

## Learning about happiness using Beyond the Purchase

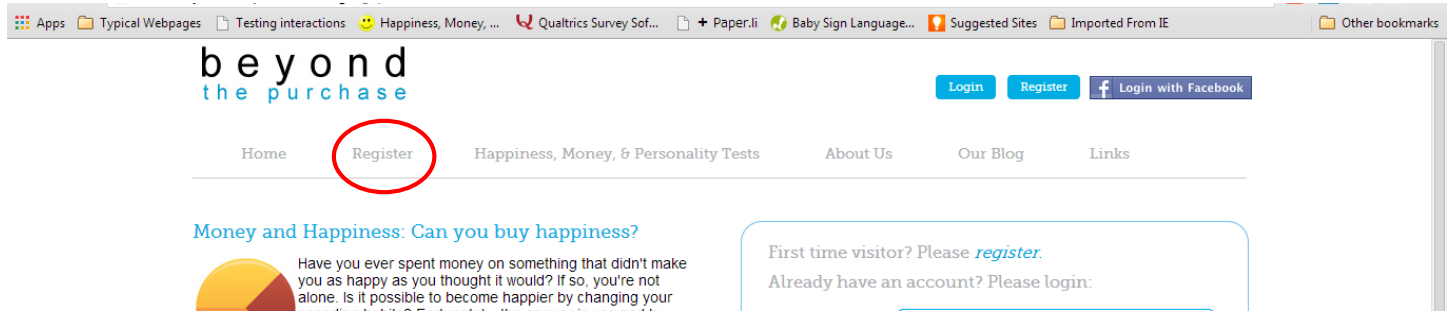
It is widely assumed in Positive Psychology that if we learn what happy people do, think, and believe, we can model our daily behaviors and choices to mirror these individuals and improve our lives as a result. Interestingly, in the UK, the Office for National Statistics has recently started collecting data on happiness from 200,000 Britons every year. Before one can understand how to become happier, it is best to start by taking a universal measure of satisfaction with life to gauge current happiness.

In order to help you learn about your happiness, I want to introduce you to a website Dr. Ravi Iyer and Dr. Ryan Howell (a professor at San Francisco State University) created titled “BeyondThePurchase.Org.” The website focuses on educating people on the psychology of happiness (or positive psychology) by helping them understand that individual happiness can be measured and predicted by several personal indicators. Beyond the Purchase allows individuals all over the world to take free psychology quizzes to find out how their daily habits and choices affect their happiness. The academic website uses peer-reviewed published psychological surveys to provide individuals with personalized feedback, graphics, and practical happiness tips.

The screenshot shows the homepage of BeyondThePurchase.org. The browser's address bar displays the URL www.beyondthepurchase.org. The website's navigation menu includes Home, Register, Happiness, Money, & Personality Tests, About Us, Our Blog, and Links. A prominent feature is a registration and login form with fields for Username and Password, a Remember Me checkbox, and buttons for Login and Login with Facebook. A link for 'Forgot your Password?' is also present. To the left of the form is a featured article titled 'Money and Happiness: Can you buy happiness?' which includes a pie chart and text explaining the site's purpose. The footer contains social media links and a privacy notice.

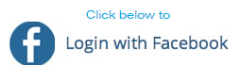
As a supplement to our current class activities, you should consider taking the Satisfaction with Life Scale developed by Ed Diener (1985) at Beyond the Purchase. The first step requires you to register with Beyond the Purchase. **Keep reading onto the next page to learn how to compare your happiness to thousands of others.**

1. **There are two ways to register with the website.** First, go to [BeyondThePurchase.Org](http://www.beyondthepurchase.org) through this link or copy and paste <http://www.beyondthepurchase.org/?grp=93c23ff6555901261eb5a559fa5ed330> into your browser and click on “Register”:



**You will land on a page that gives you two options to register for Beyond the Purchase.**

[Register with \*Beyond The Purchase\*](#)  
Please create an account by signing in with Facebook or by completing a one-time registration page.  
Some studies may require a Facebook login. We will never post anything without your permission.



or...

[click here to create an account by completing a one-time registration page.](#)

- a. **Option 1:** Use the “Login with Facebook” option. This will automatically create an account for you, and thus, **you will not need to remember your username or password ever again.** Anytime you come back to the website you can click on the “Login with Facebook” option and take more studies and surveys. Also, if you take the [emotions in your FB updates](#) study, they analyze the emotional content of your Facebook status updates for you. This is rather interesting for this class as this is how Facebook measures your happiness.
- b. **Option 2:** Register with the website by creating an account. You will be directed to the registration page (see below). It is important to remember that **you will need to remember your username or password** to take quizzes in the future.

#### [Register with \*Beyond The Purchase\*](#)

Welcome. Please complete this one-time registration page participate in current and future surveys to address happiness, consumption, values, personality, life experiences, and well being.

