

# Analyzing the Kindness Climate at Northeastern University





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01

# Introduction

Understanding Lack of Kindness and Working to Rectify this



# Research Goal

- Assessing kindness following the pandemic.
- Negative emotions and perceived resentment leading to emotional & physical harm.
- Understanding knowledge of kindness and to implement strategies to instill importance of kindness amongst students.





02

# Literature Review

Understanding Lack of Kindness and Working to Rectify this



# Impact of the COVID-19 Pandemic

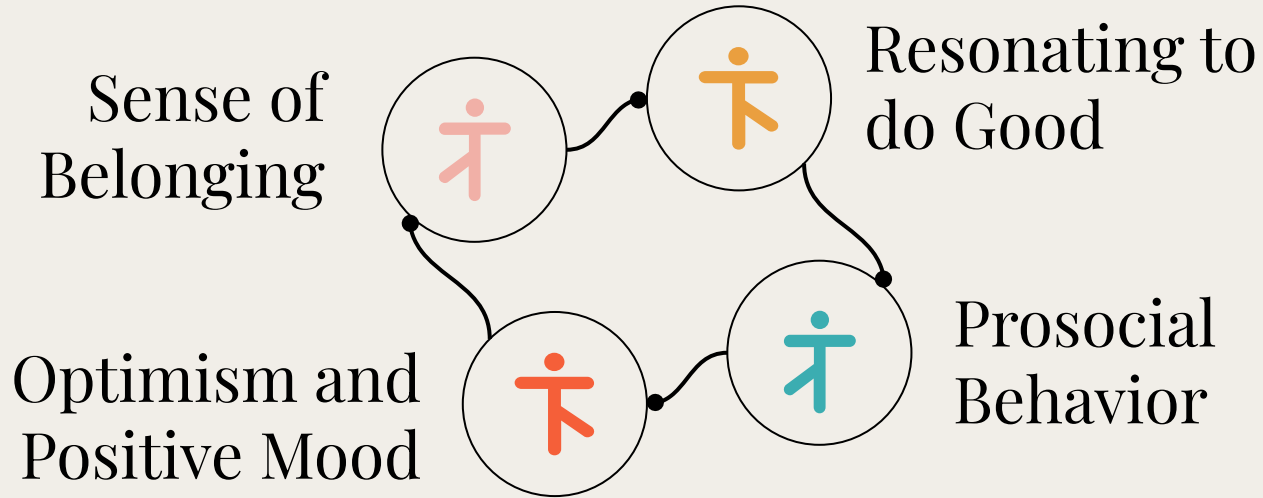


reported symptoms of  
anxiety or depression

- 4x more than the year before
- Social isolation & financial incidence
- Increased rates of insomnia, substance abuse, worsening chronic health conditions
- Detachment and Stress



# Benefits of Kindness





03

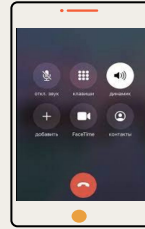
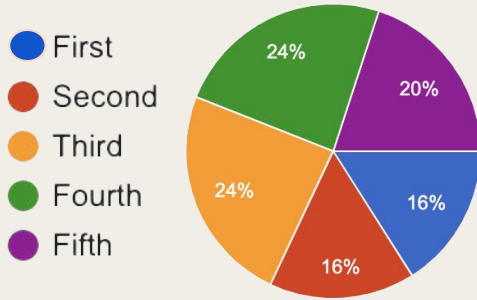
# Methods

Understanding Lack of Kindness and Working to Rectify this





# Methods



## Analysis

## Follow Ups

Kindness and its limitations as seen on campus

## Survey

Elaborated on open ended questions answered by participants

Conducted on Google Forms and disseminated fairly among student body



# Survey + Follow up Interviews

## Goal:

When filling out the survey, participants are encouraged to be introspective regarding their own contribution to the kindness climate around campus.

1. Please check off which acts of kindness you have performed for strangers.



Hold the door open for them.



