

# Finding “Common Happiness” Through SWB Research

2011.12.6

Dentsu Innovation Institute  
Yoshiyuki Sodekawa

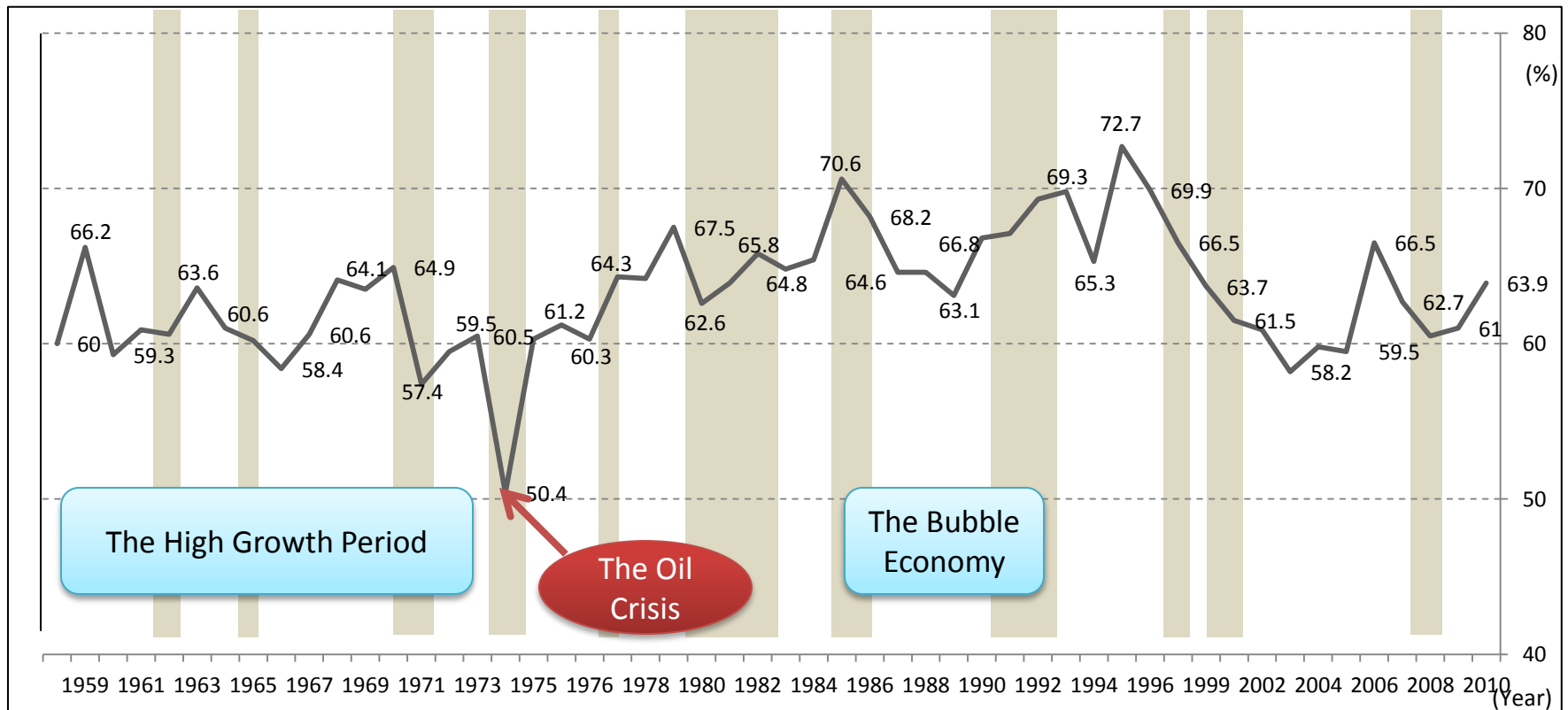
# Self-introduction

- Leader of “ Dentsu Team Happiness” which is a cross sectional organization in Dentsu for Happiness Studies
- Published “The Equation of Happiness” (2010) , the joint work with Prof. Masahiro Yamada, Chuo University
- Worked for ESRI for two years(2006-07), and started Happiness Study in ESRI



# Trends of Life Satisfaction in Japan

## Life Satisfaction (1958-2010)



※ The gray zones indicate the market lows.

Source: "a poll for Peoples' Life Status Quo" Cabinet Office, Japan

# Insights to SWB

SWB can be agreed within a small interest group

- Happiness can only be agreed in a small interest group in which one's happiness can be accepted as his or her self's happiness with each other.

