



# Creation of the ‘Happiness 360°’ Model: Qualitative Analysis from Survey Responses

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## ABSTRACT

Qualitative data analysis has been increasingly important in the development of research, especially in the author’s main fields of investigation: Happiness Economics and Communication for the Development. To understand what Happiness means and in what form certain variables like gender, literacy, etc., influence the concept of happiness, based on a survey conducted in April 2018, we have analyzed the answers to the question “What is happiness for you?” using the software of Qualitative Analysis - webQDA. The great peculiarity is that it’s an open question. It could be considered that the question is recurrent and the work redundant, but the results are very interesting from an analytical point of view. The 360° Happiness model main purpose is to support organizations in understanding the expectations of their workforce and help on defining their human resources management policies and adapt them according to the gender, generation or education level, for instance.

**Keywords:** Qualitative Analysis; Happiness; Happiness Economics.

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**H**appiness Economics, although recognized as a science, does not yet have significant relevance in Portugal, unlike what happens at an international level where the theme has been assuming an increasing interest, mainly after the publication of the World Happiness Reports<sup>4</sup> and the creation of indexes such as the GNH (Gross National Happiness Index). At present, the GNH is recognized in international economic, political and academic circles as an additional tool of economic and social analysis as a complement to historically important indexes such as GDP - HDI, Human Development Index or Gini Index<sup>5</sup>.

Over time Happiness has been occupying its place and space in a gradual but increasingly significant way in economic thought and discourse, and today it is a subject of the utmost importance. According to Graham (2005) the Happiness Economics has created a new vision on concepts such as well-being and utility, addressing both individual rational behavior and individual non-rational behaviors and their interconnection, as well as interdependent utility functions that allow to collect additional data standard preferences.

It is observed that the hedonistic perspective of Happiness was abandoned, where Happiness was associated with positive emotions and material goods, and whose ultimate goal is the maximization of pleasure, to validate the eudemonic perspective, where Happiness arises associated with virtue, being intrinsic to each individual and integrating the construction of human development goals, assigning meaning to life and seeking inspiration in personal and collective development as Niza (2007) pointed out.

Currently, research in the field of Happiness Economics studies the economic factors that contribute to individual Happiness, among them, employment, inflation and income but it also studies, according to Zucco (2015), the non-economic factors that promote happiness among individuals as adequate health conditions, good institutions and the existence of the patrimonial relation in the explanation about Happiness. Therefore, in Line with Niza (2007) we seek to understand the relationship between income and happiness, considering the analysis of consumption and the different types of consumption to increase well-being. In addition, it considers several socioeconomic variables, such as sex, age, educational attainment and macroeconomic variables, such as inflation and unemployment. That is, today the Economy of Happiness, as referred to by Niza (2007), addresses a

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<sup>4</sup> <http://worldhappiness.report/>.

<sup>5</sup> GINI index (World Bank). Definition: Gini index measures the extent to which the distribution of income (or, in some cases, consumption expenditure) among individuals or households within an economy deviates from a perfectly equal distribution. A Lorenz curve plots the cumulative percentages of total income received against the cumulative number of recipients, starting with the poorest individual or household. The Gini index measures the area between the Lorenz curve and a hypothetical line of absolute equality, expressed as a percentage of the maximum area under the line. Thus, a Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

series of factors that focus on understanding the happiness of individuals and on the facts pointing to understanding the basic psychological processes that lead to solid conclusions.

As a consequence of our research, the “Happiness 360°” model was built from the Stiglitz Report<sup>6</sup> and aims to contribute to the study of the “State of Happiness” organizations’ employees in a 360° logic, as an alternative or as a complement to specific studies on happiness at work.

The “Happiness 360°” model, will use the survey as a tool to collect data on the state of individual happiness. A technologic tool is being developed to support the analysis of the collected data and display individual expectations to achieve a state of individual happiness. The results will help to adjust policies or implement plans to meet those expectations.

This work is part of a broader research that aims to apply and use the final model in an organizational context to support happiness managers and create happy workplaces.

In this paper, the qualitative analysis focuses exclusively on the analysis of responses to one of the open questions: “For me happiness is ...” inserted in the survey conducted under the project “Happiness 360°”. We have analyzed the various answers to the research question “Happiness for me is...”, creating “code trees” to establish links between the individual's understanding of individual and general happiness and then we’ve organized a “code tree” for analysis and qualitative study according to the tools of Souza, Costa and Moreira (2016).

## **THEORETICAL FRAMEWORK**

Happiness has always been studied by different areas of knowledge, and if in antiquity it began to be questioned by philosophers, economists easily began to take this issue into account in their economic considerations. The literature puts in evidence different positions and theoretical perspectives defended by different authors, all contributing to the current concept of Happiness Economics.

Over time, the concept of Happiness has undergone transformations, having started by questioning Happiness in the economy – Bruni and Porta<sup>7</sup> (2007) published a manual that focuses on the history of economics, addressing Happiness in classical economics – for instance; and today we focus on Happiness Economy or Happiness Economics.

Adam Smith (1904), a philosopher, assumed the idea that more income results in more utility which in turn is associated with Happiness by stating that

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<sup>6</sup> <https://ec.europa.eu/eurostat/documents/118025/118123/Fitoussi+Commission+report>.

<sup>7</sup> Luigino Bruni, Italian academic and journalist, together with Pier Luigi Porta, Italian economist and economic historian.

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... the annual work of each nation is the fund that originally supplies it with all the necessities and conveniences of life that it consumes annually, and which always consist either of the immediate product of that work, or of what is bought with that product from other nations. So, with this product, or what is bought with it, the nation supports a greater or lesser proportion of the number of those who consume it. (p. 1).

That is, for Smith (1904) to be poor prevented the person from being happy; in his perspective "... no society, in which the greater part of the members is poor and miserable, could certainly flourish and be happy ..." (p. 80).

However, prior to Smith's contribution, the French and Italian Latin traditions emerge through the recent political economy that aimed at public happiness, according to Niza (2007). In fact,

... the first author to use the expression *pubblica felicità* (Public Happiness) was the Italian Ludovico António Muratori in 1749, followed by a number of country fellow economists such as Guisepe Palmieri (Reflexions on the Public Happiness) Pietro Verri (Discourse on Happiness)... (p. 29).

