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 one of the open questions: "For me happiness is ...", inserted in the survey conducted under the "Happiness 360°" project, using the software of Qualitative Analysis, Webqda.

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.

The use of a mixed questionnaire, that is, quantitative and qualitative questions, allows us 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 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.

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.

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. This work is part of a broader research that aims to apply and use the final model in an organizational context.

Key words: Quantitative analysis; Happiness; Happiness economics.
References:


