

Paired Comparison Analysis:

This tool is helpful in ranking a small number of choices.

Uses:

- ✚ When a group needs to rank 4-6 attractive options
- ✚ To understand the group's thoughts on the options
- ✚ When the group needs to select the most appealing choice

Possible Applications:

- ✚ Selecting which theme to use for our performance.
- ✚ Deciding the best type of glue to use on our balsa wood structure.
- ✚ Deciding which character will be the comedian.
- ✚ Determining which vehicle is most likely to complete all the necessary tasks.
- ✚ Deciding which genre we will use to develop our storyline (mystery, farce, satire etc.)

Steps:

1. State the challenge or problem.
2. List the Options and assign each a letter. (e.g., A-D)
3. Make sure each person has a set of "voting cards." A set of voting cards consists of four cards marked **A - D** and three cards marked **1 - 3**. The lettered cards will indicate which option is their preference, and the numbered cards will indicate how strongly the person feels about each preference.
 - 3 = a very strong preference
 - 2 = a moderate preference
 - 1 = minimal preference (close call)
4. Compare Options **A** and **B**. To do this:
 - a. Have each member of the group vote by holding up (or placing face down in front of them for "secret ballot") their **A or B** card, and **1, 2, or 3** for how strongly they feel about that preference.
 - b. After all have voted on this pair, (turn cards over if face down) add the total point value of all **A** cards. Do the same thing for all **B** cards.

The greater total will tell you the preferred option, and difference between the totals will tell you how strongly the group felt about that option.

For example, if the **A** cards showing total 19 points and the **B** cards showing equal 12 points, the difference between them is 7. The group preferred Option **A** and the strength of their preference was 7.
 - c. Circle the letter identifying the preferred Option and write the number indicating the strength of the preference on the Group Summary Worksheet for that pair.
5. Repeat this process for all other paired comparisons.
6. Rank the letters from the highest number (highest, best liked ranking) to the lowest number (least selected ranking).
7. Return to the original challenge or problem, and decide the next steps.

Paired Comparison Summary

Sample Worksheet

Challenge: What materials should we use to make our clown costume unique?

List the options to be compared:

Options: A. Rainbow-colored feathered suit B. Inflated balloon costume
 C. Duct tape suit D. Papier-mache dress

Look at all the pairs.

For each pair below, record the choice your group preferred. Circle it. Enter a number to indicate how strongly your group felt about its choice. [preferences underlined here]

A/B [6] A/C [6] A/D [2]
 B/C [2] B/D [4]
 C/D [4]

Use the results to rank or prioritize the options.

Total Scores for: A 2 B 12 C 10 D 0

Rank or Priority:

Our Group's top choice is: Inflated Balloon Costume

2 nd choice was: Duct Tape Suit

3 rd choice was: Rainbow-colored feathered suit

4 th choice was: Papier-mache dress