



CARD SORTING

Card sorting can be used during an interview or a focus group to better understand a participant's desires, priorities, or values, in comparison to one another. The activity uses a set of simple visuals (one per card), which show relevant choices that a person may have in a certain set of circumstances. For example, respondents may rank a set of characteristics of a latrine according to their importance (in their opinion), such as durability, easy to clean, attractive color, availability of local materials, etc., which are depicted in photos or graphics. Beyond the interview questions, this allows the researcher to more deeply understand users' values and priorities underlying their decision-making process.

OBJECTIVE

Researchers can use card sorting to understand respondents' preferences, as they prioritize or rank concepts.

WASH-HCD CONNECTION

WASH researchers can utilize card sorting to understand how users may prioritize or rank different WASH concepts, such as behaviors, values, or product features and characteristics.

TIMING

20-30 minutes

MATERIALS

- PREPARED PHOTOS/IMAGES/CARDS
- PAPER OR NOTEBOOK
- PENS OR PENCILS

STEPS

1. Develop Cards.

- Develop your cards while you are also developing your interview guide, as you want to make sure they are complementary - the cards can help you explore ideas or concepts not fully covered in the interview.
- Decide which concept you want to explore- it should be something that people will need to make a decision about. It could be something that has multiple options or a variety of factors influencing the choice.
- Some examples include:
 - i. Which sanitation behaviors are more or less socially acceptable or more or less important for health?
 - ii. Which actors are more influential in a community?
 - iii. Which types of sanitation products are more or less important?
- Once you have decided on the concept, make the cards with visuals depicting each option or characteristic. You can draw pictures or print photos or graphics. Try to choose visuals which are appropriate and will be easily understood by the respondents, requiring minimal explanation.





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2. Facilitate card sorting with interview respondents

- Show the respondent(s) the cards, and explain the general categories (latrine product features, finance options, etc.).
- Ask respondent(s) to make an initial selection and rank them, such as the top or bottom, or most or least important or desirable.
 - i. Option 1: Pile sorting
 - ii. Option 2: Ordering or ranking
- Explore their ranking with further questions such as,
 - i. Which one of these are you most willing to invest in?
 - ii. Or which is most influential in your child's life?
 - iii. Or, which of these behaviors would you start doing? Stop doing?
- Keep asking 'why,' in order to understand the reasoning and motivation behind their choice.
- Remember to take notes of their responses, including both the ranking and their explanations. For ease of recording, you may also take photos of their ranking.

