

# The Happiness Indicator

Combination of a  
self-help website and a scientific follow-up study

<http://www.happinessindicator.com>

## Prospectus 2016

**What it involves**

**For what purposes it can be used**

**How you can join**

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## Summary

The Happiness Indicator is a self-help website as well as a scientific follow-up study. Participants record periodically how happy they feel and how they spend their time. Every year they report on major changes in their life.

### *Benefits for participants*

The website offers its users instant feedback on their happiness. Participants can:

- Accurately assess how happy they feel most of the time
- Compare their happiness with similar people
- Track their happiness over time
- Chart how much they enjoy daily activities using the happiness diary
- Compare with similar people who use their time differently

### *Scientific uses*

The website provides longitudinal data on a lot of people at low cost. The instrument can be used to assess:

- How people really spend their time
- How happy particular people feel during particular activities
- How interventions such as of trainings or organizational change work out on happiness, both in the short-run and on the long-term
- How life-choices, such as early retirement, work-out on the happiness of particular kinds of people.

The Happiness Diary allows within-person comparisons and as such provides a better view on causal effects than current cross-sectional studies.

### *Use for practitioners*

Practitioners can use the Happiness Indicator for assessing the effects of their interventions on happiness.

### *Origin*

The Happiness Indicator started as a joint project of Erasmus University Rotterdam and insurance company VGZ in The Netherlands. The project started in 2010 and monitor has now attracted more than 100.000 participants.

### *Effect on happiness*

A first effect study in 2014 among 5000 participants who had used the Happiness Diary at least twice observed an upward change in average happiness. See EHERO working paper 2015/01 [Happiness Raised by Raising Awareness](#)

### *Satellite projects*

Now that the system is developed, we can host parallel projects in other countries and variants that focus on specific purposes, such as effect studies. Satellite projects can draw on a common database and will also contribute to its enlargement. This paper describes the options and costs.

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## **Aim of the Happiness Indicator**

### Greater happiness for a greater number

The prime aim of this project is to foster happiness. It does so in two ways. In the *short-term* it provides people a better view on their own happiness, which will be helpful in seeking a more satisfying way of life. On the *long-term* the project generates information about the effects of major life-choices on happiness, which information can be used in evidence based happiness education.

The short-term goal feeds the long-term ambition. By providing people instant feedback on their happiness, the website attracts a lot of regular participants. Over the years their responses will create the large database required to chart how different ways of life pan out on the happiness of particular kinds of people.

This approach to greater happiness has parallels in health promotion. The short-term aim of informing people about their own happiness is akin to raising health conscience. The long-term goal of charting effects of life-choices is akin to evidence based health education about the effects of life-style.

The Happiness Indicator can also be used by policy makers for getting a view on conditions for happiness, both of people in general and for particular kinds of people, such as employees in a firm or pupils in a school.

## **Approach**

### Self-help website that generates instant feedback

The project is a combination of a self-help website and a scientific follow-up study. Particular features of the website are 1) instant feedback using comparison with participants in a similar life situation, and 2) yearly follow-up of major life choices.

## **Participants**

Participants are recruited in various ways, such as using advertisements and media exposure. The project does not aim at representativeness for the general population. Its aim is to generate information for people seeking ways to a more satisfying life.

After online registration, users get an e-mail every month with the invitation to rate their happiness again. Monthly reminders via email are default, but participants have the opportunity change the frequency of getting such reminders (either, daily, weekly, monthly, half yearly, or yearly).

The e-mail contains a link to the Happiness Indicator website. On that site participants provide some profile information and can then use the 'tools' for working on their happiness.

## Kind of happiness addressed

### How well one feels

The focus of this Happiness Indicator is on how happy people FEEL, that is, on the affective component of happiness, which is also referred to as 'hedonic level of affect'. This focus on how one feels appears both in the wording of the questions (How happy do you feel), in the use of smiley's and in the sequence of questions (first 'How do you feel today').

This focus on affective experience has several reasons. One reason is to bypass the various distortions that may be involved in the cognitive evaluation of how successful one is in meeting standards of the good life. Since the tool is to provide a better view on one's happiness, people should know how they really feel most of the time. Another reason is that affective experience appears to be the more important when it comes to consequences of happiness, such as the positive effect on health.

### Start page Happiness Indicator



The screenshot shows a web browser window displaying the start page of the Happiness Indicator website. The browser's address bar shows the URL <http://www.gelukswijzer.nl/>. The website features a navigation menu with links for home, research, team, news, faq, project, and toolbox. The main content area includes a large image of a diverse group of people standing together, with the text "How happy are you? understand your happiness" overlaid. Below this image are three main sections: "Happiness Comparer" (with a heart icon), "Happiness History" (with a book icon), and "Happiness Diary" (with a calendar icon). Each section has a brief description and a "More information" button. To the right of these sections are "Log in" and "Register" buttons, with a "lost your password?" link below the "Log in" button. The browser's taskbar at the bottom shows several open applications, including "De Gelukswijzer - ...", "Microsoft PowerP...", and "HappinesIndicat...". The system tray shows the time as 15:39 on 5-6-2016.

## Use for participants

### Tools in the Happiness Indicator

Many people seek ways to get happier than they are, and this quest reflects an increasing stream of self-help books and advisory websites. These tools focus typically on self-reflection: what kind of person you are, what you really want in life and what inner restrictions keep you from doing that. They also encourage reframing: count your blessing and see that the glass is half full rather than half empty.

This Happiness Indicator follows a different approach and focuses on facts about one's happiness. How happy do you feel most of the time? Could you be happier than you are now? What changes in your way of life are likely to make you feel better?

The main tools are depicted on the navigation page of the Happiness Indicator, the *Happiness Comparer* and the *Happiness Diary*.

#### Navigation page 'Your tool box'

The screenshot shows a web browser window displaying the 'Your Toolbox' page. The page has a blue header with the title 'Your Toolbox' and a user profile icon. Below the header, there are three columns of content:

- Tools:** Contains two main tool cards. The first is 'Happiness Comparer' with a sub-card showing a progress bar and a 'To the comparer' button. The second is 'Happiness Diary' with a sub-card showing a calendar interface and a 'To the diary' button. Below these is a 'Further tools' section with a 'Work orientation' button.
- Questions addressed:** Contains four question cards, each with a 'view results' link. The questions are: 'How happy did you feel the last month? Better or worse than other people?', 'Did you get happier? More or less than other people?', 'How do you use your time? Do you differ from other people?', and 'Which activities do you enjoy most? Do you differ from other people?'. The last question has a link to 'Check your previous results (22-05-2016)'.
- Presentation:** Contains three visualization cards. The first shows 'Your score on the Happiness Comparer' with a bar chart comparing 'You' and 'Others'. The second shows 'Your happiness over time' with a line graph. The third shows a horizontal bar chart for activities: Eating, Clubs, In transit, Care, Work, and Relax.

