



CONNECTIONS *experiment* RESULTS



PURPOSE

Our objective is to inspire more happiness by increasing family connections.

ABOUT CONNECTIONS EXPERIMENT

At the Connections Experiment, we draw attention to the benefits that come from participating in family connections, provide a broadened and unique perspective of what family history is, and invite others to try family history and increase their connections.



We invite participants to increase connection by participating in our 21-day experiments with other participants worldwide. Experiments include a mood-measuring survey, pre-made participation plans available on our website and other educational and connecting events and tools throughout our website and social channels..

First Experiment, May 1 - 21, 2020

Announced April 29, 2020 & in just 30 days, grew from zero to:



INSTAGRAM

1.2k

Followers



FACEBOOK

2.2k

Members



WEBSITE

19k

Unique Visitors



EXPERIMENT

5k+


Participants



JOIN US!

hello@connections-experiment.com

www.connections-experiment.com

 [/connections.experiment](https://www.instagram.com/connections.experiment)

 [/21dayexperiment](https://www.facebook.com/21dayexperiment)

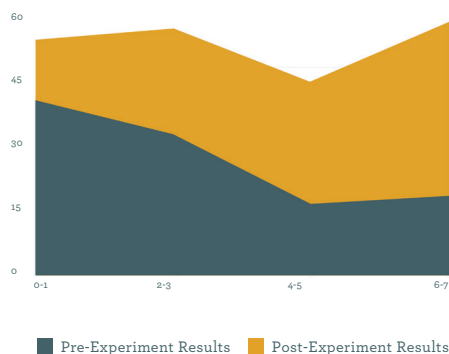
Website Visitors

86k Page Views | 77 Countries | Ages 18-65+ | 77% Female, 23% Male

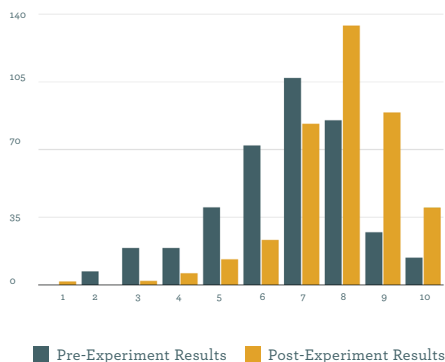
MAY 2020 RESULTS

Although this was not a controlled scientific experiment, the data and the comments suggest that doing family history work regularly may have a strong positive effect on mood. In the pre-experiment survey, 32 percent rated their average mood as 8 or above. This percentage increased to 68 percent for the period in which they were participating in the Family Connections Experiment.

How many days per week on average during the past month did you engage in family history of any kind?



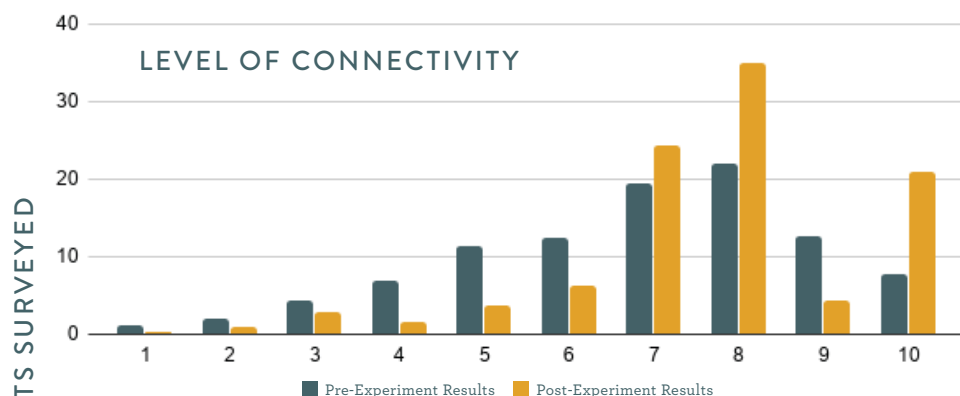
How would you rate your average mood for the past month on a 1 to 10 scale?



