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"Exhilarate 2016 - Learn It, Live It"  
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Niagara-on-the-Lake, Ontario

# Happiness is a point of view: a cross-linguistic study of happiness

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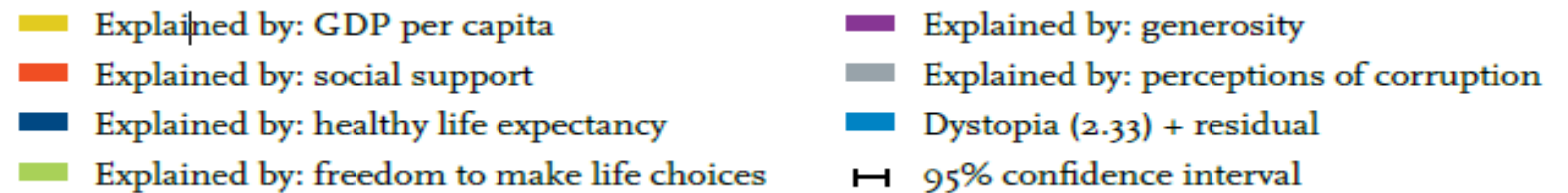
# OVERVIEW

- ▶ Introduction
- ▶ Literature review
- ▶ Research objective and methodology
- ▶ Data source
- ▶ Cross-linguistic analysis
- ▶ Findings
- ▶ Conclusion



Figure 2.2: Ranking of Happiness 2013-2015 (Part I)

Select Index Component:	
GCI Global Competitiveness Index	
Rank	Economy
1	Switzerland
2	Singapore
3	United States
4	Germany
5	Netherlands
6	Japan
7	Hong Kong SAR
8	Finland
9	Sweden
10	United Kingdom





# Doubt has been cast ...

30 January 2016

By Invitation

## Happiness can be so overrated

A recent study suggests happiness doesn't necessarily translate into health and long life. In fact, living a life of purpose and meaning can sometimes be anathema to happiness.



Chong Siow Ann  
For The Straits Times

A widely publicised study published on Dec 9 last year in the venerable medical journal, The Lancet, refuted the long-held and widely subscribed view that happiness enhances health and longevity.

Investigators of the Million Women Study tracked one million middle-aged women in Britain for 10 years; the eventual analysis, which involved about 720,000 women, found that unhappiness and stress did not lead to an increased risk of death. "Good news for the grumpy," was what one of the authors claimed in the popular press.

The authors believe that the previously established connections between unhappiness and earlier death were spurious and a case of "reverse causality" where unhappiness was erroneously thought to lead to poor health and illnesses and subsequently causing death when, in actuality, unhappiness was a by-product of poor health and illness.

Enlightenment in 18th century Europe, with its vision of the world as a rational place where scientific rigour challenged religious orthodoxy, that earthly happiness became important.

The Enlightenment "translated the ultimate question 'How can I be saved?' into 'How can I be happy?'" said the historian Roy Porter.

The earthly pursuit of happiness was hence legitimised and reached its apogee when it was enshrined in the American Declaration of Independence as an inalienable human right, together with life and liberty.

And in our own National Pledge, the achievement of happiness is one of our shining goals. Nowadays and perhaps emblematic of our times, happiness is more often thought of in terms of satisfaction, contentment and pleasure that may at times seem rather smug and self-indulgent.

In the past few decades, there has been what Professor Claude Fischer, a sociologist at the University of California, Berkeley, called a "stampede to study happiness, create happiness and measures for national policy, and to publish pop-science and how-to books on the subject".

What used to be the realm of philosophers has now become the romping ground of economists, psychologists, sociologists, geneticists, neuroscientists, self-help gurus and entrepreneurs.

uneven distribution of wealth, with the largesse of economic growth ending up in the hands of the few while the average citizen has not really become wealthier.

But while this might be the case in the US, it seemed less likely in European countries where there was a more equitable distribution of income.

Another explanation is the so-called "hedonic treadmill" which posits that any improvement in one's lot is matched by an increase in expectations.

Professor Calvert, 44, a visiting don at the Nanyang Business School (NBS) here, says that is because such fragrances are even

A26 | OPINION

## S'poreans joyless? Gallup survey was flawed

Gut instinct, not wilful, explicit responses to surveys, is key to understanding human nature, says brain scientist Gemma Calvert



By CHEONG SUK WAI  
SENIOR WRITER

IF BRAIN scientist Gemma Calvert has her way, surveys such as the recent Gallup poll that found Singaporeans to be joyless, or at least feeble of expressing what they feel, will be a thing of the past.

Professor Calvert, 44, a visiting don at the Nanyang Business School (NBS) here, says that is because such fragrances are even

fMRI machine, and that gadget projects a series of words or images onto a nearby screen for the respondent to watch and respond with a push of a button on a provided console.

Prof Calvert then charts the respondent's response times and reads that data against the parts of the brain that were the most active at those times as shown by the brain scans. She asserts that the techniques she has developed to measure one's behaviour were "very consistent" with brain imaging data. "It's the speed of your response that we are tagging. So if one thing is closely associated with another, you're very fast to respond. If not, you're slower to do so."

FRIDAY, JANUARY 4, 2013

THE STRAITS TIMES



"People don't see other people in the street with neck goitres or cancerous tongues sticking out of them. But people respond to real human beings and their stories," she said.

Industrialists and advertising agencies alike have, predictably, engaged Dr Calvert to help them decide on the most impactful messages to target consumers, as well as allocate advertising budgets more accurately.

Prof Calvert, whose clients include the BBC, Viacom and Coca-Cola, quips: "It's become a no-brainer to describe their products or services in a way that appeals to everyone's emotions."

There was, for instance, a fast food outlet which asked her to test how consumers would react if it pumped fragrances into its eateries to mask the smell of fried fat - and to see if this might lead them to crave, and buy, a salad to go with their burger.

# Happiness Studies (Subjective Well-being, SWB)

- ▶ Psychologists' point-of-time and self-reports approaches: empirical, measurable, universal
- ▶ Individual and social oriented SWB
  - ▶ Triandis (2000:31-32)
    - ▶ Individualism is positively correlated with SWB at the cultural level whereas collectivism decreases cultural SWB
  - ▶ Suh (2000:79)
    - ▶ North American Happier than East Asians because egocentric self-evaluation strategies widely used by North Americans prompts overly positive view of the self.
    - ▶ Based on Lu and Shih 1997's claim that North American's self-appraisals is governed by **internal standards** (more subjective), East Asians' self-appraisals are based on **visible external standards** such as norms and other expectations which are harder to revise, change or dismiss than subjective standards
  - ▶ Lu and Gilmour (2004:270): free-format essays by **American university students: Chinese and American**
    - ▶ Chinese account of Happiness seems more **solemn and introspective**, with more emphasis on spiritual cultivation and psychological transcendence
    - ▶ American accounts seem more uplifting, elated, exciting and show more emphasis on **enjoying life in the physical sense and present time**
  - ▶ Uchida and Kitayama (2009): cultural folk models of happiness and unhappiness by surveying **undergraduates from an American and Japanese university**
    - ▶ Americans associate happiness with **personal achievements** whereas Japanese associate it with **social harmony**

# Some Blind Spots ...

Reported happiness  
is the happiness!

English “Happiness”  
can be translated into  
a semantic equivalent  
word in any other  
language (Diener 1995)

Happiness is quantifiable  
based on the same set of  
predictors regardless of  
language (Shao 1993,  
See Diener and Suh  
2000:6)



# Linguistic Approaches to Happiness Studies

## Cross-linguistic perspective is largely lacking in happiness studies

- ▶ Wierzbicka (2004:37): simple and universal human concepts such as *good*, *bad*, *know*, *thank*, *want*, *feel* and *live* can be found in all languages but not complex culture-specific words such as *happy* and *well-being*.
- ▶ Research on emotion needs input from a variety of languages (Dewaele 2010:18)
- ▶ Language has an impact on cognition and human actions and thus has a world-making role (Wilce 2014)
- ▶ Local concepts of “happiness” and “pain” can be understood without an Anglo bias (Goddard and Ye 2014)
- ▶ Conceptualization of happiness in Chinese is markedly different from that encoded in the English concept of happiness (Ye 2014)
  - ▶ Two basic emotions in Chinese (i.e. *xi*, festive joy, and *le*, attainable enjoyment/content) are not equivalent to English Happiness (Ye 2006)
  - ▶ *Xingfu* reflects the Chinese idea of love and filial piety and emphasizes actions over words

Linguistic  
anthropology

Natural  
Semantic  
Metalanguage  
(NSM)

# Research objectives and methodology

- ▶ This study aims to identify the key differences in the socially narrated attitudes towards happiness between English-speaking and Chinese-speaking communities in Singapore

## Corpus Linguistics

- What are the key linguistic features in the English and Chinese narrations of happiness?

