Card Sorting
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- Take several ideas, concepts, or things and put them on cards. Ask the user to sort the cards as a way of understanding how they group concepts.
- Helps you understand how people put things into groups naturally.

**Pros**
- Easy to explain to users and easy to run
- Outcome shows how participants think about concepts

**Cons**
- Only works if you already know what the “things” are you want grouped
- Limited to things that make sense when grouped or laid out spatially
A common usage of card sorting is putting menu items, or information into categories on a website.
Different definitions of a term

- Understand what concepts users associate with each other
- Understanding how people define a term, where the term may vary across cultures
- For example: What kinds of content are “disturbing”?