

which initiates and maintain the activity'. Many theories have been given to explain human motivation. Some important theories are as under :

(1) Need theory, (2) Goal setting theory, (3) Reinforcement theory, (4) Equity theory, (5) Expectancy theory

1. Need Theory: At different age needs of the human being change. More the needs of an employee are satisfied more he will be encouraged to work. If we get the idea of the employee's needs and if we are able to satisfy them at the correct time and in the correct way, we can increase the satisfaction of an employee. In 1943 Abraham Maslow has given the theory of 'Hierarchy of Needs', in which rank is being given from basic physical needs to self-actualization according their importance. Starting from the basic needs efforts are made to satisfy the higher order needs, then it is possible to increase the job satisfaction of the employee.

2. Goal setting Theory: Man is an intelligent social animal. None of the behaviour of humans is aimless, which means after every behaviour there is a specific goal. When we start an activity to attain certain goals and when we actually accomplish those goals, we feel happy and satisfied. After that individual decide to attain higher goals and try to acquire them. Various goals only provide motivation to the person. First of all one should decide the goals of our life and have to decide the direction and activities to accomplish those goals. In this way a person is gradually given higher goals to attain and accomplishment of the lower level goals will motivate to achieve higher and better goals.

3. Reinforcement Theory: Strengthening the expected behaviour and weakening unwanted behaviour is known as 'Reinforcement'. Usually the positive reinforcement after any activity motivate to work. In the theories given by Pavlov and Skinner we have seen that, in order to increase and improve workability of an employee, whenever he does any expected, profitable, appropriate activity at that time if we give reinforcement the attitude of doing such activities become firm. e.g., if an employee doesn't take leave and gets the cash as a reward for that leave, then this cash reinforcement will motivate the employee not to take leave. Reinforcement can be in the form of financial benefit, honour, praise or promotion in the job.

4. Equality Theory: A person can never tolerate injustice and accept the theory of equality. Every individual expect that those who work in equal amount should be given equal rights, any type of discrimination among employees who does the same amount of work, reduces the work motivation. e.g., in a company 3 employees are working for eight years and all of them are given 5 percent salary hike every year, then all the employees are happy. But in the ninth year if one employee is given 15% raise and other two are given 5% raise then one person will have positive effect and other two will have negative effect of that decision.

5. Expectancy Theory: In Bhagwad Gita Shri Krishna rightly said "Keep on doing the work (Karma), do not expect the result", but for human being it is difficult to implement it. Every individual does any activity or behaviour and as a result of that some outcomes or results are expected. And when as a result of that activity or behaviour whatever expectation they have kept are satisfied then a person will get job satisfaction. e.g., when one employee is asked to come to the office on a holiday, he feels that his holiday is being spoiled, but cannot say no to the boss. But after the work when he is going back home in the evening he gets the regular salary plus one day allowance as per his pay extra, then his expectations are completed. So now if he is called again on a holiday he will happily go for the job.

Many administrators of different institutions make use of the theory of motivation in order to understand the motivation of the employee and give satisfaction to them. This may lead to increase job capability, job satisfaction and positive attitude towards the organization. So the employee will work for the organization for a longer period of time, and because of which employee and organization both will be benefitted.

Training and Performance Appraisal : As seen above we can say that, by using the appropriate objective scientific methods for the selection of personnel, we can appoint right man at the right job. If needs of an employee are satisfied, then it will have a positive effect on the work efficiency of an employee. All employees are not successful always, at that time they should be given special education through training. Sometimes in order to improve the style of working, training is required.

Training is such a process through which the abilities corresponding their job develop. As a result of effective training programme increase in the production, reduction of employee's turnover and increase in the job satisfaction takes place.

- *Milton Blum*

Training not only leads to the financial benefits but due to that proper methods of working develops, reduces the wastage of raw material, ability to make proper use of the instruments increase, and in turn reduces the accidents. Tiffin and Mc. Cormick describes the three aims of training : (1) Develop strength, (2) Giving information, (3) Bringing change in the interest and attitude of an employee.

According to Ghiselli and Brown the planning of training the employee should be done by taking into consideration both, the need of an employee and the need of an organization. Usually some methods used for training are lecture, discussion, meeting, conference, role play, movies, direction, games, interview etc.

