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## Human happiness achievement by scientific methods

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### Abstract

This article deals with different scientific interpretations of happiness and various ways to achieve it. Mechanisms and definitions of benefits for every individual are described. Researchers have three main criteria for achieving individual wellbeing. These rules are based on the postulates of the existing scientific studies. The article describes a theoretical concept of well-being and various foreign and domestic expert opinions. Theoretical issues related to material and non-material happiness and a possible model of symbiosis are examined in this paper. Each paragraph describes an area of theoretical and empirical research. The study results are proved and enforced by scientific works.

*Keywords:* Material happiness, non - material happiness, SWB – subjective well-being;

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### 1. Introduction

In the scientific community there are different opinions about well-being and happiness state achievement by a member of society or the whole society. This aspect includes an uncountable number of questions. The answers on these questions will take many financial, human and physical resources. In this regard, each researcher tries to use previous knowledge on the definite topic. At the same time he understands that his study is only a small part of the global issue of improving the status of any person in the direction of happiness. The problem is primarily connected with the fact that every person is different and has its subjective and objective set of preferences, which make his state more exalted. In this regard, researchers try to find the correct algorithm for happiness description to implement it in a society based on the common points of intersection.

### 2. Theory and expert opinions

Studying happiness perception is done through the Maslow pyramid, which examines the needs of people at some stage of man's life in terms of medicine and psychology. According to his opinion, man firstly tries to satisfy his physiological needs such as hunger, thirst to keep his body in a viable state and to preserve the life for other individuals in his surroundings. At that moment, when a person has satisfied his physiological needs, the next stage is satisfaction of moral and mental needs, which lead to the change of thinking and cause an individual to seek new sources of getting satisfaction and happy moments by meeting the needs for love, respect, knowledge,

aesthetics and self-development. Moreover, we understand the pyramid of values in the following way: a man overcoming one stage of needs moves to a new upper stage, and therefore he needs in upper benefits with higher quality [1].

This idea is confirmed by the work about the transition from materialism to postmaterialism and the impact of this process on human well-being presented by Mark Promislo, John Decorah and Robert Dzhiakalone.

Monetary reward, economic well-being and economic security are main material values which are fundamental in the society. When society is transferred to post material values, money as well as the firstborn values of self-preservation recede into second plan and are replaced by the needs of inner harmony, understanding of true wisdom, sense development of co-operation and involvement in the events happening around them, the desire for developing their inner and outer beauties[2].

Thus, in scientific society all benefits are divided into two classes: tangible and intangible benefits. Each of these classes influences on the mental state of a person, making him feel satisfied and happy.

### *2.1. Material happiness*

Any investigation should include methodology and a group of indicators on specific issues. Researchers dealing with the problem of material happiness have decided to introduce a group of indicators that describe the impact of the material world on the welfare of an individual. The following parameters were chosen:

- Satisfaction by financial position
- Satisfaction by the individual or family income
- Satisfaction by financial security
- Assessment of overall life satisfaction

Understanding global issues of financial activity generated a subsystem, which later helped to create questionnaires for empirical research by interviewing. There are the following questions to determine the level of individual satisfaction:

1. Assessment of the current welfare is the realization of man's current economic prosperity, which is based on membership in a particular economic category of the population. Evaluation of material well-being is not determined only by an objective assessment of the degree of divergence of the material situation and economic expectations and demands of the individual, but also through the correlation of the material achievements of a man with his real actions, efforts, that is, through the assessment of the possibilities to create other person, the best material conditions of life.

2. Assessment of favourable and unfavourable living conditions. Designing techniques for measuring SES is determined by focusing on the individual dimension of economic optimism / pessimism. It is associated with the insight of the personal economic future, its anticipation. Assessment of living conditions and their changes is most important circumstance of personal subjective economic well-being and it includes an understanding the socio-economic situation in the country or region of residence and its impact on the welfare. The principal feature of this assessment is focused on the identification of the expectation principles of its changes. The subjective economic well-being is not only an assessment of the current individual welfare, but an individual assessment in the system of economic expectations.

3. Adequate estimation of income. Adequate estimation of income is determined by the sphere of personal needs and based on it. Designing an adequate theoretical model of subjective economic well-being should take into account satisfaction not only material but social needs, needs of personal self-development, because satisfaction of these needs often is based on real individual material possibilities.

4. Assessment of economic difficulties is done due to the definition of important measurement elements of subjective economic well-being. It acts as an evaluation of dominant emotional states (positive and negative) composed actual sensory experience. Emotional experiences play an important evaluation function as a component of man's relation to his economic status, thus, their measurement should be a compulsory element.

5. Assessment of personal self-attitude to himself as an economic subject including all aspects of personal business activities focused on material security, as well as personal aspiration in the sphere of economic achievements.

6. Attitude to money is explained by the presence and degree of deficiency funds, personal needs and the value and meaning of money for a human, subconscious or conscious desire to increase personal income, expressed desire to have money and actual value of money [3].