## Cognitive Stylistics

- How do these linguistic features differ formally (i.e. syntactic and semantic) and functionally (i.e. interpersonal and ideational)?

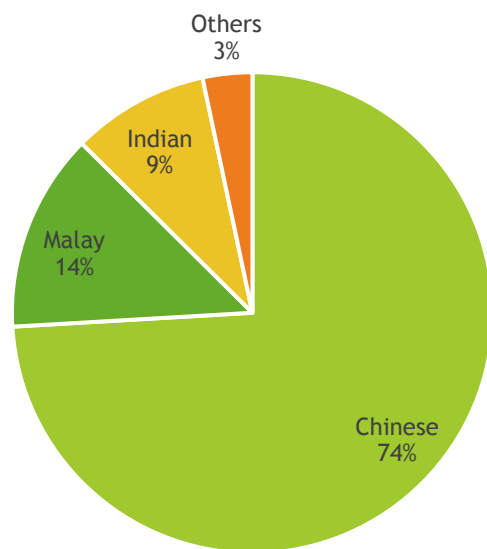
## Narratology

- In what way does the consciousness depicted in the narration reflect the attitudinal difference towards happiness?

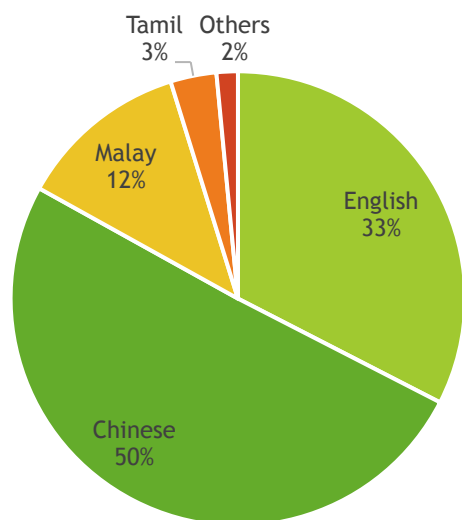


# Singapore's Demographic and Linguistic Characteristics

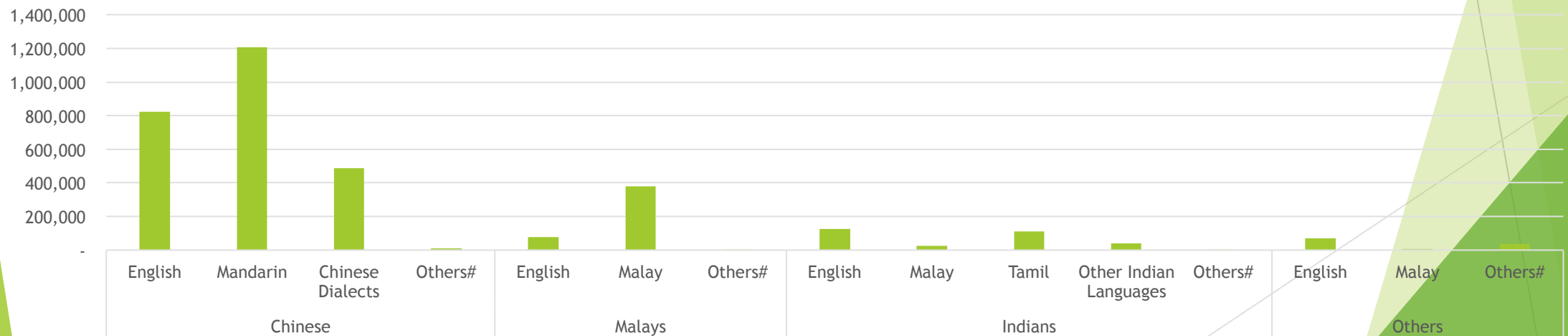
Singapore Resident Population 2010



Language Most Frequently Spoken at Home



Resident Population and Language Most Frequently Spoken at Home



Source: Census of Population 2010, Department of Statistics Singapore

# Mainstream Newspaper Reader's Profile



English Data Source

SATURDAY, JUNE 11, 2016 SPEC 1045

# THE STRAITS TIMES

Life  
I'm never out of trend because I'm never in trend.  
—Baroness  
Philippa Stanek  
D6&7

Home  
Newton hawks fret over fewer customers  
B1

Top of the News  
Saying farewell to The Greatest AIO

Opinion  
What mobile digital ID means for us  
A50&51

Opinion  
Making sense of 'make America great again'  
A53

Top of the News  
Key Democrats endorse Clinton's candidacy  
A1

Top of the News  
Probe on Taiwanese woman who wed dying S'porean  
A1\*

Home  
Does Omega-3 help stroke recovery?  
B14

Top of the News: Probe on Taiwanese woman who wed dying S'porean. A1\*. Home: Does Omega-3 help stroke recovery? B14.

## Strong demand for largest IPO here since 2013

By Associated Press in London  
The largest IPO in the world so far (7.5 billion dollars) drew a strong demand from investors in London, with the Japanese government's stake in the company being sold. The IPO was for a Japanese company, and the demand was so strong that the company had to raise the price of the shares.

## Stirrings of Tokyo at Coffee Festival

By Associated Press in Tokyo  
The first coffee festival in Tokyo drew a large crowd of people, many of whom were coffee enthusiasts. The festival featured a variety of coffee drinks and a chance for people to meet and talk to coffee experts.

## Hollande vows to keep Euro ball rolling in strike-hit Paris

By Associated Press in Paris  
French President Francois Hollande vowed to keep the Eurozone ball rolling despite the strike in Paris. He said that France would continue to support the Eurozone and that the strike would not affect France's commitment to the Eurozone.

## LET'S GO WILD

WIN A TOP GAMBLER (WITH NATIONAL GEOGRAPHIC) JOURNALS AND OTHER EXCITING PRIZES WITH ANY NISSAN CAR PURCHASE

NISSAN

TRUCKS AND VANS

NISSAN

TRUCKS AND VANS

NISSAN

TRUCKS AND VANS

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NISSAN TRUCKS AND VANS

A18 JAPAN'S HOMELESS STILL MARGINALIZED AND 'MARGINAL' AS2  
MAKE AMERICA GREAT AGAIN? WHAT DOES LOGAN TRULY MEAN? A53

# OPINION

The Straits Times says

## A boon if big powers p

By Associated Press in Tokyo  
The first coffee festival in Tokyo drew a large crowd of people, many of whom were coffee enthusiasts. The festival featured a variety of coffee drinks and a chance for people to meet and talk to coffee experts.

A50 | FORUM

## Heroes can inspire society towards progress

The distribution of the book on founding Prime Minister Lee Kuan Yew to secondary school students generated a variety of different responses, including apprehension and fear about a cult of personality emerging. ("Newspaper on what Lee stood for" launched "March 24").

We should continue to remember and honour the heroes who have contributed to our success. We should each honour them in our own way. Nobody should insist that they know the right way to honour these leaders and compel others to follow.

Heroes are a reflection of our desire to turn a dream into a reality. They help to define us and inspire new visions.

Heroes promote a stronger desire to look up to and model after

Confucius, Nelson Mandela, Mahatma Gandhi and Mr Lee show us that we can achieve far more than we can ever dream or imagine. To progress, we need to find and incorporate more heroes into our lives. We need to share their stories again and again, so that we may be truly inspired towards always improving our lives and our society.

Patrick Lee Siew Guan (D)

Heroes are a reflection of

Find your own meaning in life

B6 | Insight

## Contentment a part of happiness

In her commentary ("More to life than the pursuit of happiness"; last Sunday), Dr Lee Wei Ling says that all she asks for is "calmness and contentment".

To me, contentment is part of happiness.

I remember a conversation I had with an elderly man at a Sydney flea market many years ago.

C4 | LIFE! People

## Happiness lost and found

Having once battled depression, successful singer, songwriter, producer and actor Hanjin Tan now finds joy in simple things

Boon Chan  
in Hong Kong

In photos and on his CD covers, Hanjin Tan can often be seen beaming. Not a smug smirk or a half-hearted smile, but a full-on wide grin of infectious joy.

And why not? Things have been going well for the Hong Kong-based Singaporean singer-songwriter-producer-actor. He has worked with the biggest stars in the business, from Jacky Cheung to Eason Chan and from Sammi Cheng to Christina Aguilera.