In today's modern competitive era the outcome of the work done is important, same way the measurement of effect of training is also important. By the measurement of work ability we can find out the effect of training on it. Any industrial group keep on evaluating the employee's work ability and job activities and it should be done at regular intervals. On the bases of evaluation and progress report he/she should get appreciation for his good positive qualities. Employee should be appreciated through awards and certificates. Evaluation should be objective, neutral and free from biases, prejudice and mistakes.

Marketing and Advertising: The main aim of any industry is to earn profit through selling. Selling is an art and the psychologist should pay attention to it. According to an ancient view through various remedies of selling, we can divert the buyers in the expected direction, which means the stress was put on the inactiveness of the buyer. According to modern view point the vendors or sellers should recognize the necessity, demand and selection of the customer, and should try to satisfy them. Paterson and Right (1961) say that selling proficiency is such a process in which the seller decides the requirement and demand of the customer and excite them. According to Seagull and Lane the sellers of the produced goods are divided into various classes like wholeseller, retailer and the distributors who approach the buyers. For becoming good distributor, following characteristics are required:

(1) Personality, (2) Continuous hardwork, (3) Self-confidence and self-control, (4) Honesty, (5) Command on language, (6) Humorous nature, (7) Practical and (8) Softspoken.

In the view of common man advertisement means propaganda. According to industrial psychology "Advertisement means giving information to the public regarding the use of the produced goods or the services given in such a way that its usage will increase in comparison to other goods". Requirement and interest in the product is produced by an advertisement and then change is brought. Four factors are important for the effectiveness of an advertisement: (1) What to say? (2) How to say? (3) When and by whom should be said? (4) What type and which advertisements are effective?

In order to make an advertisement effective, the importance of medium of advertisement should be taken care of. The instrument through which advertisements are spread out is known as a medium of advertisement. Usually newspaper, magazines, television, movies, mobile phones, computer, Email, SMS, what's app, facebook etc. are modern medium of advertisement. For the effectiveness of the advertisement, along with the medium, the selection of the correct time is also important.

We have discussed in detail, that many factors are responsible for the success of industrial organizations. If all above factors are taken care of, then it proves the application aspect of psychology.

Exercises

Section – A

Answer the question by selecting a correct option from below.

- 1) From the below options which is not a characteristic of an organization ?
(a) Common goal (b) Co-ordination of efforts
(c) Lack of services (d) Responsibility and authority
- 2) Grouping of the work in its appropriate unit depending on the nature of the work is known as
(a) Organization (b) labour (c) Departmentalization (d) Work specialization
- 3) In the organization where all the decisions are taken by the higher authority and the persons working under them are supposed to follow them is known as :
(a) Centralization (b) Decentralization (c) Formalization (d) Division of labour
- 4) The type of the structure in which a single person is holding the position of both owner and manager is known as
(a) Bureaucratic structure (b) Simple structure (c) Matrix structure (d) Propaganda
- 5) From the options given below which is the fundamental work of a manager ?
(a) Planning (b) Co-ordination (c) Leadership (d) Experiment
- 6) Face to face conversation between two or more person is known as :
(a) Observation (b) Survey (c) Interview (d) Experiment
- 7) Which of the following methods is not included in the methods used for selection of an employee ?
(a) Application (b) Interview (c) Influence (d) Written test
- 8) Assessment centers are used for the selection of
(a) Employee (b) Manager (c) Salesman (d) Customer
- 9) What provides force to the likely behaviour?
(a) Reinforcement (b) Motivation (c) Object (d) Customer
- 10) Through which instruments the advertisement spread are known as :
(a) Medium (b) Market (c) Object (d) Customer

Section – B

Answer the following questions in one line :

- 1) Write the characteristics of an organization.
- 2) State the two ways of work specialization.

- 3) Show the advantage of specialization.
- 4) What is bureaucratic structure?
- 5) What do we mean by 'departmentalizing' as a function of manager?
- 6) State methods of selection of personnel.
- 7) What do we mean by work analysis?
- 8) What is turnover?
- 9) Who has given the theory of 'need hierarchy'?
- 10) State the three goals of training.

Section – C

Answer the following question in brief (In 30 words) :

- 1) Give the definition of an organization.
- 2) What do we mean by division of labour?
- 3) What is centralization?
- 4) When does the matrix structure become effective?
- 5) Explain information role.
- 6) Which information of an applicant is included in the application form?
- 7) What is work sampling test?
- 8) State the theories of work motivation.
- 9) Define training.
- 10) Which factors become judgmental for the effectiveness of an advertisement?

