### HAPPINESS ACROSS CULTURES

## SCIENCE ACROSS CULTURES: THE HISTORY OF NON-WESTERN SCIENCE

#### VOLUME 6 HAPPINESS ACROSS CULTURES

#### Editor

HELAINE SELIN, Hampshire College, Amherst, MA, USA

For further volumes: http://www.springer.com/series/6504

### HAPPINESS ACROSS CULTURES

# Views of Happiness and Quality of Life in Non-Western Cultures

Editor HELAINE SELIN Hampshire College, Amherst, MA, USA

Co-editor
GARETH DAVEY
Hong Kong Shue Yan University, China



Editor
Helaine Selin
School of Natural Science
Hampshire College
893 West St.
Amherst, Massachusetts 01002
USA
hselin@hampshire.edu

Co-editor
Gareth Davey
Hong Kong Shue Yan University
Counselling and Psychology
Wai Tsui Crescent 10
2570 7110 Hong Kong
davey@hksyu.edu

ISSN 1568-2145 ISBN 978-94-007-2699-4 e-ISBN 978-94-007-2700-7 DOI 10.1007/978-94-007-2700-7 Springer Dordrecht Heidelberg London New York

Library of Congress Control Number: 2011946228

© Springer Science+Business Media B.V. 2012

No part of this work may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, microfilming, recording or otherwise, without written permission from the Publisher, with the exception of any material supplied specifically for the purpose of being entered and executed on a computer system, for exclusive use by the purchaser of the work.

Printed on acid-free paper

Springer is part of Springer Science+Business Media (www.springer.com)

To Bob, who always makes me laugh. H.S.

To my twin brother: I hope I make you proud. G.D.

### **Contents**

Introduction	1
<b>Happiness in India</b>	13
Happiness on the Tibetan Plateau	27
Happiness and Life Satisfaction in Malaysia	43
Happiness and Quality of Life in the People's Republic of China Gareth Davey	57
Quality of Life of an Asian Metropolis in a Governance Crisis: The Case of Hong Kong	75
Quality of Work Life in Macau	95
Satisfaction and Societal Quality in Kazakhstan	107
Singapore: A Happy State of Mind?	121
Happiness in Thailand	137
The Politics of Wellbeing in International Development: Research with Organic Farmers in Cambodia	149
Farmers' Happiness from Fish Production: A Case Study in Vietnam	167

viii Contents

Constructions of Happiness and Satisfaction in the Kingdom of Tonga	181
Heather E. Young-Leslie and Sean E. Moore	
Happiness in an Aboriginal Australian Community: What It Means 'To Be Well' and 'To Enjoy Life' in Central-Western New South Wales, Australia	195
Happiness in the Amazon: Folk Explanations of Happiness in a Hunter-Horticulturalist Society in the Bolivian Amazon Victoria Reyes-García and Tsimane' Amazonian Panel Study (TAPS)	209
Happiness in Brazil	227
<b>Happiness in Mexico: The Importance of Human Relations</b> Mariano Rojas	241
Happy Villages and Unhappy Slums? Understanding Happiness Determinants in Peru	253
Life Satisfaction in Malawi Tim Hinks and Simon Davies	271
Happiness in Nigeria: A Socio-Cultural Analysis	293
Ghanaian Happiness: Global, Cultural, and Phenomenological Perspectives	311
Living The Good Life: An Economic View of Happiness in South Africa	329
Concepts of Wellbeing Among Organic Farmers and Plantation Workers in Madagascar	345
Happiness in a Post-conflict Society: Rwanda	361
Happiness in Navajos (Diné Ba' Hózhó)	377
It's All in the Family: Wellbeing Among Inuit in Arctic Canada Michael J. Kral and Lori Idlout	387
Climate, Cash, and Culturally Embedded Happiness	399

Contents ix

Hinduism, Happiness and Wellbeing: A Case Study of Adulthood in an Oriya Hindu Temple Town	417
The Science of Happiness: A Cross-Cultural Perspective Stephen G. Morris	435
Does Happiness Differ Across Cultures?	451
Index	473

