

Welcome Everyone

Global Happiness Report

Easterlin Paradox

- ◎ Dr Easterlin Noted:
 - From 1946 to 1970 in US
 - Wealth per person continually increasing
 - Happiness remained unchanged
- ◎ Beginning of Studies into Society
 - Well Being
 - Happiness
- ◎ Paradox is continuing right up to Now
- ◎ In Fact US happiness is going down
 - Since 2000 and from 2012

New Economic Science

- ⦿ Developed by United Nations (UN)
 - Taking input from Global experts
 - Specialists in Universities, etc
- ⦿ 1st Report in 2012
 - A New Economic Paradigm
- ⦿ 7th Report Released March 20th
 - Today take a look at parts of report
- ⦿ Based on extensive research
 - Analysis of Results

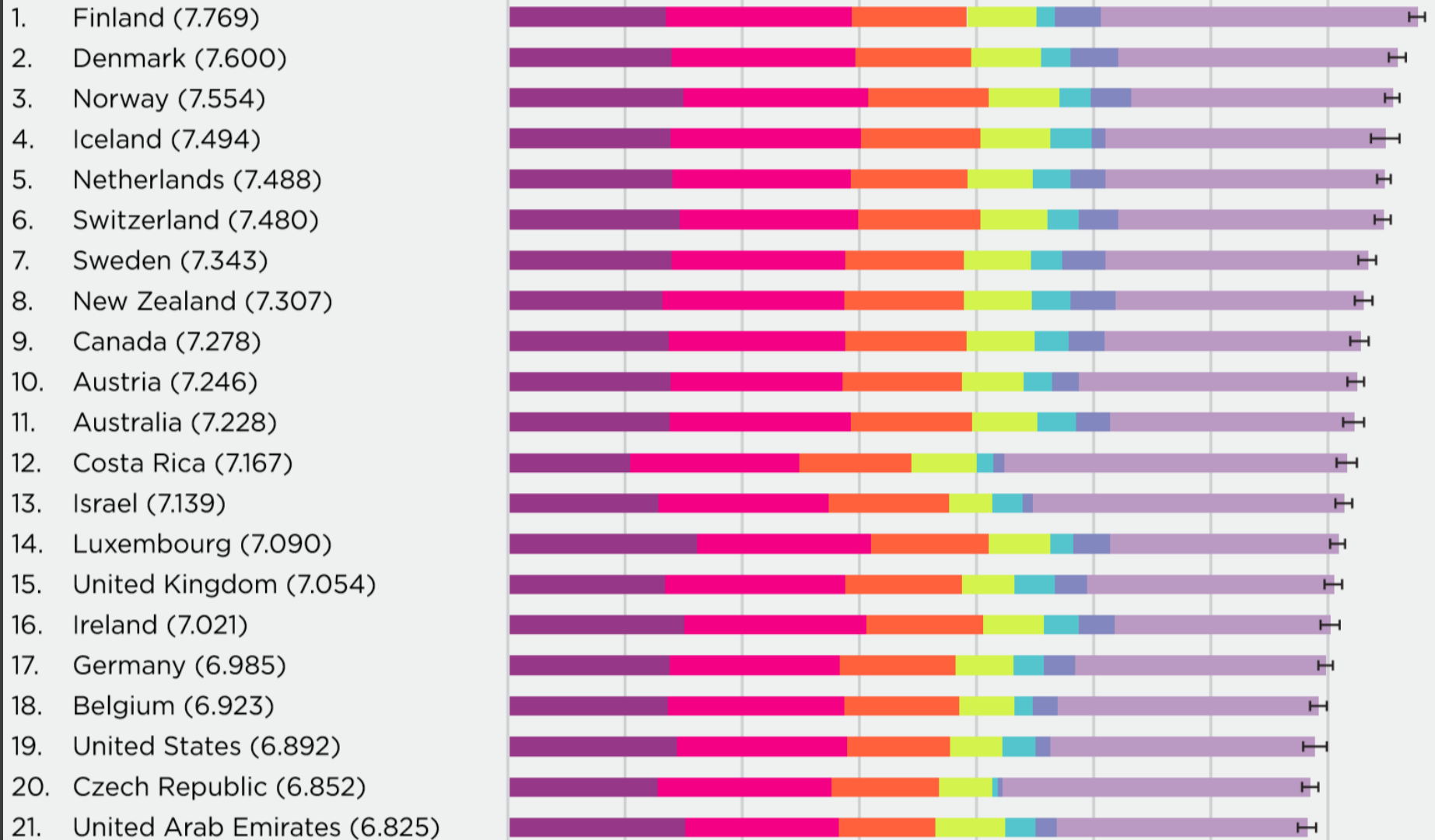
Global Happiness Report

- ⦿ Studies cover 156 Countries
- ⦿ Measures Happiness levels in Society
- ⦿ Seeks to Understand
 - Factors impacting Happiness + or –
 - Aspects of Society effecting Happiness
- ⦿ How do Different levels of Happiness
 - Impact how people act

Special Reports

- ⦿ How Happiness is changing in the World
- ⦿ Happiness and Voting behavior
- ⦿ Role of Digital Media and Happiness
- ⦿ Addiction and Unhappiness

Top Countries





Finland

- Not just Finish Born who are Happiest
- Have Happiest Immigrants in the World
- Way of life that makes them Happiest
- Pay High Taxes
- Provides Strong Social Safety Net
- They Trust Government
- Live in Freedom
- Generous with each Other
 - Truly Care about Each Other

New Zealand

- New Zealand at # 8
- 2011 Christchurch Earthquake
- Recent Right Extremist Terrorist attack
- Happiness remains high
- High Social Capital
- People are tightly connected
- Rally to Help Each Other
- Rebuild Immediately
- High happiness Countries Have Strength in their Societies

