

# *A Ciência da Felicidade*

**POLÍTICAS PÚBLICAS PARA A FELICIDADE:  
UMA PERSPECTIVA ECONÔMICA**

**É IMPORTANTE  
SER FELIZ?**

EMOÇÕES POSITIVAS

EMOÇÕES NEUTRAS

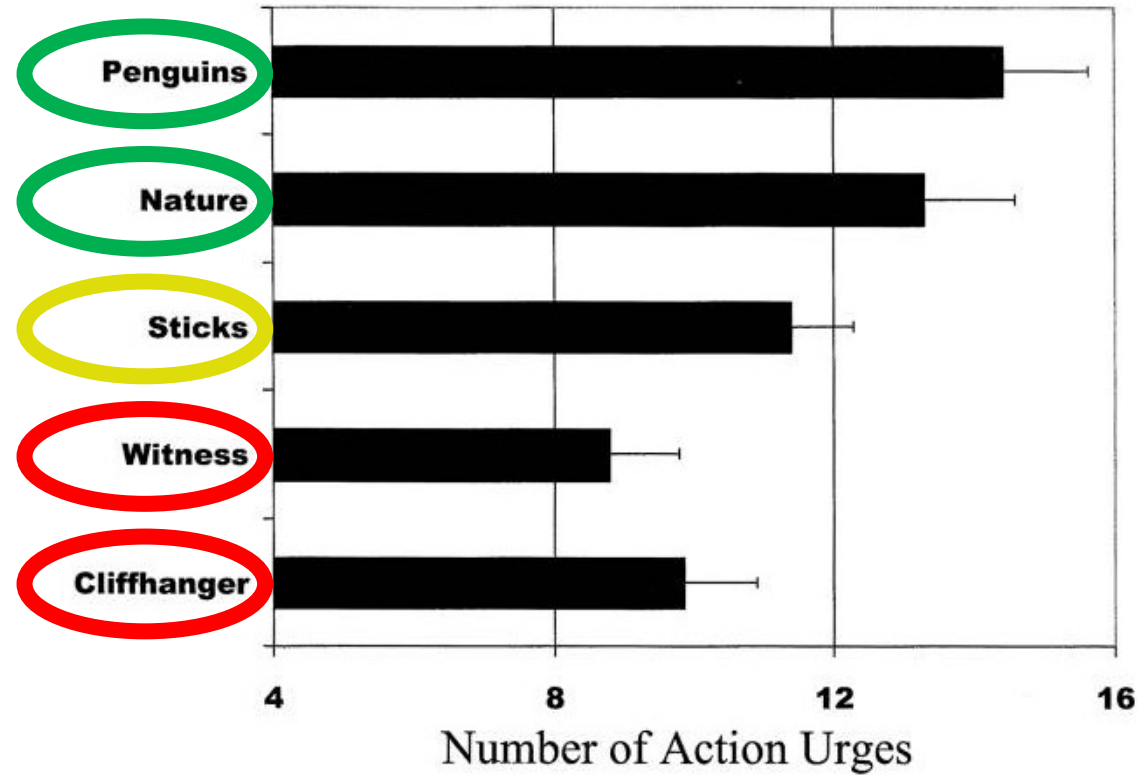
EMOÇÕES NEGATIVAS

Fredrickson, B. L., & Branigan, C. (2005). Positive emotions broaden the scope of attention and thought-action repertoires. *Cognition & emotion*, 19(3), 313-332.

EMOÇÕES POSITIVAS

EMOÇÕES NEUTRAS

EMOÇÕES NEGATIVAS



Fredrickson, B. L., & Branigan, C. (2005). Positive emotions broaden the scope of attention and thought-action repertoires. *Cognition & emotion*, 19(3), 313-332.

Funcionários felizes são, em média, 31% **mais produtivos**, **vendem** de 37% a 88% a mais e são três vezes **mais criativos**.