Section – D

Answer the question point wise (50 words) :

- 1) Explain responsibility and authority.
- 2) Explain matrix structure.
- 3) State the basic functions of a manager and explain any two.
- 4) Explain decisional roles.
- 5) Describe interpersonal role.
- 6) Explain written test.
- 7) Explain the equality theory.
- 8) Explain need theory.
- 9) What is work direction?
- 10) Explain expectancy theory.

Section – E

Answer the question in detail (80 words) :

- 1) Explain the basic functions of a manager.
- 2) Explain manager's role.
- 3) Explain functions of an organization.
- 4) Explain training and performance appraisal.
- 5) Explain marketing and advertisement.



The main aim of psychology is to carry out scientific study of human behaviour. In this type of scientific study till today, psychology has progressed by keeping the goals like explanation, clarification, prediction and control of behaviour and today in 21st century has reached up to the study of positive aspects of human behaviour like improvement of quality of life. In the journey of 125 years psychologists have conducted more studies related to negative aspect of human nature as compared to positive aspects. In the same way two basic thoughts psychoanalysis and behaviourism can't describe the hopeful picture of human nature and behaviour. The Pioneer of psychoanalysis Dr. Sigmund Freud considers childhood experiences important and considers two basic instincts, aggressiveness and sexuality as a main motivational force of human behaviour. While according to Watson - a behaviourist, human being is a machine like animal, attracted by the environmental factors around him. So in psychoanalysis and behaviourism, it is nowhere implied that human itself is its maker or he himself can independently build up his excellent personality. Due to the absence of a bright picture of humans, in Freud and Watson's theories, the 'humanist thinking' with the concept of explaining goodness of human took birth. Maslow and Rogers, the humanist psychologists put stress on 'goodness and uniqueness' of the humans, and thus we got the bright and hopeful picture of human being. More stress is now being given to the 'goodness' of human being. After the humanist, the existential psychologists also put stress on the 'meaningfulness'. The existential psychologist Viktor Frankle believed that a person is having ability to break his mental restraints and take the decision. Frankle clearly believed that probability of both beastliness and saintness exist inside the decisions taken by the individual not on the situations.

In this way the 'positive psychology developing in the 21st century put stress on the study of the positive aspect of human behaviour'. In the psychology of 20th century, more stress was kept on the study of negative aspects like anxiety, frustration, conflict, aggressiveness, psychological disorders etc. While from the beginning of the 21st century the study of positive aspects of human behaviour like socially helpful behaviour, happiness, joy, courage, optimism, self-respect, extroversion etc. have been speed up and because of that the foundation stone of new branch of psychology 'Positive Psychology' was laid down. In the last ten to fifteen years this branch has been developed and because of that Peterson (2006) state, that 'Positive Psychology has a short past and long history'.

Definitions and Goals of Positive Psychology

By carrying out the scientific study of virtues and strength of the common man, and through that improving the quality of human life has become a main aim of modern psychology. Martin Seligman may have been the first contemporary psychologist to call this new perspective "Positive Psychology". In 1954 Abraham Maslow in his book 'Motivation and Personality' wrote a chapter named 'Positive Psychology'. In this way the term positive psychology was initially used by Maslow, naming of 'positive psychology' as a branch of psychology was done by Martin Seligman.

In 1998 in his presidential address to the American Psychological Association, Seligman made a plea for a major shift in psychology's focus, from studying and trying to undo the worst in human behaviour, to studying and promoting the best in human behaviour. He asked his audience why psychology shouldn't study things like 'joy and courage'? Seligman's hope was that positive psychology would help expand the scope of psychology beyond the disease model to promote the study and understanding of healthy human functioning. The definitions of positive psychology are as under :

“Positive psychology is nothing more than the scientific study of ordinary human strength and virtues.”
- *Sheldon and King (2001)*

“Positive psychology is the study of the conditions and process that contributes and to flourish optimal functioning of people, groups and institutions.”
- *Gable and Haidt (2005)*

From the above mentioned definitions we can say that positive psychology is interested in the study through which factors like strength and virtues of the humans can be known. Seligman (2003) describes the three pillars of positive psychology and stated that positive psychology is built on the study of (1) positive subjective experiences (such as your happiness, contentment, optimism and hope) (2) positive individual characteristics such as personal strength and human values that promote mental health and (3) positive social institutions and communities that contribute to individual health and happiness.