### **Contributors**

**Pamela Abbott** School of Social Science, University of Aberdeen, Aberdeen, UK; Institute of Policy Analysis and Research-Rwanda, Kigali, Rwanda, p.abbott@abdn.ac.uk

**Aaron A. Agbo** Experimental and Social Psychology Unit, Department of Psychology, University of Nigeria, 410001 Nsukka, Enugu State, Nigeria, aaron.agbo@unn.edu.ng

**Chukwuedozie K. Ajaero** Department of Geography, University of Nigeria, 410001 Nsukka, Enugu State, Nigeria, ajaerock@yahoo.com

Alice Beban Cornell University, Ithaca, NY, USA, abb95@cornell.edu

**Robert Biswas-Diener** Portland State University, Portland, OR, USA; The Centre of Applied Positive Psychology, Coventry, UK, jayajedi@comcast.net

**Jeffrey T. Bookwalter** Department of Economics, University of Montana, Missoula, MT 59812, USA, jeff.bookwalter@mso.umt.edu

**Wan Tien Chong** Department of Psychology, San Francisco State University, San Francisco, CA, USA, chocavenue@yahoo.com

**Gareth Davey** Counselling and Psychology Department, Hong Kong Shue Yan University, Hong Kong, davey@hksyu.edu

**Simon Davies** Poverty Reduction and Economic Management Unit, West Africa, World Bank, Washington, DC, USA, sdavies@worldbank.org

**Ed Diener** University of Illinois, Urbana-Champaign, IL, USA; The Gallup Organization, Washington, DC, USA, ediener@s.psych.uiuc.edu

**Nguyen Minh Duc** Department of Fisheries Management and Development, Nong Lam University, Hochiminh City, Vietnam, nmduc@hcmuaf.edu.vn; nguyenminhducts@gmail.com

**Vivian Afi Abui Dzokoto** Virginia Commonwealth University, Richmond, VA, USA, vdzokoto@vcu.edu

xii Contributors

**Cathy Rozel Farnworth** Gender and Agricultural Value Chains Consultant, Pandia Consulting, Cornwall, UK, cathyfarnworth@hotmail.com

**Rossarin Soottipong Gray** Institute for Population and Social Research, Mahidol University, Salaya, Nakhon Pathom 73170, Thailand, prrgr@mahidol.ac.th

**Mònica Guillen-Royo** Centre for Development and the Environment (SUM), University of Oslo, Oslo, Norway, monica.guillen@sum.uio.no

**Daniela Heil** Sociology and Anthropology, The University of Newcastle, Callaghan, NSW 2308, Australia, daniela.heil@newcastle.edu.au

**Tim Hinks** Department of Accounting, Economics and Finance, Bristol Business and Law School, University of West of England, Bristol BS16 1QY, UK, timothy.hinks@uwe.ac.uk

**Colleen J. Howell** Department of Psychology, San Francisco State University, San Francisco, CA, USA, collenjhowell@gmail.com

**Ryan T. Howell** Department of Psychology, San Francisco State University, San Francisco, CA, USA, rhowell@sfsu.edu

**Lori Idlout** Isaksimagit Inuusirmi Katujjiqatigiit, Iqaluit, Nunavut, Canada, lidlout@gmail.com

**Gazi Islam** Insper Insitute for Education and Research, São Paulo, SP 04546-042, Brazil; Grenoble École de Management, Grenoble, France, gazii@insper.edu.br

**Michael J. Kral** Departments of Psychology and Anthropology, University of Illinois, Urbana-Champaign, IL, USA; Department of Psychiatry, University of Toronto, Toronto, ON, Canada, mkral@illinois.edu

**Usha Menon** Department of Culture and Communication, Drexel University, Philadelphia, PA 19104, USA, menonu@drexel.edu

**Sean E. Moore** University of Alberta, Augustana Campus, Camrose, AB, Canada, semoore@ualberta.ca

**Stephen G. Morris** The College of Staten Island/CUNY, Staten Island, NY, USA, stephen.morris@csi.cuny.edu

**Thaddeus C. Nzeadibe** Department of Geography, University of Nigeria, 410001 Nsukka, Enugu State, Nigeria, chidinzeadibe@yahoo.com

