



Press Release: New Study Launches to Explore the Link Between Mood, Daily Activities, and Memory

The Happiness Research Institute & Matter Neuroscience team up for groundbreaking research

Copenhagen, September 15 2025 – The Happiness Research Institute, in partnership with Matter Neuroscience, today announces the launch of a new study titled “What Matters for Wellbeing?”, inviting participants to help uncover the everyday ingredients for a happier life.

This collaboration will investigate the connection between how people feel in the moment, what they do each day, and how reflecting on past memories shapes overall wellbeing. Participants who choose to enroll in the study will use a secure, custom-designed iPhone app which delivers short daily surveys and captures real-time emotional responses.

Beyond contributing to scientific research, participants will have the chance to deepen their emotional awareness, explore what truly influences their happiness, and build a simple habit of mindfulness through daily check-ins. All participants can opt to receive a personalized wellbeing report at the end of the study, and will be given a free 1-year subscription to the Matter Neuroscience app.

Enrollment is now open and will continue until October 15th. Participants can learn more and sign up here: www.happinessresearchinstitute.com/studies

“Our aim for this study is not only to better understand the emotional patterns of daily life, but also to explore how the memories we retain shape our long-term wellbeing. That connection is at the center of this new research.”

— **Meik Wiking, CEO, The Happiness Research Institute**

“At Matter, our mission is to use neuroscience to help people live longer, healthier, and happier lives. Partnering with the Happiness Research Institute on this study allows us to translate frontline research into practical tools that people can use every day to understand—and improve—their wellbeing.”

— **Axel Bouchon, CEO, Matter Neuroscience**

The study will run through the end of December, with key findings expected to be shared in early 2026. This initiative builds on both organizations’ shared commitment to advancing the science of wellbeing and using those insights to support happier lives.

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About Matter Neuroscience

Matter Neuroscience was founded in 2019 by Axel Bouchon and Ben Goldhirsh. Matter's mission is to use neuroscience to help people live longer, healthier, happier lives.

Matter Neuroscience runs a consumer technology business (<https://matter.xyz>) and a medical business addressing healthy individuals and patients, respectively.

Matter is led by CEO Axel Bouchon (Moderna, Bayer, ARCH Venture Partners.) Ben Goldhirsh (GOOD Worldwide and the Goldhirsh Foundation) serves as Matter's Chairman and Head of Product.

Visit www.matter.xyz to learn more about Matter. [Download the Matter app, named "App of the Day"](#) on Apple's App Store. Follow Matter on [Instagram](#) and [TikTok](#) for education and inspiration for living a happier life.

About The Happiness Research Institute

The Happiness Research Institute is an independent think tank exploring factors that influence happiness and wellbeing. The mission is to inform decision-makers of the causes and effects of human happiness, make subjective wellbeing part of the public policy debate, and improve overall quality of life for people across the world. The CEO of the Happiness Research Institute is Meik Wiking, New York Times best-selling author, who has written several books and reports on happiness, subjective wellbeing, and quality of life.

For more information about this study, please visit the website at www.happinessresearchinstitute.com/studies or contact the research team via email at study@happinessresearchinstitute.com