Bruni (2004) highlights that the great economist Antonio Genovesi understood that economics was essentially a theory of social relations that should regulate a relationship focused in the joy of interpersonal relationships.

In line with this perspective, William Jevons, founder of neoclassical economics and author of the theory of marginal utility, considers that the goal of the economy is to maximize Happiness. For Jevons, "... the object of economy is to maximize happiness by acquiring pleasure, as it would be, at the lowest cost of pain ..." (Jevons 1970, p. 91). Ricardo (1821) believes on relationship between productivity and happiness, based on the assumption that increased productivity will boost the increase in happiness. In this way, by stimulating "... production, although it may cause partial loss, increases overall happiness" (Ricardo 1821, p. 318).

Malthus (2004) contradicts previous views, since in his view the wealth of a nation is not synonymous with the happiness of the nation, whether there may be a relationship between the two. Concerning the wealth and happiness of the nations, he affirms,

I have a sufficient notion of the connection of these two matters, and that the causes which tend to increase the wealth of a state also tend to increase the happiness of classes lower. But perhaps Adam Smith has considered these two questions as still more connected than they really are (p. 124).

Malthus's (2004) view was shared by Marshall, who acknowledged the complexity of the relationship between happiness and wealth, advocating the idea that economics does not deal directly with well-being but rather with its material resources (Bruni 2004). According to Niza (2007) for Marshall, happiness depends on religion, family and social context, and wealth arises associated with happiness, allowing the usufruct of these factors.

Also, Bentham (2008), thinker of the movement of the lights (enlightenment), pronounced on the Happiness in the economy. In his view, a society would be good if the individuals living in it were happy, and a law would only be good if it encouraged the happiness of society and diminished poverty. The focus in Bentham's theory is utility or the utility principle, and utility is defined as the property of an object by which benefit, pleasure, or happiness can be increased as pointed out by Denis (2000).

According to Niza (2007), for theorists, Happiness is the main purpose of economic actions, where Happiness translates into pleasure obtained through material goods. Niza (2007) understands that utility or the principle of greater Happiness is the basis of morality, and actions are correct when they increase Happiness and are incorrect when they cause unhappiness.

So, we can conclude that classical economics already contemplated collective and individual happiness, but it still did not assume it as its object of study.

Happiness Economics, as it is known today, is concerned with the study of the factors that contribute to the Happiness of the people, using concepts and tools from various areas of knowledge that not only the economy, but also sociology, psychology and political science. Happiness Economics came to break with the paradigm (of classical economics) in a totally radical way, gaining a new impulse in the measurement of the subjective happiness and not only that of the objective happiness, beginning to be realized studies that used surveys between countries.

The research in Happiness Economics is essentially empirical and based on surveys of the level of Happiness of people; the relation between the economic, social and demographic characteristics - among others - and the level of Happiness reported by the interviewees is analyzed statistically so that one understands what makes some individuals happier than others (with econometric techniques, for example). (Nery n/a, p.1).

The emergence of the economy using happiness related information is highlighted from the studies of Easterlin (1974) who contributes with some empirical evidence. The American economist considered the relationship between economic development and social well-being to be the mainspring of economics, and in that sense, higher income would be more useful. Easterlin also adds that the consumption standards of a particular country vary according to its economic development, and an adaptation to the norms is necessary. The paradox he created then shows that above a given income, economic growth does not contribute to the improvement of individuals' well-being. So, Easterlin's (1974) studies show that increasing income over time does not translate into a direct increase in happiness, and the explanation given by the author is based on a process of readjustment of individual

ideals, fundamental to the self-evaluation of happiness, evidencing the inexistence of a relationship between income and well-being.

After Easterlin, new studies emerged, and they also began to focus their attention on the measurement of Happiness and well-being, such as Tibor Scitovsky (1976a; 1976b), Yew-Kwang Ng (1978) and Richard Layard (1980). According to Santos (2015), with the constant concern to formulate considerations for economic policies, Scitovsky (1976a) argues that happiness is the ultimate goal of any society, seeking to rectify the economic theory of consumer choice by presenting the dilemma of the choice between comfort and pleasure in contexts tributaries.

Ng (1978) also studied and analyzed data on subjective well-being, mentioning that economics only responded to objective well-being, not contemplating subjective well-being. Considering this fact, the author defended the study of

happiness with multidisciplinary teams, particularly professionals in the field of psychology. It would be through a multidisciplinary team that it would be possible to find an answer to the question posed by it: does economic growth increase social well-being? (p. 575).

Layard (1980) studied happiness as a metric for well-being, pointing to two factors that influence it: status (or status ranking) and expectations (adjustment of expectations and ideas to increase quality of life).

These authors also note that although the West is economically well developed, Westerners do not feel happier, so wealth and income do not mean Happiness. In their thinking, both the status and expectations (of income and status), influence Happiness, advocate the paradigm shift at the policy level, so that growth actually increases well-being.

The above-mentioned authors are considered the great drivers of the Happiness Economics and their views converged on the fact that they defended that the economic analysis of well-being was not enough; that the use of GDP (Gross Domestic Product), as a measure of well-being, could result in erroneous advice and suggestions for well-being policy; that there should be a joint work with professionals from other areas of knowledge, including psychology, as indicated by Santos (2015).

From this point onwards, according to Santos (2015) the investigations carried out in the scope of the Happiness Economics did not have great effects, and it was with the symposium held in 1997, called Controversy: Economics and Happiness, that the Happiness Economics came to be a theme of prominence and interest.

Therefore, it was from the 1990s that economic considerations about Happiness and its study began to contemplate the meaning of life. According to Clark, Frijters and Shields (2008), the study of

human Happiness has involved economists in recent years, as there is an exponential increase in the number and depth of literature. Another aspect that contributed to this greater interest in the study of Happiness on the part of economists, according to Franco (2012) was the existence of reliable information, with quality and consistency provided through the opinion poll of the Gallup Institute, on the satisfaction of individuals with their lives.