**Ricardo Rato** School of Management, Leadership and Government, University of St. Joseph, Macau, China, ricardorato@usj.edu.mo

Victoria Reyes-García ICREA and Institut de Ciència i Tecnologia Ambientals, Universitat Autònoma de Barcelona, Barcelona, Spain; Heller School for Social Policy and Management, Brandeis University, Waltham, MA 02454-9110, USA, victoria.reyes@uab.cat

Contributors xiii

**Mariano Rojas** FLACSO-Mexico and UPAEP, Mexico City, Mexico, mariano.rojas.h@gmail.com

**Kurt Schwabe** Department of Environmental Sciences, University of California, Riverside, CA, USA, kurt.schwabe@ucr.edu

**Helaine Selin** School of Natural Science, Hampshire College, Amherst, MA, USA, hselin@hampshire.edu

**Ming Sing** Hong Kong University of Science and Technology, Hong Kong, Hong Kong, sasing1@gmail.com; somsing@ust.hk

**Siok Kuan Tambyah** NUS Business School, National University of Singapore, Singapore, Singapore, biztsk@nus.edu.sg

**Soo Jiuan Tan** NUS Business School, National University of Singapore, Singapore, Singapore, biztansj@nus.edu.sg

**Louis Tay** University of Illinois, Urbana-Champaign, IL, USA, sientay@illinois.edu

Tsimane' Amazonian Panel Study (TAPS) San Borja, Bolivia

**Ruut Veenhoven** Erasmus University Rotterdam, POB 1738, 3000 DR, Rotterdam, The Netherlands, veenhoven@fsw.eur.nl

**Jackeline Velazco** University of Girona, Girona, Spain; Pontificia Universidad Católica del Perú, Lima, Peru, jackeline.velazco@udg.edu

**Evert Van de Vliert** University of Groningen, Groningen, Netherlands; University of Bergen, Bergen, Norway, e.van.de.vliert@rug.nl

Claire Wallace School of Social Science, University of Aberdeen, Aberdeen, UK, claire.wallace@abdn.ac.uk

**Dave Webb** University of Western Australia, Crawley, WA 6009, Australia, dave.webb@uwa.edu.au

**Angela A.A. Willeto** Department of Sociology and Social Work, College of Social and Behavioral Sciences, Northern Arizona University, Flagstaff, AZ 86011, USA, angela.willeto@nau.edu

**Heather E. Young-Leslie** University of Alberta, Edmonton AB, Canada, heather.youngleslie@ualberta.ca

### **About the Authors**

**Pamela Abbott** is a Professor of Sociology at the University of Aberdeen, UK, and Acting Director of Research at the Institute of Policy Analysis and Research-Rwanda, Kigali, Rwanda. Her main research interests are in societal quality, health and quality of life. She is working on a book with Claire Wallace on societal quality for parents with young children. Current research includes work on public health in the former Soviet Union, access to health care in remote rural areas in Rwanda and on household enterprises in Rwanda. She has carried out research in the UK, Europe, the former Soviet Union and Rwanda.

**Aaron A. Agbo** is a researcher based in the Department of Psychology, University of Nigeria, Nsukka. His research interests span across the field of experimental and social psychology with an emphasis on emotion. He is currently a Principal Investigator in a study on the effect of emotion on creative performance among the three major ethnic groups in Nigeria. He also teaches undergraduate courses. Email: aaron.agbo@unn.edu.ng

**Chukwuedozie K. Ajaero** holds degrees in Population Geography and is a doctoral candidate in the Department of Geography, University of Nigeria. He has authored and coauthored articles on population, migration and livelihoods. In 2011, Chukwuedozie published a paper entitled *The Agulu-Nanka gully erosion menace:* what does the future hold for population at risk? with the United Nations University-Institute for Environment and Human Security (UNU-EHS). An article jointly authored by Chidi and Chukwuedozie on Assessment of Socio-economic characteristics and QoL expectations in some Nigerian rural communities was recently published. Email: ajaerock@yahoo.com

Alice Beban became interested in happiness studies while working in the non-profit organization Global Focus Aotearoa in New Zealand, where her research and editorial work focused on development processes in the Pacific. She has a Masters in Development Studies from Massey University, New Zealand, investigating organic agriculture and farmer wellbeing in Cambodia. Her current research interests expand from this to look at the ways farmers negotiate competing discourses of sustainability promoted by development agencies. She recently moved to the United States

xvi About the Authors

with her husband and baby daughter to join the Development Sociology doctoral program at Cornell University. Email: abb95@cornell.edu.