FIRST EXPERIMENT TESTIMONIALS

"I finally made peace with myself. I don't like records searching much but have never allowed myself to work on photo books, etc much because to me they didn't "count." *Now I am enjoying the freedom to do what makes sense for me at this time in my life.*"

How satisfied are you with your current level of connectivity with your current family?

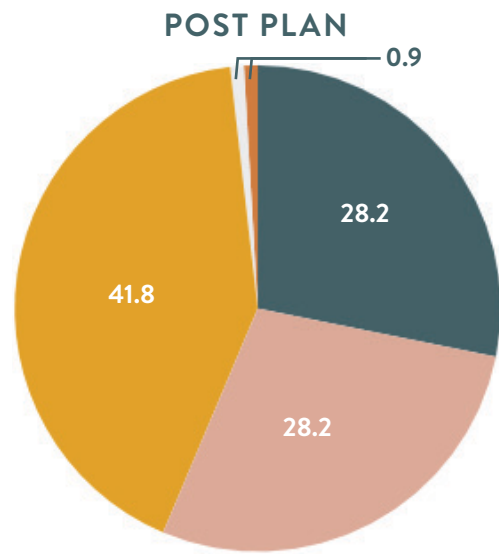
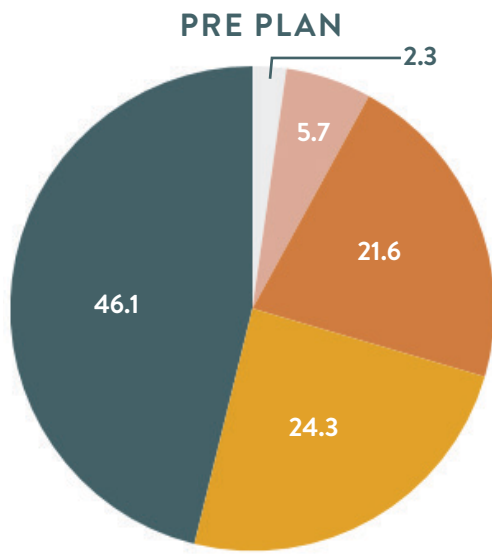


"[I learned] That I need to make time to include family history in my daily doings. *I learned that family history comes in many forms and shapes and it is easily doable on a daily basis.*"

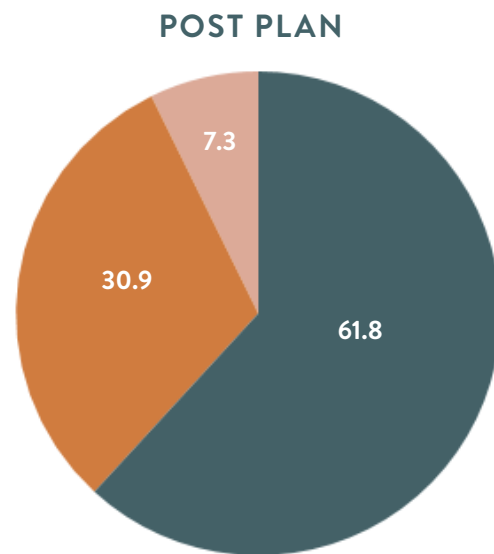
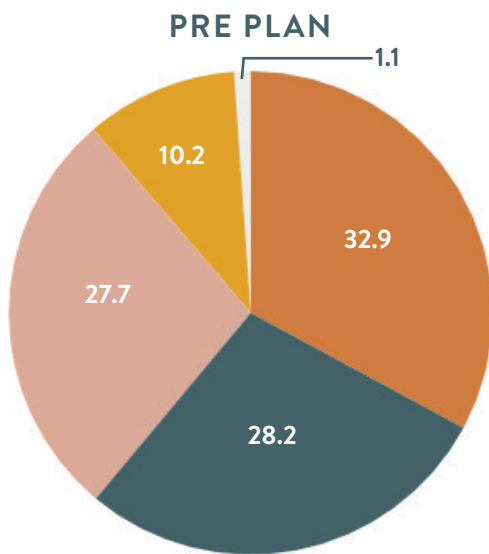
"Family History is not just about collecting names and dates, *it's about connection.*"