Goals of positive psychology

According to Martin Seligman the main aim of positive psychology is refocusing the entire field of psychology. It means that till today the focus of psychology which was on the mental illness and disease should focus and pay attention to the study of positive things. It is encouraging them to find elements of positive psychology, represented in so many different areas of psychology from physiological to clinical psychology. Positive psychology is both a general perspective of the discipline of psychology and collection of research topics focused on positive aspects of human behaviour. According to Baumgardener and Crothers positive psychology as a developing branch has two goals :

1. To restore the balance of the field of psychology: This goal is reflected in two areas of research and theory that needs further development. First there is a need for improved understanding of positive human behaviour to balance the negative focuses more on main stream research and theory. A second need is to develop an empirically based conceptual understanding and language for describing healthy human functioning that parallels our classification and understanding of mental illness.

2. To understand the sources of health: It is arguably just as important to understand the sources of health as it is to understand the causes of illness. They clearly believe that we should be interested in preventing illness by promoting healthy lifestyles.

Happiness and Well-being :

Everyday, when we meet others, we are asked the question, "How are you?" And most of the people answer "fine" to that question. The response fine can be interpreted in many ways. Like you have good health, you are feeling well, you are doing well in your business, your relations with others are good etc., which means

that you are happy with your life. Positive psychology is also trying to find out the answer to the question what are the factors which make our life happy and satisfactory? Subjective well-being in everyday terms reflects an individual's own judgment about the quality of his or her life. Here the decision of whether you are happy or not is to be taken by one's own self.

1. Definition and causes of Happiness and Well-being:

Before understanding happiness and well-being we will try to understand the subjective and objective measures of happiness and well-being. The objective measures of happiness include financial and social indicators like income, age, occupation, job position etc., while the subjective measures include life satisfaction, presence of positive emotional experiences and absence or less amount of negative emotional experiences. Positive psychology tries to explain happiness and well-being in context of subjective happiness because objective indicators describe the life circumstances like age, income and occupation. But how individual feels about these measures and indicators is not known.

We have to remember here that positive psychologist do not consider happiness and well-being as different. They consider subjective well-being and happiness as synonyms of each other. The definition of happiness and well-being are as under :

"Subjective well-being refers to Persons evaluation of their lives – evaluations that are both effective and cognitive."

- Diener (2000)

By analyzing the above definition we can say that the people experience an abundance of subjective well being SWB when they feel many pleasant and few unpleasant emotions, when they are engaged in interesting activities, when they experience more pleasures and little pain and are satisfied with their life. Causes of happiness and well-being are also included in the above explanations of happiness and well-being.

2, Types of Happiness

When someone asks question "Are you satisfied with your current life?" For answering this question three things become important: (I) What is good life? (II) What is happiness? (III) What is satisfying life? Answer to the third question depends on two things: (i) What kind of life do you wish to lead? (ii) How do you hope people will remember you?

In this way the ideas regarding happiness are more subjective than objective. Positive Psychology describes two types of happiness :

(I) Hedonic Happiness: Probably most of us would first hope for a long life – one that does not end prematurely. Suicide, however is a reminder that the quality of life is more important to many people than the quantity of life. As for quality of life, happiness might be number one on our list. Most people would likely

hope for happy and satisfying life, in which good things and pleasant experiences outnumber bad ones. Happiness seems to be an important part of how people define a good life. During the good life in terms of personal happiness is the general thrust of the hedonic view of well-being. According to hedonic view, the chief goal of life is the pursuit of happiness and pleasure. In positive psychology this type of viewpoint regarding happiness is known as subjective well-being. Subjective well-being is a very broad concept compared to the concept of short term or physical pleasures. Studies have shown a variety of personality characteristics and life experiences that help to answer questions about who is happy? and what makes people happy?

(II Eudaimonic Happiness)

Is happiness enough for a good life? Would you be content and satisfied if you were happy and you don't have anything else? Consider a hypothetical example suggested by Seligman, what if you could be hooked to an "experience machine" that would keep you in a constant state of cheerful happiness, or whatever positive emotions you desire, no matter what happened in your life? Would you experience abundance of happiness all the time? Would you choose to be hooked up? We might like it for a while, but to experience only one of our many emotions and to have the same cheerful reacting to the diversity of life events and challenges might actually impoverish the experience of life. Above all, most of us would probably reject the experience machine because we believe that there is more to life than happiness and subjective pleasure. Eudaimonic conception of happiness is given fullest expression in the writings of Aristotle. Aristotle defines happiness as self-realization, meaning the expression and fulfilment of inner potentials. From this perspective, good life results from living in accordance with your daimon (in other words your true self). That means happiness results from striving towards self-actualization – a process in which our talents, needs and deeply held values direct the ways we conduct our lives. Happiness results from realization of our potentials. We are most happy when we follow and achieve our goals and develop our unique potentials.

