The background features several thick, curved lines in teal and red. A prominent teal line forms a large circle around the text. Another teal line curves from the top left towards the bottom right. A red line starts from the top right and curves downwards, ending in a red arrowhead pointing towards the bottom right corner. The text is centered within the teal circle.

Yoshi Takahashi
JICA, Japan

Subjective well-being
as a policy tool

— — — — —



our findings explains...



Fact 1

Happiness \neq Satisfaction

Fact 2

Happiness = Culture

three types of distribution:
Normal, Power-law, & Twin Peaks

Fact 3

Happiness = Life-course



Fact 4

Happiness = Social



The image features a dark, almost black, background. A thick, teal-colored ring is centered on the page. Inside this ring is a large, bright white circle. The text "am I right?" is written in a magenta, monospaced font, centered within the white circle. The overall composition is minimalist and visually striking due to the high contrast between the white circle and the dark background.

am I right?

Happiness

Family

Children

Parents

Friends

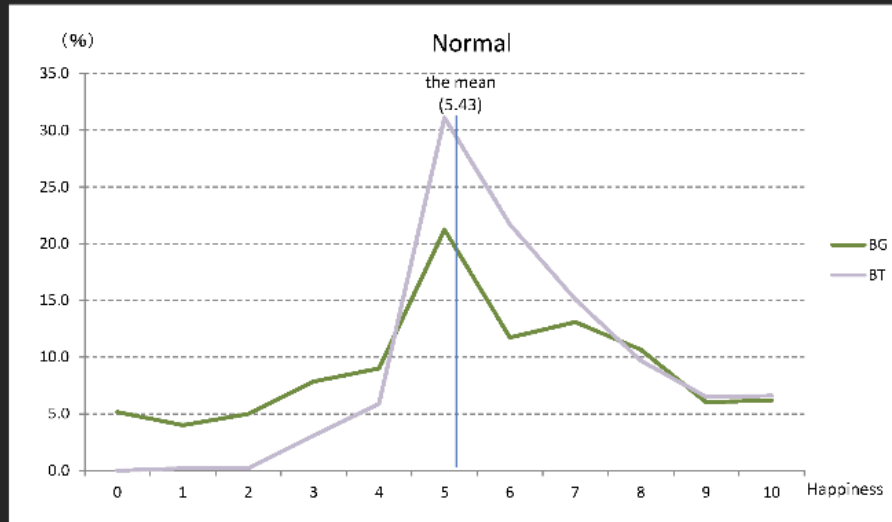
Satisfaction

Job

Incomes

(Source) Happiness Survey of Youth, ESRI

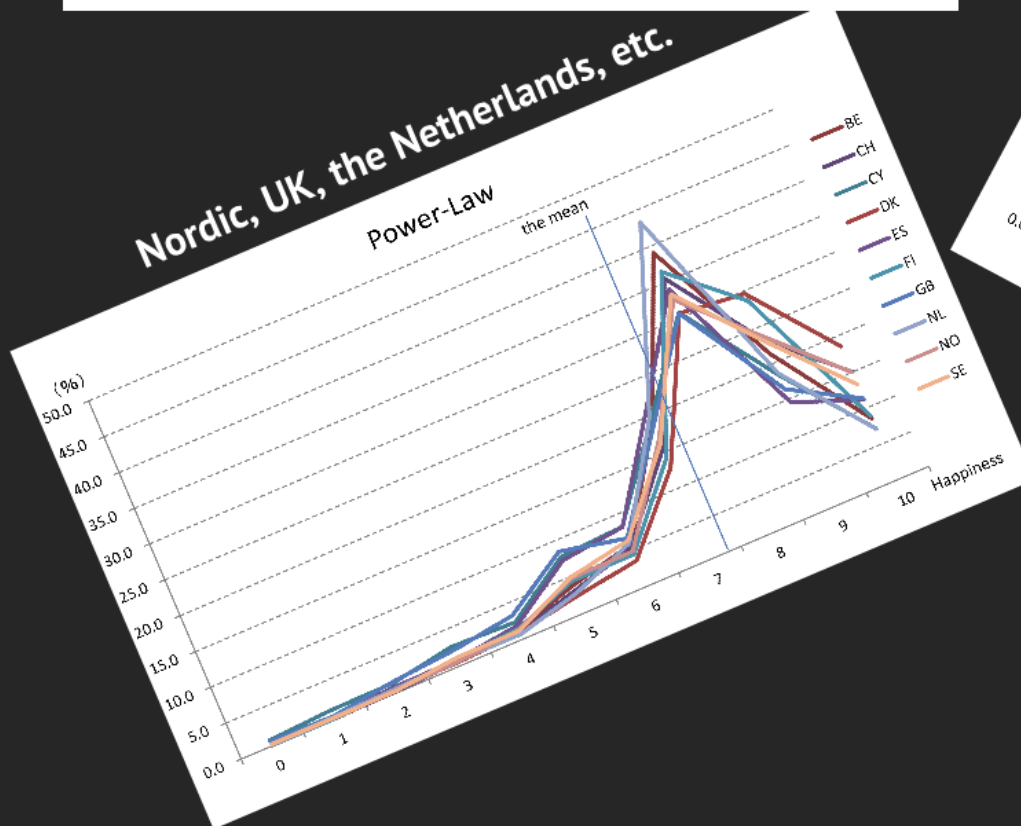
Bhutan, Bulgaria, etc.



