



SHAPING THE FUTURE OF MIND HEALTH

POWER YOUR RESEARCH WITH
SAPIEN LABS

Global Minds

RESEARCH
PLATFORM

ANALYZE | ASSESS | ACQUIRE

Our world is changing rapidly



To understand the impact of our changing world on mind and society, we need a comprehensive and agile approach to research that can keep pace.

"The power and unique contribution of the Global Minds dataset come from two features: First, they use a far more detailed measure of mental health than is used in most other large surveys. The second important feature is their international coverage."

Jonathan Haidt

Professor of Sociology, NYU

How you can use the Global Minds Platform

Analyze large-scale, comprehensive and real-time data on global Mind Health and Wellbeing, along with demographics and a large range of lifestyle, life experience factors, attitudes, and beliefs.

Comprehensively **assess** Mind Health and Wellbeing using the MHQ, our unique assessment spanning emotional, social and cognitive function with aggregated metrics.

Leverage our state-of-the-art global data **acquisition** platform to collect real-time large-scale data in multiple languages and countries using a customized version of our assessment.





Analyze

Global Mind Data

Analyze data from the world's largest and most comprehensive database of Mind Health and Wellbeing profiles together with life context factors from the Internet-enabled population.

Launched in 2020, the database allows researchers to investigate the impact of social, technological and environmental factors on Mind Health and Wellbeing in populations around the world.

The database offers the world's largest source of real-time global data spanning **47 parameters of Mind Health and Wellbeing** as well as aggregated scores, coupled with a wide breadth of demographic and social determinants of Internet-enabled populations.

Scale of the data

2M+

Respondents

163+

Countries

23

Languages

Scope of the data

47

Parameters of Mind
Health & Wellbeing

40+

Life Context
Factors

20+

Adversities
& Traumas

The data is freely available to all researchers from academic, nonprofit and governmental organizations. Learn more about the data [here](#).

Parameters of Mind Health

Mind Health encompasses the full range of our emotional, cognitive, social and physical capacities that allow us to navigate life's challenges and function productively.

The Global Mind data includes 47 parameters of Mind Health that span all symptoms associated with 10 major mental health disorders as well as positive capabilities. Mind Health parameters are assessed using a unique life impact scale.

