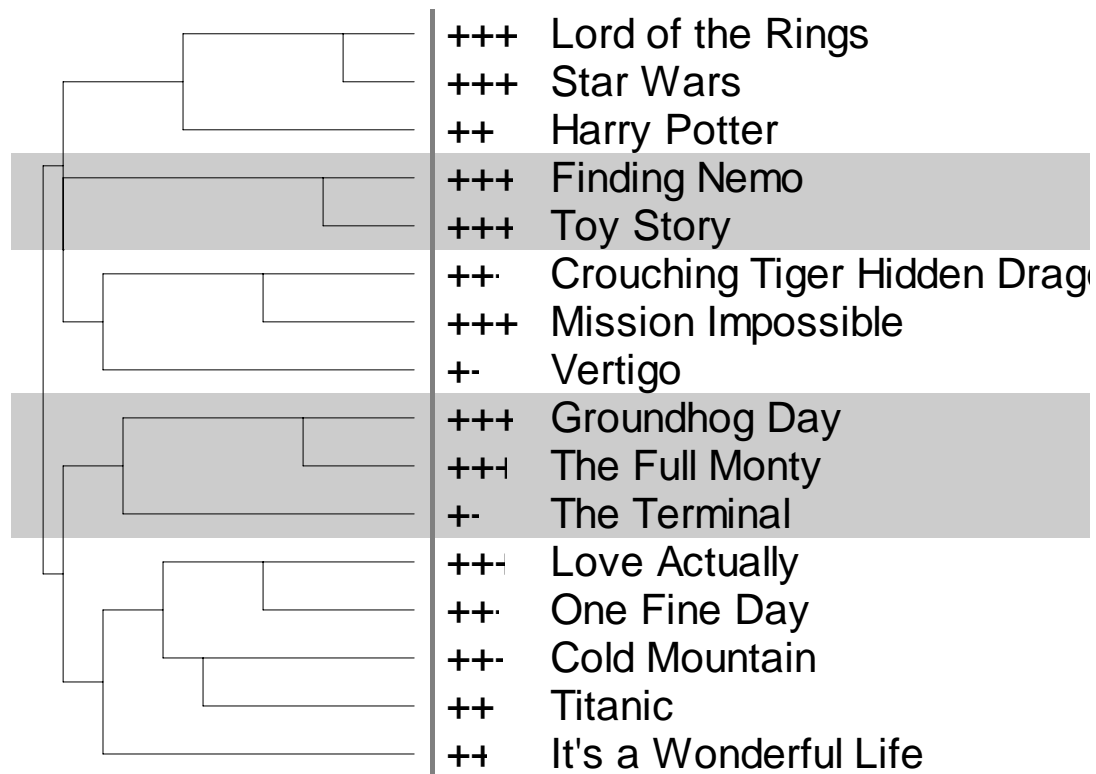
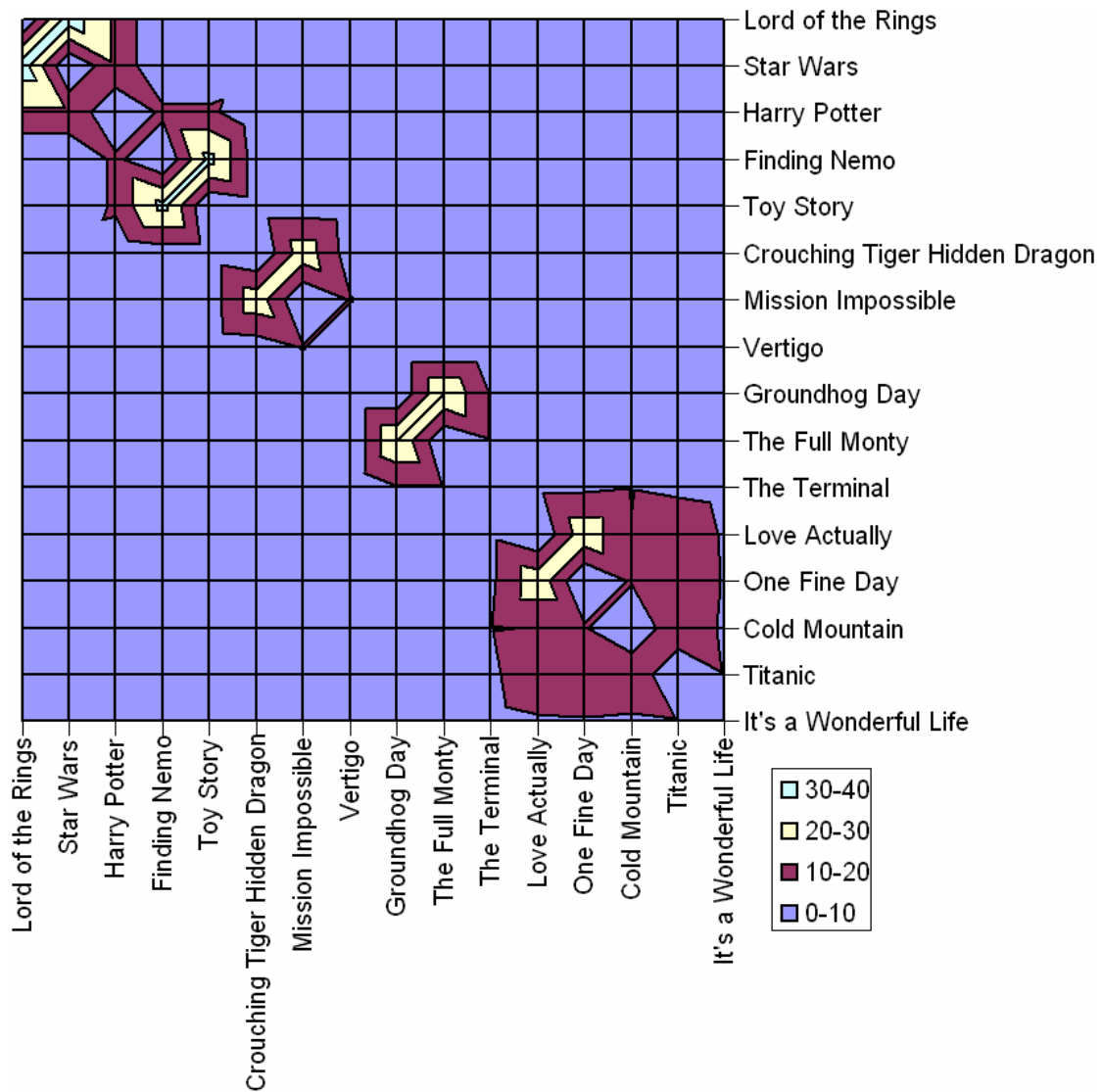