The browser's address bar shows the URL 'http://www.gelukwijzer.nl/hil/'. The Windows taskbar at the bottom shows the system tray with the date '5-6-2016' and time '15:41'.

## Happiness Comparer: Could I be happier than I am now?

Participants answer two simple questions: How happy they feel today and how happy they have felt during the last month. They record their answers on a 0 to 10 numerical scale marked with smiley's. See screenshot 2 below. This task takes less than a minute.

*How happy do you feel?*

Rate your happiness on these 0 to 10 scales:

	0	1	2	3	4	5	6	7	8	9	10
How happy do you feel today?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How happy did you feel over the last month?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Buttons: Back to your Toolbox, Compare with others, Compare with previous

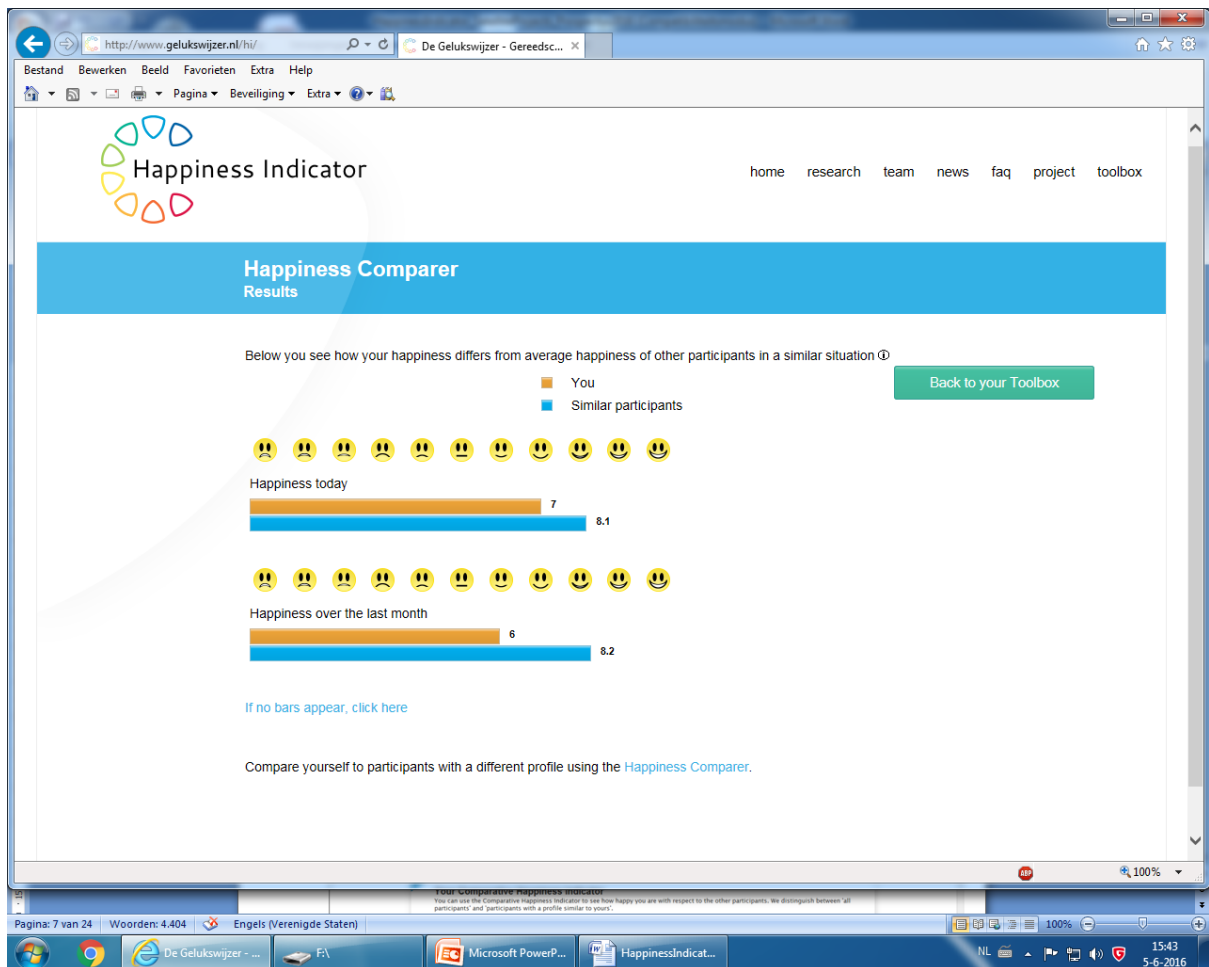
*What kind of person are you?*

When participating for the first time, users also answer some questions about the following personal characteristics:

- age
- sex
- education
- marital status
- employment
- health

This takes about two minutes. The resulting *profile* is used for later comparison with people in a similar life situation.

## Comparison with similar people



This simple tool provides participants a better view on their own happiness in the first place. The questions focus attention on how they actually feel and make them distinguish between how they feel at the moment and how they usually feel. Though people have typically an idea of how happy they are, these notions are mostly less precise; we tend to remember extremes better than average affect.

The comparison with similar people is helpful for estimating the chances of getting happier. Chances are small if you score 9 while the average score of similar people is 7. Yet chances are better if you score 7 while the average person like you scores 9. In that case greater happiness is apparently possible in conditions like yours.

The standard comparison is with people of the same age, sex, marital status, income and health. Additionally you can refine the comparison, such as by adding education. You can also compare with different people, such as with people of your age and education who work less. Such a comparison will be helpful if you consider to shift down.



## Happiness History: Track your happiness through time

After recording your happiness once more the system automatically generates your happiness history and displays that in a time graph. The Happiness History page also shows how similar people have fared during the same period. This informs you on how well you are doing relatively.

*How happiness has changed over time. Comparison with similar people<sup>1</sup>*



*The Happiness History provides more accurate information about how happy you have felt in the past than your memory typically does. Research has shown that we tend to remember how we have felt in particular situations, but that we are bad in recollecting how we felt most of the time. An accurate view on how you have felt enables a better estimate of why you have felt so. The trend line further indicates whether you are on the right way or not.*

The comparison with similar people further informs you on whether you are doing better or worse. If the happiness of all people like us goes down, there is probably an external factor involved that is probably beyond your control. If the happiness of similar people goes up, but your happiness goes down there is probably something going on in your particular situation, which you can possibly change.

