Mood Measures

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**BACKGROUND**

“be prepared for an increasingly diverse population”

**Policy-makers** need to

- **understand** feelings & attitudes of the city’s different communities
- be able to **integrate** such information into policy decisions

**Communities** (especially those with limited English) need

- easy-to-use **instruments** to communicate their feelings
BACKGROUND

**Challenge:** Measure attitudes of people who
a) might have limited English-language skills, and
b) will not receive payment or any other incentive for their participation

**Needed:** User-friendly tool, i.e., one that is
a) intuitive & doesn’t rely much on language (i.e., easy to understand & easy to translate)
b) short & easy to use (i.e., can be completed effortlessly in < 2 minutes)

**Solution:** “Feelings Thermometer”
Task

How warm (positive) do you feel towards

... in your neighbourhood?

... in Coventry?

... in the UK?

Background information:

- Postcode
- Ethnicity
- Gender
- Age
Develop **heat maps** of attitudes across the city

- across neighbourhoods (*horizontal*),
- across different granularities (*vertical*)
Access to Parks

- high
- medium
- low
Access to Parks
- high
- medium
- low
Access to Parks

- high
- medium
- low

Warm
Cold
Access to Bus Stops
- high
- medium
- low
18-25:
65+

COVENTRY

Warm

Cold
BACKGROUND

Pilot:

- Poetry workshop for refugees and migrants
  - (part of City of Culture Research initiative)
- In collaboration with
  - (limited data)
Thank you for your attention!