**Robert Biswas-Diener** is widely known as the Indiana Jones of positive psychology because his research on subjective wellbeing has taken him to such places as India, Greenland, Kenya and Israel. He has published several dozen articles and chapters on happiness, strengths, courage and coaching. He is author of *Practicing positive psychology coaching* (2010), *Happiness: Unlocking the mysteries of psychological wealth* (2008) and is editor of *Positive psychology as social change* (2011). Biswas-Diener is the Managing Director of *Positive Acorn*, and is a part-time instructor at Portland State University.

**Jeffrey T. Bookwalter** is an Associate Professor of Economics at the University of Montana. He is an applied microeconomist with interests in economic development, the economics of the household and the determinants of happiness. Bookwalter has had the opportunity to live, work and write about the economies in South Africa, Zimbabwe, Ethiopia, Mozambique and the Republic of Georgia.

Wan Tien Chong is a graduate student at San Francisco State University. She is majoring in Industrial and Organizational psychology with a concentration in social psychology, motivation, and organizational performance. Currently, she is a research assistant in the Personality and Well-Being Laboratory. In addition, she is also a research assistant in the employee research laboratory at San Francisco State University.

Gareth Davey is a social scientist with interdisciplinary interests. He is Senior Lecturer in the Counselling and Psychology Department at the Hong Kong Shue Yan University, and was recently a visiting scholar in mainland China and South India. His research spans a number of countries and regions, particularly South and Southeast Asia. He has authored more than sixty articles in books, encyclopaedias and journals, and has delivered numerous presentations and seminars around the world.

**Simon Davies** is an economist who has worked on various issues related to Malawi for over eight years. His work includes studies on remittances, cash transfers, household shocks, business productivity and happiness. He was awarded his doctorate from the University of Bath in the UK in 2009 and has since worked as an economist in the Ministry of Finance in Lesotho on the ODI Fellowship Scheme on advising on macroeconomic and fiscal issues. He now works for the Poverty Reduction and Economic Management Unit of the World Bank focusing on West Africa.

**Ed Diener** is the Joseph R. Smiley Distinguished Professor of Psychology at the University of Illinois. He received his doctorate at the University of Washington in 1974. Diener was the president of both the International Society of Quality of Life Studies and the Society of Personality and Social Psychology, as well as of the International Positive Psychology Association. He was the editor of the *Journal of Personality and Social Psychology*, and the editor of *Journal of Happiness Studies*. He is the founding editor of *Perspectives on Psychological Science*. Diener has

About the Authors xvii

about 300 publications, with about 200 being in the area of the psychology of wellbeing.

**Nguyen Minh Duc** is recently the Chair of Department of Fisheries Management and Development, Nong Lam University, Thuduc, Hochiminh City, Vietnam. He started his academic career as a lecturer and a socio-economic researcher in April 1995 at the university (previously named the University of Agriculture and Forestry). He has received degrees in Aquaculture and Aquatic Resource Management and Applied Economics.

Vivian Afi Abui Dzokoto (last name pronounced joke-oh-toe) has been influenced by the cultures of three continents. She was born in Germany, raised in Germany and Ghana, and trained as a clinical psychologist in the United States. Dzokoto's major interest research lies in the application of quantitative and qualitative techniques to investigate the cultural grounding and somatization of emotion, focusing primarily on West African populations. A parallel line of research involves the exploration of the cultural grounding of money behaviors in developing economies. Other areas of interest include cultural clinical psychology, anxiety disorders, multicultural competencies in psychotherapy, and cross-cultural transitions.