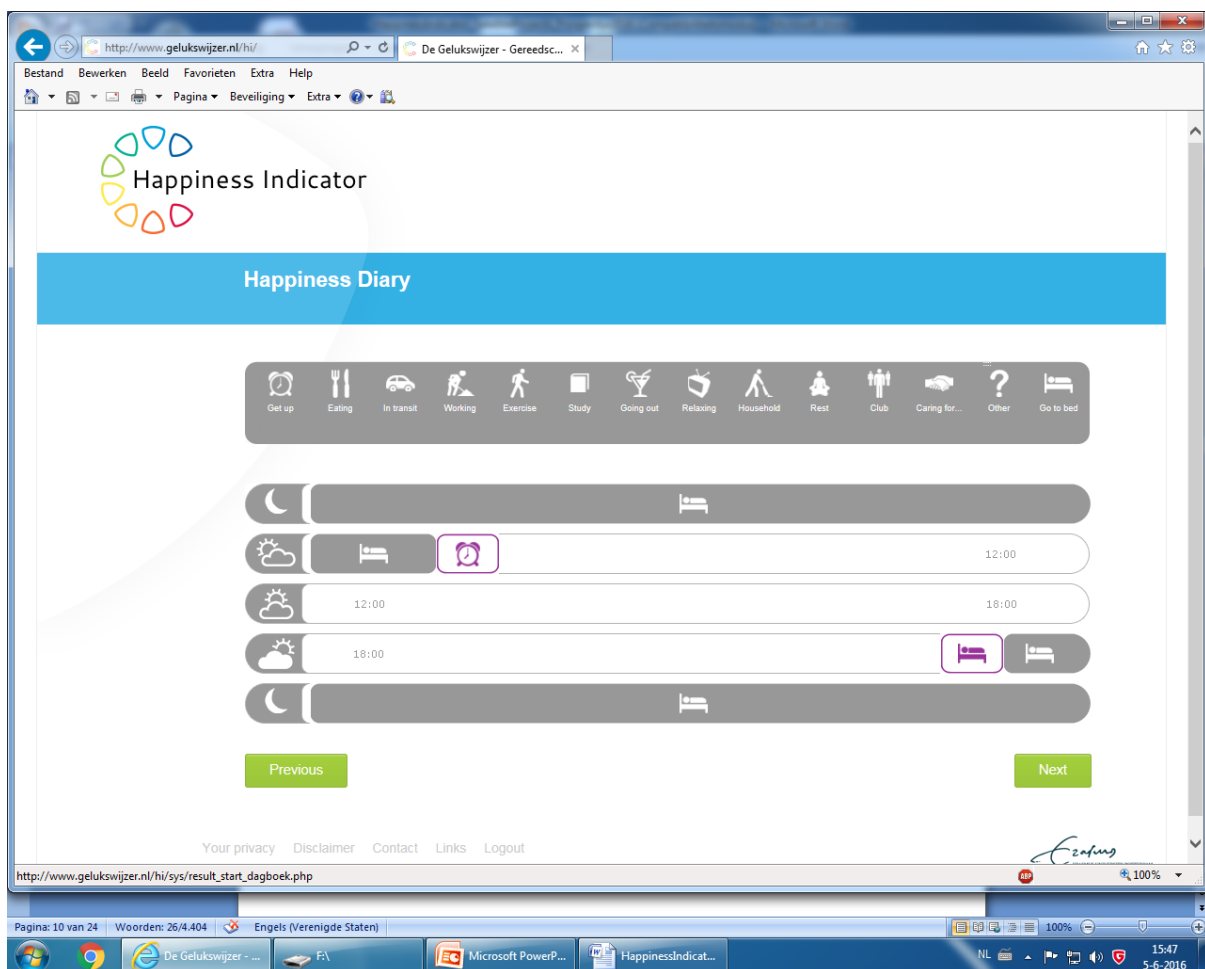
<sup>1</sup> This picture is taken from the version in Dutch since historical data is not yet available for the new international version.

## Happiness Diary

In the Happiness Diary you note what you have done during the previous day and how happy you have felt during each of the activities. This tool is an internet application of the 'Day Reconstruction Method' (DRM), developed by Nobel Laureate Daniël Kahneman and his co-workers (2004) as an affordable alternative for experience sampling. Yesterday's Happiness Diary works as follows:

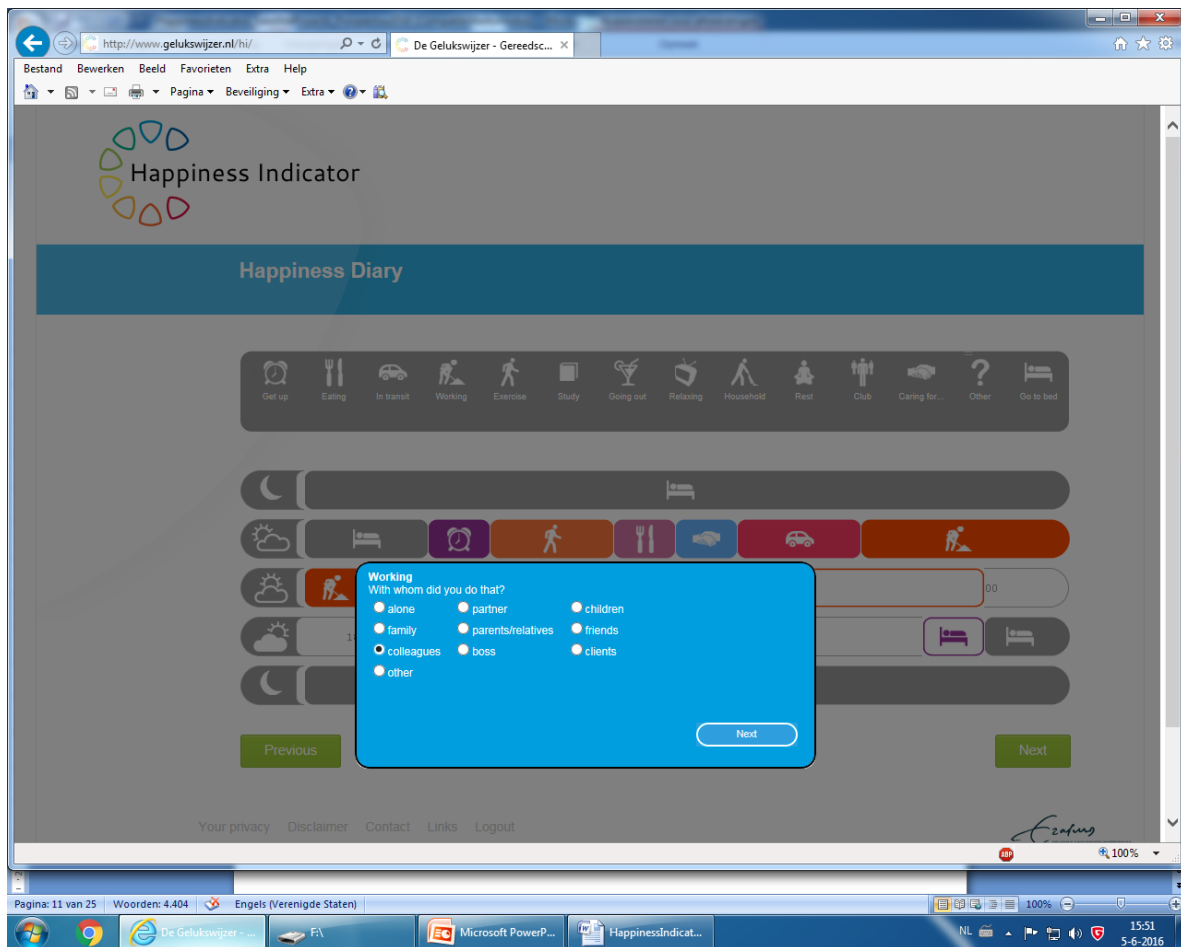
You first 'reconstruct' the previous day, recording your activities from rising in the morning until going to bed at night. You record activities that lasted for 30 minutes or more. Some of the main activity categories are predefined (e.g. eating, commuting, working, exercise, studying, going out, relaxation, household, rest, religious or political activity, self- and other care). You can also define unique activities per timeslot. For every activity, you also answer questions about where they were (e.g. at work, at home or elsewhere) and with whom (e.g. alone, family, friends, colleagues, boss).