The goal of Happiness Economics (as a science) is to assess well-being, using the combined tools of economists and psychologists to create more comprehensive notions of utility when compared with economy (Campetti & Alves 2015). This is because current conceptions are not only about factors such as income and consumption, taking as an example the social effects of unequal unemployment, allowing the development of contributions to politics (Graham 2008).

The focus is placed under the individual rather than on collective happiness, and the relationship between happiness and consumption is no longer assumed to be direct, looking for variables that may explain the relationship between the two constructs (Niza 2007)

For Frey (2008) in economy revolutionary developments in economics are rare. The conservative bias of the field and its enshrined knowledge make it difficult to introduce new ideas not in line with received theory. According to this author Happiness research, however, has the potential to change economics substantially in the future. Its findings, which are gradually being taken into account in standard economics, can be considered revolutionary in three respects: the measurement of experienced utility using psychologists' tools for measuring subjective well-being; new insights into how human beings value goods and services and social conditions that include consideration of such non-material values as autonomy and social relations; and policy consequences of these new insights that suggest different ways for government to affect individual well-being (Frey 2008).

On the hand, several researchers claim that in economics the quantitative approach is more reliable than the qualitative approach because they consider the former to reflect the real world better and because, as Melkert and Vos (2010) stated, it is founded on rigorous procedures and has the ability to extrapolate the results to a wider population”.

But, according to Nykiel (2007) through the deductive approach, quantitative research seeks to establish facts, make predictions and test hypotheses that have already been affirmed (Nykiel 2007). However, Pearce (2012) argues that in quantitative research a theoretical framework is developed, hypotheses are proposed and tested, then the variables are operationalized, and the results are interpreted. For Melkert and Vos (2010) quantitative research is sometimes considered as the model for all scientific research because it involves a precise process of hypothesis formulation and other key

concepts such as individual observation, data collection, data analysis, and acceptance or rejection of the hypothesis.

The qualitative approach, on the other hand, is based on an inductive model and is based on phenomenology (Altinay & Paraskevas 2008). One of the main reasons for conducting a qualitative research is the study is exploratory (Creswell 2008). According to the author, narrative research strategies, 'phenomenologies', ethnographies or case studies are used (Creswell 2008).

In the case of the "Happiness 360°" model, the integration of several open questions, as stated by Ferreira (2003), complements gaps in existing knowledge and consolidates situations in which inconsistencies are detected namely between what the theory predicts, and the results of the investigation carried out. However, although there is this distinction between the quantitative paradigm that follows positivism and the qualitative one that follows phenomenology, as (Melkert & Vos 2010) defend, the methods are not exclusively part of research tradition or paradigm. Thus, qualitative research aims to develop an understanding of the context in which phenomena and behaviors occur and for that reason it was considered pertinent to formulate open questions to participants, not limiting their responses to the usual metric scale nor to the size of the text (Altinay & Paraskevas 2008). Phillimore and Goodson (2004) argue that qualitative research is perceived as distinct from quantitative research and does not produce quantified findings or has measures and hypotheses tested as an integral part of the research process. The comprehension of the concept of the qualitative approach varies in the field of social sciences. Qualitative research can be defined as a process of investigation and comprehension based on methodological research traditions that explore the human and social problem (Phillimore & Goodson 2004). For Creswell, the researcher constructs a complex and holistic picture, analyzes words, details report of informants, and conducts the study in a natural field (Creswell 2008).

On the other hand, there are also those who argue that qualitative research is itself a field of inquiry, which involves the study of the use and collection of a variety of empirical materials and, as a set of interpretive activities, does not privilege any single practice methodological in relation to other. Other authors refer that qualitative research is a situated activity that locates the observer in the world (Denzin & Lincoln 2011). However, Rojas recalls that qualitative research relies on three main characteristics: a) global and flexible design of research; b) the direct relationship between the observer and the observed; c) construction of the object of study, taking into account the basic structural differences (Rojas 2007).



## **METHODOLOGY**

### **MODEL CONSTRUCTION**

The “Happiness 360°” questionnaire was designed and adjusted by three researchers to enable the quantitative and statistical study of the various answers obtained. This model will be transformed into a specific and automatic software in which participants can immediately follow their responses to obtain the results in % of the total as well as the average, minimum and maximum of the sample. It is an objective model which, as Nykiel (2007) points out, has two distinct advantages, one is that the results are statistically reliable, and the other is related to the fact that the results are projectable to the population.

After the characterization of the participant, the “Happiness 360°” survey is divided into 10 dimensions of study: DIMENSION 1 – Psychological well-being and emotional balance; DIMENSION 2 – Health; DIMENSION 3 – Use of time and new technologies; DIMENSION 4 – Community vitality; DIMENSION 5 – Education, culture and leisure; DIMENSION 6 – Personal and social relationship; DIMENSION 7 – Diversity and environmental preservation; DIMENSION 8 – Governance; DIMENSION 9 – Standard of living; DIMENSION 10 – Relationship with work / school.

Each dimension consists of several INDICATORS (21 in total) inspired in the well-being indicators – they comprehend different point such as self-assessment on health, the use of technologies or interaction with nature; each indicator is composed of several closed questions (105), with a scale for response of 1 to 6; and for open questions (15) for treatment in Qualitative Research.

201 participants, 54 males and 147 females responded to the survey made available during the month of April 2018 on the Google Drive platform. All responses were valid. Respondents live in Portugal and include students, teachers and experienced professionals.

The quantitative questions were analyzed in an Excel file, using dynamic tables, while the qualitative questions were analyzed with webQDA software.

### **DATA ORGANIZATION**

Survey answers were exported from Google Drive to an Excel file. After selecting the descriptors (gender, age and marital status), it was decided to include a descriptor related to training (academic qualifications) and two descriptors related to the profession (employment situation and type of contract).

After organizing and integrating the various answers to the research question, “Happiness for me is ...”, we exported the data to the qualitative research software webQDA. In the platform we began to prepare the list of most frequent words for the formation of a “*cloud of words*”.