Pay for the person behind you in the drive thru



Given them a compliment



Let a person go ahead of you in the grocery store





# Qualitative & Quantitative Questions

Please check off which acts of kindness you have completed for yourself



Take the day to express gratitude for yourself and your surroundings



Put a positive note on your computer or mirror

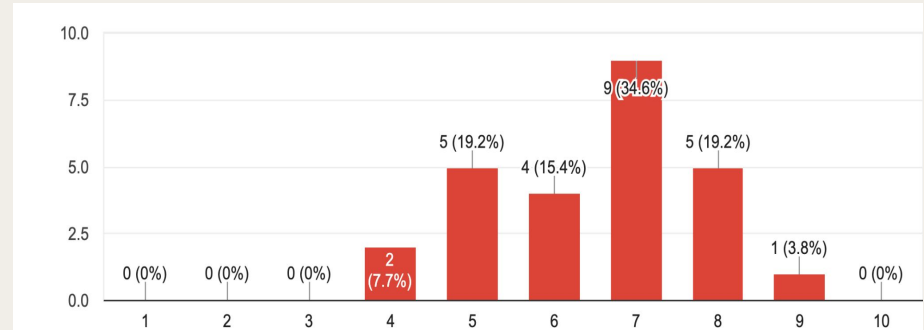


Meditated or took a nap



Put your phone on silent and take time away from screen

Rank how positive you feel about the Northeastern Community





04

# Results

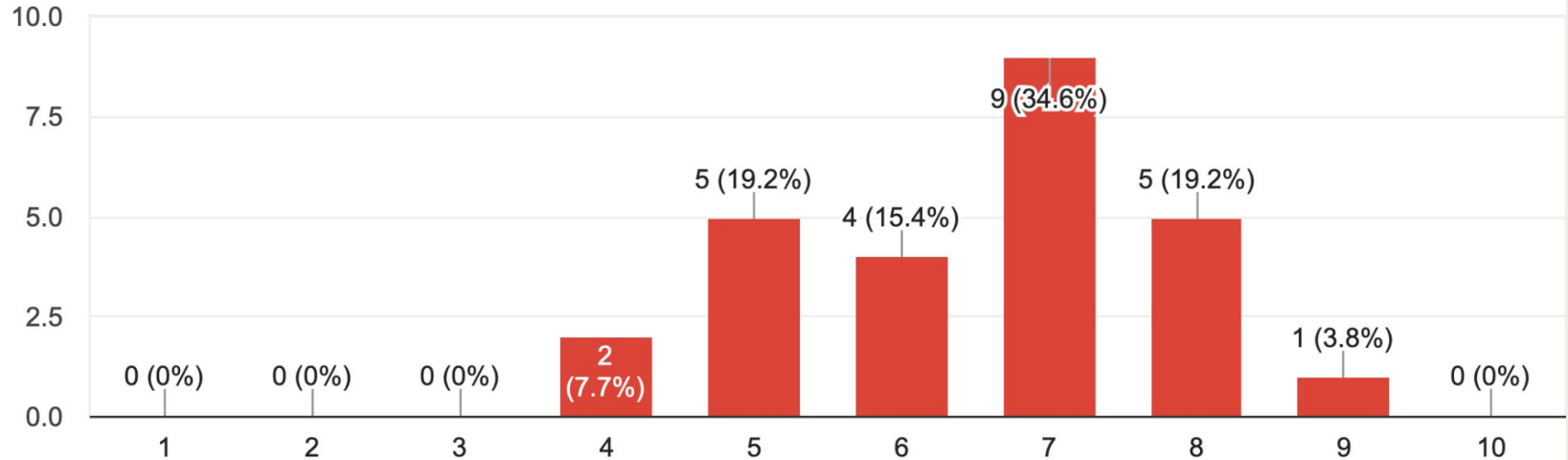
Understanding Lack of Kindness and Working to Rectify this



# Research Question 2 Results

Rank how “positive” you feel the community is at Northeastern [1-10].

