely too many for me, and my initial reaction was to entirely redo all 30 cards myself without any input from ChatGPT or to hybridize the information that I have with a new set of words.

There is a general clunkiness to the overall experience of sorting this data in Lyssna that makes me wish I was adept enough with Excel to examine it that way or use other methods that I am not yet privy to. Once I grouped the studies' categories into my own categories, I could not effectively return to them to look at their individual cards. How can I compare my categories to the categories that my test subjects made? While it is possible to go into the individual test subjects and look at their categories, it isn't easy to compare them. If I could better cross-analyze these results in different ways, I would. Whenever I deduced the nine combined categories, it was through the same type of reasoning that I used to make my initial four categories; it was flexible and pragmatic. There may be better approaches than this.

My consensus is that my initial four categories and my four revised categories are more general, while the 48 participant and nine grouped categories are obviously more granular. That leaves the question: which is better? This has been an interesting thought experiment, and I look forward to feedback and learning more about these processes.

Word cloud generated from Lyssna study:

great

effective

financial

schedule

vulnerable

hectic

providing

initiatives

education

d

help

good

needs

housing

foster

are

focus

busy

live

lifestyle

could

health

work

those

intersect

volunteer

find

donate

where

money

would

services

community

support

their

rehab

based

most

addiction

populations

gospel

skills

with

family