

Purchasing Happiness; It's Written All Over Your Face

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- ❖ 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.