*Start screen of Yesterday's Happiness Diary*



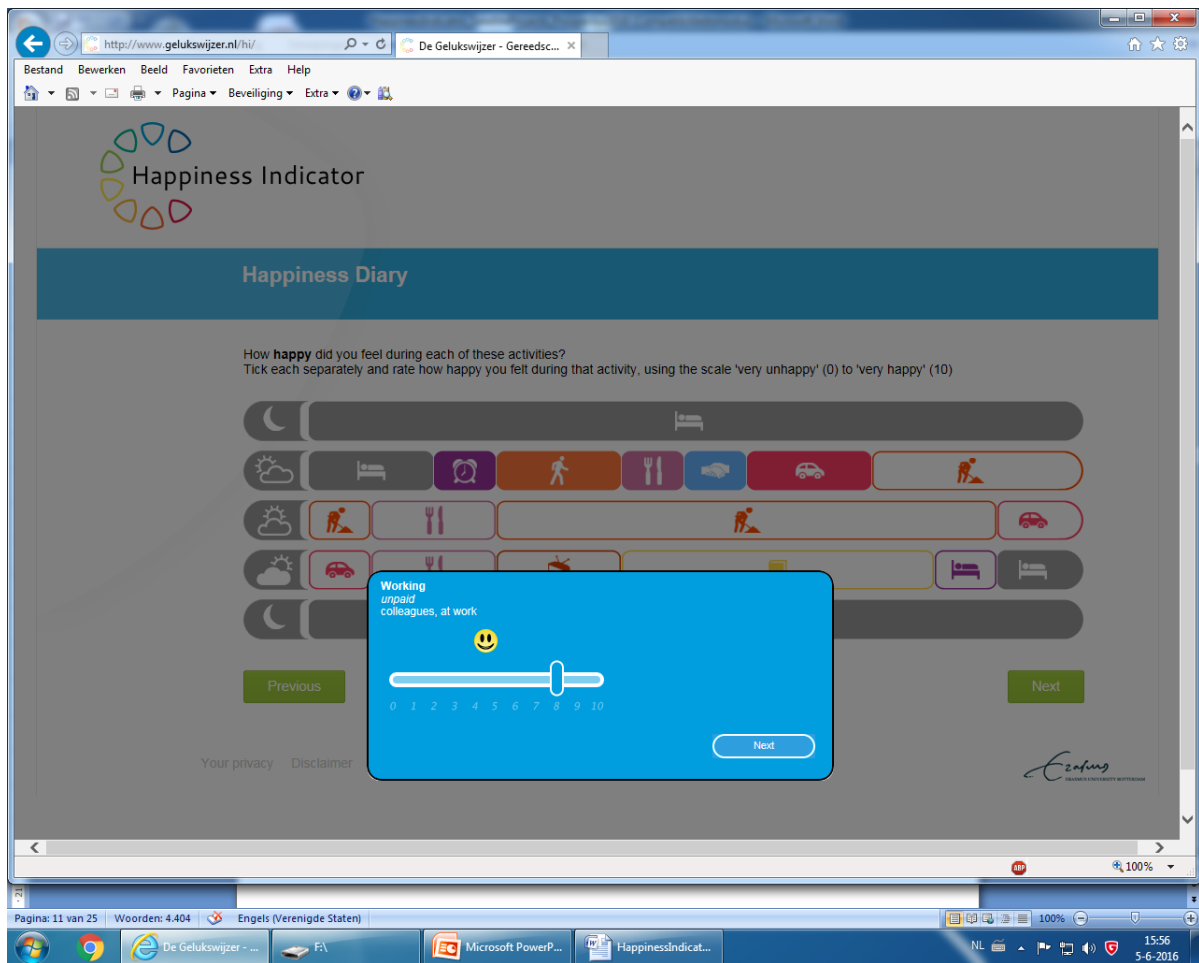
The screenshot shows a web browser window displaying the 'Happiness Indicator' website. The page title is 'Happiness Indicator' and the main heading is 'Happiness Diary'. Below the heading is a horizontal menu with 14 activity categories represented by icons: Get up, Eating, In transit, Working, Exercise, Study, Going out, Relaxing, Household, Rest, Club, Caring for..., Other, and Go to bed. The main content area shows a timeline for the previous day, starting with a moon icon (night) and ending with a bed icon (night). The timeline is divided into five segments, each with a weather icon and a time range. The second segment is highlighted with a purple border and contains a clock icon, indicating the current activity being recorded. The first segment is from 12:00 to 18:00, the second from 18:00 to 12:00, and the third from 18:00 to 12:00. Below the timeline are two green buttons labeled 'Previous' and 'Next'. At the bottom of the page, there are links for 'Your privacy', 'Disclaimer', 'Contact', 'Links', and 'Logout'. The browser's address bar shows the URL 'http://www.gelukswijzer.nl/hi/'. The Windows taskbar at the bottom shows the system tray with the date '5-6-2016' and time '15:47', and several open applications including 'De Gelukswijzer - ...', 'F:\', 'Microsoft Power...', and 'HappinesIndicat...'. The Windows taskbar also shows 'Pagina: 10 van 24', 'Woorden: 26/4.404', and 'Engels (Verenigde Staten)'.