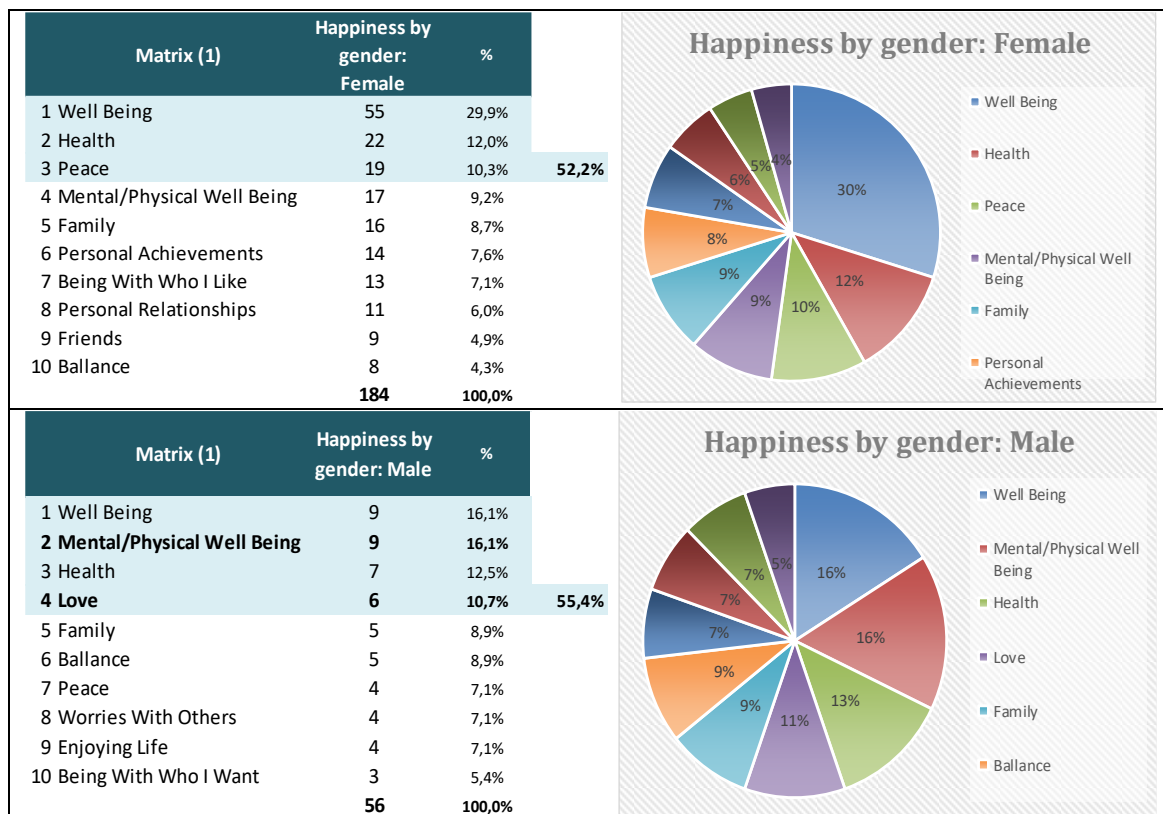
A first reading of the 201 sentences/answers was carried out. The purpose was to understand and interpret the most frequent words used by the participants in the construction of their sentences, and thus facilitate the next step: the “codification”. Based on a second reading, the participants' ideas and feelings were codified and 24 codes were built.

After the codification, the information was crossed, and 6 matrices were created: 1. “code tree by age”; 2. “code tree by sex”; 3. “code tree by marital status”; 4. “code tree for academic qualifications”; 5. “code tree by professional situation”; 6. “code tree by work contract”.

### ANALYSIS AND DISCUSSION OF THE RESULTS

From the analysis of the 201 sentences/responses it was possible to verify that the most used words by the participants in the construction of their sentences were: **health, family, life, friends, psychological, balance and love**. But our aim was to understand beyond the most used words. On the next paragraphs and charts/matrix's we'll present most relevant data extracted from the survey.