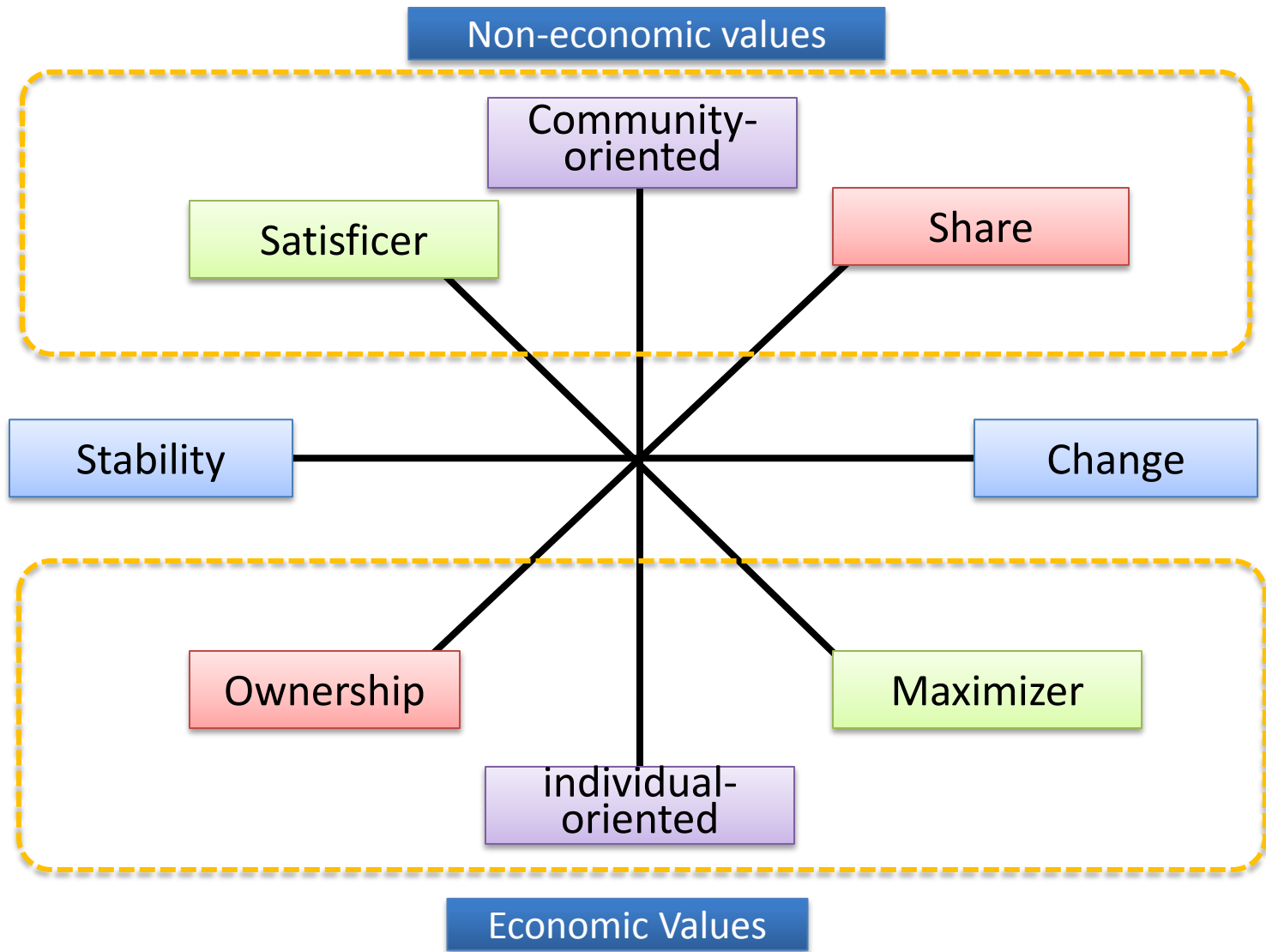
# The Happiness Research in Kyoto



- Conducted an internet research to Kyoto citizen as an interest group in July, 2011.
- Found 6 happiness clusters
- Trying to illustrate a story to reach a common happiness for Kyoto citizen.

This research was conducted by Kyoto Qualia Institute Ltd., under the commission from the “Special Committee for Happiness” in Kyoto Association of Corporate Executives.

# 8dimension frame for Happiness behavior



# Appearance of Kyoto's Happiness

- Happiness is observed both in the economical side and non-economical side.
- Each side is balanced. We have to put much importance in the non-economical side, which can be observed by subjective well-being research