USA

- ◉ USA at # 19
- ◉ Down 5 places since 2017
 - Fallen From # 14
- ◉ 10th Income
- ◉ 12th Generosity
- ◉ 37th Social Support
- ◉ 61st Freedom
- ◉ 42nd Corruption
- ◉ Epidemic of Addiction -ve on Happiness
- ◉ Richest Country in World
- ◉ Happiness Declining

Some Countries

- ◉ Top 10 minor change
 - Australia dropped from 10 to 11
- ◉ Looking at Super Power Countries
- ◉ UK 15 up from 18
- ◉ Germany 17 down from 15
- ◉ US 19 down from 17
- ◉ Japan 58 down from 54
- ◉ Russia 68 down from 59
- ◉ China 93 down from 86

Happiness & Voting

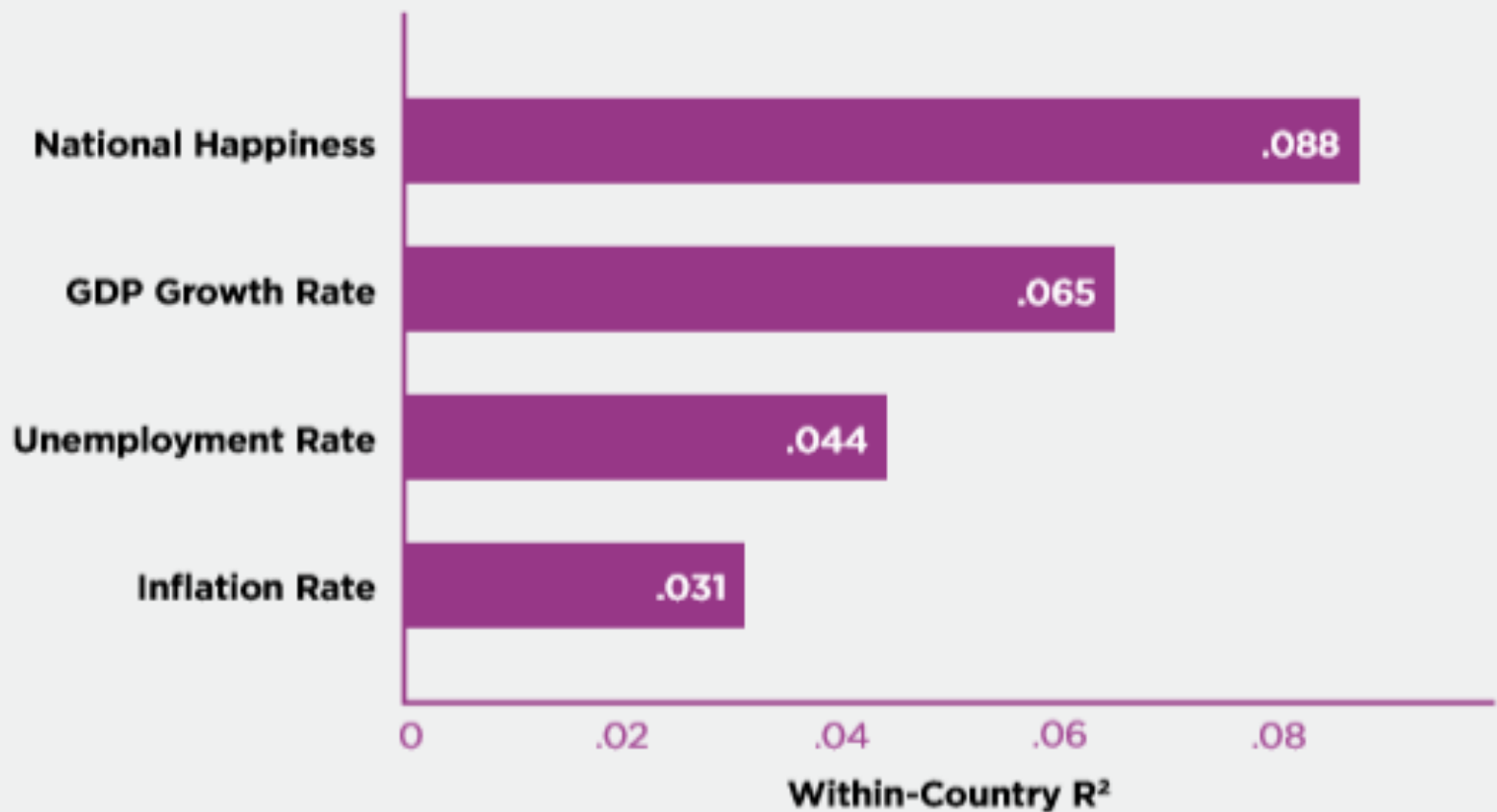
Happiness and Political Interest



Happiness and Government Vote Share in Europe



