

## CROWDSOURCING SOCIAL WELLBEING NON-PROBABILITY SURVEY

K. Laine<sup>1</sup>, M. Litova<sup>2</sup> and T. Oikarinen<sup>3</sup>

<sup>1</sup> University of Helsinki, Finland  
e-mail: [katja.laine@helsinki.fi](mailto:katja.laine@helsinki.fi)

<sup>2</sup> University of Helsinki, Finland  
e-mail: [maria.litova@helsinki.fi](mailto:maria.litova@helsinki.fi)

<sup>3</sup> University of Helsinki, Finland  
e-mail: [tuukka.oikarinen@helsinki.fi](mailto:tuukka.oikarinen@helsinki.fi)

### Abstract

In Spring 2022, The Faculty of Social Sciences at the University of Helsinki piloted a crowdsourcing project to improve social wellbeing at the faculty. The project was originally started for obtaining feedback on the draft of the Code of Conduct, but it was then expanded for open dialogue about equality and social wellbeing at the faculty. The platform has three parts in general. There are two conversation areas, another for commenting on the draft of the Code of Conduct, and the other for general conversation about the topic, and a survey. Both survey and discussion areas data were collected in the *otakantaa.fi* platform.

The survey consists of three question groups: questions on background information, closed questions related to subjective experiences of social wellbeing at the faculty and open-ended text questions covering the topics of social interaction, the role of faculty in wellbeing and equality maintaining and other. The answers to the open-ended questions are presented in Finnish and English.

Survey was advertised on campus, in university events, via email and in social media. The platform was open-access and available for anonymous participation. This led to a worry that due to the sensitive and polarizing nature of the topic the platform would be a target for harassment, inappropriate behaviour or trolling and the survey would have to be closed. Eventually the challenge turned out rather to be gathering sufficient numbers of participants for a meaningful statistical analysis.

**Keywords:** social wellbeing, non-probability survey.

### References

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