Cathy Rozel Farnworth has spent many years working and living overseas on behalf of a variety of development agencies and research institutions. Her country experience includes Afghanistan, Bangladesh, India, Syria, Zambia, Ethiopia, Zimbabwe, Kenya, Tanzania, Ghana, Cameroon, Togo, Germany, United Kingdom, Sweden, Denmark, China and Madagascar. She specialises in gender analysis in agriculture, pro-poor value chain development, participatory research methods, and measuring quality of life through developing indicators with people. She has written a number of papers and books. Her main interests are travel, wildlife, family history, poetry and reading.

Rossarin Soottipong Gray is associate professor at the Institute for Population and Social Research, Mahidol University, Thailand. She received her Ph.D. in Demography from the Australian National University. Happiness studies is one of her research interest areas. Her published articles in national and international journals include *Inner happiness among the Thai elderly*, *Happiness among Thai people: Living a virtuous life, spirituality and self-esteem* and *The determinants of happiness among Thai people: some evidence from Chai Nat and Kanchanaburi* She is also an author of a book titled *Happiness is universal*. Her current research includes a project on mental health in Thailand.

Mònica Guillen-Royo is Senior Researcher at the Centre for Development and the Environment, University of Oslo (Norway). She holds a Ph.D. in Social and Policy Sciences from the University of Bath (UK) where she was an active member of the Wellbeing in Developing countries (WeD) research group studying the cultural constructions of wellbeing in Peru, Thailand, Ethiopia and Bangladesh. Her research revolves around the exploration of the inter-linkages between consumption and wellbeing drawing on economics, positive psychology and human development

xviii About the Authors

approaches. She is currently leading a project on sustainable development in Peru addressing values and human needs across different socio-economic groups in order to ascertain the inner potential of the Peruvian population to live a sustainable and flourishing life.

**Daniela Heil** is an anthropologist who works in the Department of Sociology and Anthropology at the University of Newcastle, Australia. Since 1997 she has worked with Indigenous Australians in New South Wales, Western Australia and the Torres Straits. She enjoys listening to classical music, travelling, gardening, skiing and is interested in the finesse and subtlety of the often horrific and overpowering content of the films by the Austrian director Michael Haneke.

**Tim Hinks** is a Senior Lecturer in Economics at the University of West of England. His research interests have focussed on estimating different kinds of discrimination in South Africa, as well as more recent work on happiness, life satisfaction and job satisfaction in Sub-Saharan South Africa. Current research interests include analysing the relationship between trust and economic indicators, behavioural economics and neuroeconomics.

Colleen J. Howell is an environmental consultant, science writer, and eco-solution designer. With a degree in Biology from Westmont College, she earned both an M.S. and a Ph.D. in Environmental Sciences from the University of California, Riverside. Her interdisciplinary approach to environmental issues has led to projects ranging from resource-use policy and ecosystem modeling, to creating and editing content for *New York Times* bestsellers and popular websites. Howell has worked with companies as well as non-profit organizations on strategies to promote environmental sustainability in tandem with ecosystem integrity, efficiency, social wellbeing, cost cutting or profitability, and improved quality of life. She has served as the principal researcher and scientific advisor for several books including: *Shift Your Habit: Easy Ways to Save Money, Simplify Your Life, and Save the Planet* (Crown Books), *The Green Blue Book* (Rodale), and *The Green Book: The Everyday Guide to Saving the Planet, One Simple Step at a Time* (Random House).

Ryan T. Howell is an Assistant Professor of Psychology at San Francisco State University. He received his B.S. in Psychology from Westmont College and his Ph.D. in Personality Psychology from the University of California, Riverside. Howell is the director of the The Personality and Well-Being Lab which focuses on understanding the factors, especially financial, that affect human happiness and the benefits of happiness to individuals. Howell's main research interest is developing statistical models to predict subjective wellbeing from financial choices and daily activities. Some of his most recent work has involved examining the strength of the income-SWB relation among non-Western samples via a meta-analysis as well as through a case study of poor indigenous farmers in Peninsular Malaysia.