27 Spectrum Parameters with positive or negative life impacts

Adaptability to change

Self-worth & confidence

Emotional control

Stability & calmness

Focus & concentration

Self-control & impulsivity

Planning & organization

Emotional resilience

Creativity & problem-solving

Energy level

Selective attention

Sensory sensitivity

Outlook & optimism

Speech & language

Relationships with others

Decision-making & risk-taking

Curiosity, interest & enthusiasm

Social interactions & cooperation

Drive & motivation

Appetite regulation

Memory

Empathy

Physical intimacy

Coordination

Sleep quality

Ability to learn

Self-image



20 Problem Parameters with negative life impacts

Restlessness & hyperactivity

Anger & irritability

Traumatic flashbacks

Avoidance & withdrawal

Physical health issues

Susceptibility to infection

Aggression towards others

Suicidal thoughts or intentions

Feelings of sadness, distress & hopelessness

Addictions

Confusion or slowed thinking

Guilt & blame

Repetitive or compulsive actions

Fear & anxiety

Unwanted, strange or obsessive thoughts

Sense of being detached from reality

Hallucinations

Experience of pain

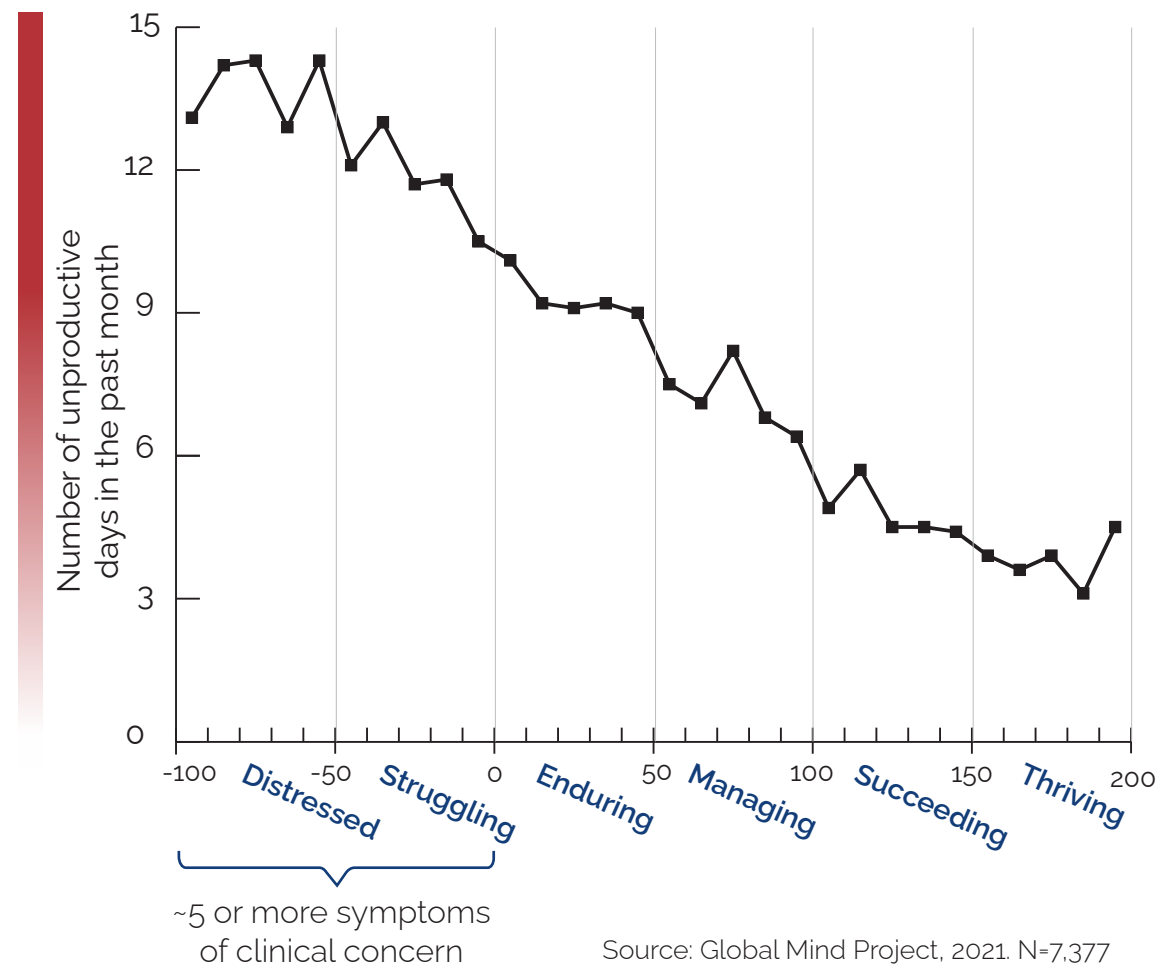
Nightmares

Mood swings

The MHQ:

An aggregate score of Mind Health

Global Mind data includes a unique aggregated metric of Mind Health and Wellbeing (the MHQ score) that positions individuals on a spectrum from distressed to thriving and relates linearly to productive days.



Dimension Scores

Data also includes scores across **6 different dimensions** of Mind Health and Wellbeing:

- ◆ Mood & Outlook
- ◆ Social Self
- ◆ Mind-Body Connection
- ◆ Cognition
- ◆ Adaptability & Resilience
- ◆ Drive & Motivation

Learn more about the MHQ [here](#).

www.sapienlabs.org

Demographic and Life Context Data Domains

The project collects in depth demographics and life context factors to facilitate research on high priority areas including, but not limited to:

Age & Gender

Geography

Educational attainment

Employment status

Household income

Treatment and Help-seeking

Medical conditions

Substance use

Adverse childhood experience

Adverse experiences during adulthood

Family relationships

Friendships

In-person socializing

Religion & spirituality

Work culture and structure

Processed food consumption

Fruit & vegetable consumption

Sugar consumption

Plastics use

Physical exercise

Age of smartphone & tablet ownership

Social media use



Global Reach

Data is available from 163 countries

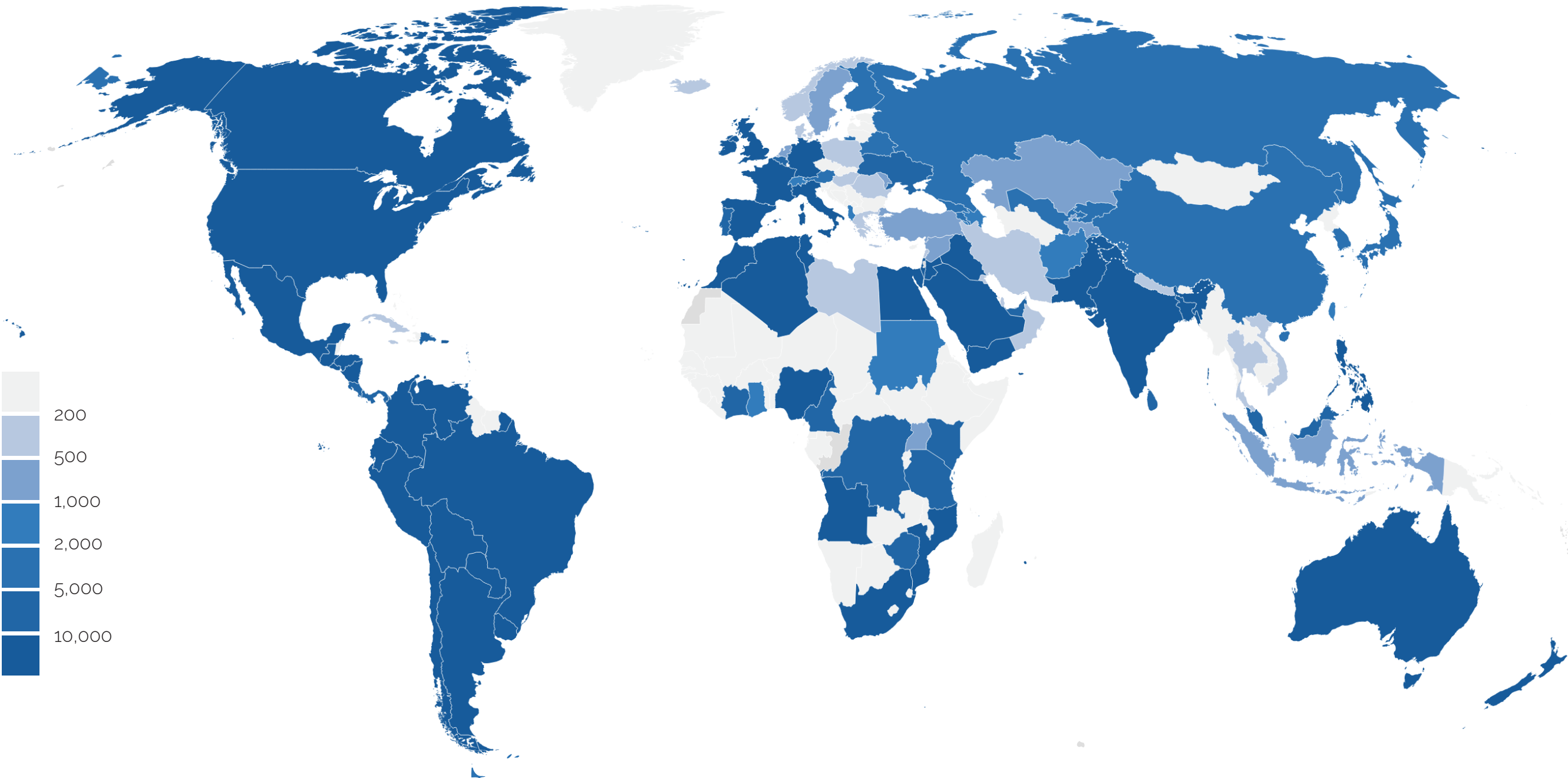
(including 70+ with annual samples of 1000+)

The data is freely available to all researchers from academic, nonprofit and governmental organizations.

Data is collected in 23 languages:

English	Portuguese (EU)	Arabic	Chinese
Spanish	Portuguese (BR)	Hindi	Korean
French	Romanian*	Tamil	Japanese
German	Turkish*	Bengali*	Vietnamese*
Italian	Russian	Telugu*	Swahili
Finnish	Hebrew	Kannada*	

*Forthcoming in 2025.



