



SOCIO-CULTURAL APPROACH TO HAPPINESS

! How is happiness related to culture?

Individualists are motivated by personal benefits and rewards. They develop personal aims and objectives based on their own interests. Individualistic workers are at ease working alone and not as part of a group. The collectivist is driven by the common good. These people are willing to forego personal gain or praise in order to recognize and appreciate the team's accomplishments.

How happiness is connected to nation? (world happiness report)

The World Happiness Report shows that in some countries people are happier than in others. This is due to the residents' differing life conditions depending on the country they live in. The economical and political situation of the country, wars, and access to food, shelter, and education all have an impact on our happiness.

How can social comparison theory explain happiness?

Leon Festinger, a psychologist, proposed this theory in 1954. Based on it individuals estimate their own social and personal value depending on how they compare to others. Envy and empathy are the most common emotions connected with social comparison, and the brain is predisposed to produce them based on the circumstances of different people.

How relationships may contribute to happiness?

Social connections make people happier. Satisfying relationships not only make people happy, but they are also associated with better health and even longer life. Relationships are connected to some of our strongest emotions. When they are positive we feel happiness, contentment and calm.

