Localizing Happiness

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Let's talk about happiness!
Positive psychology is very Western
Cultural models can help us here
Let’s look at examples:
USA, Japan, South Korea, Denmark
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*Source: Graph generated by the author, from information on the Country Comparison tool on geert-hofstede.com.*
Let's look at examples:

<table>
<thead>
<tr>
<th>Country</th>
<th>World Happiness Ranking*</th>
<th>Value Placed On...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Individual Happiness</td>
</tr>
<tr>
<td>USA</td>
<td>#15</td>
<td>High</td>
</tr>
<tr>
<td>Denmark</td>
<td>#3</td>
<td>High</td>
</tr>
<tr>
<td>S. Korea</td>
<td>#47</td>
<td>Low</td>
</tr>
<tr>
<td>Japan</td>
<td>#46</td>
<td>Low</td>
</tr>
</tbody>
</table>

Less intense color signifies less conclusive research.

The curious case of Bhutan
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Some cultures are averse to happiness
To recap:
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- Happiness is very different around the world
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• Remember why it is so important
To recap:

- Happiness is very different around the world
- Use established cultural models to make educated guesses
- Remember why it is so important
Why should we care?
Thank you!

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Bibliography & Suggested Reading


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