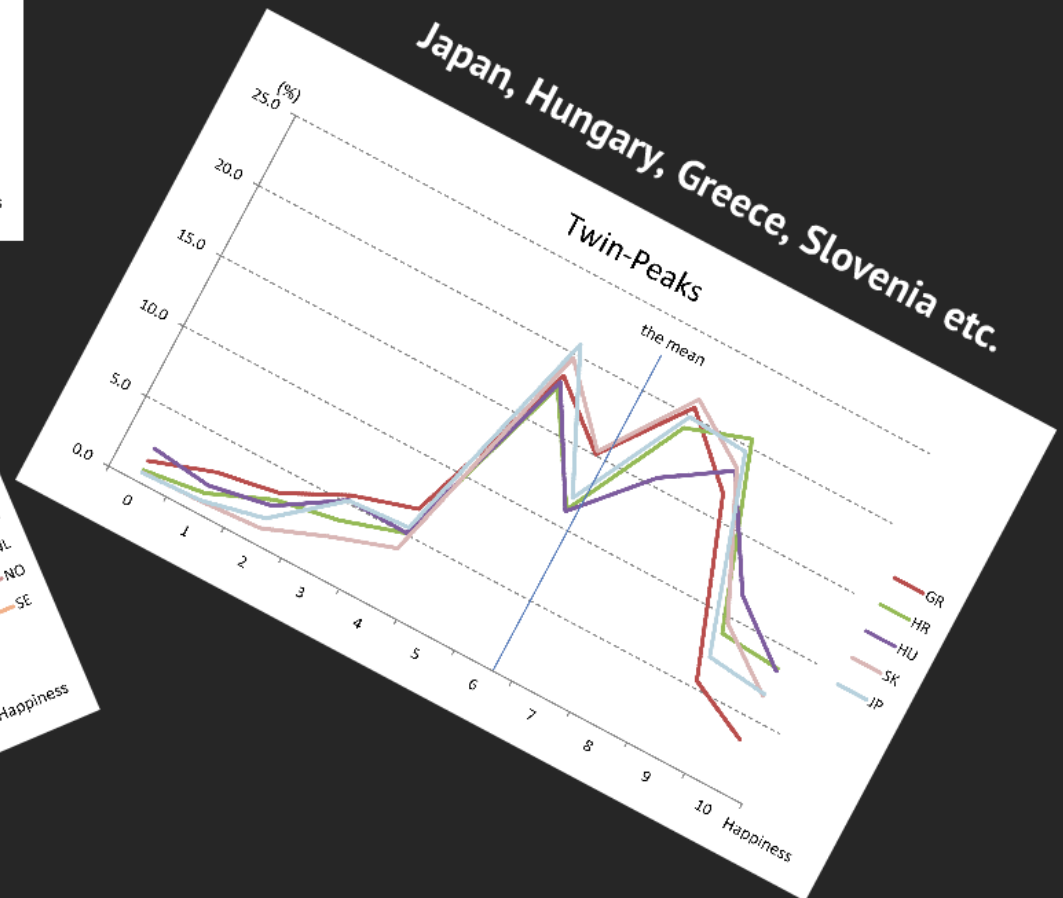
three types of distribution:

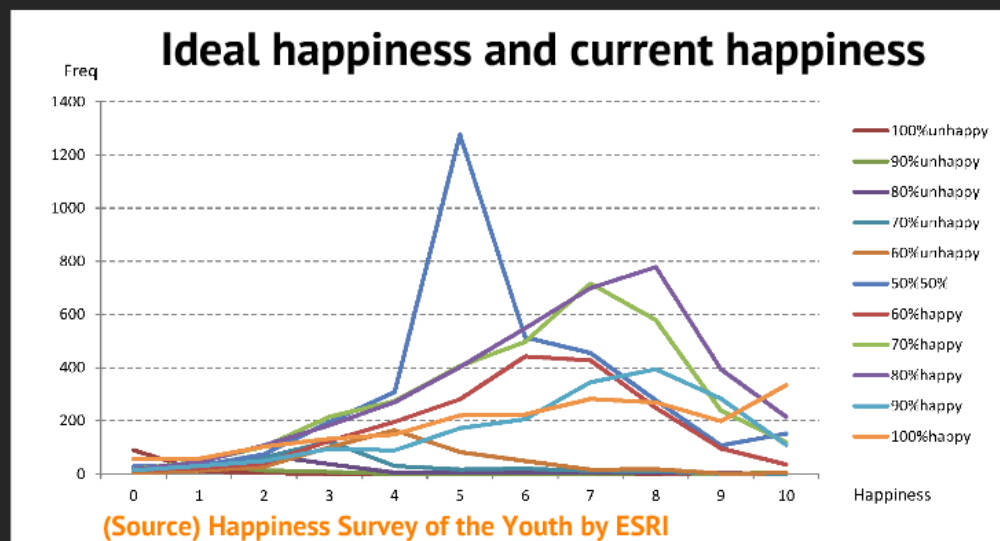
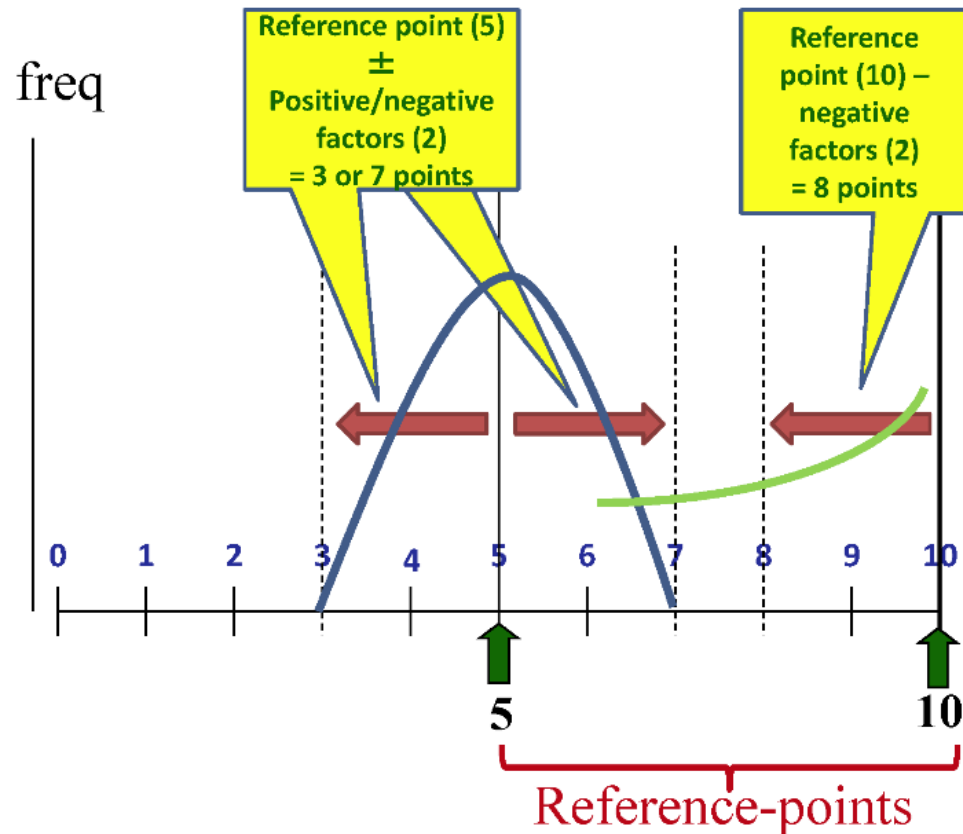
Normal, Power-law, & Twin Peaks

Nordic, UK, the Netherlands, etc.



Japan, Hungary, Greece, Slovenia etc.





Adolescence/Young Adult

Friends

His/Her own time
stressless

Adult

Income

Family

Health

Elderly

Health

Family

Income

I believe that my life is just as happy as that of **others** around me.

Although my life is quite average, I live a **stable** life.

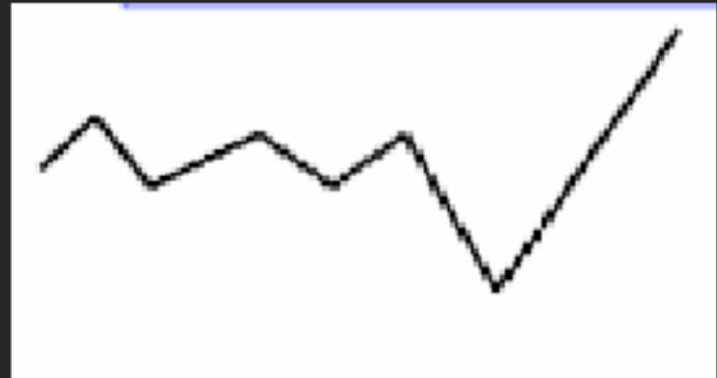
I believe that I and **others** around me are happy.

I make those who are **most important to me** happy.

The most happiest life



American



Chinese

by Ji, Nisbett, & Su (2001)

Peace & Harmony (India)

Joy & Enthusiasm (US)

by Tithi Bhatnagar (2009)

A decorative teal-colored curved line at the bottom of the slide.

- Happiness is much more appropriate measure for policy-making than satisfaction because it is less economic but more social.
- We should recognize life-course difference when we promote policy based on SW/B.
- However, international comparison of average happiness is less meaningful because it does not take into account reference-point difference between culture.
- We should respect for cultural value of happiness.

DO YOU NOW SEE WHAT
WE SHOULD EXPLORE SWB
MORE IN EACH COUNTRY?