Nowadays, as well as throughout the experience of human community, there is equality between material aspect and human well-being at the level of everyday consciousness. Happiness is directly associated with the presence of material benefits, possession of certain income, lack of needs in something, prosperity and even wealth in comparison with others. Empirical data of researchers confirm that the majority of respondents desire to have more wealth than they have now. It would serve as a direct aspect to obtain their life satisfaction in the future. A characteristic feature of this study is that different groups of population want to increase their material wealth. In Western countries and Eastern Europe more than 80% of respondents would like to be richer or have more income. In Russia these figures are higher. About 98% of respondents of Moscow region are not satisfied with their financial status and would like to increase the income in 5 times on average. In other words, the desire to have more money is a powerful reason for achieving happiness and it does not depend on the level of personal wealth. The problem of wealth assessment is difficult, as it includes not only objective cost estimation but subjective assessment of importance and necessity. The degree of importance is mainly determined by an individual experience [4].

For implementing a material project a human always have to search definite resources to achieve specific goals. Thus, there are many problems associated with the resource base of renewable and non-renewable elements. Individuals should always take into consideration the depletion effects of renewable and non-renewable resources to preserve possibility of obtaining wealth. Due to this, it is necessary to develop a system for rational use of the available usable resources such as water, land and energy. For using one of these resources it is necessary to find the solutions to fill or restore this matter [5].

## 2.2. *Non-material factor of happiness*

The study the concept of a non-material factor of happiness is complicated. Examining different similar communities the principles of obtaining life and environment satisfaction is different. They are based on the traditions of the community. Thus. it is necessary to form general criteria suitable for every person. Lisa Smith proposes to use the following classification system of a human life, affecting general well-being. This classification is based on the previously proposed research methods. Additional indicators for each area of human life are imposed to happiness factors.

Table 1 - Areas for studying human activities with indicators due to definite actions.

Areas of researching	Indicator
1) Connection with nature	Biophilia (love of live)
2) Cultural accomplishment	Participation in events
3) Education	Basic knowledge in the field of Education and Science of Youth Participation and achievement

	Aspects of the social and emotional development
4) Medicine	Health care Life expectancy and mortality Lifestyle and behaviour Self well-being The physical and mental condition of Health
5) Free time (rest)	Active participation Wasted time Working adults
6) Safety and Security	Actual safety Perceiving security Risk
7) Social unity	Towards other people and the community Democratic commitment Create a family Social engagement Social support

These indicators are chosen as they can be applied to any person not depending on his social status. Thus, they can be applied to different social groups [6].

### 2.3. *Symbiosis as a benefit variation*

There is a symbiosis of material and non-material things that helps to regulate the level of satisfaction with life at that moment. Taking into consideration social consciousness based on the background of the terrible disasters that influence on people's lives (floods, earthquakes, technological accidents, etc.) there is an aspiration of belonging to society and helping people in need. A disaster is a direct factor in increasing donations to improve SWB of people suffered in these disasters. The amount of donations is automatically increased in these situations, but they can be controlled at the government level. The state can act as a regulator of the donation system by tax policy and public information on tax changes and natural disasters. This is a direct regulator of SWB in extraordinary situations. Valuable quantities are reviewed. This creates multiple links between material and non-material benefits [7].

Such system of interaction is called subjective, because at the same time it combines subjective and objective aspects. Subjectivism examines three different ways of objective and subjective well-being combination: 1) an organic unity. Man's activity and his feelings must act as one. 2) Priority of finding a good feeling. Things are a direct way to achieve prosperity. 3) The level of society happiness may not coincide with the level of individual happiness [8].

### 2.4 *Models of interaction benefits*

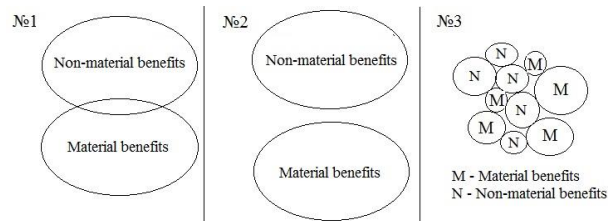


Fig. 1, 2, 3 - Models of benefits

Thus, three main models describing happiness are distinguished (Fig. 1, 2, 3).

These are model variations of interacting material and non-material benefits. Picture №1 shows the example of Maslow pyramid with a possible cooperation of material and non-material benefits and their smooth transition. Figure №2 reflects clear partition of thoughts about industrial and post-industrial welfare, where there is no common element between the tools for achieving well-being. The third model (Fig. 3) is a union of two previous models. Some of material benefits are a part of non-material benefits and its continuation, but at the same time, well-being evaluation is subjective. It is primarily due to fact that evaluated data is used to influence on public opinions.

### 3. Conclusion

The main way to improve human lives is to reduce the negative impact on the human brains. Success in this case is not equal to the existing positive feelings. A human can incorrectly estimate his emotional state and attitudes to definite events and things. A person can estimate his own emotional state based only on the current society position. Financial success can be assessed in terms of society state at the definite moment, but it is impossible to estimate emotional aspect as it depends on a large number of factors influencing each other in a definite moment. During the evolution functions formed in brains are responsible for aversion and attraction. These functions are responsible for behaviour. The main purpose of the nervous system is to direct a human body to gain advantages in certain situations or to avoid danger at a time [9].

While humanity does not make a full assessment of external and internal influenced on the human consciousness the process to find an optimal set of benefits for decent well-being will not be completed.

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