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.

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 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.

   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.
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**:

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.

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**.