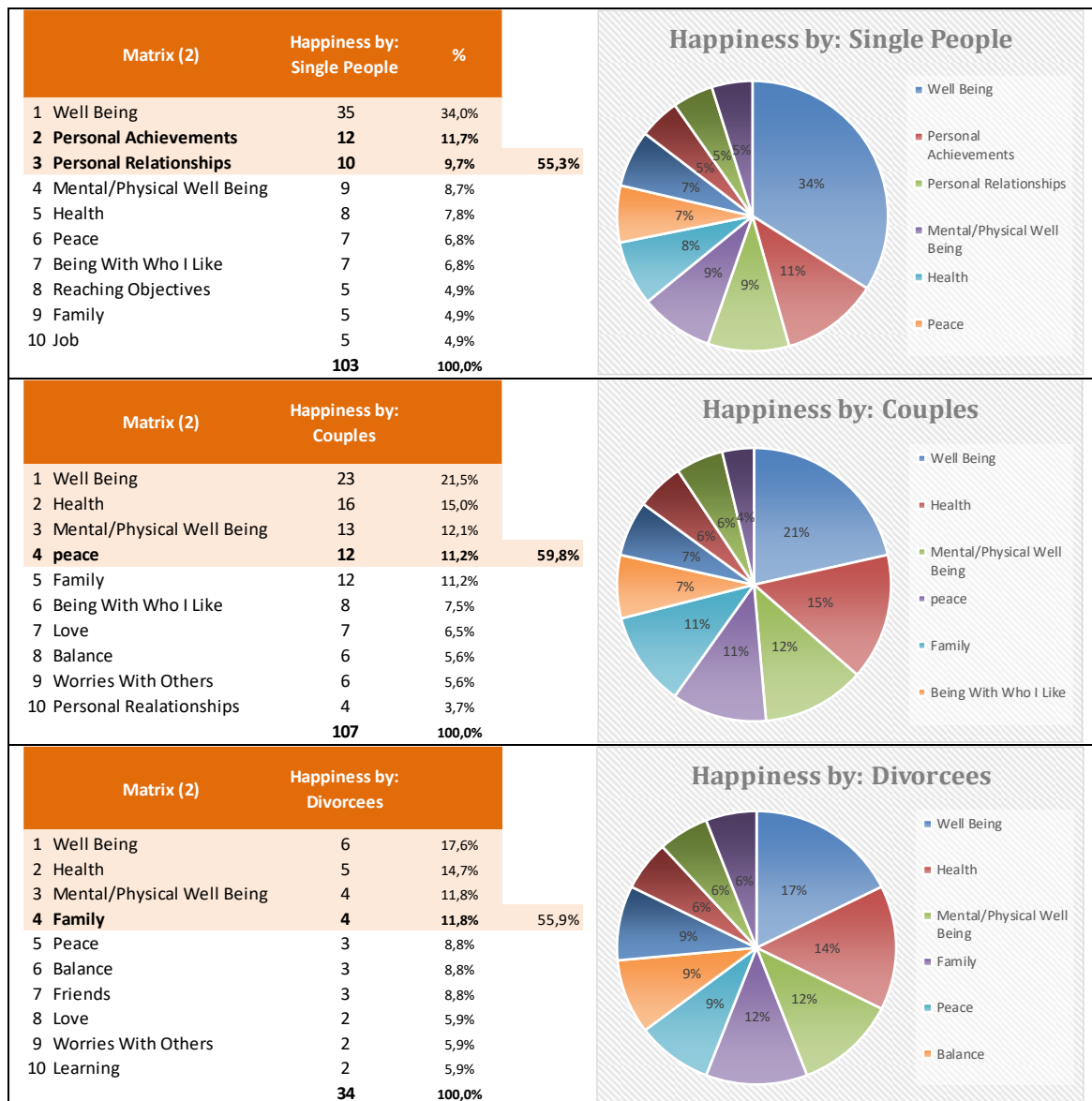
Figure 01. Answers by gender



Source: The Author

Matrix 1 – Responses according to gender, allows us to observe that in the female gender there is a greater concentration in the responses “Well-being”, “Health” and “Peace” in a total of 52.2%, of which the “Well-being” response stands out to represent almost 30% of the opinions. In the male gender there is a greater dispersion, with the inclusion of the 'code' 'Love' with 10.7% in the references and “Psychological / physical well-being” with 16.1% of the references, as outlined in figure 01.

**Figure 02.** Answers according to marital status



Source: The Author

Regarding the answers obtained in relation to the Civil Status, Matrix 2 showed that the reference “Well-being” is always referred firstly to singles (34%); still singles, the highlights go to “personal fulfillment” and to “personal relationships”. On the other hand, the married and divorced

emphasize “Health” and “Psychological and physical well-being” as main references. Results regarding matrix 2 are displayed in Figure 02.

Matrix 3 allows us to analyze the concept of happiness according to age and reveals very curious data such as: the reference “Being well” always occupies the 1st place in all the intervals, being that in the ages of 18 to 25 years, in contrast of the following ages, the reference “Health” is only referred to 4.3%. The highlights still in the ages between 18 and 25 years go to the references “Personal realization” and “Personal relationships” which represent respectively 11.6% and 10.1% of opinions.