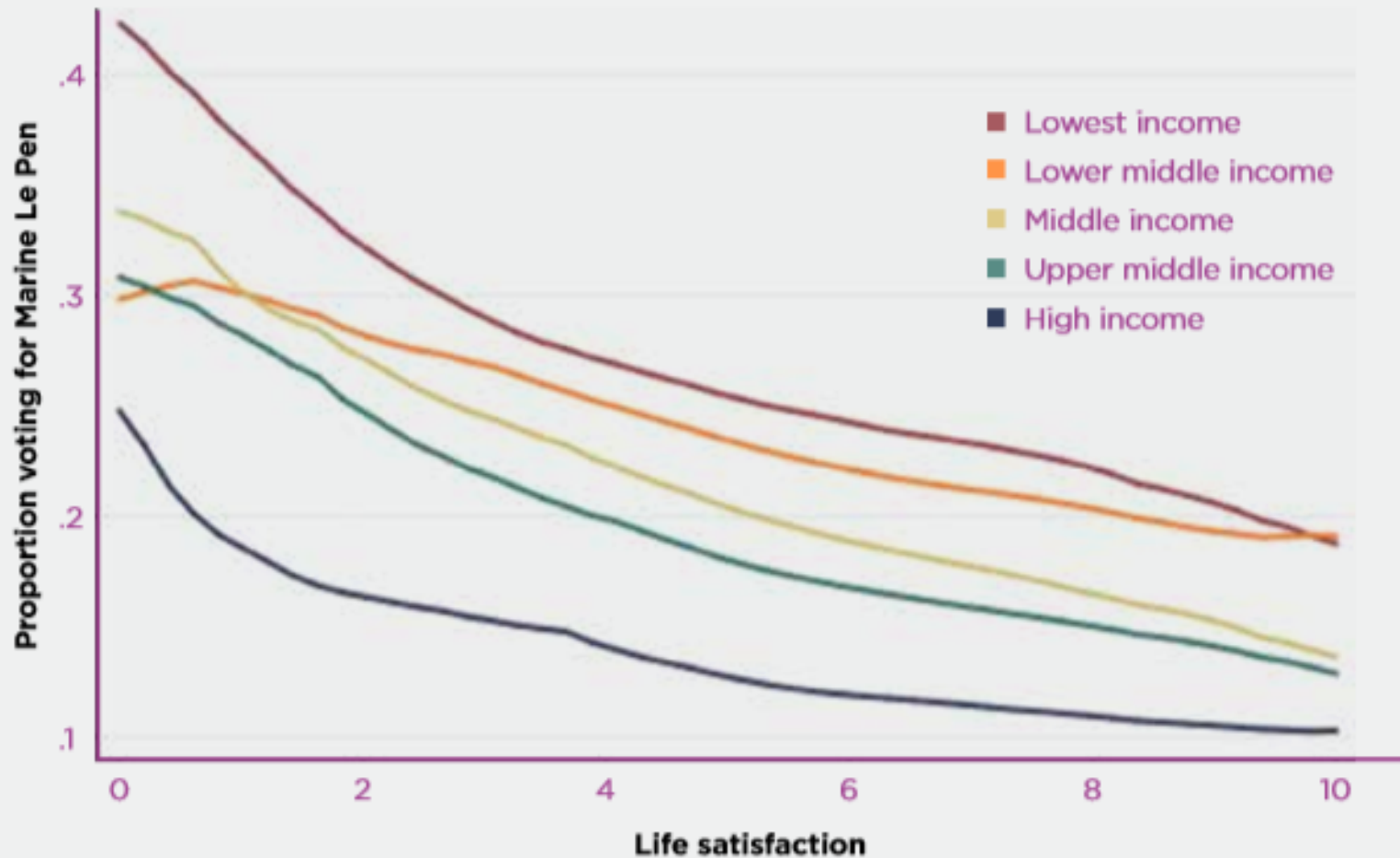
Figure 3.3: Predictors of Government Vote Share in Europe



Far Right

- ⦿ Significant increase
 - ⦿ Across many countries
 - ⦿ Trump Election ?
 - ⦿ France yellow Vests ?
 - ⦿ Far Right terror attack in NZ
-
- ⦿ What is the cause ?
 - Complex subject

Figure 3.5: Life Satisfaction and Voting in the French 2017 Presidential Election



Happiness & Digital Media

- ◎ Study based on US data
- ◎ US
 - Lowest Unemployment for 49 Years
 - Income per person steadily growing
 - Lowest violent crime rate for decades
- ◎ Happiness should be rising
- ◎ US Happiness Steadily Falling
 - Since 2000
- ◎ Why ??