## Results and Commentary for Scottish UPA Card Sort, August 2006



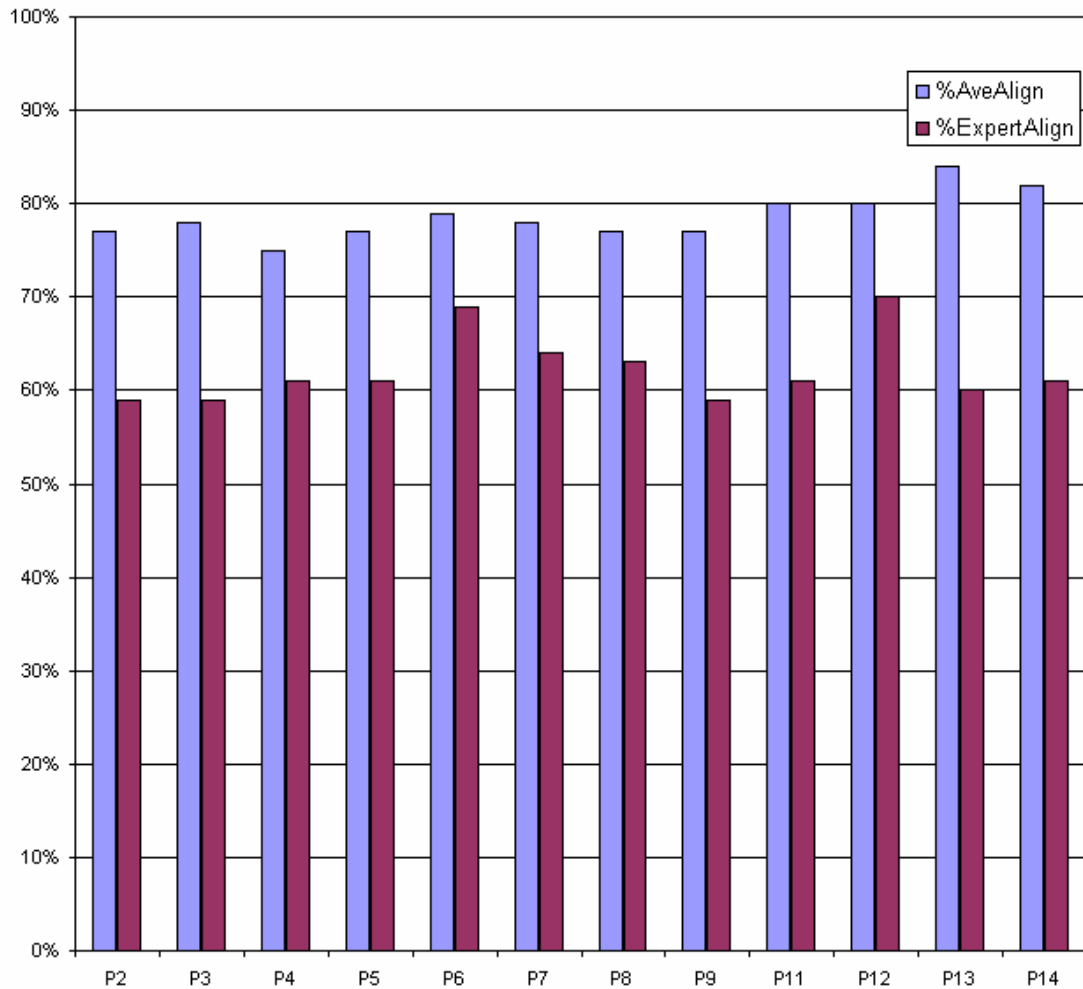
### SynCaps Dendrogram for Films Card Sort

Dendrogram from SynCaps showing 5 groups. Lord of the Rings and Star Wars have the strongest relationship and the best quality of fit. Finding Nemo and Toy Story have been placed in a new group by most participants with a result that is only slightly weaker than the first (which was Science Fiction/Fantasy). Vertigo, The Terminal and It's a Wonderful Life had weak relationships with their respective groups and relatively low quality of fit.