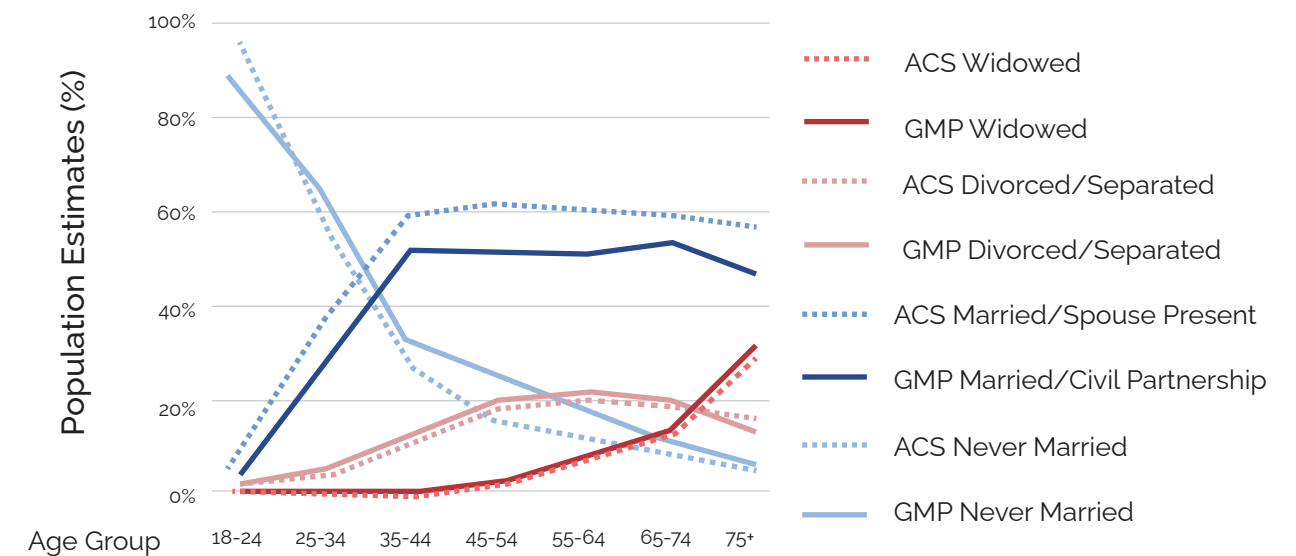
Broad Demographic Representation Across Countries

The Global Mind Project acquires data online from the Internet-enabled population. It uses an innovative methodology developed by Sapien Labs called Quota-Based Dynamic Online Ad Targeting to recruit participants in each demographic group.

This method targets broad interest categories on a range of online advertisement platforms and tracks response rates by age, sex, and geography, to dynamically adjust targeting for balanced representation.

Demographically weighted samples closely follow population profiles in national statistics in countries with high Internet penetration.

A comparison of demographic profiles of the Global Mind Sample for the United States to the American Community Survey of the US Census Bureau.



Read the paper [here](#).