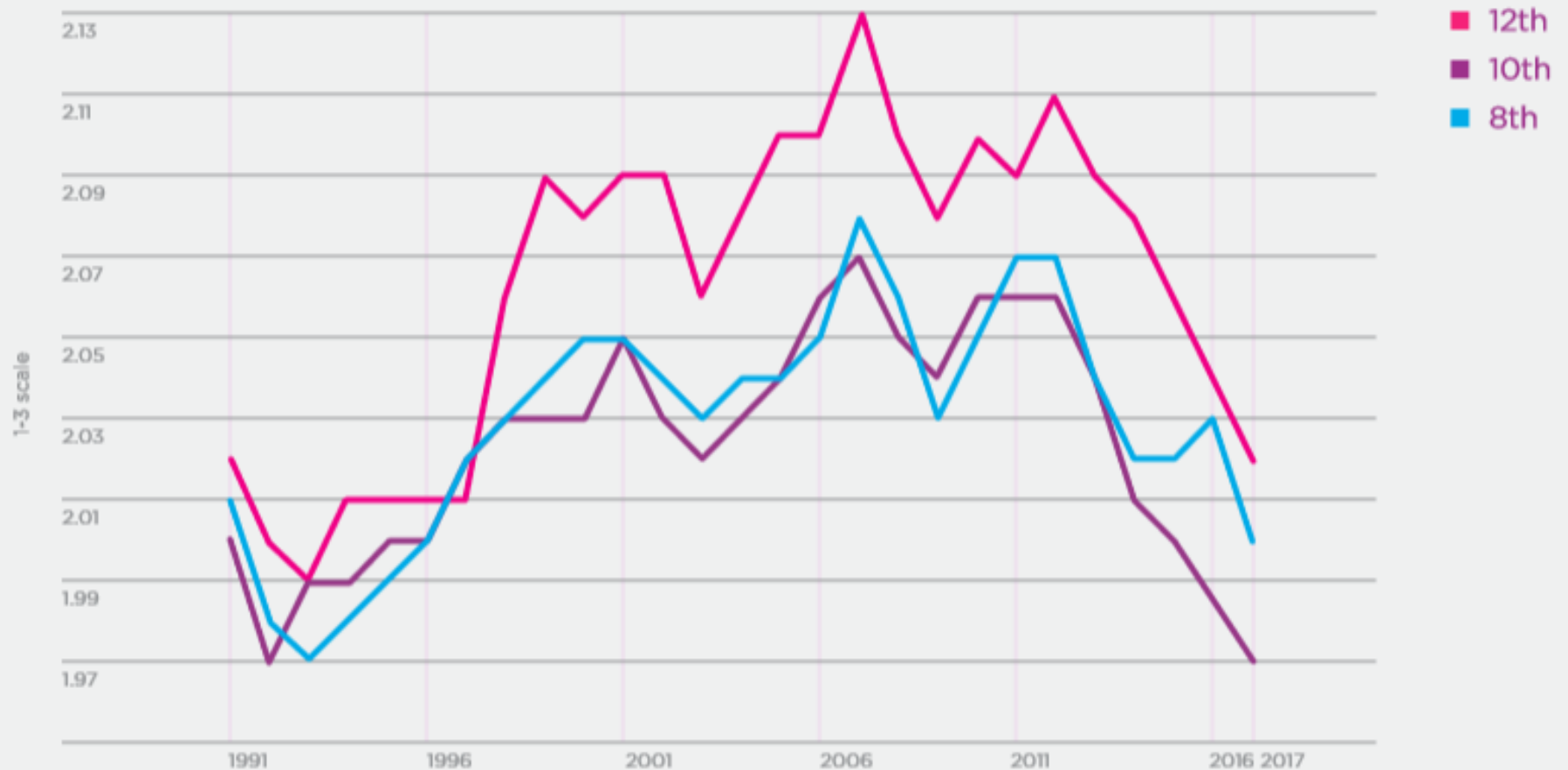
In US Adolescents

- ⦿ Happiness & Wellbeing
- ⦿ Strongly increased 1991 to 2011
- ⦿ 2012 Suddenly declined
- ⦿ Psychological Wellbeing Falling
 - High Depression
 - Self Harm
 - Suicidal Thoughts
- ⦿ Particularly in Girls & Young women
- ⦿ Same in UK

General happiness, U.S. adults, General Social Survey, 1973-2016



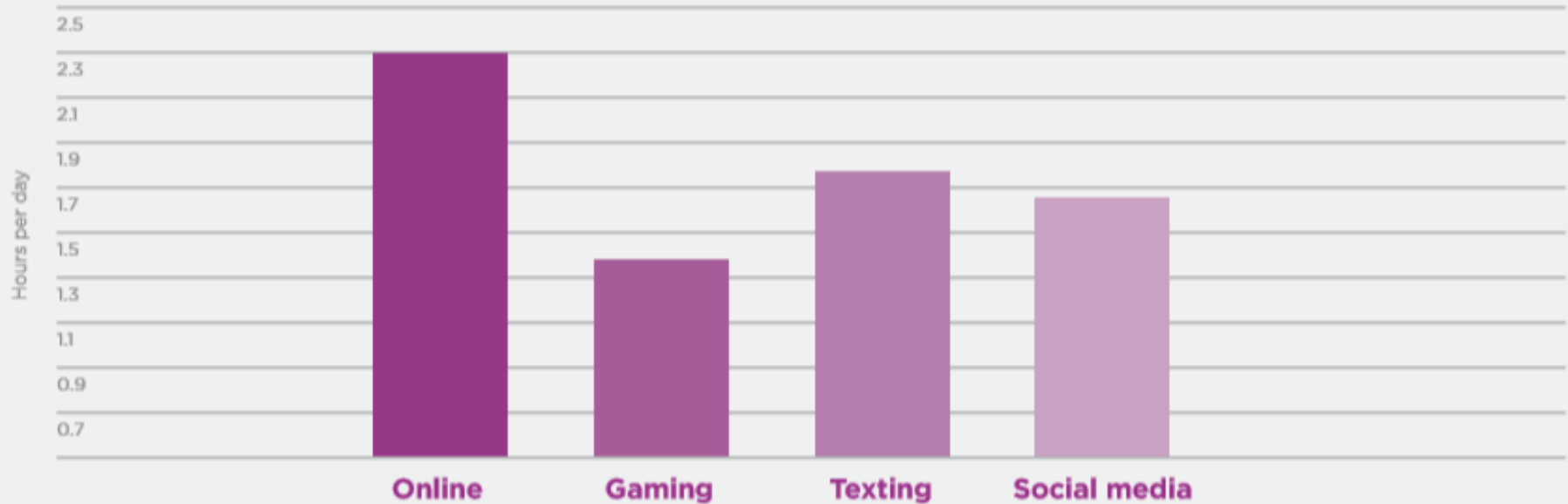
Figure 5.2: General happiness, U.S. 8th, 10th, and 12th graders (ages 13 to 18), Monitoring the Future, 1991-2017



Why ?

Time on Electronic Media

Figure 5.3: Hours per day U.S. 12th graders spent online, playing electronic games, texting, and on social media, Monitoring the Future, 2017.