In the 26-35 age group, it is important to highlight the importance of “Being with Whom I Like” and “Personal Achievement” in addition to the common references with the following age groups “Being well” and “Health”. These results are outlined in Figure 03.

Based on the assumption that there could be a variation of concept in function of the academic degree, Matrix 4 allowed to verify that in relation to the participants with the 9th year of schooling, of the 11 participants in the survey, the most prominent references were “Being well”, “Health”, common to the other participants were “Family” and “Friends”.

Concerning the participants with the 12th year of schooling, the most prominent references in addition to “Being well” and “Health” were “Peace”, “Psychological / physical well-being”, “Family” and “personal relationships”.

The participants with the 12th year (professional) highlight in addition to “Being well”, the references “Being with whom I like” and “Personal relationships”.

Participants with a Degree highlighted in addition to “Being well” and “Health”, the references “Psychological / physical well-being” and “Peace”.

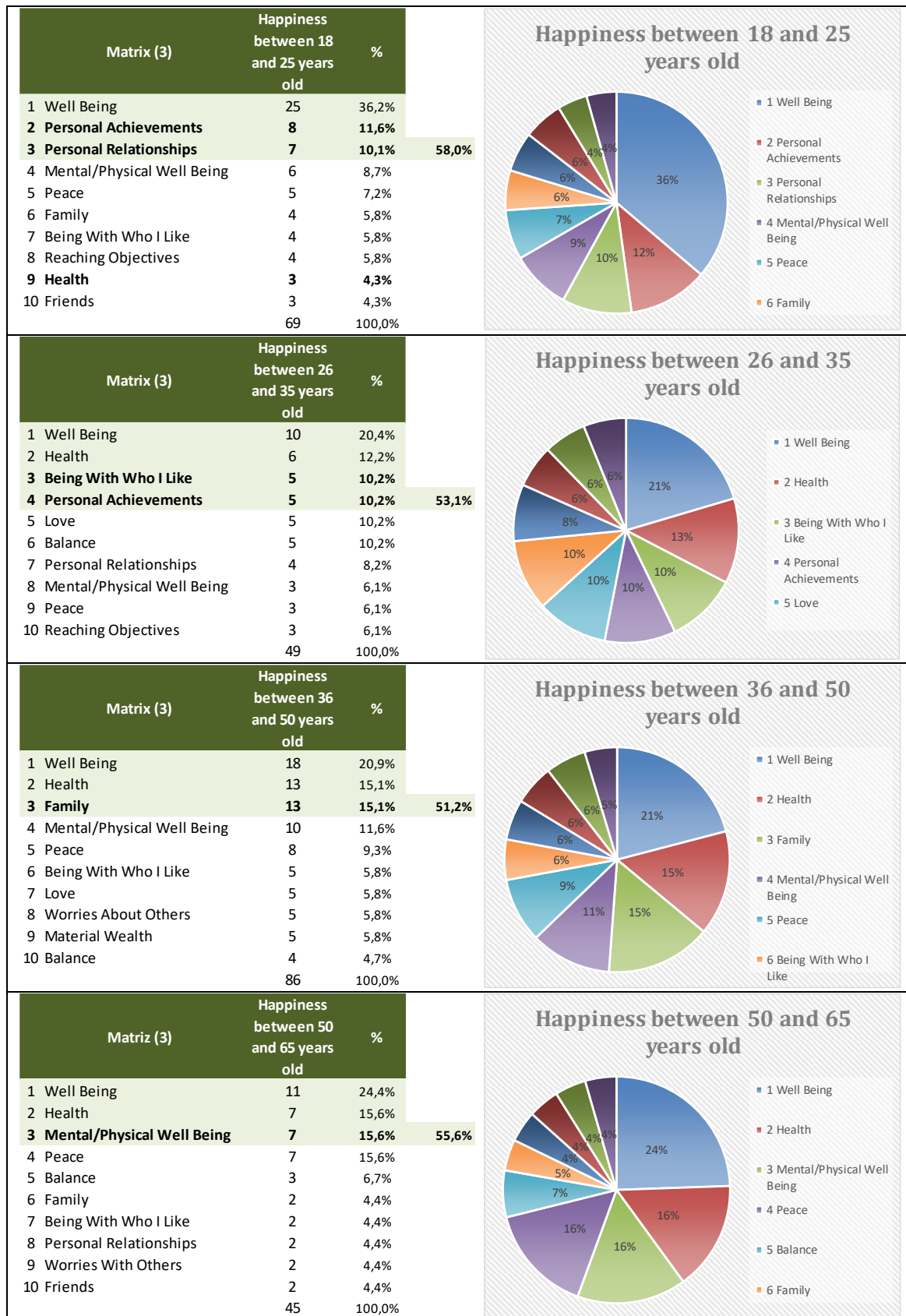
The highlights of the participants with a master’s degree also highlighted the reference to “Love”, with 10.4%.