**Lori Idlout** is Executive Director of Isaksimagit Inuusirmi Katujjiqatigiit (Embrace Life Council) in Iqaluit. As a young mother of four, Ms Idlout started her career with the Government of the Northwest Territories in 1997 in the Department of Health

About the Authors xix

and Social Services. The passion and commitment her mentor taught her grounded her in her career in the health and social service fields. Idlout has worked for the Office of the Interim Commissioner as a policy analyst. Once the Government of Nunavut came into being on April 1 1999, she maintained her position with the Department of Health and Social Services. Later that year, she joined the team of staff and board members on the Nunavut Social Development Council. After beginning her term there as a policy analyst, she went on to become the acting Executive Director. She returned to the Department of Health and Social Services to become the Director for Policy and Planning. She is now on secondment to the Isaksimagit Inuusirmi Katujjiqatigiit, where she has led the development of the mandate and office of the council, which aims to support Nunavummuit (people on Nunavut) and encourage them to value life.

Gazi Islam is Associate Professor of Business Administration at Insper Institute of Education and Research, where he teaches undergraduate and graduate courses in Leadership and Organizational Behavior, Negotiations, and International Management. He completed his Ph.D. in Organizational Behavior at Tulane University, where his research focused on organizational identity and job attitudes. His current research interests include the organizational antecedents and consequences of identity and the relations between identity, group dynamics and the production of group and organizational cultures. In addition, he links identity and organizational culture to wider issues of national culture, ideology, and civil society.

Michael J. Kral has doctorates in psychology and anthropology, and is an Assistant Professor in the Departments of Psychology and Anthropology at the University of Illinois at Urbana-Champaign and in the Department of Psychiatry, University of Toronto. He has been working with Inuit since 1994, conducting community-based participatory action research on suicide prevention and community and youth wellness. He is currently involved in several studies, including a circumpolar Indigenous youth resilience project across Siberia, Alaska, Nunavut, and northern Norway, a study of suicide and transgenerational trauma among First Nations in Toronto, another study on homeless Inuit youth in Nunavut, and an edited book project on Indigenous community success stories across Canada.

**Usha Menon** is an Associate Professor of Anthropology in the Department of Culture and Communication at Drexel University, Philadelphia, U. S. A. She received her Ph. D. in Human Development from the University of Chicago. She has done fieldwork in the temple town of Bhubaneswar in Orissa, eastern India as well as in the northern Indian city of Meerut. She has written extensively on different aspects of Hindu society and civilization, in particular on goddess worship, family dynamics, gender relations, Hindu morality, Hindu women and liberal feminism, and Hindu-Muslim religious violence.

**Sean E. Moore** is an Associate Professor of Psychology at the University of Alberta-Augustana Campus. His areas of research interest fall into three areas. The first deals with the impact of people's day-to-day emotional experiences (i.e., emotions, moods) on social judgments, attitudes and persuasion. The second focuses

xx About the Authors

on the cultural basis of affective judgments such as subjective wellbeing. He has helped analyze and construct cultural psychology surveys in the countries of Tonga and Oman to investigate the nature of happiness and wellbeing judgments. The third area concerns research examining the role of attention/memory processes in survey responses and political decision-making as well as research examining the determinants of people's environmental attitudes. Another emerging interest that he and his students have begun to examine involves cross-cultural comparisons of the dimensions underlying irreligion (i.e., rejecting, questioning, or absence of religion).

**Stephen G. Morris** is Assistant Professor of Philosophy at The College of Staten Island/CUNY. His research interests include ethical theory, the philosophy of biology, free will, and moral psychology. He has authored several published or forthcoming articles, including *Tracing the origins of altruism: The evolutionary needle in a haystack*, and *In defense of the hedonistic account of happiness*. In 2008 Stephen received a Distinguished Professor Award with distinction in the area of Scholarship/Creative Activity from Missouri Western State University and Missouri Western State University's James V. Mehl Outstanding Faculty Scholarship Award in 2009.