3. Measuring Psychological Well-being

Early survey and researches assessed people's sense of well-being by directly asking the questions and people were asked to judge about happiness, life satisfaction and feelings. Survey researchers asked questions like :

Question : Taking all things together how would you say things are these days?

Answer : Very happy, pretty happy, not too happy.

Question : How satisfied are you with your life as a whole?

Answer : Very satisfied, satisfied, not very satisfied, not at all satisfied.

Question : Which face comes closest to expressing how they feel about their life as whole?



In current research, SWB is widely considered to have three primary components that are assessed by multi-item scales and inventories. These three components are life satisfaction, positive affect and negative affect. Life satisfaction is a cognitive judgement concerning how satisfied a person is with his or her life. The emotional component ‘positive and negative affect’ refers to people’s feelings about their lives, in which positive affect refers to the frequency and intensity of pleasant emotions such as happiness and joy. Negative affect refers to the frequency and intensity of unpleasant emotions such as sadness and worry.

Many of the measures of SWB can be taken online at Martin Seligman’s ‘Authentic Happiness website’. You can also log in to the website www.authentichappiness.sas.upenn.edu and know the score of your subjective well-being.

Here we will collect the information regarding three aspects of subjective well-being like life satisfaction, positive affect and negative affect.

(I) Life Satisfaction Scale

Single item measures of life satisfaction have given way to multi-item scales with greater reliability and validity. One of the more widely used measures of life satisfaction is the satisfaction with life scale by Diener et. al (2002). This five items scale asks the participant to make a global evaluation of his or her life. You will enjoy evaluating yourself. To fill out the scale, simply indicate your degree of agreement or disagreement with each of the five statements using the 1-7 ratings described below :

7- Strongly agree

6- Agree

5- Slightly agree

4- Neither agree nor disagree

3- Slightly disagree

2- Disagree

1- Strongly disagree

The five sentences are as under :

(1) In most ways my life is close to my ideal.

(2) The conditions of my life are excellent.

(3) I am satisfied with my life.

(4) So far I have got the important things in my life.

(5) If I could live my life over, I would change almost nothing.

To score your response, add up your ratings across all five items.

Diener et. All (2002) suggests the following interpretations :

Score	Interpretation
5 to 9	extremely dissatisfied
10 to 14	very dissatisfied
15 to 19	slightly dissatisfied
Score of 20	not satisfied or dissatisfied
21 to 25	somewhat satisfied
26 to 30	very satisfied
31 to 35	extremely satisfied

(II) Positive affect – Negative affect scale

A variety of scales are used to measure people’s emotional experiences. Some scales ask only about positive emotions, like happiness or joy, while other assess both positive and negative feelings. The more common method of assessing feelings is to ask people to rate the frequency and intensity of different emotions they experienced during a given time period. e.g. Diener and Emmons (1984) used nine descriptors to assess affect valence. The descriptors for positive affect were happy, pleased, joyful and enjoyment / fun. The adjectives for negative or unpleasant affect were worried / anxious, frustrated, angry / hostile, unhappy and depressed / blue.

Another example of a scale that is widely used to measure positive and negative affect is the ‘Positive Affectivity and Negative Affectivity Schedule’ (PANAS). It may be interesting to see how to score. To complete this measure, use the 1 – 5 rating scale to indicate how you feel right now.

1. Very slightly or not at all	2. A little moderately	3. Average	4. Quite a bit	5. Extremely
Interested (PA)	-	Irritable (NA)		
Distressed (NA)	-	Alert (PA)		
Excited (PA)	-	Ashamed (NA)		
Upset (PA)	-	Inspired (PA)		
Strong (PA)	-	Nervous (NA)		
Guilty (NA)	-	Determined (PA)		
Scared (NA)	-	Attentive (PA)		
Hostile (NA)	-	Jittery (NA)		
Enthusiastic (PA)	-	Active (PA)		
Proud (PA)	-	Afraid (NA)		

To score your responses, add up separately your ratings for the 10 positive affect items (PA) and your ratings for 10 negative affect items. Each score can range from 10 to 50 indicating the degree of positive and negative affect. You can also see from this scale which emotions had the greatest impact on your current mood.