His hits include Chan's Love Is Suspicion, Jam

Book it  
IN: MUSIC - HANJIN: HAPPINESS CAN BE SIMPLE  
Where: Esplanade Recital Studio  
When: Feb 22, 5 & 8pm  
Admission: \$30 from Sistic (call 6348-5555 or go to www.sistic.com.sg)

Hanjin Tan (left) marked his acting debut with a Hong Kong Film Award for Best New Performer for his role as Skinny (above, second from left) in the biopic Bruce Lee, My Brother (2010). PHOTOS: ESPLANADE, COURTESY OF HANJIN TAN





# Data Collection and Corpus Linguistics Software

## Selection criteria

1. Articles published in the designated sections
2. Authored by Singapore residents
3. Expressing views on happiness, well-being, life satisfaction
4. Containing keywords

Articles selected	Straits Times	Lianhe Zaobao
Titles containing the keywords	34	59
Titles without the keywords with a focus about life satisfaction	177	103
Total no of articles	211	162

## Software

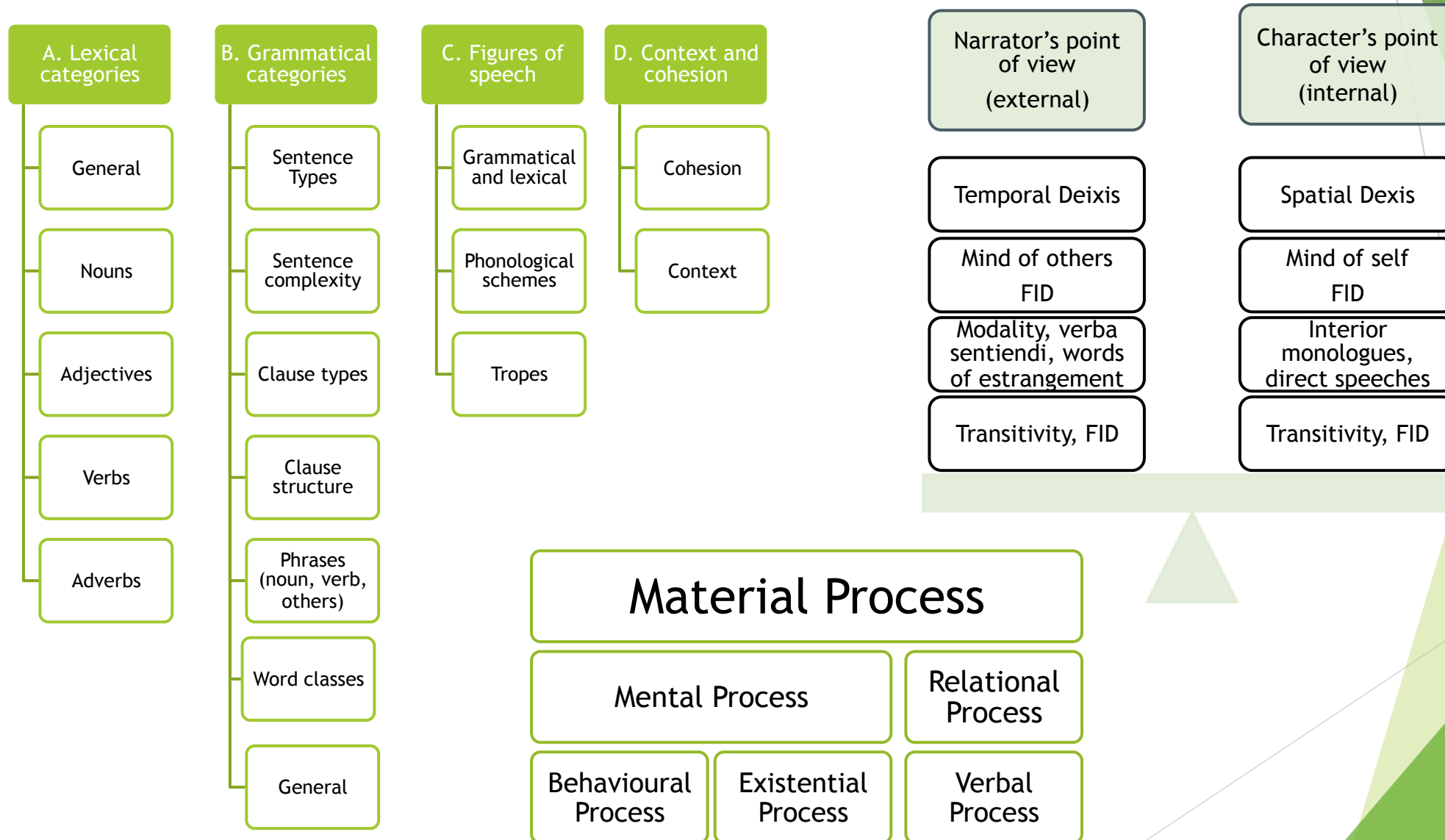
WordSmith Tool 6.0: Windows software for finding word patterns