26 responses

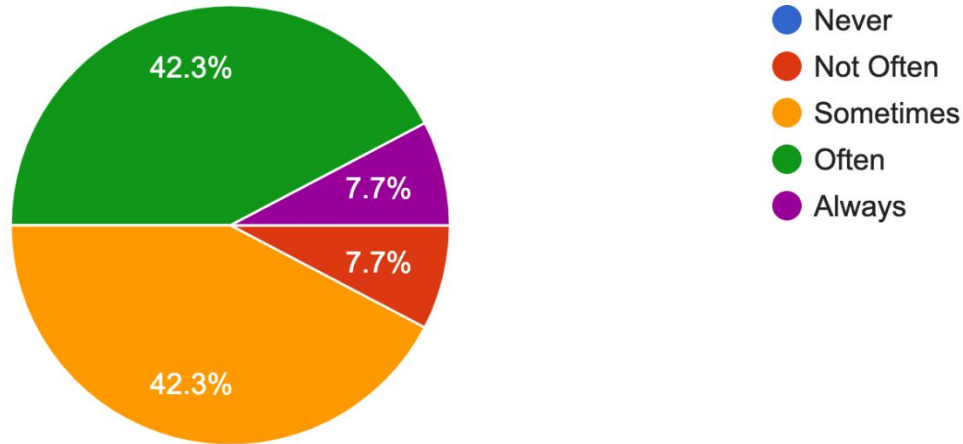




# Research Question 3 Results

To what frequency do you perform acts of kindness in day to day life?

26 responses

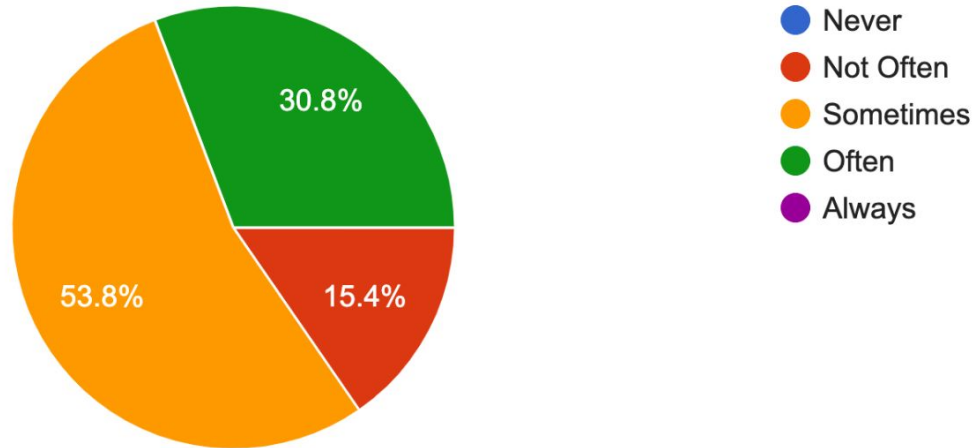




# Research Question 4 Results

To what frequency do you see acts of kindness in day to day life?

26 responses

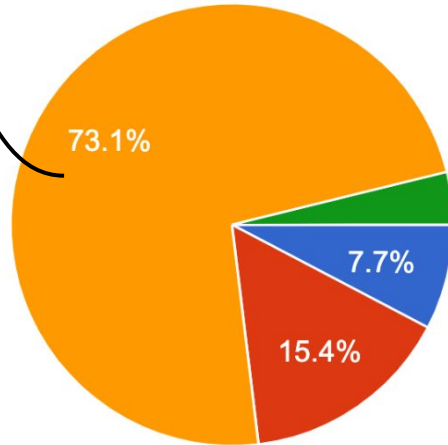




# Research Question 9 Results

Rank the communities in which you think you are most likely to experience acts of kindness  
26 responses