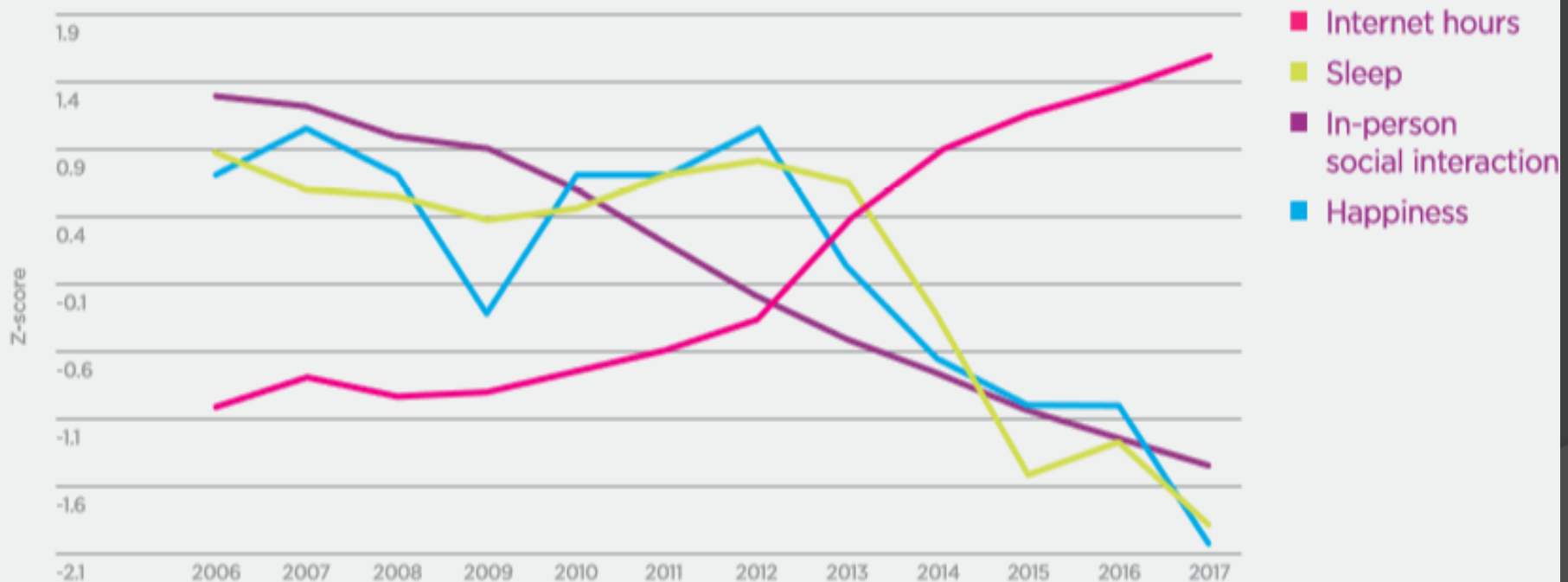


Total 7.2 Hours per Day

2018 - 95 % Had Smartphones

45 % Online almost Constantly

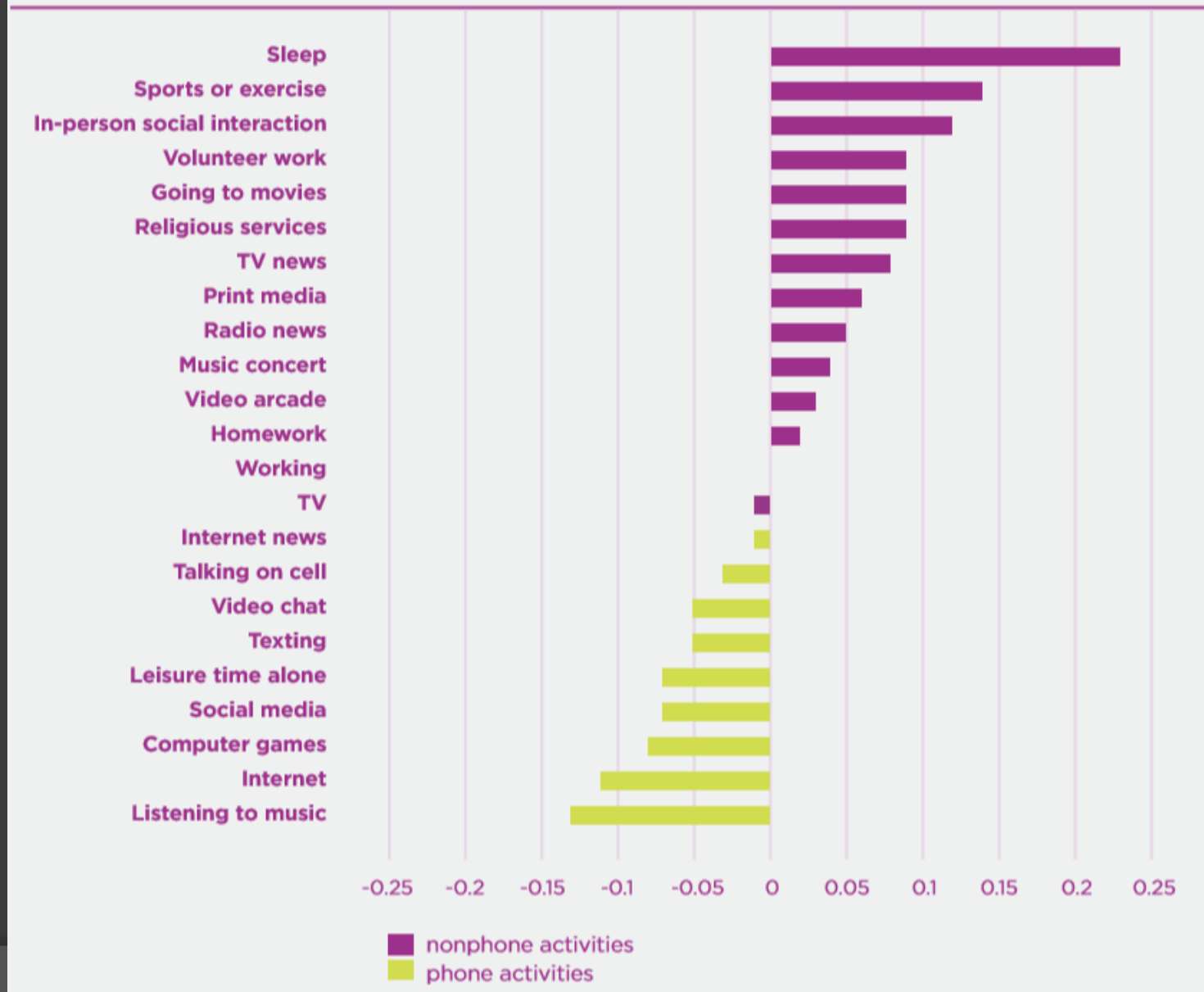
Figure 5.4: Time spent on the internet, sleeping more than 7 hours a night most nights, frequency of in-person social interaction across 7 activities, and general happiness, standardized (Z) scores, 8th and 10th graders, Monitoring the Future, 2006-2017