SegmentAnt: A Japanese and Chinese segmentation/tokenizing tool





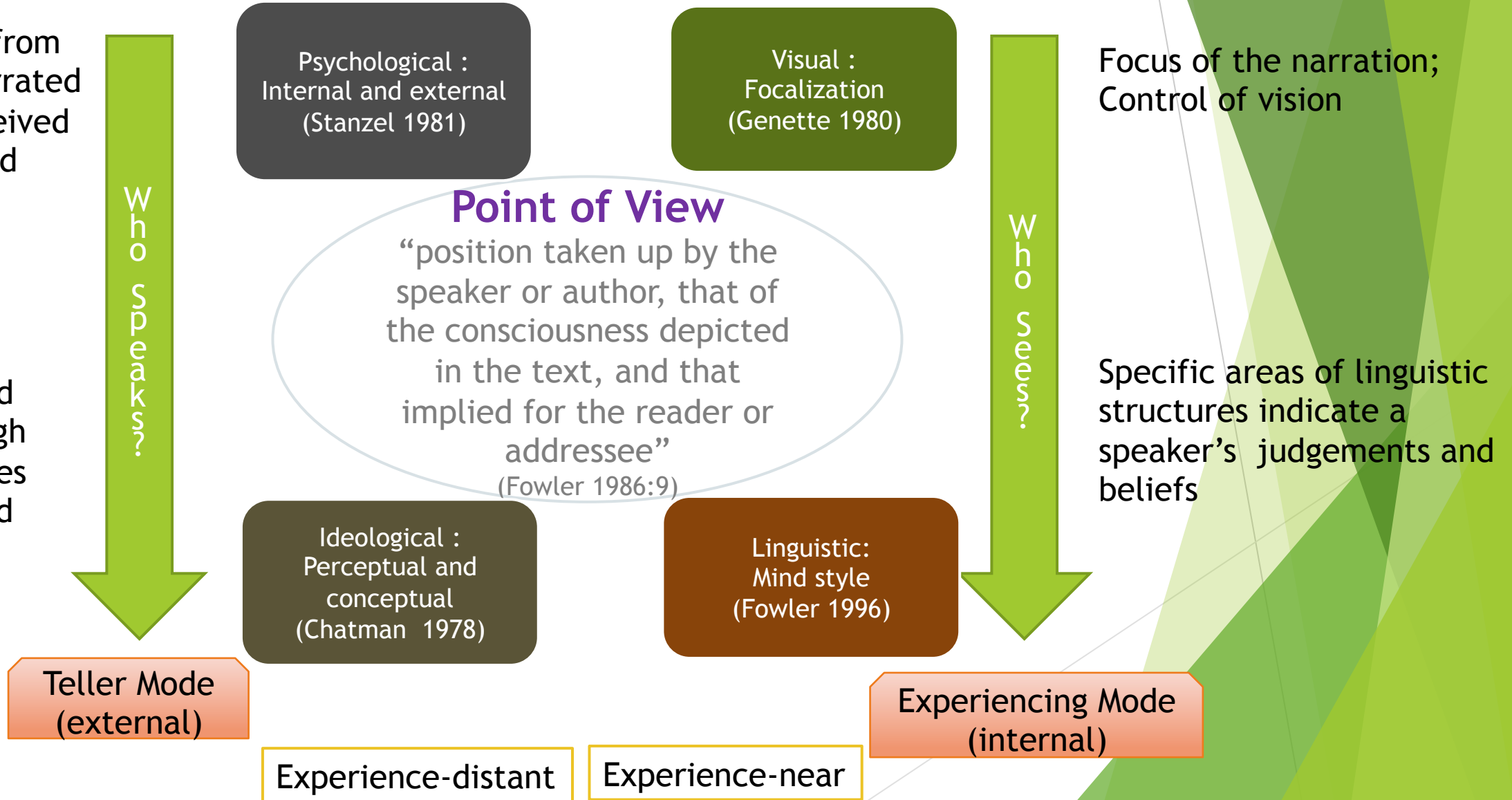
# Stylistics Analytical Tools



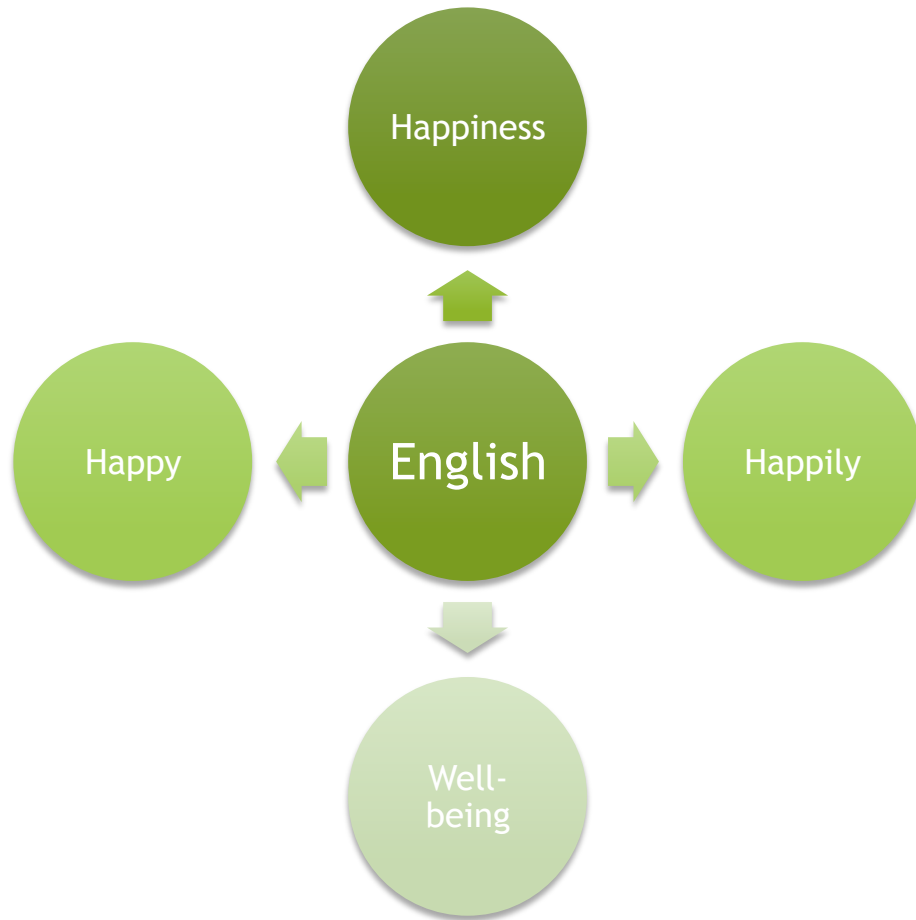
# Point of View Theories

The position from which the narrated world is perceived or represented

The real world viewed through someone's eyes (i.e. the world view)



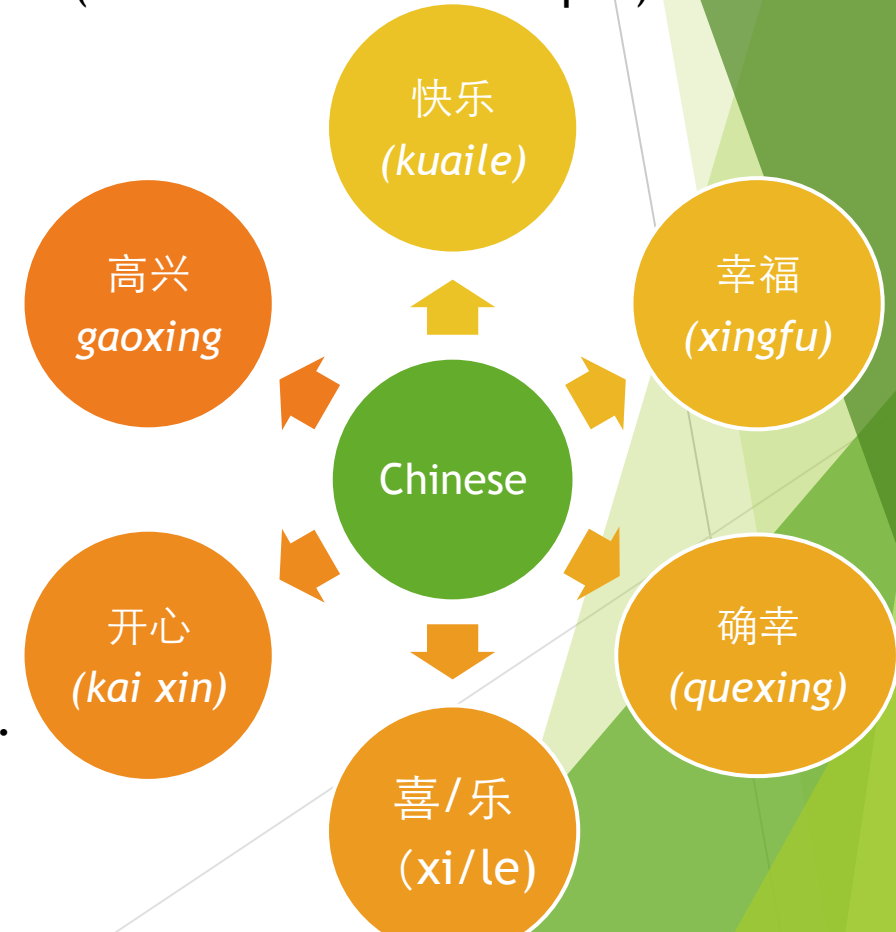
# “Happiness” Words in English and Chinese



Wierzbicka 2004: The difference between *happiness* and *happy* lies in the contrast between “very good” and “good”. In happiness one’s heart is filled to overflowing and there seems to be no room left for any further unfulfilled desires or wishes.

Ye 2014:

- Xingfu is earthly happiness that is anchored in an interpersonal relationship. It depicts a state of mind sustained by an expansive and gratifying feeling that stems from the belief that one is cared for and loved.
- Xingfu > Kuale (3 out of 4 Chinese corpus)



# Frequency Data

Table 1 Number of articles in Straits Times containing the keywords

Straits Times	Happiness	Happy	Happily	Total	Well-being	Total
All sections	4717	35333	2714	42764	66398	109162
Forum	198	802	71	1071	2380	3451
Opinion	176	613	114	903	3180	4083
Insight	91	509	37	637	1041	1678
Life	1588	8983	984	11555	11747	23302

Table 2 Number of articles in Lianhe Zaobao containing the keywords

Lianhe Zaobao	幸福 (xingfu)	快乐 (Kuaile)	确幸 (Quexing)	开心 (Kaixin)	高兴 (Gaoxing)	Total
all	13359	16778	665	17697	13256	61755
言论	1122	817	88	323	673	3023
交流站	221	177	14	114	205	731
四方八面	1568	2280	90	1320	930	6188
想法	349	341	27	194	124	1035

## National/World Happiness Index

- 国民幸福总值
- 幸福指数
- 跨地幸福经济调查
- 世界快乐报告
- 快乐指数

# Top Wordlists in English and Chinese

Table 3: Top wordlist based on ST data

	Word (excluding determiners, prepositions and conjunctions)	Frequency Rank	Instances (hits)
1	Is	8 <sup>th</sup>	2712
2	I	10 <sup>th</sup>	1453
3	He	15 <sup>th</sup>	1008
4	Be	17 <sup>th</sup>	955
5	Are	19 <sup>th</sup>	870
6	Not	20 <sup>th</sup>	858
7	Have	21 <sup>th</sup>	798
8	Singapore	23 <sup>th</sup>	765
9	We	24 <sup>th</sup>	721
10	Was	25 <sup>th</sup>	716
	Happy	38 <sup>th</sup>	474
	Happiness	51 <sup>th</sup>	391
	Well-being	100 <sup>th</sup>	181

Table 4: Top wordlist based on ZB data

	Word (excluding particles, prepositions and conjunctions)	Frequency Rank	Instances (hits)
1	是( <i>shi</i> , is)	3 <sup>th</sup>	956
2	了( <i>le</i> )	5 <sup>th</sup>	593
3	幸福( <i>xingfu</i> )	6 <sup>th</sup>	566
4	我 ( <i>wo</i> , I)	7 <sup>th</sup>	529
5	有 ( <i>you</i> , have)	8 <sup>th</sup>	501
6	自己 ( <i>zhiji</i> , self)	10 <sup>th</sup>	428
7	生活 ( <i>shenghuo</i> , life)	13 <sup>th</sup>	283
8	我们 ( <i>women</i> , we)	14 <sup>th</sup>	269
9	不 ( <i>bu</i> , not)	15 <sup>th</sup>	258
10	新加坡 ( <i>xinjiapo</i> )	18 <sup>th</sup>	248
	快乐 ( <i>Kuaile</i> )	51 <sup>th</sup>	124
	确幸 ( <i>quexing</i> )	75 <sup>th</sup>	85
	开心 ( <i>kaixing</i> )	141 <sup>th</sup>	52
	高兴 ( <i>gaoxing</i> )	174 <sup>th</sup>	44

previous 5 years Happy Happily and happiness\_all fi

N	Word	Freq.	%	Texts
1	THE	6,931	4.73	10
2	TO	4,095	2.80	10
3	AND	3,857	2.63	10
4	A	3,519	2.40	10
5	OF	3,489	2.38	10
6	#	2,828	1.93	10
7	IN	2,712	1.85	10
8	IS	2,076	1.42	10
9	THAT	1,708	1.17	10
10	I	1,453	0.99	10
11	FOR	1,381	0.94	10
12	IT	1,282	0.88	10
13	AS	1,090	0.74	10
14	WITH	1,022	0.70	9
15	HE	1,008	0.69	10
16	ON	997	0.68	10
17	BE	955	0.65	10
18	S	947	0.65	10
19	ARE	870	0.59	10
20	NOT	858	0.59	10
21	HAVE	798	0.54	9
22	AT	768	0.52	10
23	SINGAPORE	765	0.52	10
24	WE	721	0.49	9
25	WAS	716	0.49	9
26	BUT	687	0.47	10
27	HIS	641	0.44	9

frequency alphabetical statistics filenames notes

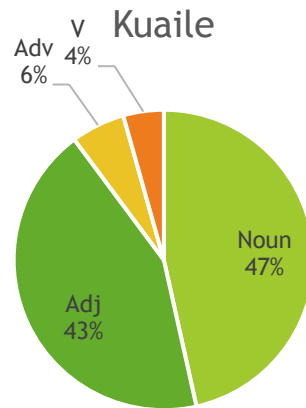
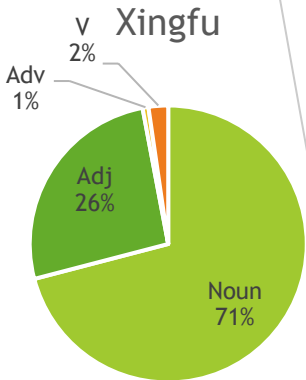
13,620 entries Row 24



# Usage of Chinese and English Happiness Words

Table 5 Word Classes of *Kuaile* and *Xingfu*

	Noun	Adjective	Adverb	Verb	Total
<i>Xingfu</i> as the keyword					
<i>xingfu</i>	292	109	3	9	413
	71%	26%	1%	2%	
<i>kuaile</i>	6	22	4	0	32
	19%	69%	13%	0%	
<i>Kuaile</i> as the keyword					
<i>Kuaile</i>	154	127	16	15	312
	49%	41%	5%	5%	
<i>xingfu</i>	18	5		1	24
	75%	21%	0%	4%	
<i>Xingfu</i> (overall)	310	114	3	10	437
	71%	26%	1%	2%	
<i>Kuaile</i> (overall)	160	149	20	15	344
	47%	43%	6%	4%	



Happiness/Happy

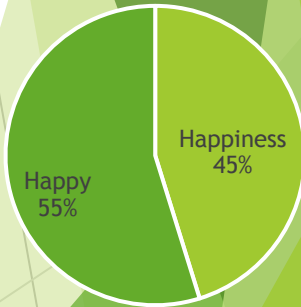


Table 6 Usage of Happiness and Happy

Happiness	Happy	Total
391	474	865
45%	55%	

# Syntactic Features: Happiness

- ▶ Functioning as objects involved in mainly material processes with a few instances of mental processes
  - ▶ Process of doing: achieve, address, chase after, run after, buy, find, lose, pursue, examine, increase, bring, master, create, trace, boost, measure, evaluate, bring, spread  
(action process: the process is performed by an animate actor intentionally)
  - ▶ Process of sensing
    - ▶ Cognition (Process of thinking): is more thought of
    - ▶ Wanting (Process of wanting): cultivate, encourage
- ▶ Functioning as subjects involved in relational and material process
  - ▶ Process of identifying or classifying: means, , is subjective, is much like a perfume, is always a by-product, at work is important, is a transient and relational ..., was shortlived, are key to, is an enigma, is about virtue and exception, is very likely to be , is a desirable end , is not consuming but..., has never been a part of, is rather superficial, seems to be, ~ has got nothing to do with
  - ▶ Process of happening: comes from, may emanate from, might then lull us into , enhances healthy and long..., lies in...

FORUMHappiness past 5 years ST\_submitted on 1 Nov 2015\_updated by susan\_happiness.cnc

File Edit View Compute Settings Windows Help

N	Concordance	let
1	helping its citizens <b>achieve</b> happiness. The Government's role	
2	when one gets home. So <b>addressing</b> happiness in the workplace has	
3	in life. Those who chase <b>after</b> happiness will not catch it, but	
4	, I still felt the same warmth <b>and</b> happiness I experienced years ago	
5	("Money, indeed, does not <b>buy</b> happiness"; last Monday). At the	
6	Mun Foong that money does not <b>buy</b> happiness and wealth has a	
7	3, 2015 ST Youth Forum How <b>can</b> happiness be measured? RECENTLY,	
8	with regard to its <b>citizens'</b> happiness? Or is there a better	
9	always mean more <b>contentment?</b> Happiness means much more than	
10	more money or chasing that <b>degree;</b> happiness comes from being more	
11	ST Forum A22 On Facebook What <b>does</b> happiness mean to you? What	
12	that encourage <b>employee</b> happiness. Employees must do	
13	and making the most of <b>everything.</b> Happiness is found when you stop	
14	seek the good of others will <b>find</b> happiness running after them.	
15	, the participants' recipe <b>for</b> happiness also included having	
16	Young Singaporeans' recipe <b>for</b> happiness Well-being of both self	
17	well; each can be a catalyst <b>for</b> happiness at work. Vadivu Govind	
18	a prosperous nation with a <b>high</b> happiness index has to be a	
19	rankings of the Nordic nations <b>in</b> happiness and quality of life	
20	important ingredient for <b>individual</b> happiness as well. One may argue	
21	and family is central <b>ingredient</b> HAPPINESS seems to be on the	
22	to the question: What <b>is</b> happiness to you? These	
23	being a key element for <b>long-term</b> happiness. For the study's	
24	of life that the way to <b>lose</b> happiness is to seek it as a	
25	25). Indicators used to <b>measure</b> happiness included gross	
26	indicators can be used to <b>measure</b> happiness? To have a roof above	
27	Council for Estate Agencies. <b>My</b> happiness was shortlived because	

concordance collocates plot patterns clusters timeline filenames source text notes

67 entries Row 45 Chinese (Simp... T S indeed should not, pursue happiness

# Semantic Features: Happiness

- ▶ Positive: parallel to words with positive connotations: positive
  - ▶ abstract nouns: love and ~, kindness and ~, ~ and meaningfulness, ~ and achievement, values and ~, ~ and wellbeing, ~ and contentment, ~ and fulfilment, ~ and enjoyment,
  - ▶ Concrete nouns: policies and ~
- ▶ Uncertainty:
  - ▶ Frequently collocates with negation words: not, never, nothing
  - ▶ Often collocates with adverbs, adjectives and prepositions denoting possibility that signifies the speaker's attitudinal **uncertainty**: much like, always, about, very likely, rather
- ▶ Concretization: metaphors and similes
  - ▶ buy ~, recipe for ~, central ingredient for ~, catalyst for ~
  - ▶ chase after ~, lose ~, measure ~, in the pursuit of ~, achieve/achievement of ~, soul of ~, cultivate ~, a pursuit of ~
  - ▶ spar over ~, gauge, ~ industry, ~ measure, unadulterated ~, anathema to ~, ~ conundrum
  - ▶ source of ~ (x 6), indicators of ~, sense of ~, issue of ~, true meaning of ~, paths towards ~, contributors to ~, lead to ~, ~ boost, a state of ~, component of ~, key to ~, a measure of ~ (x 2), a degree of ~, ~ booster, “soft” aspects like ~, “fluffy” ideas like, at the cost of ~, a determinants of ~, a generic flipside of ~, moments of ~, the other side of the coin to ~
  - ▶ Happiness is much like a perfume you use on others - you cannot dab it on your loved ones without getting yourself perfumed.
- ▶ Verba sentiendi (words of emotion)
  - ▶ neutral: product, food, chemicals, business, measurable, “soft” side of ...
  - ▶ derogatory: anathema to, “fluffy” idea, cost of ~, flipside, the other side of the coin
  - ▶ positive: achievement, soul, cultivate, conundrum (谜语, 难题)