**Thaddeus C. Nzeadibe** holds a Ph.D. in Geography. His research focuses on environmental governance and development. He has published research papers and articles on climate change governance, awareness and adaptation in the Niger Delta region of Nigeria, and solid waste governance, urban poverty and livelihoods within the informal recycling system in Nigerian cities. He has conducted funded research for the International Foundation for Science (IFS), Stockholm, and African Technology Policy Studies Network (ATPS), Nairobi. Chidi is a Lecturer in the Department of Geography, University of Nigeria. He is also a Member of the Chartered Institution of Wastes Management, UK. Email: chidinzeadibe@yahoo.com

**Ricardo Rato** is Senior Lecturer in the School of Management, Leadership and Government at the University of Saint Joseph, Macau. Recently, he assisted in the design and implementation of the Macau Quality of Life Report, one of the few longitudinal studies of subjective quality of life in Asia. His research interests include quality of life, wellbeing and leadership.

**Victoria Reyes-García** received her Ph.D. in Anthropology at the University of Florida in 2011. She is ICREA Researcher at the Institute of Environmental Science and Technology, Universitat Autònoma de Barcelona. Her research mostly addresses the benefits generated by local ecological knowledge and the effects of the integration to the market economy on this type of knowledge. She lived among the Tsimane', and indigenous population in the Bolivian Amazon, from 1999 until 2004. Since April 2006, she has coordinated the Ethnoecology Laboratory (http://icta.uab.es/Etnoecologia/mission.htm). In addition to her research in Bolivia, she currently has research projects in Mexico, Spain and India.

About the Authors xxi

**Mariano Rojas** is Professor of Economics at FLACSO-Mexico and UPAEP. His research during the last decade has revolved around the topic of happiness. It deals with the relationship between life satisfaction and income, with a particular interest in happiness in low-income countries and in the Latin American region. He has used a subjective wellbeing approach to address conceptual issues regarding quality of life, economic development, poverty, and progress.

**Kurt Schwabe** is an Associate Professor of Environmental Economics and Policy at the University of California-Riverside and Research Associate in the Australian Center for Biosecurity and Environmental Economics at the Australian National University. His uses economic analyses to investigate issues related to the interaction between agriculture and the environment, environmental and natural resource valuation, and environmental regulations. Schwabe received his BA in Mathematics and Economics at Macalester College, his MS in Economics at Duke University, and his PhD in Economics at the North Carolina State University.

**Helaine Selin** is the science librarian at Hampshire College in Amherst, Massachusetts, USA and the editor of *The Encyclopaedia of the History of Science, Technology, and Medicine in Non-Western Cultures* (2nd ed. Springer 2008) and many other books on science across cultures. Her greatest source of happiness these days is a two-year old granddaughter.

Ming Sing is an Associate Professor in the Division of Social Science at the Hong Kong University of Science and Technology. His research interests include comparative studies of democratization, democracy and governance, institutional engineering, as well as quality of life. He holds a doctorate in Sociology from the University of Oxford. He has written or edited four books, and has published articles in the *Journal of Politics, Government and Opposition, and Journal of Democracy*, among others. Email: somsing@ust.hk

**Siok Kuan Tambyah** (Ph.D., University of Wisconsin-Madison) is a Senior Lecturer in Marketing at the NUS Business School, National University of Singapore. Her research interests include consumption and identity, ethnicity, gender, luxury consumption, consumer culture, values and lifestyles, and cross-cultural consumer behavior. In addition to journal articles on consumer behavior, services marketing and quality of life, she has co-authored two books on values, lifestyles and wellbeing in Singapore.

**Soo Jiuan Tan** (PhD, Washington University (St. Louis), USA) is an Associate Professor at the Department of Marketing, NUS Business School. Her research is in the areas of international market entry strategies, consumer values and lifestyles, parallel importing, game theoretic applications in marketing, and new product management. She is also the co-author of four books: *Seven faces of Singaporeans*, *Competing for markets: Growth strategies for SMEs, Understanding Singaporeans: Values, Lifestyles, Aspirations and Consumption Behaviors*, and *The wellbeing of Singaporeans*.

