



# Men's Health Card Sort Study

## Summary Report

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### About the Study

The goal of the study was to identify content categories for the Men's Health web site that are consistent with users' natural conceptual groupings and language.

We conducted a card sort study with 16 members of the Men's Health cover panel. We emailed invitations to 200 panel members, and participants performed the card sort using a web-based tool ([www.websort.net](http://www.websort.net)).

Each participant was presented a list of 68 article titles: 31 articles from the t.o.c. of the November issue, 31 articles from the t.o.c. of the December issue, 4 additional gear related articles, and 4 additional entertainment related articles. (By mousing over an article title, the participant could see a short blurb describing the content of the article.)

Participants were asked to sort the articles into meaningful groups and to name the groups. The instructions encouraged them to "try to create no more than seven to nine groups."

Data from the study was analyzed using EZCalc, an application for performing cluster analysis.

### Groupings

As the tree diagram on page 3 illustrates, the items tended to cluster in seven groups that are consistent with the following current categories:

- fitness (the first blue group in the diagram)
- sex (the first red group)
- guy wisdom (the second blue group)
- style (the second red group)
- gear (the third blue group)
- health (the third red group)
- nutrition and weight loss (the fourth blue group)

If the criterion for grouping is made somewhat stricter (thus permitting more groups), an eighth group, related to celebrity interviews and personal profiles, breaks off of guy wisdom.

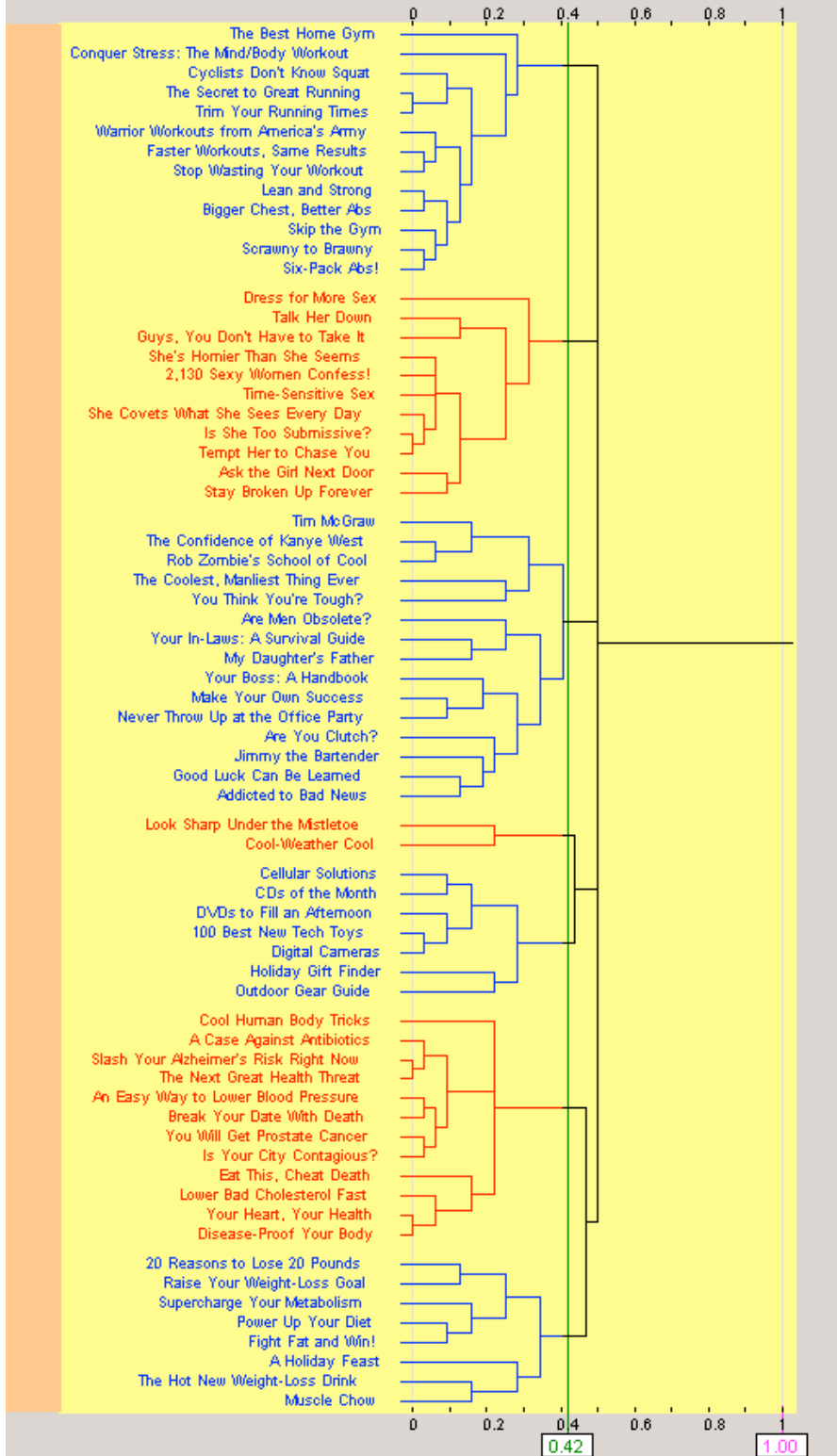
If the criterion for grouping is made looser (producing fewer groups), the style and gear groups combine around the broader concept of "stuff."

