Killer data: The importance of real-world, real-time, real-practical, and real-contextualised wellbeing assessments in organisations.

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How can you change the world for the better?

△ Media – Know Oprah.

△ Money – Know Bill Gates.

△ Public policy – Know Obama or John Key.

△ Public health promotion.

△ Schools.

△ Work.
How do you assess 20 million people?

△ Use technology — Scalability = low cost.
△ Provide value — To participants / users.
△ Good design — Usability.
What is ‘Work on Wellbeing’?

△ Online wellbeing assessment tool.

△ Follows best practice online measurement guidelines for online psychometric testing:
  △ American Psychological Association Internet Task Force guidelines.
Online Wellbeing Assessments

Learn More
Features | Pricing

Begin Assessment
Sign Up | Sign In

 WoW is currently used by 17,245 people, in 2 languages, in 97 countries
Assessments:

- **Quick, User-friendly** - 50 question, 10 minute assessment.
- **Comprehensive** - Assesses both what is going right and what is going wrong.
- **Scientific** - Based on the latest theories of wellbeing, uses already validated psychometric measures.
- **Solutions Focused** - An assessment crafted to lead to wellbeing development solutions.
Assessments:

Assessment model:

- Global Wellbeing
- Domain Wellbeing
- Work Wellbeing
- Component Wellbeing
Assessments:

- Global Wellbeing - 14 questions.
- Domain Wellbeing - 10 questions.
- Work Wellbeing - if employed, 19 questions.
- Component module.
  - Resilience - 3 questions.
  - Health and Lifestyle factors - 4 questions.
- Standard demographics - 7 questions.
## Assessments:

### Global Wellbeing - 14 questions.

<table>
<thead>
<tr>
<th>Focus</th>
<th>Construct</th>
<th>Question</th>
<th>Response Scale</th>
<th>Source &amp; Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Global wellbeing</td>
<td>Overall, how satisfied are you with life as a whole these days?</td>
<td>0 to 10: 0 = Not satisfied, 10 = Completely satisfied</td>
<td>See (Diener, Inglehart, &amp; Tay, 2012). See also, (Diener, &amp; Gonzalez, 2011). Recommended question by (OECD, 2013).</td>
</tr>
<tr>
<td>Q2</td>
<td>Global wellbeing</td>
<td>On which step of the ladder would you say you personally feel you stand at this time?</td>
<td>0 to 10: 0 = Worst possible life, 10 = Best possible life</td>
<td>The Cargo Self-Anchoring Scaling Scale (Cargo, 1965). Used in Gallup's World Poll.</td>
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<tr>
<td>Q3</td>
<td>Global wellbeing</td>
<td>Overall, to what extent do you feel the things you do in your life are worthwhile?</td>
<td>0 to 10: 0 = Not at all worthwhile, 10 = Completely worthwhile</td>
<td>Recommended question by (OECD, 2013). Used by Office for National Statistics in UK.</td>
</tr>
<tr>
<td>Q4</td>
<td>Global wellbeing</td>
<td>Happiness (quantity) How happy were you yesterday?</td>
<td>0 to 10: 0 = Did not feel happy at all yesterday, 10 = Felt happy all of the time yesterday</td>
<td>Recommended question by (OECD, 2013). Used by Office for National Statistics in UK.</td>
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</tbody>
</table>
## Assessments:

### Domain Wellbeing - 10 questions.

<table>
<thead>
<tr>
<th>Q15</th>
<th>Domain wellbeing</th>
<th>Life domains</th>
<th>0 to 10:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q16</td>
<td></td>
<td>0 = Not at all important</td>
<td></td>
</tr>
<tr>
<td>Q17</td>
<td></td>
<td>10 = Completely important</td>
<td></td>
</tr>
<tr>
<td>Q18</td>
<td></td>
<td>0 = Not at all satisfied</td>
<td></td>
</tr>
<tr>
<td>Q19</td>
<td></td>
<td>10 = Completely satisfied</td>
<td></td>
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<td>Q20</td>
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<td>Q21</td>
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<td>Q22</td>
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<td>Q23</td>
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<td>Q24</td>
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</tbody>
</table>

- Intimate relationship
- Family
- Friendships and social life
- Work
- Education
- Community life
- Physical health
- Fun and leisure
- Financial matters
- Spirituality

- There is no 'gold standard' as yet for assessing domain wellbeing. See The Scale of Life Domain Satisfaction (Campbell, Converse, & Rodgers, 1976). The WoW scale was informed by the most common domains identified in the literature – e.g., see the Valued Living Questionnaire (Wilson, Sandoz, Kitchens, & Roberts, 2010) or the Pemberton Happiness Index (Hervás & Vázquez, 2013). Other domain measures assess differ domains (e.g., The Personal Wellbeing Index – )
## Assessments:

### Work Wellbeing - 19 questions.

| Q30 | Work wellbeing | Work motivation | How motivated are you in what you are doing for your job? | 0 to 10: 0 = Not at all motivated 10 = Completely motivated | New item.
|-----|----------------|-----------------|---------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------
|     | Work wellbeing | Work autonomy (SDT) | How much control over the important aspects of your job do you have? | 0 to 10: 0 = Not at all in control 10 = Completely in control | Informed by [Van den Broek, Vans den Hoof, De Witte, Soens, & Lens, 2010] and [Fernandez, Fustin, Trepapier, & Dussault, 2013].
| Q31 | Work wellbeing | Work strengths | To what extent are you using your strengths in your job? | 0 to 10: 0 = Not at all using my strengths 10 = Completely using my strengths | New item.
|     | Work wellbeing | Work competence (SDT) | To what extent are you successful at completing difficult tasks and projects in your job? | 0 to 10: 0 = Not at all successful 10 = Completely successful | Informed by [Van den Broek, Vans den Hoof, De Witte, Soens, & Lens, 2010] and [Fernandez, Fustin, Trepapier, & Dussault, 2013].
| Q32 | Work wellbeing | Work effort | On average, how much effort do you put into your job on a daily basis? | 0 to 10: 0 = No effort at all (0%) 10 = Complete effort (100%) | New item.
|     |                 |                 |                                                          |                                                          | Based on the importance of effort, see [De Jonge, Bosma, Peter, & Siegrist, 2000].

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**Standards**

- **SDT** (Self-Determination Theory)
  - Changes in needs and goals
  - Changes in effort and performance
  - Changes in perceptions of freedom and competence
  - Changes in perceived control over the workplace

**References**

- [Van den Broek, Vans den Hoof, De Witte, Soens, & Lens, 2010]
- [Fernandez, Fustin, Trepapier, & Dussault, 2013]
- [De Jonge, Bosma, Peter, & Siegrist, 2000]
## Assessments:

### Component Wellbeing – 7 questions.

| OQ1 | Wellbeing components | Resilience | $\bullet$ I tend to bounce back quickly after hard times  
$\bullet$ I usually come through difficult times with little trouble  
$\bullet$ It does not take me long to recover from a stressful event | $\bullet$ 0 to 10:  
0 = Not at all like me  
10 = Completely like me | $\bullet$ Questions from the Brief Resilience Scale (Smith, Dalen, Wiggins, Tooley, Christopher, & Bernard, 2008). New response scale. |
| OQ2 | Wellbeing components | Health & Lifestyle | $\bullet$ In general, how satisfied are you with your health?  
$\bullet$ In general, how satisfied are you with your diet?  
$\bullet$ In general, how satisfied are you with the quality of your sleep?  
$\bullet$ In general, how satisfied are you with your level of physical activity and exercise? | $\bullet$ 0 to 10:  
0 = Not at all satisfied  
10 = Completely satisfied | $\bullet$ New scale.  
$\bullet$ Informed by the Sovereign Wellbeing Index see (Human Potential Centre, 2013). |
Assessments:

Demographics – 7 questions.

- Gender
- Age
- Location (country, city/state, town)
- Relationship status
- Education level
- Employment status
- Work history
Assessments:

Please imagine a ladder with steps numbered from 0 at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you.

**On which step of the ladder would you say you personally feel you stand at this time?**

0 = Worst possible life
1 = 2 = 3 = 4 = 5 = 6 = 7 = 8 = 9 = 10 = Best possible life

The following question asks how worthwhile you feel the things you do in your life are, on a scale from 0 to 10. Zero means you feel the things you do in your life are not at all worthwhile, and 10 means completely worthwhile.

**Overall, to what extent do you feel the things you do in your life are worthwhile?**

0 = Not at all worthwhile
1 = 2 = 3 = 4 = 5 = 6 = 7 = 8 = 9 = 10 = Completely worthwhile

The following question asks how you generally feel:

In general, how happy or unhappy do you usually feel?

- Extremely happy (feeling ecstatic, joyous, fantastic)
- Very happy (feeling really good, elated)
- Pretty happy (feels high, feeling good)
- Mildly happy (feeling fairly good & somewhat cheerful)
- Slightly happy (just a bit above normal)
- Neutral (not particularly happy or unhappy)
- Slightly unhappy (just a bit below neutral)
- Mildly unhappy (just a little low)
- Pretty unhappy (somewhat 'blue', spirits down)
- Very unhappy (depressed, spirits very low)
- Extremely unhappy (utterly depressed, completely down)
Reports:

- Understandable - Written in plain English, easily interpretable graphs.
- Wellbeing Overview - Provides a snapshot of your wellbeing.
- Tracks Wellbeing - Results displays show trends that can help target problem areas.
- Raw results – All results in appendix.
Reports:

△ Programme Evaluation - Results can help assess the effectiveness of programmes or activities aimed at developing wellbeing.