# Syntactic and Semantic Features: Happy

- ▶ Functioning as subject complement
  - ▶ Subject (3rd-person concrete nouns human and non-human) + be + ~: they,
  - ▶ modal verb + be (uncertainty): one needs to be happy, they would not be ~, can I be ~, working mum should be ~
- ▶ Functioning as object complement
  - ▶ Make/keep someone ~ (passive): make its citizens/me/people/Singaporeans/them/us ~
- ▶ Pre-modifying mostly human nouns, which are usually plural, collective and generic, referring to others:
  - ▶ families, mother, dad,
  - ▶ employees, workers, team, investors, workforce, client, architect
  - ▶ Singaporeans, person, nation, people, one
- ▶ Pre-modifying point-of-time events/places
  - ▶ Temporal deixis: meal, event, problems, school, household, time (month, hour, day, moment, new year), life, atmosphere, marriage, retirement, memories, experience, endings, feast
  - ▶ Spatial deixis: toilet, working environment, work place, organizational climate, experience
  - ▶ Person deixis: families, employees, Singaporean, investor, workforce, people, workers, team, nation, super dad, client, piece of artwork, architect

OPINION Happy past 5 years ST\_updated by Susan\_happy.cnc

File Edit View Compute Settings Windows Help

N	Concordance
1	and Development Centre in 2013. Happy teams THIS is why
2	are practical ones, but living a happy life is abstract, and
3	their work. We need to have a happy Singaporean workforce.
4	teams THIS is why generating a happy workforce is so critically
5	vivid memories of cheerful and happy New York waiters and
6	asked: "How do you know they are happy?" To which Zhuangzi
7	declaring whether they are "happy" and left it entirely to
8	not unexpected. "You and Daddy are happy with each other, right? You
9	quarrelled sometimes but you are happy, right?" "Ya, I think so,"
10	is that they would not be happy. This is due to hedonistic
11	I be saved?' into 'How can I be happy?' said the historian Roy
12	Euphoria: On The Duty To Be Happy. "You can't summon
13	had said that we can never be happy if we continue to search
14	2016 Why working mums should be happy to start paying tax Each
15	that everyone has something to be happy about. This state of
16	an in-between state between being happy and unhappy. The survey on
17	meaning in our lives and being happy, perhaps, go hand in hand.
18	where most people want to be both happy and to become parents, but
19	a state where everyone is equally happy. But it is important that
20	("Not Govt's job to make everyone happy"; Voices of Youth,
21	Not Govt's job to make everyone happy Many people believe that it
22	the Government to make everyone happy. If we can overcome this
23	Government's job to make everyone happy, it should still be
24	and should not make everyone happy. Happiness and the
25	, not suffering. Generating happy workers should be a
26	its news feeds to highlight happy posts and stories (for one
27	in a pond, remarked: "See how happy they are!" A mystified

concordance collocates plot patterns clusters timeline filenames source text notes

45 entries Row 1 Chinese (Simp... T S Development Centre in 2013. Hap

# More Syntactic and Semantic Features: Happy

- ▶ Collocating with third-person inanimate objects
  - ▶ ~ with: environment, the fee quantum, their children's result, their lives, their income and education, each other, whatever they, choice, such a solution
  - ▶ ~ about that, ~ for the Government,
- ▶ Collocating with mainly material process with a few instances of mental and verbal processes
  - ▶ ~ to see, hear, (mental)
  - ▶ ~ to state, say (verbal)
  - ▶ ~ to support, start paying tax, be back, ~ staying indoors (material)
- ▶ Pre-modified by adverbs denoting intensity or comparison:
  - ▶ More ~, most ~, less than ~, least ~, subjectively ~, how ~, equally ~, so ~, very ~



# Key Findings about Straits Times Community's Point of View towards Happiness

- ▶ A partially positive emotion: uncertainty, derogatory metaphor
- ▶ A moderate subjectivity: modality, negation, adverbs denoting intensity
- ▶ A pragmatic approach: dominant material processes denoting actions, concretization, measurable/quantifiable external factors
- ▶ A present focus: dominantly temporal deixis, present tense
- ▶ An impersonal view: third-person deixis, collective nouns, inanimate subjects

A dominant **external point of view** that narrates the events and opinions from a position outside the writer/speaker's consciousness in **a teller's mode**.

# Syntactic Features: *Xingfu* (幸福) n.

## ► Parallel to mainly positive nouns except one:

- ~和快乐, 成功与~, 完整与~, ~惬意, 快乐和~, , 梦想和~, ~美满, ~和美, 感恩和~, 参与感和幸福感
- 钱和~

## ► Collocating with

- Measurable nouns (~度, 得分, 水平, 指数, 程度, 排名, 幸福调查, 国民~总值, 水平, 经济密码, 时钟)
- feeling, emotion (~感, 观, (的) 感受, 对~的看法/感受/ 要求/支持, 或许,

## ► Pre-modified by

- Adjectives denoting intensity: 小小的, 确实的, 小小, 小, 莫大的, 最大的, 何等, 许多, 极致的, 小, 多么~呀,
- Adjectives denoting future: 未来的, 一生的, 长远的
- Adjective denoting individuality/specificity: 其中的, 平凡的, 个体的

## ► Functioning as objects of

- mental process: 感到~, 感受(到), 享受到, 感觉, 感觉不到、关注到, 审视, 共享, 觉得(x4), 拥有, 体会, 分享, 承认, ~看似简单, 品味~
- material process: 创造~, 测出的~, 买来, 破坏, 错过, 获得, 达致, 寻找, 衡量(x4), 获取, 求得, 实现~, 挑战(?), 追求, 追寻, 孕育~
- verbal process: 说自己非常~
- relational (identifying) process: ~是, 时间就是~, 三餐温饱就是~

幸福 (highlighted key words include 幸福 确实 满足 快乐 愉快) 1\_幸福.cnc

	File	Edit	View	Compute	Settings	Windows	Help	
N	Concordance							iet
1	Economics	Foundation	)	幸福	研究	中心	所	发布
2	回来	就是	幸福	啊!	幸福	其实	很	简单
3	的	一朵	莲花	是	啊,	幸福	是	自己
4	莲花	是	啊,	幸福	是	自己	没	被
5	1	到	12	的	数字	都	被	遗忘
6	, 新加坡	确实	是	个	比较	幸福	的	快乐
7	觉得	, 台湾人	或许	会	比较	幸福	的	地方
8	所以	这方面	还是	新加坡	比较	幸福	的	一点
9	他	觉得	在	新加坡	居住	比较	幸福	因为
10	认为	自己	居住	的	地方	比较	幸福	中国
11	则	已	属	意外	之	赏	毕竟	城市
12	安详	的	夜晚	, 那	便是	幸福	才	生活
13	时	, 中港台	新四地	表示	幸福	的	是	终极
14	则	认为	大陆	民众	最	不	幸福	了
15	民众	认为	台湾	是	最	不	幸福	邻居
16	其它	所以	有时	感到	不	幸福	的	比率
17	民众	普遍认为	大陆	民众	不	幸福	时	依次
18	是	, 新加坡	被	评为	最	不	幸福	幸福
19					不	幸福	幸福	看似
20	长大	后	我们	变得	不	幸福	幸福	“冷暖自知”
21	, 却	告诉	你	他	或	她	不	幸福
22	多	来自	于	自身	生活	的	不	幸福
23	都	认为	大陆	人	相对	不	幸福	幸福
24	把	“单亲家庭”	和	“不	幸福	幸福	幸福	幸福
25	一样	, 都是	来自	很	不	幸福	幸福	幸福
26	最少	的	地区	未必	最	不	幸福	幸福
27	发现	他们	感受	到	的	“不	幸福	幸福
28	, 却	让	一些	人	感到	不	幸福	幸福
29	多	的	孩童	我们	不再	幸福	幸福	幸福
30	启发性	, 值得	认真	参考	幸福	幸福	幸福	幸福
31	都	同意	的	结论	, 超级	幸福	幸福	幸福
32	我们	没有	理由	自满	; 朝	幸福	幸福	幸福
33	的	时候	了	. 19	文艺	幸福	幸福	幸福
34	也是	福	. 26	文艺	幸福	幸福	幸福	幸福
35	“幸福	城市”	、	“幸福	幸福	幸福	幸福	幸福
36	幸福	1.0	, 要	持续	幸福	幸福	幸福	幸福
37	, 睿智	大度	来	创造	幸福	幸福	幸福	幸福
38	, 人们	应当	如	何	达致	幸福	幸福	幸福
39	其	难度	想必	越来越	大	幸福	幸福	幸福
40	不	幸福	, 认为	大陆	幸福	幸福	幸福	幸福
41	幸福	超过	白	大陆	幸福	幸福	幸福	幸福

# Syntactic Features: *Xingfu* (幸福) adj.

- ▶ Pre-modified by adverbs
  - ▶ denoting intensity and comparison: 比较, 更, 更加, 很, 谁比谁~, 有点, 最~
  - ▶ Denoting negation: 不~, 最不~,
- ▶ Involved in mainly mental processes with a few instances of material process:
  - ▶ Material process: 变得, 珍惜, 带来
  - ▶ Mental process: 感到, 感觉, 感受, 觉得, 听到
- ▶ Often pre-modifying events associated with individuals: ~的生活, 的感觉, 笑容, 生活 (国度)
- ▶ Appearing in disjunctive questions: 是否~, ~不~, 幸不幸福, 幸福与否, 有没有幸福感

# Semantic Features: *Xingfu* (n, adj, adv, v)

## ► Figure of speeches

► Metaphor and Metoneme (Concretization): 经济, 密码, 时钟, 药方, ~的敌人, ~冷感, ~微光如此稍纵即逝

## ► Questions and Rhetorical Questions:

- 幸福是什么? 什么是幸福? 何谓幸福?
- 你幸福吗? 幸福吗? 我们幸福吗? 幸福了吗? 人类还幸福吗?
- 让一些人感到不幸福呢?

