

Research Questions

e.g. to explore what happiness means to people

To conduct this type of guerilla research you need to create questions that quickly allow people to express their relationship to broad topics, gradually go into more detail about issues and talk about themselves.

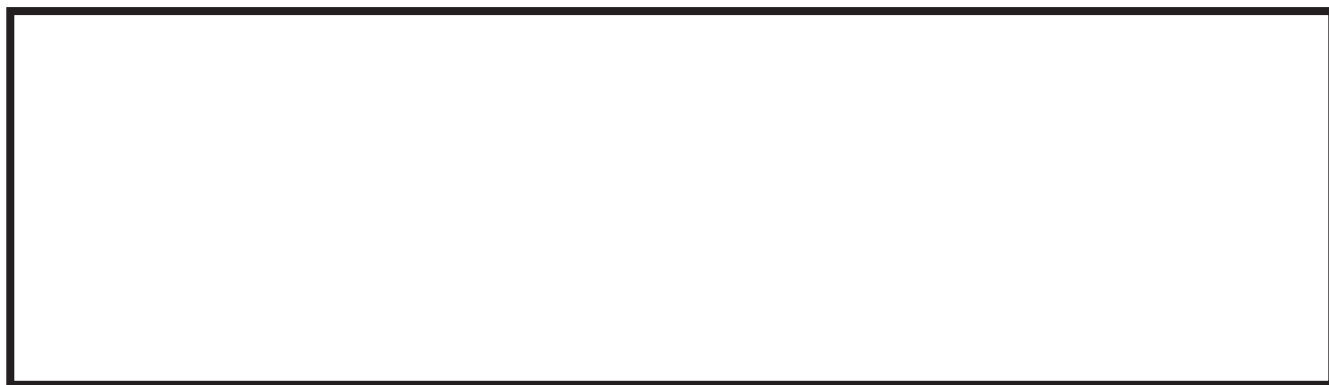
This project was broadly about happiness. For your project, you will need to adapt the questions to your broad topic of interest.

01 Please explain what this topic means to you?
(e.g. What does happiness mean to you?)


02 What improves your situation in relation to this topic?
(eg. What makes you happy?)

03 What constrains your situation in relation to this topic?
(eg. What constrains your happiness?)

04 How does the thought of the future impact your life?



05 Tell us about your life and your daily routine.



06 Open discussion about the dimension of societal change if this is relevant to the participant