## Reconstruction of activities in the previous day: an example



From this screen the system generates a list on which you can note how happy you have felt during each of these activities.

## Rating of happiness during each of these activities

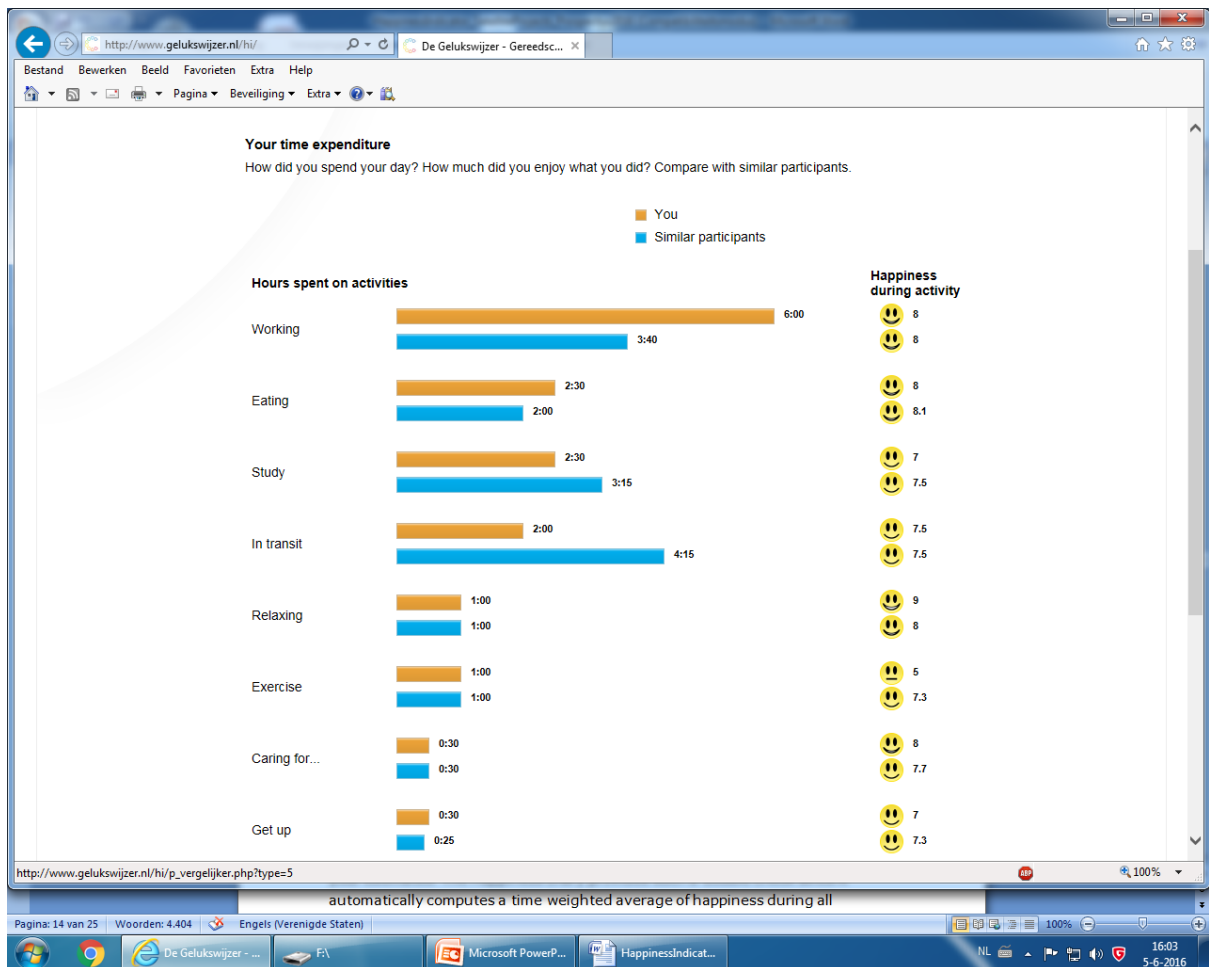


The system then computes average happiness during the different kinds of activities and presents these in a bar-chart.

Estimates of how happy you typically feel can be inaccurate, even if that estimate concerns the recent past. For that reason it is worth double checking your estimates. The Happiness Diary provides such a double check since it automatically computes a time weighted average of happiness during all activities of the previous day. If that computed average differs substantially from your global self estimates on the Happiness Comparer, there is reason to reconsider.

Again you can compare with comparable people. If these differ less, that is another reason to have a second look at your global estimate

## How happy one felt during different kinds of activities. Example of a profile



Though we have mostly an idea of what activities we enjoy most and least, these notions are often inaccurate. For instance, we tend to overestimate our enjoyment of the time spend with children and underestimate how good we feel at rest. This tool provides a more precise view and is as such helpful in seeking ways of life that fit us better.

## Comparison with how similar people feel during these kind of activities



Again the tool allows comparison with similar people and that also enables more informed decisions.

An example: One of the decisions we face is whether switch to another job or not. That question is fueled by the fact that we typically feel less happy at work than during leisure, only academics enjoy work and leisure equally much. In that context we estimate the chance that we will feel better in another job, but such estimates are difficult to make and we easily fall prey to the tendency of seeing greener grass far away. In that context it is useful knowing how much people like you enjoy their working hours and whether the difference with how they feel during leisure activities is equally big.

Likewise, you may think that your sex life falls short and consider an extra marital affair. In that context it is worth having a view on the sex life of people like you. Do they have sex more often and do they enjoy bedtime with their spouse more? This tool provides also an impartial answer to that sensitive question.