Note that nutrition and weight loss did not emerge as separate groups. However, nutrition and weight loss are identifiable as subgroups within their larger group.

Note also that entertainment did not emerge as a group. CD and DVD reviews were grouped with gear, and celebrity profiles were included in guy wisdom.

# Men's Health Open Sort

(Complete)



## Language

The table below shows the words most commonly used in the grouping labels, along with the number of participants who used each word.

<u>Grouping</u>	<u>Recurring Words</u>
fitness	"workout" 8 "exercise" 6 "fitness" 3 "training" 2 "cardio" 2
sex	"sex" 8 "women" 8 "relationships" 2
health	"health" 14
guy wisdom	"advice" 4 "know"/"knew"/"knowledge" 3 "life" 3 "family" 3 "career" 2 "celebrity"/"celebs" 2 "guy" 2 "men" 2 "miscellany"/"misc" 2 "people" 2 "stuff" 2 "work" 2
gear	"technology"/"tech" 4 "toys" 3 "equipment" 2 "gadgets" 2 "gear" 2 "stuff" 2
style	"style" 4 "clothes"/"clothing" 3
nutrition & weight loss	"weight loss" 4 "diet"/"diets" 2 "eating right" 2 "nutrition" 2

**Appendix: Group Labels of the 16 Participants**

Women and Sex Workout Health Food People	Weight Loss Health/Nutrition Exercise Sex/Relationships Style Guy Knowledge Entertainment Gadgets	Personal Relations Exercise/Fitness Professional/Business Health/Longevity Toys & Gear Clothes & Grooming Manliness Miscellany	Cures Workouts/Diets Clothes Women Other
Workout Toys Health Diet Stuff Looks Celebs Cool Stuff	Health Training Style Women and Sex Interesting Info Junk	Weight Loss Health Advice Family Advice Workouts New Gear & Equipment Sex Advice Celebrity Advice	Exercise & Fitness Home Life Eating Right Free Time Staying Healthy Work Life
Feast Sex Exercise Technology Health Clothing Advice	Health Sex, Women Family Exercise Tech Career Life	Insight Into Women Best Technology Secrets Workouts and Health Eating Right Guide Articles for Men	Things I Would Read First Things I Would Read Second Things I Would Not Read
Workout Cardio Exercise Style Misc Career Women People Gadgets Health	Body Health Men's Toys Mind and Body Workout Trying to Understand Women The Right Stuff Every Guy Should Know Country Whiner Dress for Success Increase Your Chances In My Head Is Geography on My Side?	Fitness Workouts Fortune Sex Nutrition Weight Loss Cardio Health and Well-Being Equipment Style Advice In the Office Fatherhood Holiday Stress Dealing with Women Tech Guide Manly Desires Things You Thought You Knew But Didn't Know	Abs Health Stuff Training Social Skills Weight Loss Work Sex Family