

Happiness:

1. "We believe that no amount of success can increase happiness if social comparison remain unchecked."
M. Baucells & R. Sarin (2012), *Engineering Happiness - a new approach for building a joyful life*, p. 55.
2. "Existing studies strongly suggest that happiness depends less on levels than on changes."
B. Frey (2008), *Happiness: A Revolution in Economics*, p. 203.
3. "[The attentive] person's honest, real-time report is an imperfect approximation of her subjective experience, but it is the only game in town."
D. Gilbert (2009), *Stumbling on Happiness*, p. 77.
4. "If you want to predict how happy someone is, or how long she will live [(and if you are not allowed to ask her genes or personality)], you should find out her social relationship."
J. Haidt (2006), *The Happiness Hypothesis, Putting Ancient Philosophy to the Test of Modern Science*, p. 133.
5. "[Indeed, perhaps the pursuit of happiness will prove to be a societal matter: our prospects for] flourishing may depend less on personal wisdom than on living in the right kind of setting, with right sorts of people."
D. Haybron (2008), *The Pursuit of Unhappiness, The Elusive Psychology of Well-Being*, p. 267.
6. "But we have also learned that the word happiness does not have a simple meaning and should not be used as if it does."
D. Kahneman (2011), *Thinking, Fast and Slow*.
7. "So one "secret of happiness" is to enjoy things as they are, without comparing them with anything better."
R. Layard (2005), *Happiness: Lessons from a New Science*, p. 53.
8. "[Social] psychologists have persuasively shown that rewarding people for what they already enjoy may undermine their enjoyment."
S. Lyubomirsky (2008), *The How of Happiness: A Scientific Approach to Getting the Life You Want*, p. 221.
9. "[Certainly, it is safe to say that,] based on available research, social comparison does nothing to improve one's satisfaction with the choices one makes."
B. Schwarz (2005), *The Paradox of Choice: Why More Is Less*, p. 197.
10. "[Hence the inference that happiness goes up with income does not bear close scrutiny:] the truth is that your judgment that your circumstances are better goes up with income (no surprise), but not your spirits."
M. Seligman (2011), *Flourish: A Visionary New Understanding of Happiness and Well-being*, p. 227.
11. "The bottom line is that even if happiness is our greatest good, it may be irrational to aim for it directly."
R. Shafer-Landau (2010), *The Fundamentals of Ethics*.
12. "My gut says making more money will make me happier, but my gut is wrong."
M. Liebermann (2013), *Social: Why Our Brains Are Wired to Connect*, p. 245.
13. "[Intangibles like] warm connection with people we love and meaningful activities make people far happier than say, shopping or work."
D. Goleman (2013), *Focus, The Hidden Driver of Excellence*, p. 205.
14. "No matter how you look at it, the results are clear: people gain more positivity by being with others than by being alone."
B. Fredricsson (2009), *Positivity: Top-Notch Research Reveals the 3 to 1 Ratio That Will Change Your Life*, p. 191.
15. "[Would they be happier spending the money [\$20] on themselves or on others?] Most people think they'd be happier spending the money on themselves, but the opposite is true."
A. Grant (2013), *Give and Take: A Revolutionary Approach to Success*, p. 183.