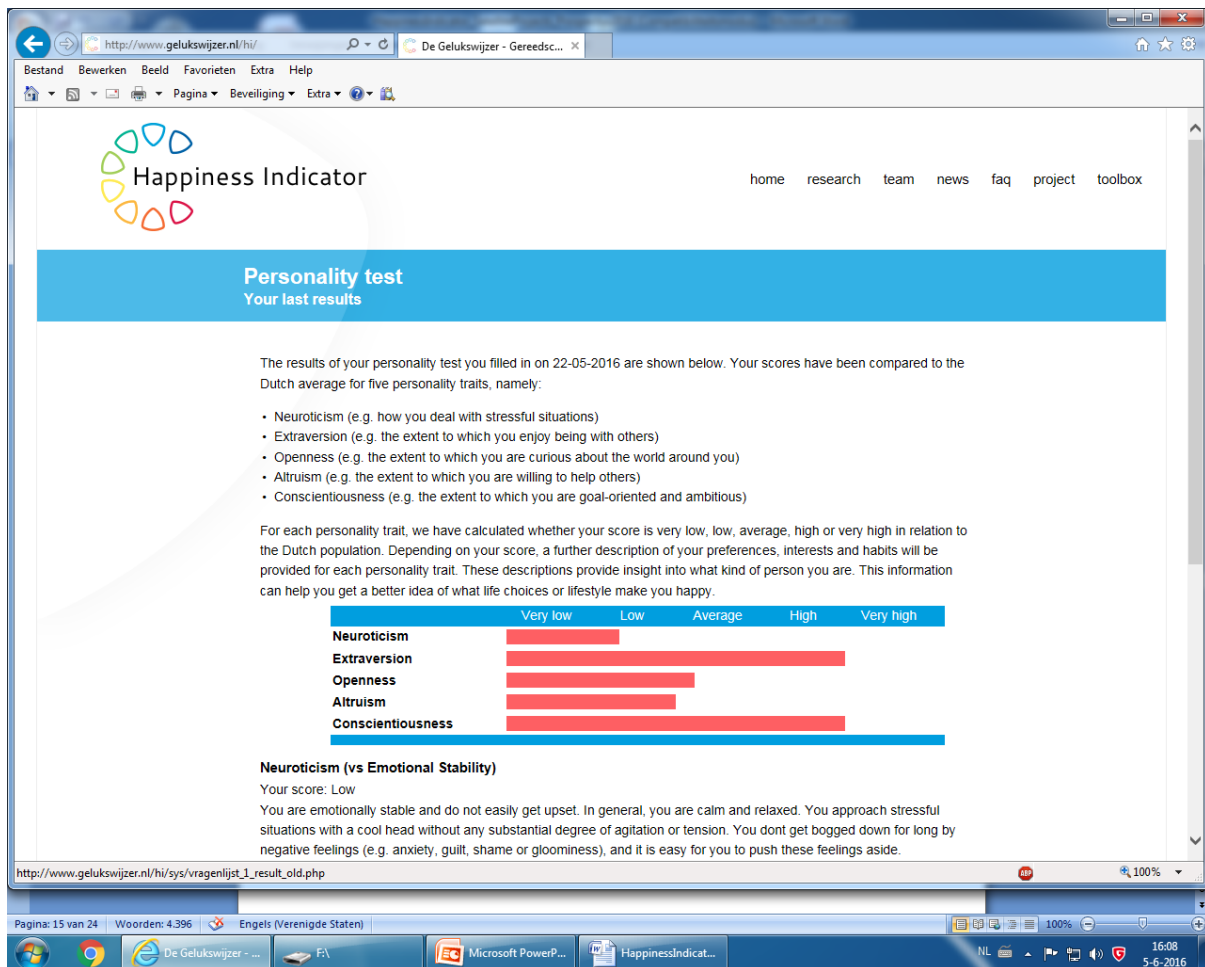
## Further Self-help Tools

Next to these three tools the website provide also access to the following online sources for improving your happiness.

### *Personality test*

You can complete a personality questionnaire that covers the big five personality dimensions, that is, altruism, conscientiousness, extraversion, neuroticism and openness. Your scores on these traits are compared to the average scores in the general population, for the time being scores in the Netherlands.

### *Example of how your personality differs from the average person*



The screenshot shows a web browser window displaying the 'Happiness Indicator' website. The page title is 'Personality test' and the subtitle is 'Your last results'. The main content area displays the results of a personality test completed on 22-05-2016. The results are compared to the Dutch average for five personality traits: Neuroticism, Extraversion, Openness, Altruism, and Conscientiousness. A horizontal bar chart shows the scores for each trait, with Neuroticism being the lowest (Low) and Extraversion being the highest (High). Below the chart, there is a detailed description for Neuroticism (vs Emotional Stability), stating that the user's score is Low, indicating they are emotionally stable and do not easily get upset.

The results of your personality test you filled in on 22-05-2016 are shown below. Your scores have been compared to the Dutch average for five personality traits, namely:

- Neuroticism (e.g. how you deal with stressful situations)
- Extraversion (e.g. the extent to which you enjoy being with others)
- Openness (e.g. the extent to which you are curious about the world around you)
- Altruism (e.g. the extent to which you are willing to help others)
- Conscientiousness (e.g. the extent to which you are goal-oriented and ambitious)

For each personality trait, we have calculated whether your score is very low, low, average, high or very high in relation to the Dutch population. Depending on your score, a further description of your preferences, interests and habits will be provided for each personality trait. These descriptions provide insight into what kind of person you are. This information can help you get a better idea of what life choices or lifestyle make you happy.

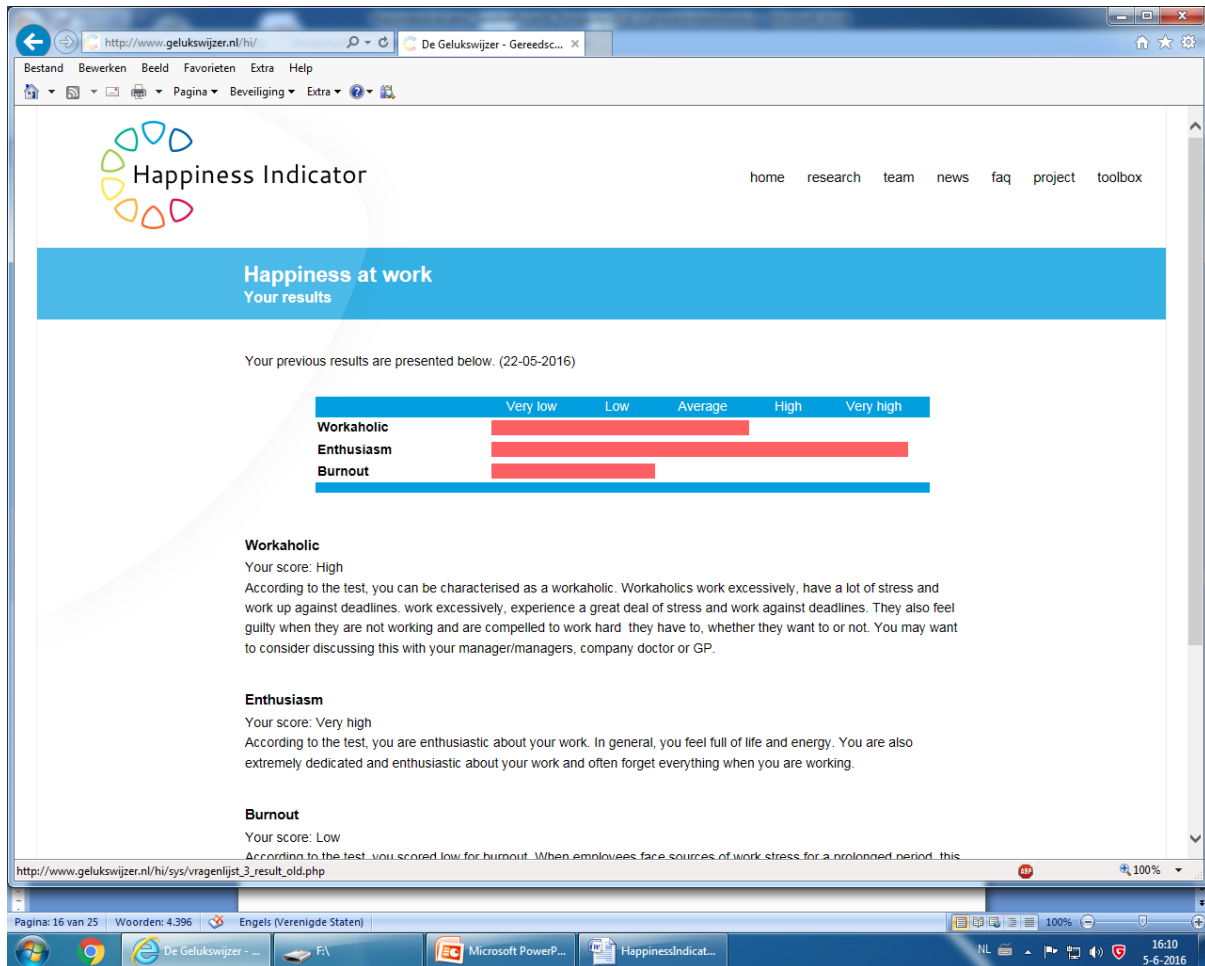
	Very low	Low	Average	High	Very high
<b>Neuroticism</b>	[Bar chart showing score in the 'Low' range]				
<b>Extraversion</b>	[Bar chart showing score in the 'High' range]				
<b>Openness</b>	[Bar chart showing score in the 'Average' range]				
<b>Altruism</b>	[Bar chart showing score in the 'Low' range]				
<b>Conscientiousness</b>	[Bar chart showing score in the 'High' range]				