Gender Difference and Happiness

Who is happier – men or women ? Neither of them is happy. Large scale surveys find that women and men report approximately the same level of happiness. Surveys show results from life satisfaction and gender surveys of nearly 1,70,000 people in 16 nations. Other national survey in America affirm the general conclusion that there are few significant gender differences in overall happiness (Diener, Suh et al). Men and women are, on an average, equally likely to report feeling happy and satisfied with their lives as a whole. e.g., one study of 18,000 college students representing 39 different countries found no significant gender differences (Michalos 1991). Even studies that do report gender differences state that the differences, are small in magnitude. In their meta-analytic review of research, Haring, Stock and Okun (1984) concluded that men showed a slight tendency to report higher level of well-being than women. On the other hand a meta-analysis by Wood, Rhodes and Whelan (1998) reported a similar, slight tendency toward more happiness, for women rather than men. In short, knowing a person's gender won't tell you much about his or her happiness. We cannot find much difference in the happiness of a person on the basis of gender but in emotional experiences they differ that needs to be discussed.

1. Gender Differences in Negative Emotions

Women are much more likely to experience negative emotions and internalizing disorders such as depression and anxiety than men. Research shows that gender differences in depression and anxiety disorders appear early in life. Among girls, mood disorders typically appear between the ages of 11 to 15. No such early developmental onset is found in boys. Several reviews conclude that women report experiencing more sadness, fear, anxiety, shame and guilt than men. Women not only experience, but also express these negative emotions more than men. Review studies show that women express more sadness and fear when presented with negative emotional material. In contrast, in males negative situations externalizing disorders like drug abuse, antisocial personality disorder and problems associated with uncontrolled anger and aggression can be seen. The results of the research direct us that females are more likely to internalize the negative emotions and male are externalizing the negative emotions. Everywhere in the world it seems, males are more aggressive, rational and females show verbal aggressiveness. This means that if man is getting angry he will attack the other person and if woman is getting angry it will lead to arguments, wrangling and end of relationship with the person.

2. Positive Moods and Behaviour

Self-report studies of positive moods such as happiness, joy and love also reveal somewhat inconsistent gender patterns. A number of researchers have found that women report experiencing more happiness and more intense positive emotions than men. So, common conclusion is that females express more amount of

positive emotions than men. More women than men report expressing joy, happiness and love to others. Observational studies of women's non-verbal behaviour affirm the greater expressiveness of woman. e.g., ample of studies show that women smile more frequently than men. Studies of smiling in magazine and newspaper photos, together with observations of smiling among people in shopping malls and parks and on city streets all show that women smile more than men (Halberstadt and Saitta). Not only that, women also appear more skillful than men at reading non-verbal cues and correctly assessing the emotional states of others.

Marriage and Happiness

Most demographic variables like age, income, occupation, education, sex, marital status, show only small relationship to happiness. One major exception to this general pattern involves the effect of marriage on SWB. About 90% of us eventually marry and the vast majority of us will be happier as a result (Myers 2000). An extensive literature documents the relationship between marriage and higher levels of subjective well-being. When we say married people are more happy, but happier than whom? Higher than people who never married or who are divorced, separated or widowed. The marriage – happiness relationship has consistently been demonstrated in large scale surveys of Americans and Europeans. A meta-analytic review of 100 studies found marriage to be strong predictor of life satisfaction, happiness and overall well-being. One national survey of 35,000 people in the United States found that the percentage of married adults who said they were very happy was 40 %, it was nearly double than of those who never married (26%). Even when researchers control for the possible confounding effects of other variables such as income, age there is still a significant relationship between marriage and well-being, compared to other domains of life such as job status and health. Being married and having a family repeatedly show the strongest connections to life satisfaction and happiness.

Benefits of Marriage

Now the question comes to our mind that which factors are responsible for strong relationship between marriage and happiness? Are there any beneficial effects of marriage?. Then those who are getting married are going to be happy? Arguments for the benefits of marriage may begin with Baumeister and Leary's (1995) argument. They argue that human beings have a basic "need to belong". Countless studies reviewed by these and other authors show the importance of close, supportive and stable relationship to people's physical and emotional well-being. People consistently rank close relationship among their top life goals. Given that marriage is one major vehicle for fulfilment of this basic need and so married people would report higher level of well-being and happiness. Marriage has the potential to provide companionship, intimacy, love, affection and social support in times of crisis. The roles of spouse and parent may also provide opportunities for personal growth and the development of new competencies that increase self-esteem and satisfaction.