"*There are many fun ways to participate in family history and they can be quick vs elaborate research projects.*"

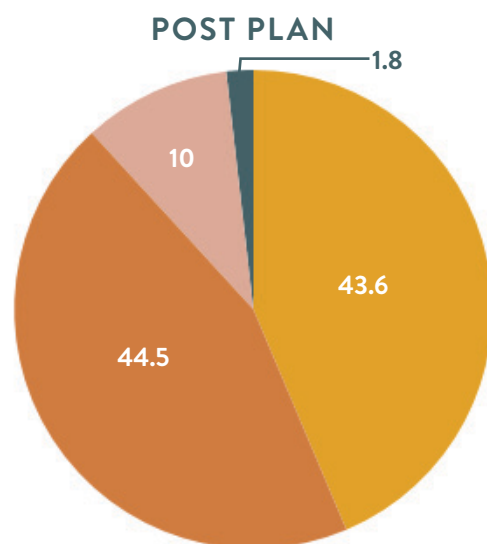
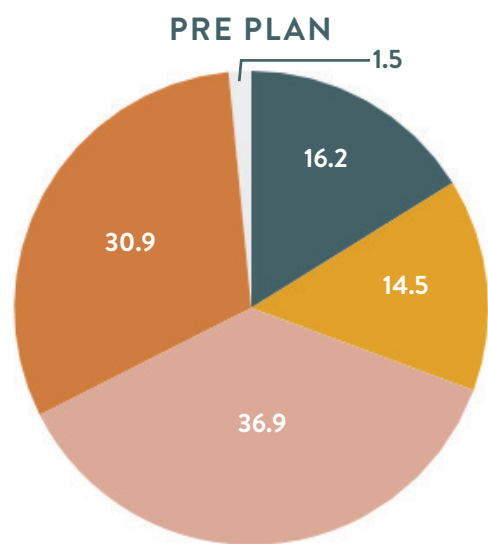
In the last month, I have found myself feeling anxious and/or depressed.



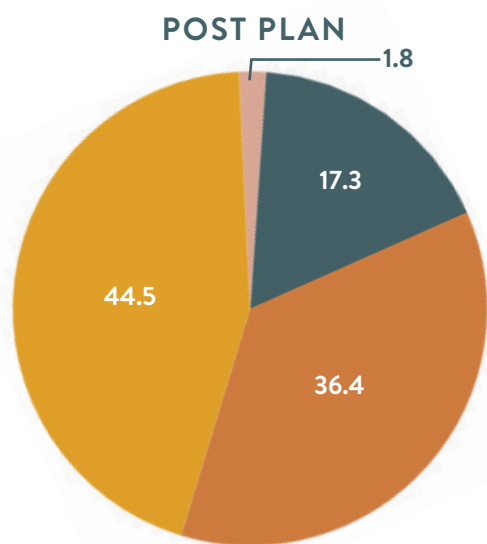
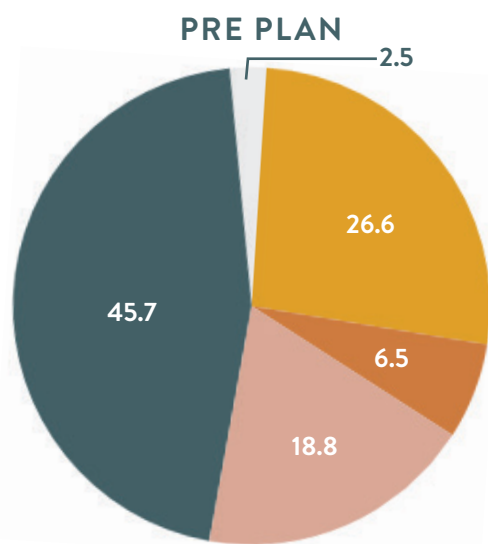
In the last month, I have found myself feeling unlovable.



In the last month, I have found myself feeling like my needs don't matter.



In the last month, I have found myself feeling low self esteem.



Always
Often
Sometimes
Rarely
Never