What is happening

- ⦿ Internet time is replacing
- ⦿ Sleep
- ⦿ Social Interaction
- ⦿ Happiness crashing

Figure 5.5: Correlation between activities and general happiness, 8th and 10th graders, Monitoring the Future, 2013-2016 (controlled for race, gender, SES, and grade level)



Experiments

- ◎ 1000 Adults
 - Half continue normal Facebook use
 - Half stopped for 1 week
- ◎ Those who stopped for 1 week
 - Reported being happier
 - Less Depressed
- ◎ Students over 3 weeks
 - Limit use to 10 min / day per platform
 - Max 30 min / day all platforms
- ◎ Reported being
 - Less Lonely
 - Less Depressed.

Other Effects

- ◉ Feeling of Inferiority
 - Comparing to “Glamorous Highlights” of others
- ◉ Cyberbullying
 - Significant depression risk factor
- ◉ Smartphones Reduce Quality
 - of Social Interactions
 - Students Dinner out
 - Strangers in waiting room

All Society ?

- ⦿ Less Data on Adults
- ⦿ Suspect similar results though
- ⦿ What Happens as Depressed Students
 - Become Adults ?
 - Continue Social media consumption ?

Addiction and Happiness

US – A Mass Addiction Society

● Marijuana	7 %	18 Yr Olds,	2 %	50 Yr Olds
● Drugs	8 %	“	5 %	“
● Tabaco	15 %	Adult population		
● Alcohol	10 %	“		
● Gambling	1-3 %	“		
● Internet	2 %	“		
● Exercise	3-5 %	“ (22-26 % College)		
● Work	10 %	“		
● Shopping	6 %	“		
● Food	10 %	“ (35 % Obese)		
● Sex	3-6 %	“		

About half of Population
Addicted at any point in Time

Table 7.1: DALYs (Rate per 100,000, 2017) for Various Mental Disorders and Substance Abuse

Disorders	U.S. DALYs (rank per 195 countries in parenthesis)	Europe DALYs	Global DALYs
Mental disorders	2220.5 (4)	1814.9	1606.8
Drug Use	1703.3 (2)	340.5	355.8
Amphetamines	64.9 (2)	17.7	15.5
Cocaine	131.1 (1)	20.3	13.0
Opioids	1220.2 (3)	231.6	281.2
Alcohol	339.8 (39)	515.6	228.6
Anxiety disorders	606.7 (5)	420.6	355.0
Depressive disorders	779.2 (11)	659.5	429.9

Cause of Addictions

4 Groups of Theories

- ⦿ Dopamine (DA) related
 - Heightens Stimuli in Dopamine brain pathways
- ⦿ Opponent process
 - Neural reward Pleasure Pathways stimulated
 - Then anti-reward system kicks in
- ⦿ Self Control failure
 - Self Control is exhaustible resource
 - Stress, exhaustion consume resource
 - Then Short term decision making occurs
- ⦿ Dual Decision
 - PFC – Frontal cortex
 - Complex problem solving, Future planning decisions
 - Dopamine circuits – Immediate reward system
 - DA circuits gain control, decisions become short term

Cost of Addiction - Personal

- Clinical Depression
- Loss of happiness
- Economic
- Mood & Anxiety disorders
- Poor decision Making
- Social Isolation, Stigmatization
- Criminal Activities
- Personal Shame, distress
- Acute Stress

