Experiential Advantage: Discretionary income spent on experiential purchases, such as concerts and dining, have been shown to bring people more enduring happiness than material purchases, such as clothing and jewelry (Carter & Gilovich, 2014; Kumar, Killingsworth, & Gilovich, 2014).

Self-reports of happiness, much like self-assessments of other valued characteristics, are susceptible to self-enhancing distortions (Wojcik, 2015).

Facial behaviours appear to reliably indicate the valence of a person’s emotional state (Russell, 1994).

Facial Electromyography (fEMG) can measure facial activity too subtle to observe visually and may also be able to index aspects of emotional experiences that may not be reflected in self-reports (Johnson, Waugh, & Fredrickson, 2010).

The goal of this study is to assess behavioral methods for positive affect (language, video, facial behavior) not used before to investigate convergence of the experiential advantage.