By registering, you'll be able to receive personalized feedback and tips related to your completed surveys and see how your results compare to the general public. Your personal information and results will never be shared with anyone.

#### Implied Consent to Participate in Research on *Beyond The Purchase*

You must be 18 years of age or older to participate. Data collected from these confidential surveys will also be used to test a variety of theories about consumer and well-being psychology. Because your responses to these surveys will be used for research purposes, everything you tell us will be kept strictly confidential. (Please see our full privacy statement). This study (X12-03R1) has been approved by the San Francisco State University Institutional Review Board. Any questions or concerns should be directed to the principal investigator, Ryan Howell, Ph.D., at rhowell (at) sfsu (dot) edu.

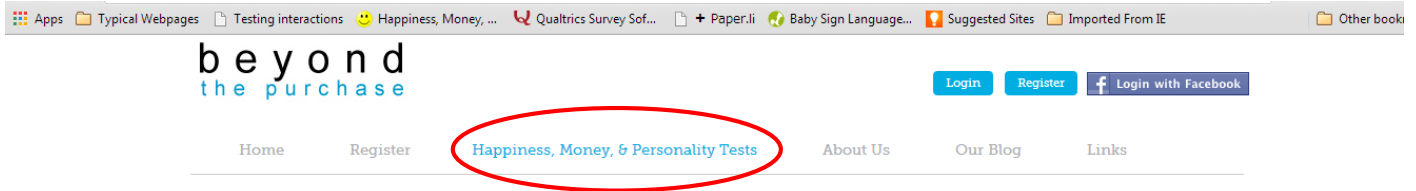
Username:

You can choose any username you want to. However, if you happen to forget your password, the only way for us to send you your password is if you use a valid e-mail address as your username. We will NEVER give out your email address to anyone for any reason.

Password:

Your password should be 4-12 characters; it is encrypted on our server. If you forget your password, we will email you a link to create a new one.

2. Now that you have registered with the website, you need to click on the **Happiness, Money, and Personality Tests** link to view the surveys you can take:



On the *Beyond The Purchase* Survey page you will click on the link called **Your Happiness and Life Satisfaction**:

www.beyondthepurchase.org/explore.php?login=1#happiness

Learn about your Happiness

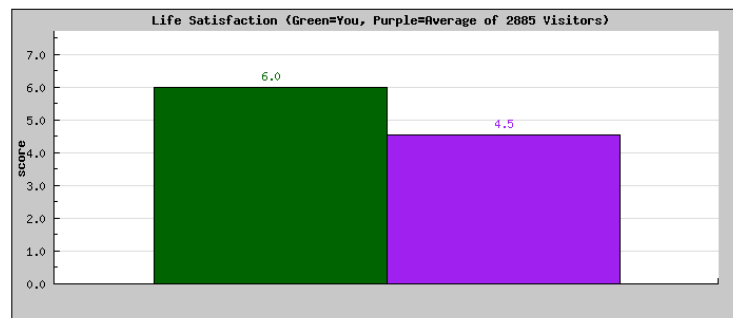
Study	Date Taken	My Results	Link	About This Study	Study Length
Your Happiness and Life Satisfaction		No Results Yet	<b>Take Study</b>	How happy are you these days?	15 questions
Beliefs about Well-being		No Results Yet	Take Study	What are your beliefs about well-being?	16 questions
Self Compassion Scale		No Results Yet	Take Study	How forgiving are you of yourself?	28 questions
Gratitude Questionnaire	08/11/13	Click Here	Retake Study	Are you a grateful person?	6 questions
Dispositional Positive Emotion Scale		No Results Yet	Take Study	Do you typically experience prosocial emotions?	38 questions
Ryff's Psychological Well-Being Scale		No Results Yet	Take Study	Are your six psychological needs being met?	18 questions

**This link will direct you to the survey** so you can learn about your general satisfaction with life. At the end of the survey you will find a “feedback” page where you will learn about your happiness and how your score compares to others. Specifically, much like the graph below, your **scores will be shown in green** and will be compared to the average of all other people (in **purple**) who have taken the scale on the website.

Home    Logout    Happiness, Money, & Personality Tests    About Us    Our Blog    Links

The scale you completed was the Satisfaction with Life Scale developed by Ed Diener (1985); he is a leading researcher on happiness at the University of Illinois.

The graph below shows your life satisfaction on the **green bar**. The average life satisfaction of people who have completed this scale is shown on the **purple bar**.



After you complete the survey feel free to complete more—you might enjoy the [Implicit Happiness IAT](#) as a different way to measure happiness. Also, you might want to take [the Big Five personality test](#) where you can learn how you score on the five fundamental dimensions of personality. Finally, you may also be interested to learn about the values that shape your happiness by taking the [Schwartz Values Scale](#).