Finally, the PhD students have their most concentrated references in “Be well”, “Health” and “Friends”.

All the results are described in detail in the charts of Figure 04:

It is anticipated that there could also be a variation of the personal view of the concept under study as a function of the professional situation, Matrix 5 has helped to understand that there is no difference in the first choice of the “Be well” reference. Regarding employees, they highlighted

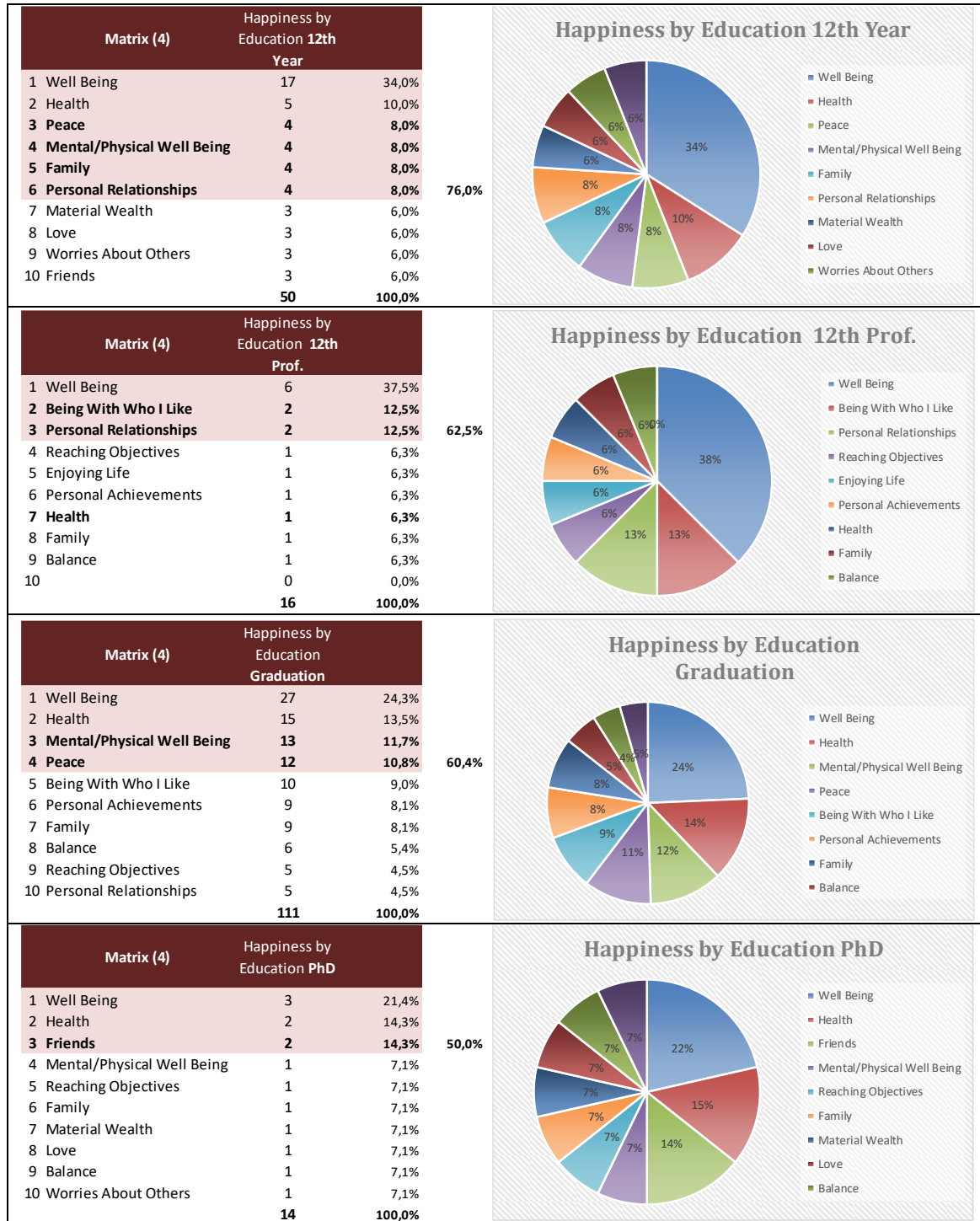
**Figure 03.** Answer according to age



Source: The Author

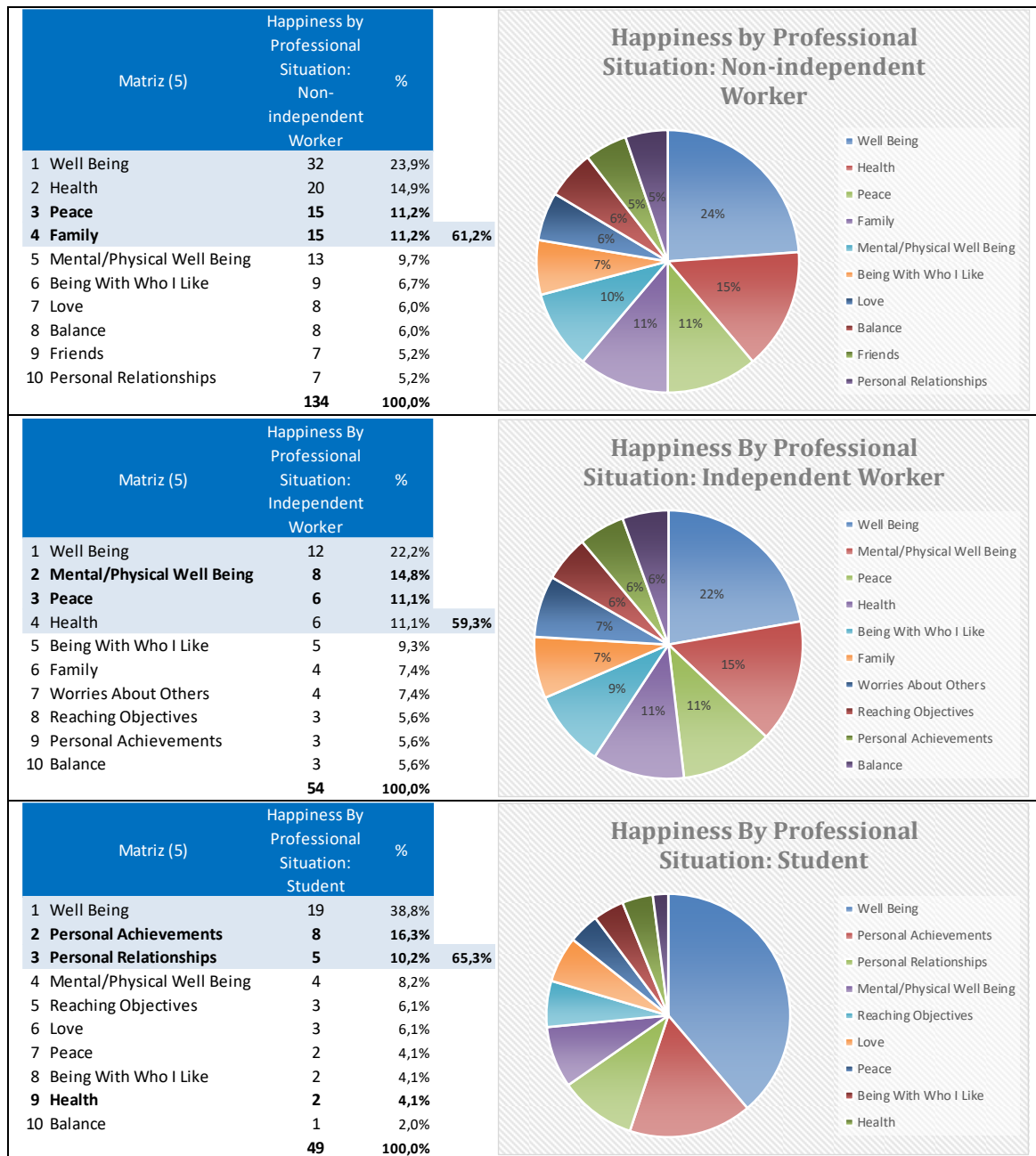
“Health”, “Peace” and “Family” as the main references. Self-employed workers have a very close opinion of employees, with the inclusion of the reference to “psychological / physical well-being” by exchange with the reference to “Family”. Results of the Matrix 5 are displayed in Figure 05.