Cost of Addiction - Economic

- ⦿ Annual US Cost ~ \$ 820 Billion
- ⦿ 4 % of GDP

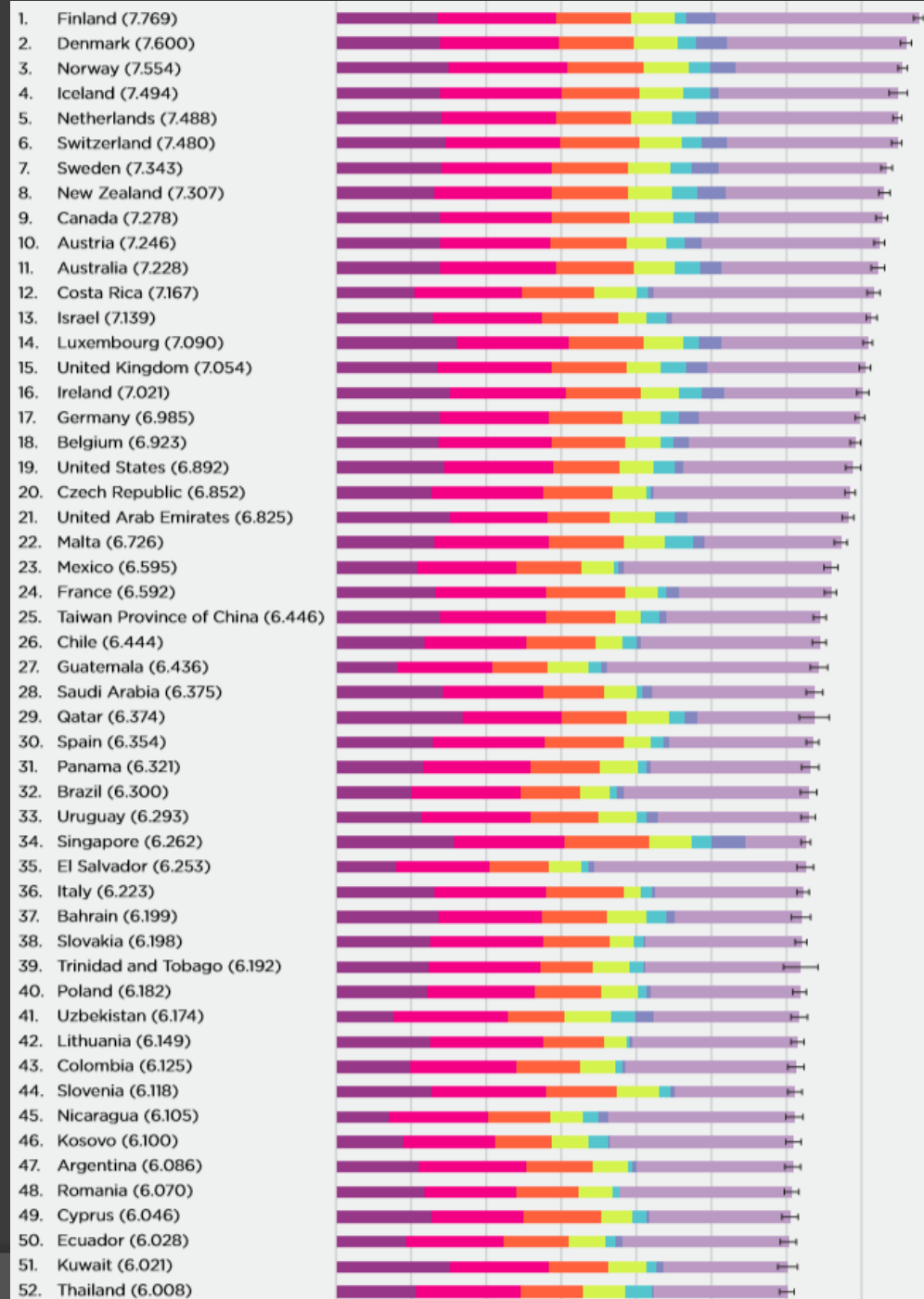
Possible Reasons

- ⦿ Income Inequality
 - Struggle maintaining self esteem, status
 - Leads to stress
 - Desire to feel better
- ⦿ Companies
 - Deliberately making addictive products
 - Food, drinks, drugs
 - Advertising targeted at human emotions
 - Driving addictive emotions
 - Tech companies designing systems for Dopamine hits
- ⦿ Peer pressure social networks
- ⦿ Causes often reinforce each other