Marriage-happiness relationship is found across widely diverse cultures, independent of whether researchers ask about marriage quality. The significant drop in well-being when marriages end due to death, divorce or separation, provides further evidence for the benefits of marriage. The end of marriage may mean the loss of intimacy, companionship and emotional support and decreased financial resources.

The benefits of marriage are further revealed in terms of the higher level of emotional distress and mental illness found among people who are unmarried and living alone with few friends or confidants. In contrast, married people have a lower risk for experiencing depression, loneliness and physical or mental health problems, and live longer than individuals who are widowed, separated or divorced. Overall, married people generally enjoy better physical and mental health than unmarried people.

Marriage may also help people overcome problems in their lives. A seven year study of over 800 men and women found decrease in rates of depression and alcoholism among those who remained single. But positive psychologist agrees to one thing that happy marriage life is required for the well-being. So as Myers put it, “In terms of individual happiness, a bad marriage is worse than no marriage at all”.

Happiness and Culture

Because societies are complex and multidimensional, it is difficult to give a specific definition of the term “culture”. However culture generally refers to the social roles, norms, values, and practices that are shared by a social group or society and are transmitted across generations. Cultural differences can be found in groups, both large and small. Commonalities in national heritage, language, religion, ethnicity, race, age, gender, geographic location and historical events are among the many factors that contributed to cultural differences among nations. According to Kitayama and Markus (2000), growing up in particular culture leads to the internationalization of shared ways of understanding the world. Parents, school peers and the media instruct children in the ways of their culture. Initially, child is a part of the attitudes, norms and values seen in people of their culture, and then get influenced by the way people think, act and feel. Culture influences our goals and values, contributes to how we think about desirable and undesirable individual characteristics and behaviours and sets normative expectations concerning the meaning and achievement of a successful life. For positive psychologist, it is important to understand how culture shapes people’s ideas about the meaning of happiness and how to achieve it.

Kitayama & Markus (2000) states two types of cultural differences-individualistic and collectivist. Individualistic culture put stress on individual identity and collective culture put stress on social identity. When you say I am a cricketer, 'I am intelligent', and 'I am shy' then you give your personal identity. While the sentences which belong to the group like 'I am Gujarati', 'I am the only child of my parents' and 'I belong to some specific social class' describes your social identity. The culture of America and Europe is the western individualistic culture, while India and other Asian countries have collectivist culture.

1. Western Culture and Happiness

Being happy, having a positive attitude and feeling good about the self are central values in American culture. American society that offers abundant opportunity and considerable individual freedom, these people are encouraged to make life choices based on what makes them happy and satisfied. What makes Americans happy is heavily influenced by their culture’s individualistic model of self.

Subjective well-being for Americans is an individual's subjective judgement about his or her own life. Americans believe that what makes me happy may not make you happy, because happiness is highly individualized. Extensive research reviews permit a general characterization of the American style of happiness. From an early age American children seem to be taught two culturally defined lessons. First, happiness and feeling good about you are important goals and valid criteria for making choices. That is people 'should' be happy and when making a decision it is important to consider its effects on one's happiness and satisfaction. Secondly happiness results from finding out that who you are in terms of your individual identity and then pursuing those activities that express these self-defining characteristics. American culture put stress on the recognition of one's abilities and personality characteristics and to develop them. Children are encouraged to develop a distinctive sense of self they can feel good about and then to follow this self largely independent of the influence of others. Happiness results from being 'true to yourself'.

2. Eastern Culture and Happiness

In America's individualistic culture, individual happiness is an important cultural value and ideal. Children are encouraged to be emotionally expressive, to take pride in their achievements, stand out from others, and to take a positive and self-enhancing view of themselves. This can be contrasted with Asian cultures, in which happiness has less importance as a cultural ideal and children are encouraged to moderate their emotions, fit in with others, take pride in achievements of their group and to adopt a self-critical and self-effacing attitude towards themselves.

Cultural Ideals : Within East Asian societies, happiness appears less important as a culturally prescribed goal and life satisfaction is based more on external and normative expectations than on individualized criteria. Asians do not consider individual happiness much important.

