Foundation for Social Connection

CASE STUDY

2024 Building H Index

Evaluating the Influence of Services on Social Connection

PARTNER BUILDING H ADVISORY SERVICE MEASUREMENT & EVALUATION

The Opportunity

Building H wanted to strengthen how its Index assessed the health impacts of everyday products on social engagement. As the Index expanded into new product categories, it needed a consistent, research-informed way to evaluate a wide range of products – while creating a methodology that could adapt as the consumer landscape continued to evolve.

Our Approach

F4SC refined Building H's evaluation approach, grounding it in established measures and research on social connection. In collaboration with our **Scientific Leadership Council** members, we **reviewed and strengthened the methodology** used to assess social engagement, **identified appropriate measures and assessment criteria,** and supported the **development of consumer survey questions** for new product categories. F4SC also applied the refined approach across more than 75 products and services, helping translate assessments of social engagement into actionable opportunities for companies to design products that better support connection.

The Impact

Building H now has a more consistent, research-informed way to assess social engagement across products – creating a common basis for comparing products today and tracking how their impacts change as industries and offerings evolve. The evaluation also revealed a broader pattern: many products reduce or replace opportunities for human interaction. These findings give Building H a stronger evidence base for identifying where product design can better support social connection and holding companies accountable for the social impacts of their products.

SOCIAL ENGAGEMENT

Top-Scoring Products & Services

Culdesac
Overall Rank: 1
H-Score: 82
Engaging Socially: 2/5

Greystar
Overall Rank: 6
H-Score: 77
Engaging Socially: 2/5

Lyft
Overall Rank: 16
H-Score: 63
Engaging Socially: 2/5

> "Social connection is an important part of health, but it's not always easy to measure how a product influences it. F4SC helped us make that invisible impact more visible and turn the research into a practical way of thinking about product design."
>
> **— Steve Downs, Co-Founder, Building H**

Building H is **now extending** its Index work to estimate the societal costs of products' influence on health, through a **new methodology** published in the American Journal of Health Promotion.

Explore More

Read the 2024 Building H Index **here**.

Contact us to learn more about this project and explore how F4SC can support your work below.

Contact Us →

Download Services Menu →