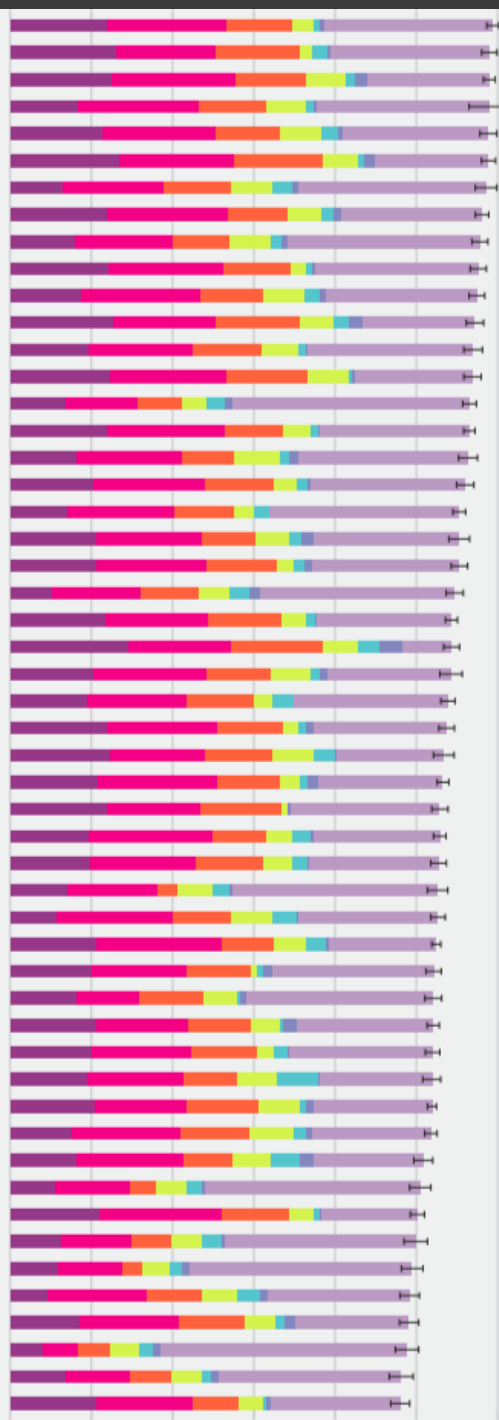
Government Action

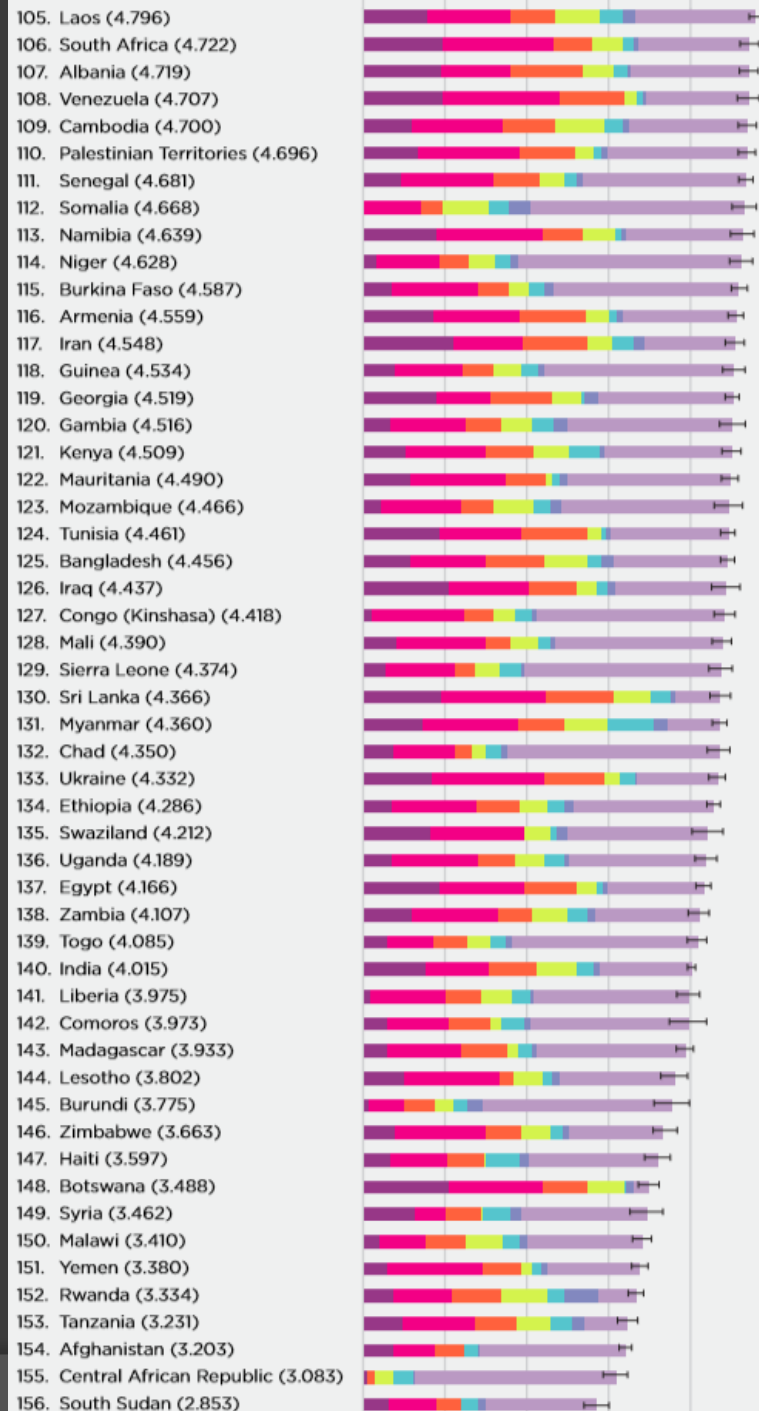
- ⦿ Almost Zero
- ⦿ Large Corporates actively stop action
 - Food
 - Drugs
 - Tech companies (eg: Facebook, Gaming)
- ⦿ Public Health Responses ... Zero

Country Rankings



53. Latvia (5.940)
 54. South Korea (5.895)
 55. Estonia (5.893)
 56. Jamaica (5.890)
 57. Mauritius (5.888)
 58. Japan (5.886)
 59. Honduras (5.860)
 60. Kazakhstan (5.809)
 61. Bolivia (5.779)
 62. Hungary (5.758)
 63. Paraguay (5.743)
 64. North Cyprus (5.718)
 65. Peru (5.697)
 66. Portugal (5.693)
 67. Pakistan (5.653)
 68. Russia (5.648)
 69. Philippines (5.631)
 70. Serbia (5.603)
 71. Moldova (5.529)
 72. Libya (5.525)
 73. Montenegro (5.523)
 74. Tajikistan (5.467)
 75. Croatia (5.432)
 76. Hong Kong SAR, China (5.430)
 77. Dominican Republic (5.425)
 78. Bosnia and Herzegovina (5.386)
 79. Turkey (5.373)
 80. Malaysia (5.339)
 81. Belarus (5.323)
 82. Greece (5.287)
 83. Mongolia (5.285)
 84. Macedonia (5.274)
 85. Nigeria (5.265)
 86. Kyrgyzstan (5.261)
 87. Turkmenistan (5.247)
 88. Algeria (5.211)
 89. Morocco (5.208)
 90. Azerbaijan (5.208)
 91. Lebanon (5.197)
 92. Indonesia (5.192)
 93. China (5.191)
 94. Vietnam (5.175)
 95. Bhutan (5.082)
 96. Cameroon (5.044)
 97. Bulgaria (5.011)
 98. Ghana (4.996)
 99. Ivory Coast (4.944)
 100. Nepal (4.913)
 101. Jordan (4.906)
 102. Benin (4.883)
 103. Congo (Brazzaville) (4.812)
 104. Gabon (4.799)





Change in Country Happiness

