



**FOCUSING ON “SUCCESS MATERIALISM” —  
THE IDEA THAT WEALTH SIGNIFIES SUCCESS  
— ENHANCES PEOPLE’S MOTIVATION TO  
IMPTOVE THIER LIVES**

**HAPPINESS IS COMPOSED OF  
OUR DAILY PLEASURABLE  
ACTIVITIES. THE HAPPIEST  
PEOPLE ARE THOSE WHO HAVE  
POSITIVE EMOTIONS ON A  
FREQUENT BASIS.**

**BIG FIVE TRAITS OF HAPPINESS:**

- EXTRAVERSION**
- NEUROTICISM**
- CONSCIENTIOUSNESS**
- AGREEABLENESS**
- OPENNES TO EXPERIENCE**

**SETTING AMBITIOUS GOALS GIVES OUR LIVES  
THE DIRECTION AND SATISFACTION AS A  
CONSEQUENCE WHEN WE REACH IT.**