# mappiness
.org.uk

This map was created from more than one million data points contributed by over 20,000 participants in the Mappiness study, which I am running as part of my doctoral research at the London School of Economics.

The study uses an iPhone app to contact participants at random moments during the day, presenting them with a 30-second survey and recording spatial location via the device's GPS (satellite positioning) chip.

I am using this data to investigate relationships between different elements of environmental quality, including habitat types, and immediate subjective wellbeing.

The colours are based on means not of the raw response values, but of values corrected for various influences on happiness, including what participants were doing, whom they were with, and local weather conditions at the time of each response. Locations reflect where people were when they responded — not necessarily where they live.

For details, or to take part, visit mappiness.org.uk. Or see mappin.es/TEDx for a short talk about the project.

Least happy   Happiest
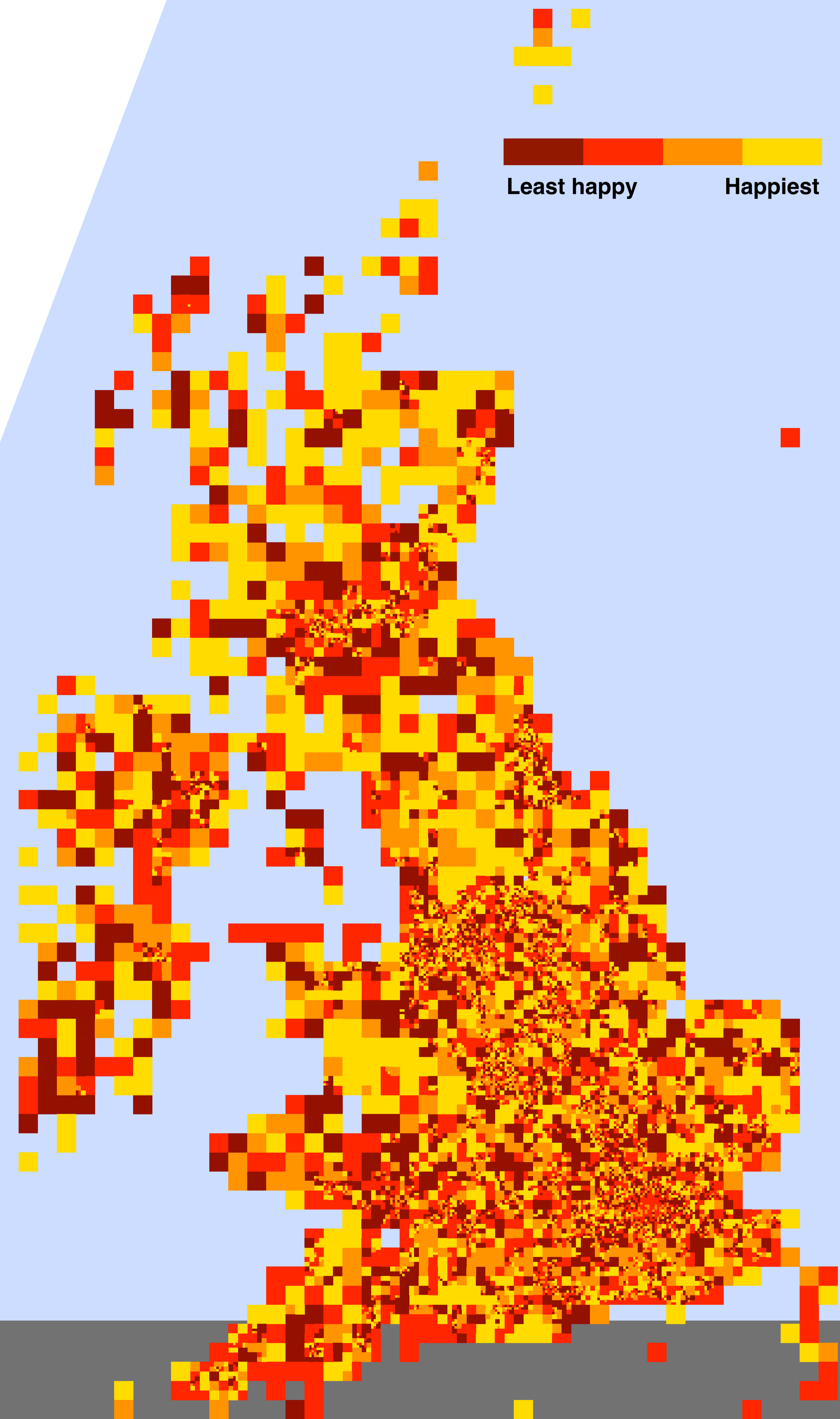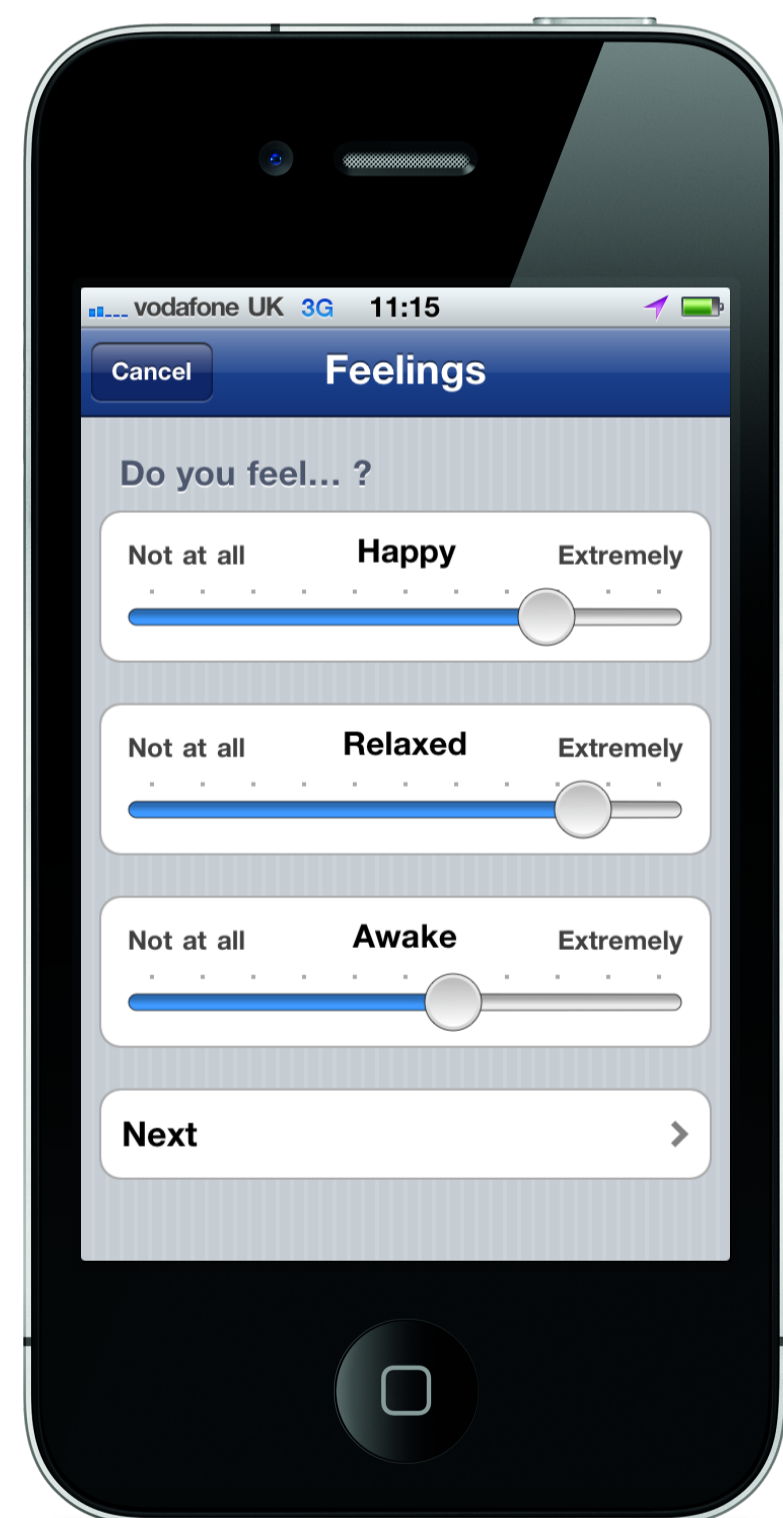
George MacKerron is a PhD researcher in the Department of Geography & Environment at LSE. His research focuses on subjective wellbeing and sustainability; his methodological interests are in spatial analysis and visualisation, and survey and experimental techniques for mobile devices and the web.