Where NU  
gives can  
contribute



- Dorms
- Classroom
- Social Communities (i.e. Student Orgs)
- Workplace

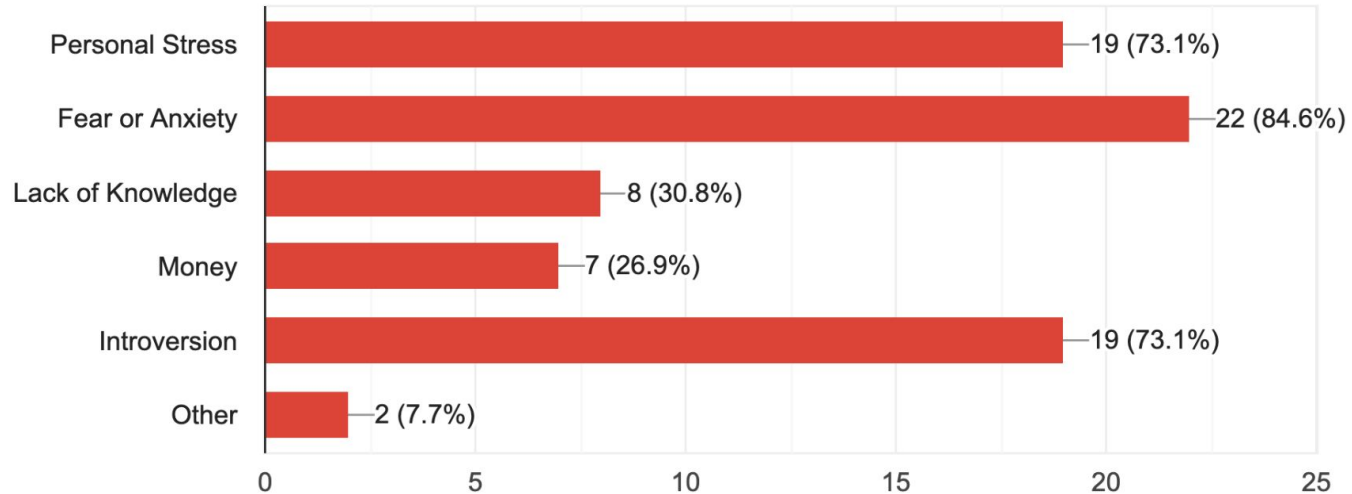




# Research Question 11 Results

What do you think are the barriers to committing acts of kindness?

26 responses





# Research Question 15 Results

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My peers are kind to me.			30.8%	57.7%	11.5%
Peers help each other if they are having difficulties.		3.84%	23.0%	65.38%	7.69%
Individuals in the Northeastern community are kind to others who they think are “different” to them.	7.69%	11.5%	42.3%	30.8%	7.69%
Individuals are kind to each other on online platforms.	7.69%	34.6%	23.1%	30.8%	3.84%
Professors are kind and compassionate.	3.84%	7.69%	38.5%	46.2%	3.84%
I can freely talk to my professor if I am sad or worried about coursework.	3.84%	30.8%	23.1%	23.1%	19.2%



05

# Discussion

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# Takeaways

01

## Perception of Kindness

Northeastern students view campus as a positive environment for acts of kindness and that they will try and complete acts of kindness sporadically in their daily lives.

02

## Kindness on Campus

Kindness on campus is most likely to happen in a student's social circle and among peers, such as in their clubs.

03

## Kindness in the Classroom

Students felt as though they were less likely to experience kindness from their professors.



# Barriers to Kindness on Campus

## Social Pressure

Students felt the social anxiety associated with approaching strangers was a major blocker for committing acts of kindness.



## Kindness Among Peers

Students were, as a result, more likely to commit and experience acts of kindness among their peers.



# Suggestions from Students

- What could encourage positivity on our campus?
  - “I think small positive encouraging messages are always a way to boost positivity in a community. I also think sharing and showing support is important too so people know that they aren't the only ones going through whatever it is they're going through.”
  - “I'd love for someone to set up a booth outside snell or on centennial and just compliment everyone that walks by. I need to hear that stuff sometimes and I know other people do too.”
  - “Students taking better care of themselves. The better you're doing for yourself, the more of yourself you can give for others.”
- What acts of kindness would you participate in on campus?
  - “Trash clean up, landscaping, event set ups, etc (just helping out the community while working together with people).”
  - “Complimenting strangers”
  - “I really enjoy volunteering in groups, especially with ones that I am a member of. I also would appreciate being part of a personal act of kindness (self-care) organization on campus.”
  - “passing out notes to people that have words of kindness on it.”



06

# Conclusion

Understanding Lack of Kindness and Working to Rectify this



# Conclusion & Recommendations

01

## Educational Seminars

Addressing how to tackle factors, such as anxiety, which hold one back from committing acts of kindness.

02

## Refine Mission Statement

Including aid in overcoming challenges which prevent commitment of kind acts

03

## Spread Awareness

Regarding how power of kindness can benefit the giver, receiver, & community. Utilise created design texts.