

Research Project Overview

The aim of the research project is to investigate whether a mobile application offered in workplaces can improve employees' social well-being, relationships, reduce feelings of loneliness, and expand their social networks. The project is led by ****Postdoctoral Researcher Siiri-Liisi Kraav**** from the University of Eastern Finland.

Read more about the research.

Step-by-Step Instructions:

1. Written Agreement (agreement provided by Frenkie):

- The company formally commits to the research through a written agreement. Frenkie will provide the service with high quality and security throughout the study.
- Required information: company contact details and designated contact person.
- Study duration: October 2024 – Spring 2025. Frenkie PRO will be available until the end of May.

2. Preliminary Survey for All Employees:

- A preliminary survey will be sent to all employees to assess their social well-being and relationships before the study begins. The survey will be distributed during the kickoff. The researcher will also request an interview with the company's contact person, such as HR.

3. Participants Divided into Two Groups:

- The researcher will randomly assign participants into two groups.
- Group 1 will receive the company's Frenkie PRO platform for six months, launched digitally in October.
- Group 2 will not receive access to the platform during the 6-month study period.

4. Midpoint Survey After 3 Months:

- Three months into the study, all employees will be sent a midpoint survey to evaluate the effects of the app and any changes in social well-being. The researcher will directly contact participants, and we will work with HR to send reminders at the appropriate time.

5. Frenkie PRO Available to All Employees After the Study:

- After six months, all employees, including Group 2, will receive access to Frenkie PRO for an agreed-upon period to ensure fairness.

Additional Information:

- Participation in the study is free of charge for the company.
- The company is not obligated to adopt the Frenkie PRO service after the study.
- Frenkie's team will provide digital marketing materials for the launch, which HR can use to inform employees and facilitate the app's implementation.

Together, we can create valuable insights to improve employee well-being!

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