## ► Exclamative:

- “真幸福啊!”
- 你一定要幸福呀

## ► Parallelism: 说着~, 想着~, 找着~,

## ► Person Deixis associated with self, others and proximity of places/time

- 自己, 自我, 生命的~, 自己的~, 这
- 你, 国人的, 人民的, 自己国家的, 新加坡的, 新加坡民众的, 全球人类的, 人们的, 华人, 国家, 国人, 国度
- 这种, 这项, 这种, 如此, 当下

幸福 (highlighted key words include 幸福 确幸 满足 快乐 愉快) 1\_幸福.cnc

	N	Concordance
43	的 津津乐道 。 但是 , 幸福 又 是 复杂 而 多维	
44	的 人 , 才能 享受 到 幸福 。 否则 , 就 如	
45	, 须 将 幸福 升级 到 幸福 2.0 ” , 书中	
46	事件 , 他 才 了解 到 幸福 的 真谛 , 才 有	
47	, 但 他们 仍 感受 到 幸福 , 反观 有些 人	
48	剥夺 了 他们 相当 大程度 的 幸福 感。	
49	他 当然 感觉 不到 丝毫 的 幸福 感。 但 如果 你	
50	从 各地 华人 对 彼此 的 幸福 认知 窥见一斑。	
51	” , 失 去 真正 的 幸福 。 记得 有	
52	对 我 来说 , 是 那样 的 幸福 。 平时 , 总是	
53	即使 在 享受 着 物质 的 幸福 感时 , 他们 对	
54	” , 他们 隐藏 在 心中 的 幸福 感 需要 自我 提醒	
55	的 幸福 感和非 物质 的 幸福 感 , 一般 上 ,	
56	活在 当下 , 小 小 的 幸福 的 滋味 反而 更	
57	, 幸福 感有 物质 的 幸福 感和非 物质 的	
58	虽然 小 , 却 很 确实 的 幸福 ) , 还是 需要	
59	。 人生 微小 而 确实 的 幸福 一 这 就是	
60	; 必须 关注 到 人民 的 幸福 , 才 是 经 济	
61	。 因此 , 社会 整体 的 幸福 感 , 多少 能 说明	
62	过半 的 国人 珍惜 当下 的 幸福 , 毋宁 是 我们	
63	像 小王 , 为了 所谓 的 “ 幸福 ” , 失 去	
64	怎么 活着 ? 我们 追求 的 幸福 , 幸福 了 吗	
65	。 要 享受 不丹 的 幸福 , 就 得 每天 徒步	
66	就 是 一种 微小 而 真确 的 幸福 。 村上 的	
67	建设 的 成就 而 产生 的 幸福 感 。 相 较 于 其他	
68	分享 成果 , 产生 更大 的 幸福 。 与 快乐 的	
69	伸出 援手 的 人 , 他 幸福 》 ( Flourish	
70	在 他 的 著作 《 持续 的 幸福 , 也 可以 买来	
71	可以 买来 一定 程度 的 幸福 观 就 是 一 家人 都	
72	纪赞 所说 , 他 个人 的 幸福 老 龄 化 行 动	
73	” ; 新 近 推出 的 “ 幸福 , 只是 幸福	
74	满意度 的 标准 而 测出 的 幸福 感 与 其 经济 状况	
75	的 , 不丹 人民 的 幸福 感 却 比 以前 减低	
76	过去 10 年 好 , 国人 的 幸福 感受 。 是 每 况 愈 下	
77	倍增 , 影响 了 人们 的 幸福 感 却 是 “ 每 况 愈 下	
78	和 2011 年 , 国人 的 幸福 感 是 高 收入 所 带来	
79	与 别人 比 高低 所 带来 的 幸福 感 , 在 很 大 程度	
80	的 人 之所以 能 有 同样 的 幸福 。 从 “ 还有 半 杯	
81	临睡前 , 都 感恩 获得 的 幸福 感 则 即 刻 提升	
82	大折扣 , 对 新加坡 的 幸福 感 则 即 刻 提升	

# Syntactic Features of *Kuaile* (快乐) (adj, n, adv, v)

## ► Parallel to positive abstract noun:

- 爱和~, 幸福~ (, 健康~(x10), 开心~(x4), 满足与~, 幸福和~ (x3) 轻松~, 新鲜感和~, 自由与~ (x2), 喜悦和~, 潇洒~, 收入和~,

## ► Pre-modified by

- Durative adjectives denoting instantaneity: 小, 短暂的, 真, 纯粹的, 一时, 行程中的, 暂时的, 眼前的, 选择后的, 时而~, 一过~的感觉, 新年,~的时候, 不~的时候
- Adjectives denoting personal feelings: 真正的~, 心里的~, 心中的~, 身上的, 人们的, 陈旭年式的, 个人的, 内在的, 外在的, 开豪华轿车的, 无常的, 低廉的,

## ► Involved in mainly material and mental processes with a few other instances

- Materials process: 产生的, 带来的, 买到, 买不到, 失去, 延续, 把~传递给, 制造~, 值得~, 创造, 追逐, 找到, 产生的~, 扩大~到别人身上, 变为~,
- Mental process: 分享, 感到(5), 感受(到)(x3), 感觉不到, 不觉得, 留意身边的小~, 敢随便说~吗? 喜欢把~传递给身边的人, 希望自己 变得快乐
- Verbal process: 爱说~, 表态~, 轻言~, 说自己快乐; 他怎么敢说~自己快乐?
- Relational process: 定义~, 不是 ...而是..., 所谓~,

幸福 (highlighted key words include 幸福 确幸 满足 快乐 愉快) unicode segmented\_快乐.cnc

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Concordance

N	Text
1	的人 来得 更 健康 。 比较 快乐 的 病人 也 更 能
2	也 受到 影响 , 自己 也 不 快乐 。 于是 , 宅 能
3	的 “ 不 幸福 、 不 快乐 ” , 常常 是 受到
4	“ 没 表情 ” 或 “ 不 快乐 ” 的 传闻 。
5	躁郁 低落 , 特别 不 快乐 的 时候 。 连带 的
6	有些 国家 快乐 或 不 快乐 , 研究 人员 尝试
7	? 为什么 一个 可以 创造 快乐 , 所 必需 的 条
8	研究 中心 所 发布 的 “ 快乐 地球 指数 ” (
9	来 衡量 各 国民 众 的 快乐 程度 。 这些 因素
10	与 工作 中 可以 得到 的 快乐 与 满足 感
11	面对 离婚 这个 选择 后 的 快乐 自 在 , 小孩
12	面对 离婚 这个 选择 后 的 快乐 自 在 , 小孩
13	为了 解释 为什么 有些 国家 快乐 或 不 快乐 ,
14	做 的 事 。 他们 应该 过得 快乐 、 充实 的 生活 。
15	这样 , 人们 才能 过得 快乐 幸福 。
16	家庭 过得 是否 幸福 和 快乐 , 取决于 这个 家庭
17	。 她 仍然 很 好 , 很 快乐 。
18	会 发现 不用 太多 也 能 很 快乐 。 活较 久 的 癌症
19	自己 的 幸福 水平 或 快乐 程度 , 相对来说 是
20	4 月 28 日 马亮 快乐 或 幸福 ,
21	资产 , 打算 用 这些 钱 快 快乐 乐地 享受 她 剩余
22	连续 两 年 发布 《 世界 快乐 报告 》 后 ,
23	布 了 《 2015 年 世界 快乐 报告 》 ( 2015
24	唱歌 的 权利 , 并 杀 了 他 快乐 的 机会 。 宝如