Lyubomirsky, S., King, L., & Diener, E. (2005). The benefits of frequent positive affect: Does happiness lead to success?. *Psychological bulletin*, 131(6), 803.

**"A felicidade é a  
causa do sucesso"**

Lyubomirsky, S., King, L., & Diener, E. (2005). The benefits of frequent positive affect: Does happiness lead to success?.

# A Little Thanks Goes a Long Way: Explaining Why Gratitude Expressions Motivate Prosocial Behavior

Adam M. Grant  
University of Pennsylvania

Francesca Gino  
University of North Carolina at Chapel Hill

Although research has established that receiving expressions of gratitude increases prosocial behavior, little is known about the psychological mechanisms that mediate this effect. We propose that gratitude expressions can enhance prosocial behavior through both agentic and communal mechanisms, such that when helpers are thanked for their efforts, they experience stronger feelings of self-efficacy and social worth, which motivate them to engage in prosocial behavior. In Experiments 1 and 2, receiving a brief written expression of gratitude motivated helpers to assist both the beneficiary who expressed gratitude and a different beneficiary. These effects of gratitude expressions were mediated by perceptions of social worth and not by self-efficacy or affect. In Experiment 3, we constructively replicated these effects in a field experiment: A manager's gratitude expression increased the number of calls made by university fundraisers, which was mediated by social worth but not self-efficacy. In Experiment 4, a different measure of social worth mediated the effects of an interpersonal gratitude expression. Our results support the communal perspective rather than the agentic perspective: Gratitude expressions increase prosocial behavior by enabling individuals to feel socially valued.

**Keywords:** gratitude, prosocial behavior, helping, agency and communion, social worth

## Self-report captures 27 distinct categories of emotion bridged by continuous gradients

Alan S. Cowen<sup>a,1</sup> and Dacher Keltner<sup>a</sup>

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Edited by Joseph E. LeDoux, New York University, New York, NY, and approved August 7, 2017 (received for review February 9, 2017)

Emotions are centered in subjective experiences that people represent, in part, with hundreds, if not thousands, of semantic terms. Claims about the distribution of reported emotional states and the boundaries between emotion categories—that is, the geometric organization of the semantic space of emotion—have sparked intense debate. Here we introduce a conceptual framework to analyze reported emotional states elicited by 2,185 short videos, examining the richest array of reported emotional experiences studied to date and the extent to which reported experiences of emotion are structured by discrete and dimensional geometries. Across self-report methods, we find that the videos reliably elicit 27 distinct varieties of reported emotional experience. Further analyses revealed that categorical labels such as amusement better capture reports of subjective experience than commonly measured affective dimensions (e.g., valence and arousal). Although reported emotional experiences are represented within a semantic space best captured by categorical labels, the boundaries between categories of emotion are fuzzy rather than discrete. By analyzing the distribution of reported emotional states we uncover gradients of emotion—from anxiety to fear to horror to disgust, calmness to aesthetic appreciation to awe, and others—that correspond to smooth variation in affective dimensions such as valence and dominance. Reported emotional states occupy a complex, high-dimensional categorical space. In

tional experiences of similar valence and arousal, such as anger and fear, or hope and pride (1, 14, 19, 22–24). Varying combinations of such dimensions have been the focus of hundreds of studies linking reported emotional experience to behavior, physiology, and brain activity (25–36).

A second approach to emotional experience details how specific emotion categories, such as awe, fear, and envy, describe discrete clusters of states within a presupposed semantic space. More precisely, basic emotion theories posit that a limited number of clusters, ranging in theoretical accounts from 6 to 15, describe the distribution of all emotional states (16, 37, 38). A cluster, or emotion family, may go by a prototypical label, such as “anger,” and contain closely related states such as irritation, frustration, and rage (39) that occur in similar situations (14). As with affective dimensions, such emotion families, discretely partitioned into categories, have been the focus of hundreds of empirical studies (16, 25, 27–29, 32, 35, 40–49). Clearly, claims that specific affective dimensions and emotion categories capture how people report on their emotional experience—and, by implication, other emotion-related processes—have shaped the study of emotion.