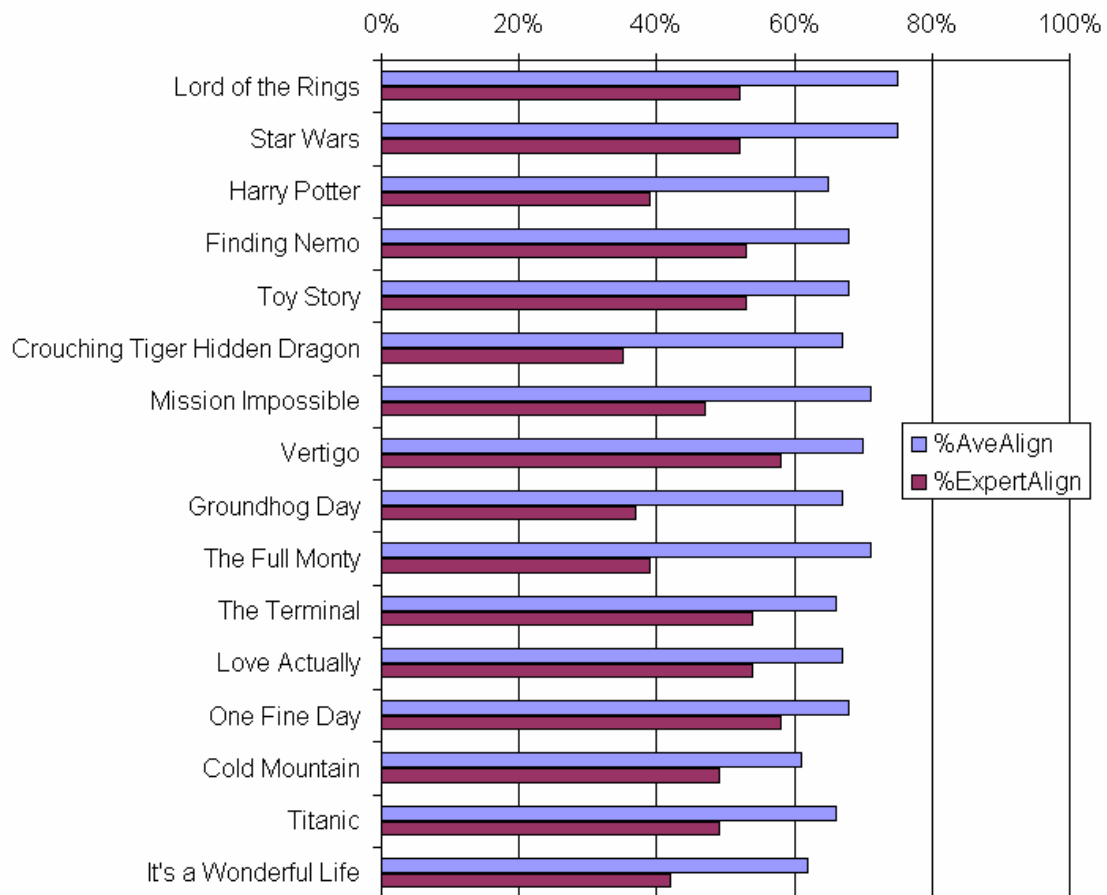
### Surface Map of Proximity Matrix

This Excel surface map was created from the weighted proximity matrix for all participants (12 participants x maximum weighting of 3 for quality of fit). It shows mostly very well-defined groups with only Harry Potter falling between two groups – however it does have a stronger relationship with Lord of the Rings and Star Wars which is why it appears in that group in the dendogram.



**Percentage Alignment for Participants**

The percentage alignment figures show a high degree of alignment between participants (each is compared with the overall average) but somewhat less for the “expert” comparison. (The expert in this case used only 4 groups while the average for participants was 5.) Participant 12 showed the greatest agreement with the “expert” data set while participant 13 was the closest to the overall average.



**Percentage Alignment by Item**

Again, alignment with the overall average for participants (%AveAlign) is good, with Lord of the Rings and Star Wars very nearly reaching 80%. Cold Mountain had the lowest average alignment indicating a lack of consistency between participants. The expert alignment figures (%ExpertAlign) are much lower overall. Crouching Tiger/Hidden Dragon shows particularly low agreement between participants and the “expert” data set as in the latter it appeared in the Science Fiction/Fantasy group while most participants classified it as Action/Adventure.

**William Hudson**  
**August 2006**

Further information and downloads for SynCaps can be found at  
<http://www.syntagm.co.uk/design/cardsort.shtml>