**Neuroticism (vs Emotional Stability)**  
Your score: Low  
You are emotionally stable and do not easily get upset. In general, you are calm and relaxed. You approach stressful situations with a cool head without any substantial degree of agitation or tension. You don't get bogged down for long by negative feelings (e.g. anxiety, guilt, shame or gloominess), and it is easy for you to push these feelings aside.

## Work involvement

You can also complete a questionnaire on work and get online feedback on how involved you are in your work and how close you are to burn out. An example of a feedback is presented below

### Example of how your work orientation differs from the average person



## Links to other tools

In the future the Happiness Indicator will more such additional tools, which will allow you to keep developing your view on yourself. We will also provide links to selected self help sites.



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## Use for researchers

Though devised as a self help tool in the first place, the Happiness Indicator can also be used for various scientific purposes.

### Technical advantages

#### *Follow-up*

The Happiness Indicator generates longitudinal data on a lot of people at low cost.

#### *Within person comparison*

The Happiness Diary also allows comparison of how the same person had felt during different activities, e.g. how happy a person feels at home and at work. The difference scores are free of personal characteristics and as such tells a great deal about causality.

#### *Control groups*

The project is particularly suited for effect studies, because matched control groups can be selected from the large pool of participants, now already more than 100.000 persons. Scientists can also draw on the available background information such as on personality and time use.

#### *Tailored variants*

It is possible to add modules to the standard Happiness Indicator

## Examples of studies that used the Happiness Indicator

To date the Happiness Indicator has been used for the following scientific studies.

#### *Effect on happiness*

A first effect study in 2014 among 5000 participants who had used the Happiness Diary at least twice observed an upward change in average happiness. ([Bakker et. al 2015](#))

#### *Happiness and activity among elderly*

An early version of the Happiness Indicator was used to track changes in the everyday activities of elderly people in the Netherlands. The main question was pattern of activities appears to be most rewarding for what kinds of people, taking personality into consideration. Results are published in the Journal of Gerontology ([Oerlemans, Bakker & Veenhoven, 2011](#)).

#### *Happiness of employees*

Recently, the Happiness indicator was used to assess differences in happiness between employees working in different branches, such as government, education, retail and industry. In that study the Happiness Diary was also used for assessing the difference in enjoyment of time spent working and at home. This difference provides a better view on the quality of work than the common questions on job satisfaction do, since it controls trait satisfaction.

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### *Recovery from work*

The Happiness Diary was used to track daily activity patterns of workers over multiple workdays, where workers also filled out a questionnaire to identify workaholics' trait workaholicism and state (daily) recovery questionnaires ([Bakker, Oerlemans, Demerouti, & Sonnentag, 2011](#)). Interestingly, results showed that high (vs. low) workaholics recovered more while engaging in physical activities after work, whereas they recovered less when engaging in work-related activities in non-work time.

### *Happiness in regions*

The Happiness Indicator has also been used for monitoring happiness in regions in the Netherlands. This application capitalizes on the large number of participants. The study showed that people feel better in the northern provinces of the country than in the south ([Oerlemans & Veenhoven 2011](#))

### *Mood during commute*

The Happiness Diary was used to assess what pattern of commuting is the least dissatisfying for what kind of persons. People appeared to feel best when commuting by bike and worst when using public transportation, but effects differed markedly across subgroups. (Lancee, Burger and Veenhoven, submitted).

The Happiness Indicator provides many more research opportunities, both because of its method and in view of the variables. To date, there are few large scale studies that combine time use and happiness. To our knowledge there are no datasets at all that provide information of both happiness and life choice.

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## Facilities for satellite projects

The Happiness Indicator is designed to host parallel projects, both twin projects in other countries and studies that aim at a particular subject. One reason is that this will enlarge the pool of participants, a large pool being required for the long term goal of charting consequences of life choices. Another reason is that such cooperation is cost efficient. Costs of development are shared with later users.

Erasmus Happiness Economics Research Organization (EHERO) facilitates use of the Happiness Indicator in the following ways:

- Data collected with the Happiness Indicator will be managed and – on request - available in excel or SPSS format for you to use and perform your own research.
- We will provide you with an annual descriptive report about the number of participants, the frequency of participation, profile information of participants (e.g. to match census data), and happiness levels within your user population.
- If needed, experts from EHERO can help you to customize your own Happiness indicator in order to meet the specific demands of your participants, or to answer specific research questions. You will have the opportunity to consult with senior researchers (PhD's), who are trained to guide you in your happiness research and perform complex statistical analyses (e.g. multi-level modeling, structural equation modeling, and so on).

