

Subject/Title	Multi-Motivations Hypothesis of Happiness: An Experimental Examination of Donating Behavior
Author(s)	Lily Jiang; Hsi-Cheng Yu
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Abstract	<p>According to Utilitarianism, happiness is the ultimate goal for human beings. The desire of a happy life drives people's behavior toward the pursuit of happiness. Based on the theoretical framework of happiness proposed by Yu and Jiang (2012), this paper undertakes a series of experiments which investigate the determinants of money payoff to test the hypotheses of motivation-mental force-behavior, as well as the levels of happiness associated with behavioral decisions. The main results include: (1) The motivations of life instincts, social conformity and we-world are the main driving forces in deciding the allocation between money payoff and donation. (2) The approach-avoidance conflicts among various motivations lead individuals to adjust behavior optimally. (3) In each extensional situation, an individual's anticipated degree of happiness, measured in term of "just perceivable units" (Ng, 1996), from the updated decision is significantly different from the levels attained in the previous stages. (4) Once an individual's we-world motivation is evoked, the decision of the allocation between money payoff and donation brings forth higher degree of happiness which is never anticipated before.</p>
Keyword(s)	Happiness, Motivation, Donation, Mental-Force-Field, Util.