**Figure 04.** Answers by Education



Source: The Author

**Figure 05.** Answers according to professional situation

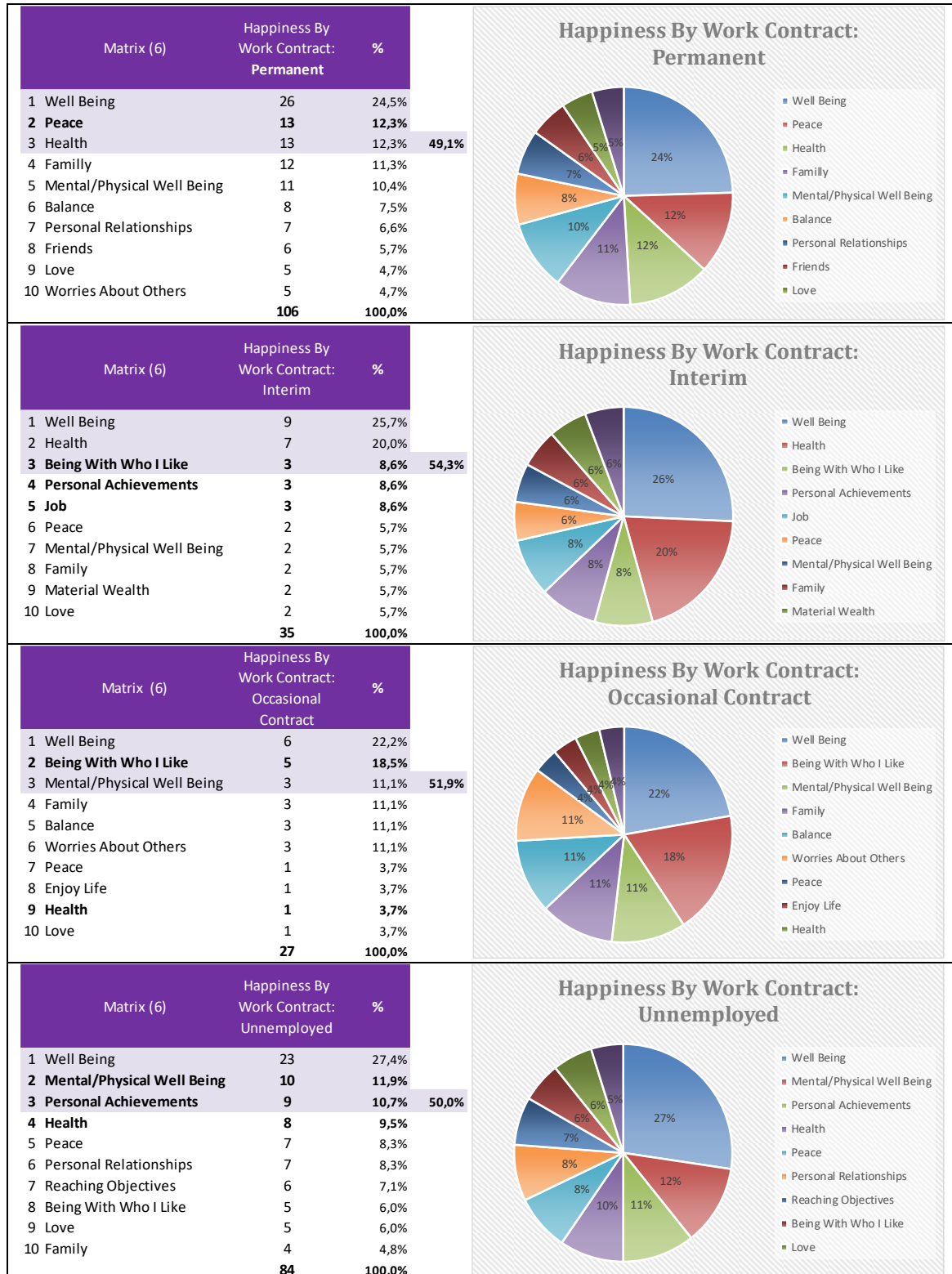


Source: The Author

Finally, it was understood that the contractual relationship could have some relation with the happiness perspective of the respondents. The results indicated in Matrix 6 allow us to observe that workers with an effective bond, privilege in addition to “Being well” and “Health”, also “Peace”.

Participants without effective contractual ties to companies, highlight “Being with whom I like”, “Personal fulfillment” and curiously “work.”

**Figure 06.** Answers per type of work contract



Source: The Author



The highlight in the opinions of workers on “recibos verdes”<sup>8</sup> is the fact that the reference to “Health” is not in the first places of the highlights. Detailed results and highlights are shown on Figure 06.

The main results allow to confirm why many experts, like Easterlin (2001) or Campetti and Alves (2015), focused their studies on Well-being. In fact, this concept ranks number one in all the groups of respondents and to all questions. This is also in line with the idea that current conceptions are not only about factors such as income and consumption as point out by Graham (2008).

Additionally, data also allows to emphasize that the focus is placed under the individual rather than on collective happiness, and the relationship between happiness and consumption is no longer assumed to be direct, looking for variables that may explain the relationship between the two constructs as highlighted by Niza (2007).

## CONCLUSION

This work assumes particular relevance in the context of the creation of the “360° Model” because in addition to the quantification of participants' opinions through the integration of metric and statistical scales, it was possible to perceive the participants' opinions to the open questions included in the survey.

The use of a mixed questionnaire, i.e., quantitative and qualitative questions, allows to perform a deeper data analysis, to perceive the opinions of the participants and to refine the results. This is possible because in the open questions each participant personalizes his response and feelings and it is up to the qualitative investigation to go deeper and perceive in qualitative terms.

Through this work we verified that the results of an open question are more oriented to each person because each respondent was using his/her own words instead of a third part frame or word listing. In our perspective the option for multiple choice issues would not have led to results as interesting as those obtained from the analysis of the open question.

By using the qualitative analysis, it was possible to “stratify” the concept and the variations according to the matrices created. By having access to both types of results, decision makers can adjust their policies, especially those working in the human resources field, according to the concepts of the respondents. This is relevant when working with new generations like Millennials and Generation Z whose expectations may be significantly different from their predecessors. Nevertheless, the study reveals that well-being ranks number one in all categories.

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<sup>8</sup> Green Receipts – Document used independent workers to invoice their services to companies, institutions, etc.

The most frequent words extracted from the answers of the respondents by using qualitative analysis allow us to relate individual happiness to immaterial concepts: health, family, life, friends, psychological, balance and love. The quantitative analysis displays how these, and other related concepts rank according to each category thus allowing to have a clear perception of the individual importance regarding that category

By using an individual approach to Happiness companies and organization will work with personal expectations and use the data to create policies, plans and actions to meet individual expectations.

The 360° Happiness Model comprehends the Individual Happiness Survey, the qualitative and quantitative analysis (within a technologic platform that's under development), Happiness Policies and Happiness Metrics.

In future studies we will cross the results of the individual happiness levels and assume them as descriptors so that we can perceive if there are differences in the happiness perception between participants with different happiness levels.

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## Criação do Modelo 'Felicidade 360°': Análise Qualitativa das Respostas da Pesquisa

### RESUMO

A análise qualitativa está sendo cada vez mais importante no desenvolvimento das pesquisas, especialmente nos principais campos de investigação do autor: Economia da Felicidade e Comunicação para o Desenvolvimento. Para entender o que a felicidade significa e de que forma certas variáveis como género, alfabetização etc. influenciam o conceito de felicidade, com base num inquérito realizado em abril de 2018, analisaram-se as respostas à pergunta “O que é para si a Felicidade?”, usando o software de Análise Qualitativa - webQDA. A grande peculiaridade é que se trata de uma questão ‘aberta’. Pode considerar-se que a questão é recorrente e o trabalho é redundante, mas os resultados são muito interessantes do ponto de vista analítico. O principal objetivo do modelo ‘Felicidade 360°’ é apoiar as organizações na compreensão das expectativas da sua força de trabalho e ajudar na definição das suas políticas de gestão de recursos humanos e adaptá-las de acordo com o género, geração ou nível de educação, por exemplo.

**Palavras-Chave:** Análise Qualitativa; Felicidade; Economia da Felicidade.

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