xxii About the Authors

Louis Tay is a Ph.D. candidate in industrial-organizational psychology at the University of Illinois at Urbana-Champaign. His research interests include subjective wellbeing, emotions, vocational interests, and culture. In addition, he actively works on conceptual and methodological advances in psychological measurement. He has conducted research with several large organizations, including the American Dental Association, the College Board, and the Gallup Organization. He has published in journals such as Journal of Personality and Social Psychology, Psychological Science, Journal of Applied Psychology, Journal of Counseling Psychology, Applied Psychological Measurement and Organizational Research Methods

Ruut Veenhoven (1942) studied sociology, social psychology and social-sexology. Veenhoven is emeritus professor of 'social conditions for human happiness' at Erasmus University Rotterdam in the Netherlands. He is director of the World Database of Happiness and founding editor of the *Journal of Happiness Studies*. Veenhoven's research is mainly on happiness. One strand of his research is 'happiness and public choice', the purpose of which is to build an evidence base for policies that aim at greater happiness for a greater number. Another research line is 'happiness and private choice', and the purpose here is to build an evidence base on which individuals can draw when faced with major life choices, such as having children or early retirement. Email: veenhoven@fsw.eur.nl. Home page: http://www2.eur.nl/fsw/research/yeenhoven

**Jackeline Velazco** is an Associate Professor at the Economics Department at Catholic University of Peru and Visiting Professor at the Economics Department at Girona University, Spain. She holds a Ph.D. in Economics from the University of Manchester. Her research interests focus on applied microeconomics. Her research covers three main areas: a) wellbeing and quality of life research in developing countries (poverty, happiness economics, objective and subjective analysis of wellbeing); b) agricultural economics and rural development (market analysis, rural non-farm activities, food security issues at the household level, agricultural policy and food policy); and c) household economics (production, consumption and labour allocation).

**Evert Van de Vliert** is professor emeritus of organizational and applied social psychology at Dutch and Norwegian Universities. He has published more than 200 journal articles, chapters, and books including *Climate, affluence, and culture* (Cambridge University Press 2009). In 2005, he received the Lifetime Achievement Award of the International Association for Conflict Management. His current research concentrates on cross-national comparisons of cultures, emphasizing the interactive impact of cold, temperate, or hot climates and national wealth on collectivism versus individualism, press repression versus press freedom, and autocratic versus democratic governance and leadership. E-mail: e.van.de.vliert@rug.nl.

**Claire Wallace** is Director of Research and Commercialisation in the College of Arts and Social Sciences and a Professor of Sociology at the University of Aberdeen.

About the Authors xxiii

**Dave Webb** is a quality of life researcher and a member of the Board of Directors for the International Society for Quality of Life Studies (ISQOLS). He is also the Senior Personal Well-Being (PWB) researcher for the Tibetan ethnic regions of Western China, co-editor of the religion, spirituality and quality of life section of the *Applied Journal for Research in Quality of Life Studies* (USA), co-editor of the Social Indicator Research Series Book *Subjective well being and security* (in progress) and the editor for the Best Practice in Quality of Life Studies (Springer) book series.

Angela A.A. Willeto is a tribal member enrolled in the Navajo Nation. She claims no extensive academic expertise on Navajo philosophy, although she wrote her dissertation on the relationship between academic success and Navajo culture. She is a Diné woman who is endeavoring to practice the principles and values of the Navajo Ways in daily life. To interested Diné: I am Ta'néészahnii (Tangle People), born for Kiya'anii (Towering House People), my maternal grandfather is Bít'ahnii (Covering Up People), and my paternal grandfather is Ashiihi (Salt).

Heather E. Young-Leslie is an Adjunct Associate Professor of Anthropology at the University of Alberta and Professor Affiliate at the University of Hawai'i at Manoa. Driven by a consistent concern with the intersections of culture, social justice, community wellbeing and modernity, she has been conducting ethnographic research into the social determinants and cultural constructions of health. Her earliest research focused on maternal health practices and cultural translations of WHO health promotion messages in Tonga. Subsequent research examined the experience of Pacific Islanders attending medical school in the colonial and post-colonial eras. More recent research interests have focused on the notion of ecography, the means by which local environments and landscapes figure historically and in terms of cultural identity and wellbeing. Her academic work has been tempered by applied work in the field of international development, project design and evaluation, most particularly on HIV and gender-based violence in Papua New Guinea.