# More Syntactic Features of *Kuaile* (快乐)

## ► Use of modal verbs:

- 会比较~, 没有其他人~, 你不会~, 才会~, 会加倍~,

## ► *Kuaile* (adj) functioning as object complements

- 让 (孩子,你) 快乐, 令/允许 (自己) 快乐 (x12), 想自己快乐, 想~快乐

## ► Appearing in exclamative:

- 何来~, 怎么会~,

## ► *Kuaile* (adv) modifies material verbs

- ~工作, ~成长, 过得~, 一起~唱歌

## ► Collocating with adverbs denoting intensity and comparison

- 比较~ (3)\_更 (x2) 再~ 不过了, 最~ (x4) 很

按时间顺序排序内容有关\_词的新闻 unicode segmented\_快乐.cnc

N	Concordance
8	请问 为何 现代人 如此 不 快乐 不耐烦 者 答 不耐烦 的
9	找着 后 进入 围城 的 依然 不 快乐 快乐 变 成 大 多数 人 很
10	失去 真正 的 信仰 也是 不 快乐 的 最大 原因 要 做个
11	的 不 快乐 升 了 官 仍然 不 快乐 找 不 着 另一 半 不 快乐
12	仍然 不 快乐 找 不 着 另一 半 不 快乐 找 着 后 进入 围城 的
13	来 那么 多 色彩 于 是 开始 不 快乐 最近 认识 一 对 年轻 夫妻
14	时 不 快乐 有 了 钱 也 感觉 不 到 快乐 当 不 上 官 的 不 快乐 升
15	你 原 本 不 想 笑 也 并 不 觉得 快乐 尝试 笑 的 话 也 会 感到
16	受影响 所谓 快乐 的 员工 创造 快乐 快乐 的 客户 跨国 管理 咨询
17	到头 来 那 未 必 会 给 你 带 来 快乐 其实 在 你 开始 追逐
18	不耐烦 的 情绪 源 自 活 得 不 快乐 或许 从 下 列 的 一 些
19	/ 有 用 的 不 管 买 不 买 得 到 快乐 至少 在 通 往 人 生 的
20	要 知 道 向 往 从 他 人 处 得 到 快乐 又 让 你 掉 入 一 个
21	一 同 欢 庆 羊 年 感 染 新 年 的 快乐 气 氛 同 时 请 来 今 年
22	本 来 健 康 就 是 最 大 的 快乐 现 在 的 人 却 越 来 越
23	手 段 肯 定 很 难 有 真 正 的 快乐 因 为 得 到 的 可 能 永
24	的 阶 段 因 为 后 者 所 产 生 的 快乐 才 是 持 续 而 长 久 的
25	再 次 投 入 她 执 着 的 无 常 的 快乐 中 97 四 方 八 面 没 得 比 较
26	获 得 全 世 界 般 那 种 纯 粹 的 快乐 也 同 时 感 染 身 旁
27	研 究 中 心 在 2012 年 所 发 布 的 快乐 地 球 指 数 Happy Planet
28	以 为 能 够 从 他 处 得 到 的 快乐 你 想 象 的 一 些 情 境
29	的 是 自 己 得 到 心 中 的 快乐 和 满 足 点 只 有 当
30	通 常 不 会 着 眼 于 暂 时 的 快乐 宁 可 现 在 多 吃 一 点 苦
31	为 可 以 从 他 处 得 到 更 大 的 快乐 但 是 这 个 快乐 是
32	感 觉 不 到 快乐 当 不 上 官 的 不 快乐 升 了 官 仍 然 不 快乐
33	的 能 量 只 会 吸 引 更 多 的 不 快乐 的 快乐 靠 近 反 之 经 常 感 恩
34	有 怒 有 伤 喜 乐 参 半 庆 幸 的 是 快乐 的 日 子 居 多 也 常 有
35	问 她 保 养 之 道 她 幽 默 的 说 快乐 啊 快乐 就 是 我 的 美 容
36	得 用 钱 财 来 维 持 的 复 杂 快乐 逊 色 以 前 以 为 是 自 己
37	快乐 尝 试 笑 的 话 也 会 感 到 快乐 心 情 会 变 好 最 近 本 地
38	地 开 开 心 心 地 从 心 底 感 到 快乐 父 母 养 育 孩 子 饭 来 张 口
39	快乐 的 面 具 实 际 上 是 个 不 快乐 的 人 没 钱 时 不 快乐
40	他 说 一 根 大 麻 不 能 带 给 你 快乐 顿 了 顿 他 说 我 现 在
41	加 勉 有 则 改 之 精 益 求 精 营 造 更 快乐 与 人 性 化 的 学 习 环 境
42	必 要 比 较 只 有 让 自 己 更 不 快乐 不 管 面 簿 簿 上 谁 谁 谁
43	被 奴 役 感 到 生 命 是 喜 悦 和 快乐 的 人 是 很 难 被 奴 役 的
44	都 像 自 己 一 样 幸 福 健 康 和 快乐 有 些 人 无 法 正 常 生 活
45	的 孩 子 是 何 等 的 幸 福 和 快乐 啊 但 愿 这 些 幸 福 快 乐
46	顿 了 顿 他 说 我 现 在 很 快乐 因 为 我 开 始 懂 得 享 受
47	在 新 新 的 一 年 活 得 自 然 豁 达 快乐 想 想 如 果 今 天 能 和

# Semantic Features of Kuaile

- ▶ Rhetorical questions:
  - ▶ 能~吗? 会~吗? 怎么会~?
- ▶ Figure of speech: 让~开花
- ▶ Colloquial language
  - ▶ 快乐啊快乐, 我再快乐不过了, 图个~, 告诉自己你值得~, ~不起来, 快快乐乐地, 只要不饿就总是~的,
- ▶ Person deixis: human subjects denoting self, others and distant places
  - ▶ 我(x4), 自己, 我们,
  - ▶ 他(x2), 你, 人们, 工作的人, 员工
  - ▶ 有些国家,
- ▶ Temporal deixis: 最快乐的时刻,

# Key Findings about Zaobao Community's Point of View towards *Xingfu*

- ▶ More often used as a noun (71%) than adjective (26%)
- ▶ In association with vocabulary denoting longer duration or future
  - ▶ While temporal deixis indicates an external view, they mostly come with long-term connotation functioning as objects of verbs, the aspects of which tend to be present perfect denoting continuity and long-term
- ▶ A very high level of subjectivity reveals the speaker's consciousness
  - ▶ High frequency of comparative and superlative forms when used as an adjective, denoting a strong subjectivity
  - ▶ Frequent use of rhetorical questions denoting uncertainty
  - ▶ Exclamation and sentence-end particles point to speaker's emotion/subjectivity
- ▶ A mixed use of mental processes and material processes, the former more frequent than the latter, denoting an underlying consciousness

An largely **internal point of view** narrating events and opinions from a point of view within the writer/speaker's consciousness in **an experiencing mode**.

# Key Findings about Zaobao Community's Point of View towards *Kuaile*

## Similarities with *Happiness* and *Happy*

- ▶ Even distribution as a noun (47%) and an adjective (43%)
- ▶ Frequently associated with durative deixis denoting instantaneity
- ▶ Passivity in sentence structures: 让/令/允许/想...快乐
  - ▶ similar to English “keep someone happy” but not found in 幸福
- ▶ Moderate level of uncertainty in the use of modal verbs

## Similarities with *Xingfu*

- ▶ A relatively high level of subjectivity denoted by colloquial expressions and rhetorical questions
- ▶ Even distribution in the use of material and mental processes , denoting a mixture of consciousness and action

A mixed internal and external point of view in narrating one's attitude towards happiness

# Conclusion

- ▶ Happiness is a point of view that may vary from culture to culture even within the same larger social contexts
- ▶ *Kuaile* is more commensurable to happiness than *Xingfu*
- ▶ The English-speaking group narrate their views on happiness from a largely external point of view, as if they know what others think. They focus on tangible external factors contributing to one's well-being. Their narration is
  - ▶ objective/matter-of-factly
  - ▶ pragmatically-oriented
  - ▶ action-driven
- ▶ The Chinese-speaking group narrate their views on happiness from a largely internal point of view, as a result of soul-searching. They give greater attention to intangible internal factors contributing to one's well-being. Their narration is
  - ▶ subjective
  - ▶ idealistically-driven
  - ▶ feeling-infused



Lu and Gilmour (2004:270): Chinese account of Happiness seems more solemn and introspective



Lu and Gilmour (2004:270): American accounts seem more uplifting, elated, exciting and show more emphasis on enjoying life in the physical sense and present time



Triandis (2000:31-32): Individualism is positively correlated with SWB at the cultural level whereas collectivism decreases cultural SWB



Suh (2000:79) & Lu and Shih (1997): North American's self-appraisals is governed by internal standards (more subjective). East Asians' self-appraisals are based on visible external standards



# Question and answers

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THANK YOU



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