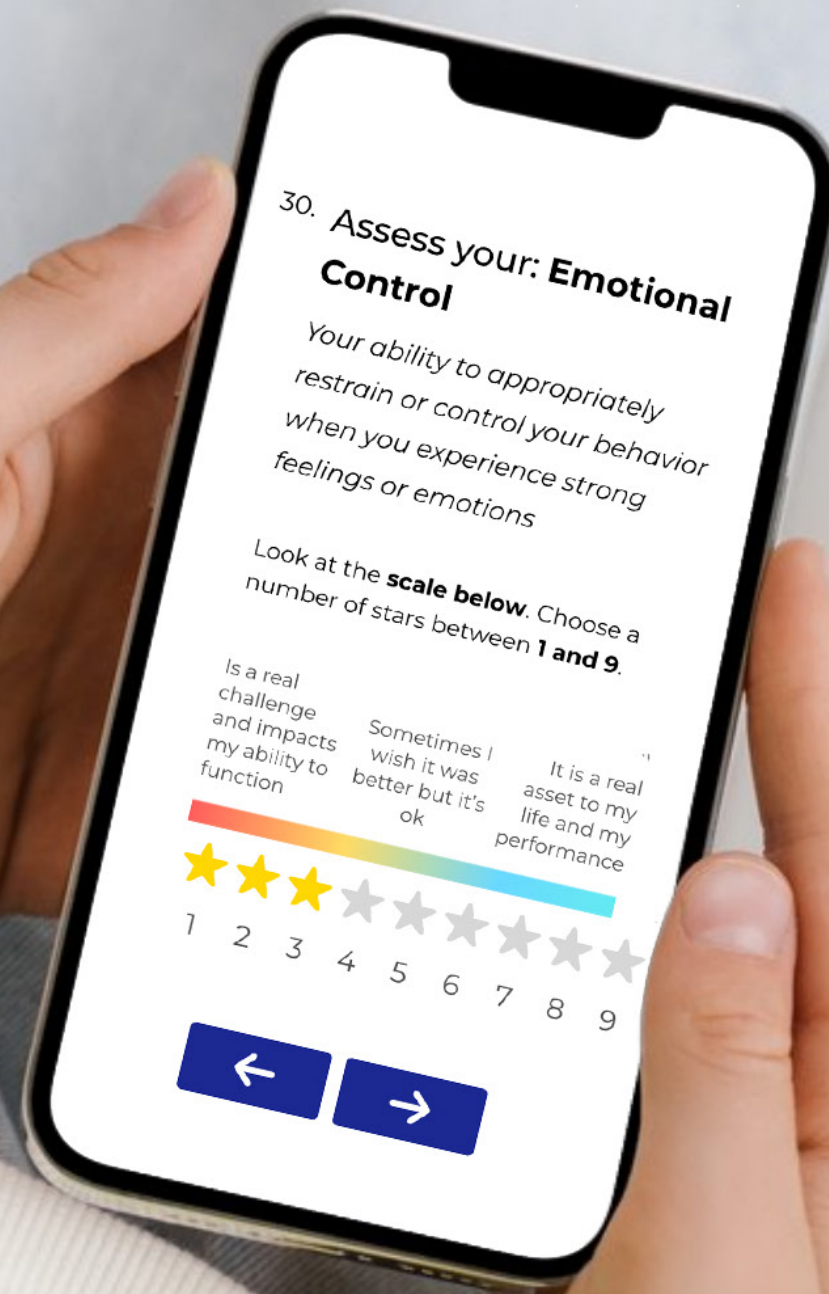
"As a researcher who has been interested in wellbeing and its relationship to the economy, I have worked with numerous national and global survey datasets over my career. The Global Mind data has a scale, breadth, and timeliness that have not been available before and is one of the richest and most topical datasets I have worked with."

David Blanchflower

Bruce V Rauner Professor of Economics,
Dartmouth University

Assess

using the MHQ



Use the MHQ to get a 360 view of the Mind Health and Wellbeing of your target population.

- Add custom questions on life context or beliefs and attitudes.
- Customize the personalized Mind Health report with additional text or links.

3 ways to use the MHQ

Custom link:

Obtain a Custom link on our platform with access to your data.

API:

Create your own front end and connect to our API to receive the scores and report.

Webhook:

Create your assessment in Typeform and obtain scores and reports through a webhook.

Read more about the science behind the MHQ



Newson & Thiagarajan. (2020) Assessment of Population Wellbeing With the Mental Health Quotient (MHQ): Development and Usability Study. JMIR Mental Health. 7:e17935. doi: 10.2196/17935

Read the paper [here](#).



Newson, Pastukh & Thiagarajan. (2022) Assessment of Population Wellbeing With the Mental Health Quotient: Validation Study. JMIR Mental Health. 9:e34105. doi: 10.2196/34105

Read the paper [here](#).



Newson, Sukhoi, & Thiagarajan. (2024) MHQ: Constructing an Aggregate Metric of Population Mental Wellbeing. Population Health Metrics. 22:16. doi: 10.1186/s12963-024-00336-y

Read the paper [here](#).

Acquire

data with our platform

Use our dynamic data acquisition platform to collect real-time large-scale data across the globe.