△ Value - Free reports for individuals, inexpensive for organisations.

△ Real-time individualised wellbeing reports.
Reports:

**Summary Overview**

**Global Wellbeing**
On the whole, it seems like you have very high wellbeing. This is fantastic! You reported that you are pretty happy, and your scores indicated that you have very high flourishing.

**Domain Wellbeing**

**Work Wellbeing**
On the whole, it seems like your work wellbeing is very high. Your overall mental state was very high, and you feel that over the next six months you will continue at 70.

**Work Wellbeing Questions**

The following shows your answers to the work wellbeing questions. For the given questions, the higher your score the better. The four questions in one group are reliably scored so the score is better.

- **Work happiness**
  - Very happy
  - Happy
  - Neutral
  - Unhappy
  - Very unhappy

**Your Wellbeing Over Time**

WOW recommends caution in comparing your wellbeing to others - the scores are more useful for seeing how your wellbeing is changing over time. The latter graphs indicate how the main metrics and wellbeing indicators assessed and reported above have changed over time. If this is your first assessment, your data points will display and additional data points will be added in the coming due time. If this is your first assessment, you should stop this section of the report.

**Global and Work Wellbeing**

This graph displays your four main wellbeing indicators over time - two global wellbeing metrics, and two work wellbeing metrics. This graph will display up to your most recent 50 assessments.
User dashboards:
Features:

- **Anytime, Anywhere** - Assessments available wherever and whenever it's convenient.
- **Secure** - Advanced and best practice internet security measures.
- **Private** - User data is confidential, and only anonymous results that users agree to are shared.
Features:

- Ethical - Meets the requirements of the major professional bodies, qualified applied ethicist on board.
- Customisable - Organisations can tailor assessments to their needs, and also add files.
Features:

- Low wellbeing warnings - In reports.
- Assessment validity— Minimum of 4 minutes.
- Share on social media – Facebook, Twitter, LinkedIn.
- Share via email – Always (e.g., doctor, coach), or one off.
- Remembers past results – Auto insert.
Features:

- Smart hovers & missed question highlights.
- Little scrolling.
- Email reminders – User set frequency, min 30 days.
- Transparent sharing - Of organisational reports.
- Non-completion triggers.
  - After registration, one week email.
  - Assessment reset after 24 hours.
Why has WoW been successful?

△ Demand:
- Engaging survey experience - the questions are easy to read, the response buttons easy to click.
- Leverages wellbeing science - uses already empirically validated psychometric measures.
- Practical - An assessment that leads to wellbeing development solutions.
Why has WoW been successful?

△ Wide consultation – With experts and users.
△ Face validity – With users.
△ Tracks wellbeing.
△ Transparent - The technical manual is a comprehensive and detailed, including notes on its development, the specific questions asked, the response scales used, and underpinning links to the scientific literature.
Why has WoW been successful?

- Team of eminent wellbeing and assessment scientists – They specialise in the areas of positive psychology, organisational psychology, psychometric assessment, research methodologies, and wellbeing science.
Why has WoW been successful?

- “Ways to Wellbeing” – best apps, books, websites.
- Cheap - for organisations, free for non-commercial and individual use.
- ROI on wellbeing investment – 5 to 1.
- In sum, it’s a practical, timely, cost effective, and empirically validated tool.
WoW data.

△ Our data indicates some unique insights:

△ 2 qualitative questions.
  △ What one thing, more than anything else, makes your organisation a great place to work?
  △ What one thing, more than anything else, needs to change to make your organisation a great place to work?
Main challenges to date.

- Creating the best assessment in 50 questions.
- Online security.
- Privacy.
- IT challenges.
- Cost.
- Wellbeing ▶ engagement = profitability education.
What’s in WoW’s future?

- Language development.
  - English and Spanish now.
  - French, German, Russian, Chinese, Portuguese, and Italian. Then 20 in total.
- Mobile versions – Phones and tablets.
- Construct compatibility – Add engagement measure, strengths measure, etc.
- Wellbeing resources for organisations.
What’s in WoW’s future?

- 20 million users.
- Expand our partnership base.
- Further psychometric validation (test-retest reliability, construct & criterion validity).
- Used in research studies.
  - Professions study (10 year longitudinal)
- Social media and newsletters.
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