Emotional Expressiveness: Within Asian culture excessive exuberance may be regarded as indicating a lack of maturity or refinement. Asians certainly do experience and enjoy happiness, but these emotions do not function as central life goals or prominent criteria for life decisions.

Group Pride and Sensitivity : In Asian cultures, emotional experience and assessments of well-being are intimately connected to relationship. How you are viewed by others is critical to how you view yourself. Asian culture put stress on "sympathetic relationship" with others. Sympathy here refers to an interdependent relationship in which individuals are expected to attune themselves empathetically to the feelings and thoughts of others. Children are expected to learn how to adjust themselves to others so as to enhance and maintain harmonious social relationships.

Self-critical Attitude: Another significant feature of East Asian relationship is the important role of a self-critical attitude in promoting mutual trust and support. In Asian culture social approval requires the expression of a self-critical attitude that invites sympathetic and supportive responses. Here if an individual praise one's own qualities then it is not considered good. An old American adage advises that 'if you can't say something positive don't say anything at all'. While people staying in the Asian culture believe that, "if you are not able to

accept your shortcomings then you should not expect sympathy from others”. So we can say American’s consider ‘what they believe’ and Asians consider ‘what others believe’ as important for happiness.

Exercises

Section – A

Answer the following questions from the answers given below :

- 1) Who noted that “Positive psychology has long history and short past.”
(a) Seligman (b) Maslow
(c) Peaterson (d) Rogers
- 2) Who gave the name ‘Positive psychology’ as a branch of psychology?
(a) Abhraham Maslow (b) Carl Rogers
(c) Victor Frankle (d) Martin Seligman
- 3) Which book of Abhraham Maslow is having a chapter on ‘positive psychology’?
(a) Psychology for living (b) Motivation and personality
(c) Think positive be positive (d) Happiness and well-being
- 4) From the following which experience is not a positive individualistic experience ?
(a) Happiness (b) Satisfaction
(c) Frustration (d) Hope and idealism
- 5) Which of the following is included in the objective measures of happiness and well-being?
(a) Life satisfaction (b) Positive emotional experience
(c) Income (d) Negative emotional experiences
- 6) According to Aristotle what is happiness and well-being?
(a) Self-realization (b) Interpretation of expression
(c) Completely developing the internal strength (d) All the above a, b and c
- 7) Which is the adjective describing negative expression?
(a) Strong determination (b) Excitement
(c) Pride (d) Shamelessness

- 8) According to positive psychologists who is more happy?
- (a) Women (b) Men
- (c) Both are equally happy (d) Can't say anything
- 9) Who is more expert in identifying non-verbal clues?
- (a) Women (b) Men
- (c) Both are equally capable (d) Can't say anything
- 10) From the options below what can be included in the culture?
- (a) Social rules (b) Social norms
- (c) Social values (d) All the above a, b & c

Section – B

Answer the following questions in short (about 30 words) :

- 1) What does Victor Frankle think about the meaningfulness of human life?
- 2) Give definition of positive psychology.
- 3) Give definition of happiness and well-being.
- 4) Give the list of the positive affects stated in the positive negative affect scale.
- 5) In men what type of problems are created in the negative situations?
- 6) Married people are happier than whom?
- 7) State the Myers' opinion about happy marriage life for happiness.
- 8) From the onset of 21st century which positive aspects are being studied in psychology?
- 9) What is culture?
- 10) Which are the central values of American culture regarding happiness?

Section – D

Answer the following questions in around 50 words :

- 1) Describe the goals of positive psychology.
- 2) Describe the causes of happiness and well-being.
- 3) Explain Positive moods and behaviour.
- 4) Describe the three pillars of positive psychology stated by Seligman.

- 5) Describe the five statements of life satisfaction scale.
- 6) Explain marriage and happiness in short.
- 7) What is group pride and sensitivity according to Eastern culture?
- 8) What is self-critical attitude according to eastern culture?
- 9) Give the example of 'Experience Machine' given by Seligman.
- 10) Explain in short about individualistic happiness.

Section – E

Answer the following questions in about 80 words :

- 1) Explain Eudaimonic happiness.
- 2) Explain positive negative affect scale.
- 3) Explain negative emotions and gender differences.
- 4) Describe western culture and happiness.
- 5) Explain the advantages of marriage.

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