Customizable

Create your own questions along with the MHQ.

Flexible

Rapidly adapt or add questions based on changing trends, priorities and global events.

Rapidly Scalable

Acquire sample sizes of up to 500,000 per year.

Targeted Recruitment

Selectively acquire data from specific demographic groups and geographies, and construct representative samples of Internet-enabled populations across 70+ countries.

Real-time

Acquire data daily from around the world.

Cost Efficient

Ensure high participation, start and completion rates at low cost.

Further Reading

Regional comparisons and broader trends

The Mental Health of the Young in Asia and the Middle East: The Importance of Self-Reports. Blanchflower, DG & Bryson, A. February 2025 DOI 10.3386/w33475. [Read here.](#)

Declining Life Satisfaction and Happiness Among Young Adults in Six English-speaking Countries. Twenge, J & Blanchflower, DG. February 2025. DOI 10.3386/w33490. [Read here.](#)

The Mental Health of the Young in Ex-Soviet States. Blanchflower, DG & Bryson, A. January 2025. DOI 10.3386/w33356. [Read here.](#)

Declining Youth Well-being in 167 UN Countries. Does Survey Mode, or Question Matter? Blanchflower, DG. January 2025. DOI 10.3386/w33415. [Read here.](#)

The Mental Health of the Young in Africa. Blanchflower, DG & Bryson, A. December 2024. DOI 10.3386/w33280. [Read here.](#)

The Mental Health of the Young in Latin America. Blanchflower, DG & Bryson, A. November 2024. DOI 10.3386/w33111. [Read here.](#)

The Declining Mental Health of the Young in the UK. Blanchflower, DG, Bryson, A & Bell, DNF. September 2024. DOI 10.3386/w32879. [Read here.](#)

Further Evidence on the Global Decline in the Mental Health of the Young. Blanchflower, DG, Bryson, A, Lepinteur, A & Piper, A. May 2024. DOI 10.3386/w32500. [Read here.](#)

The Declining Mental Health Of The Young And The Global Disappearance Of The Hump Shape In Age In Unhappiness. Blanchflower, DG, Bryson, A & Xu, X. April 2024. DOI 10.3386/w32337. [Read here.](#)

Global Mind Project data in the United States: A comparison with national statistics. Taylor, J., Sukhoi, O., Newson, J. & Thiagarajan, T. 2024. DOI 10.31219/osf.io/pgur6_v2. [Read here.](#)

A comparison of measures and methodologies of the Global Mind Project, World Mental Health Survey Initiative & World Happiness Report, Sapien Labs, March 2024. [Read here.](#)

Development and validation of the MHQ

Assessment of Population Well-Being With the Mental Health Quotient (MHQ): Development and Usability Study. Newson, JJ, and Thiagarajan, TC. 2020. JMIR Mental Health 7(7):e17935. DOI 10.2196/17935. [Read here.](#)

Assessment of Population Well-Being With the Mental Health Quotient: Validation Study." Newson, JJ, Pastukh, V, & Thiagarajan, TC. 2022. JMIR Mental Health 9(4):e34105. DOI 10.2196/34105. [Read here.](#)

MHQ: Constructing an Aggregate Metric of Population Mental Wellbeing. Newson, JJ, Sukhoi, O. and Thiagarajan, TC. 2024. Population Health Metrics 22(1):16. DOI 10.1186/s12963-024-00336-y. [Read here.](#)

Topic reports

Mental State of the World in 2024. Sapien Labs. 2025. DOI 10.17605/OSF.IO/ZQF9R. [Read here.](#)

Age of First Smartphone/Tablet and Mental Wellbeing Outcomes. Sapien Labs. 2023. DOI 10.17605/OSF.IO/EFAHX. [Read here.](#)

Ultra-Processed Food Consumption and Mental Wellbeing Outcomes. Sapien Labs. 2023. DOI 10.17605/OSF.IO/X8E3Y. [Read here.](#)



Sapien Labs is an independent 501(c)(3) not for profit organization founded in 2016 with a mission to understand and enable the human mind. It has no commercial or political affiliations and no commercial or politically motivated funding.

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Access to data:

www.sapienlabs.org/global-mind-project/researcher-hub/