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## **Use for practitioners**

Ever more professionals make their living helping people to get happier than they are. This is partly done in the context of psycho-therapy, partly in life-coaching and partly in education, adult education in particular. Greater happiness is also a growing issue in organizations and figures in trainings and organizational design.

Though happiness is a prime aim of these practitioners, they seldom assess the effect of their interventions on happiness. As a result interventions are typically based on theoretical belief rather than on empirical evidence. This hampers the development of these professions and also limits the market for the services. This trade would flourish better if clients could be reasonably sure of getting a bit happier.

For long effect studies were hardly possible in this field, because of the huge costs involved in long term follow up and the absence of control groups.

The Happiness Indicator makes follow-up much easier and cheaper. Practitioners can encourage their clients to participate and can thus monitor their happiness over time. The Happiness Diary also provides a view on behavioral change that reflects in time-use. Changes in happiness and time-use can be compared to changes among similar people selected from the wider pool of participants.

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## How to join:

### Costs for satellite projects

How can you setup your own 'twin project' and use the Happiness Indicator in your own country or organization? Below is an overview of costs. All prices are provisional.

#### Standard

##### *Basic fee*

€ 4.250 start fee, excl. VAT. This allows our ICT-experts to setup a:

- Home website address for your Happiness Indicator project (<http://www.happinessindicator.com/uniqueName>)
- A personal page for each user, on which they can access self-help tools and get feedback
- Client-database to receive profile and self-help data from your participants

This set-up will take about two weeks.

##### *Data file*

€ 750 for each file with available data, provided on request in SPSS or Excel.

##### *Storage and web maintenance*

€ 500 per year after the year of start.

#### Optional extra's and costs:

##### *Translate website into local language*

You can translate the website in your local language. Please present translations in an Excel file. Implementation in your variant of the website will require an extra fee of 1.700 excl. VAT.

##### *Adding questionnaires*

You can add additional questions to the profile to be filled out by your respondents. We charge 2.550 excl. VAT to add a maximum of 100 questions to the respondent's profile. You can also add additional questionnaires to the toolbox.

##### *Adjusting activities in Happiness Diary*

You can adjust the nature of activities in yesterday's happiness diary at a cost of 4.250 euro (excl. VAT). Please be aware that the diary has a maximum of 14 main activity groups and 6 sub-activities that fall within the main activity groups.

##### *Annual report:*

We can manage the data of your clients and provide you with a minimum of one annual download of your client database. Also, we will provide you with a

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minimum of one annual report. The total costs for data management, including the annual download and report are 11.250 euro. The download can be provided in either SPSS or Excel. The annual report will contain the following descriptive information regarding your participants:

- Number of participants and frequency of participation
- Demographic characteristics based on participants profile (age, gender, educational level, and so on)
- A timeline based on mean daily and monthly happiness of your participants for that year
- Average time spent and happiness derived from activities as reported in yesterday's happiness diary.

*Bi-annual or quarterly reports*

In addition to the standard one year report, you may be interested in receiving reports on a bi-annual or quarterly basis. We will charge an additional 5.200 euro for every report that is ordered in addition to the annual report. The report will have the same setup compared to the annual report. More complex reports and/or more specific analyses can be discussed outside of this contract.

All prices are exclusive of VAT.

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## Standard Contract

### Provider

Erasmus Happiness Economics Research Organization (EHERO), Erasmus University Rotterdam  
Dr. Martijn Burger, academic director  
Drs. Guy van Liemt, executive director  
Burgemeester Oudlaan 50  
3062PA, Rotterdam  
The Netherlands

**Client** [your name and contact details]

Agree to the following:

### Article 1: Subject of Agreement

#### 1.1

The default version of the Happiness indicator Website will be made available to the client within one month after signing this contract. Users are free to go to the website and use the Happiness Indicator after this month. The development of extra options for users and their costs will be discussed outside this contract.

#### 1.2

Erasmus University Rotterdam holds the rights to update the default version of the Happiness indicator with questions they deem relevant for scientific research on Happiness and Well-being.

#### 1.3

The specific webpage of the Happiness Indicator will use a secure protocol (HTTPS) to ensure anonymity of users on the web. Data will be downloaded in a secure database, which is only accessible by the ICT department at Erasmus University Rotterdam to ensure the security of the database.

#### 1.4

The Happiness Indicator home site will contain a standardized text stating the joint co-operation between Erasmus University Rotterdam and client.

#### 1.5

Users from client will be labeled with a unique TAG. This TAG will be used to monitor the number of participants from client that use the Happiness indicator, and to produce a minimum of one annual report for client.

#### 1.6

Erasmus University Rotterdam is not responsible for any type of information published by client, based on data collected with the Happiness indicator.

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1.7

Erasmus University Rotterdam holds the right to use information from client users for scientific publications on the impact of life choices on happiness. In such publications, anonymity is ensured by not stating any type of personal information that threatens user anonymity in any way.

1.8

Joint publications of client and Erasmus University Rotterdam can be discussed outside of this contract. The discussion will be based on a) the content, b) form (e.g. book chapter, scientific article, other), c) the timing of publication, d) what kind of outlet (e.g. scientific, societal).

## **Article 2: Start, duration, and end of contract**

2.1

This contract will start on DD-MM-YY, with a duration of XX year. This contract will end on DD-MM-YY.

2.2

Before the end-date of this contract, both parties will evaluate the project and state their intentions regarding continuation/non-continuation of this contract.

## **Article 3: Evaluation**

3.2.

After 6 months, both parties will evaluate their cooperation, discuss potential problems, and take action to solve these problems if needed.

## **Article 4: Secrecy**

4.1

Employees of client and Erasmus University Rotterdam that are involved in this contract are bound to secrecy about the subjects discussed in this contract during the execution of this contract, and after ending this contract.

4.2.

Anonymity of users will always be insured in all types of communication.



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## Article 5: User rights and Ownership

### 5.1

The models, methods, and other types of self-help tools developed in the Happiness Indicator are the intellectual property of Erasmus University Rotterdam.

### 5.2

The models, methods, and other tools developed by client will remain the intellectual property of the client.

### 5.3

The information users from client provide by participating in the Happiness Indicator are the ownership of the researchers performing the Happiness Indicator project at Erasmus University Rotterdam.

### 5.4

The information users from client provide by participating in the Happiness Indicator are also the ownership of client. It thus concerns a mutual ownership of information of clients by Erasmus University Rotterdam and client.

Signatures:

#### *Provider*

Erasmus Happiness Economics Research Organization  
Erasmus University Rotterdam  
3062 PA, Rotterdam  
The Netherlands

Dr. Martijn Burger  
Academic Director

Date:

Drs Guy van Liemt  
Executive director

Date:

#### *Client*

.. name..  
.. affiliation ..  
.. address

Date: