



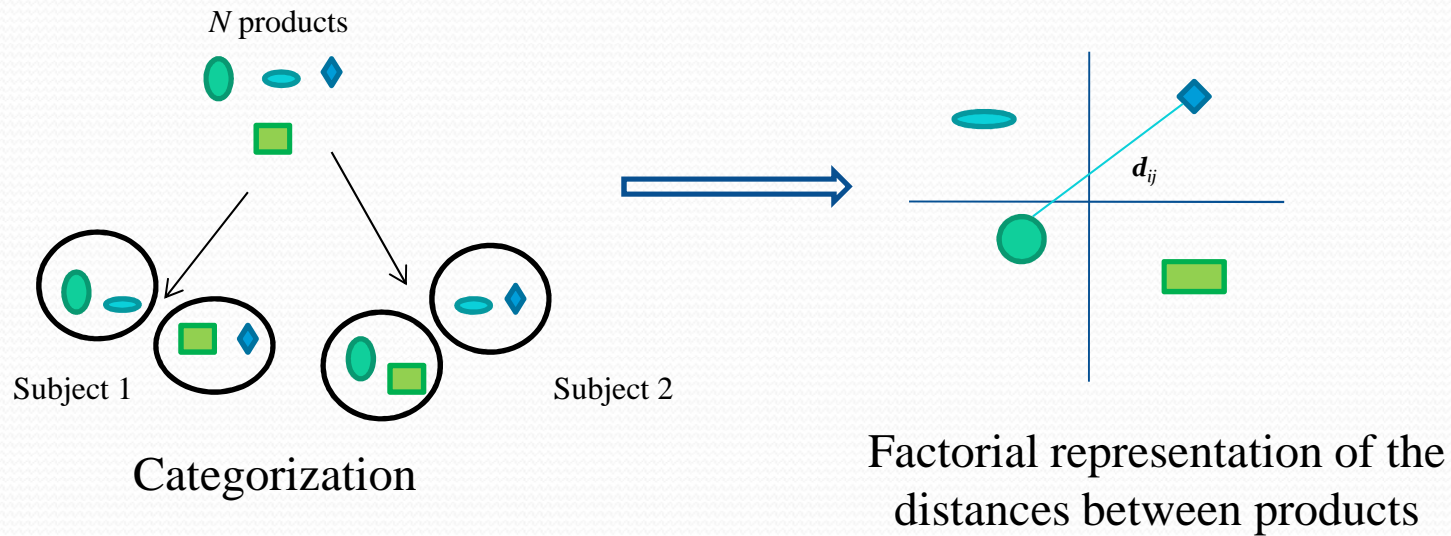
DISTANCE BETWEEN PARTITIONS APPLICATION TO THE CLUSTERING OF SUBJECTS AFTER A FREE SORTING TASK

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Free sorting task

A popular technique for the evaluation of the perception of products



Simple and quick task - Adapted to naïve subjects

Differences between subjects ?

Distance between partitions

Rand index



Testing difference between groups of subjects

Pseudo-F Test



*Finding a consensus partition from
initial partitions*

Consensus

Application:

35 car brands are ranked by 80 subjects (40 men / 40 women) according to their perception of the brand