Despite the pervasive influence of these theoretical approaches, empirical progress in understanding how reported emotional experiences are organized within a semantic space has been mod-

# The General Causality Orientations Scale: Self-Determination in Personality

EDWARD L. DECI AND RICHARD M. RYAN

University of Rochester

This paper describes the development and validation of a general causality orientations scale. Causality orientations are conceptualized as relatively enduring aspects of people that characterize the source of initiation and regulation, and thus the degree of self-determination, of their behavior. Three orientations—autonomy, control, and impersonal—are measured by the three subscales of the instrument. Individuals are given a score on each orientation, thus allowing the use of the theoretically appropriate subscale (or, in some cases, a combination of subscales) to predict affects, cognitions, and behaviors. The scale was shown to have internal consistency and temporal stability. The orientations were shown to fit appropriately into a nomological network of constructs and to relate to various behaviors that were hypothesized to be theoretically relevant. © 1985 Academic Press, Inc.

## Social Influences on Creativity: The Effects of Contracted-for Reward

Teresa M. Amabile, Beth Ann Hennessey, and Barbara S. Grossman  
Brandeis University

Three studies were conducted to examine the effects of reward on children's and adults' creativity. The primary hypothesis was that explicitly contracting to do an activity in order to receive a reward will have negative effects on creativity, but receiving no reward or only a noncontracted-for reward will have no such negative effects. All three studies provided support for this hypothesis. Moreover, this support appears to be strong and generalizable across different subject populations, reward types, reward presentations, and creativity tasks. Possible mechanisms for the phenomenon are discussed.

I believe you have never written to order, by the yard, and have never experienced that hellish torture.—Dostoevsky, in a letter to a friend (Allen, 1948)

The torture that Dostoevsky described consisted not of some insidious political controls on his writing, but of something that might, on the face of it, seem quite positive. He had been commissioned to write a novel by a Russian publisher and had been paid a fairly large fee in advance. Furthermore, he had not been given strict guidelines on what he was writing; he was simply expected to produce something wonderful in exchange for the money. In writing these despairing words, Dostoevsky illustrates

heart of behavioral control. If desired behaviors (or successive approximations to them) are rewarded, the likelihood of those behaviors will increase. Beginning around 1970, researchers began to question seriously the assumption that reward will always enhance (or will at least maintain) all behaviors. Intrinsic motivation theorists suggested that reward can undermine certain aspects of behavior under some conditions (e.g., DeCharms, 1968; Deci, 1971; Lepper, Greene, & Nisbett, 1973; McGraw, 1978). Several studies have demonstrated the overjustification effect: Offering a reward for an enjoyable behavior can decrease the likelihood that the behavior will be performed under subsequent

Grant, Adam M  
RE: Paying back to a giver / Worklife  
Para: Luiz Gaziri

24 de junho de 2018 18:36

AG



Here's the state of the art on facial feedback, hot off the presses...

## When both the original study and its failed replication are correct: Feeling observed eliminates the facial-feedback effect.

[Noah, Tom Schul, Yaacov Mayo, Ruth](#)

### Citation

Noah, T., Schul, Y., & Mayo, R. (2018). When both the original study and its failed replication are correct: Feeling observed eliminates the facial-feedback effect. *Journal of Personality and Social Psychology*, 114(5), 657-664.  
<http://dx.doi.org/10.1037/pspa0000121>

☆ Norton, Michael  
RE: Wealth to Well-Being  
Para: Luiz Gaziri

A Siri encontrou novas informações de contato neste e-mail: Michael Norton [mnorton@hbs.edu](mailto:mnorton@hbs.edu)

Luiz thanks for your note, and very glad to hear our work helped you!  
To answer your stats questions, I would suggest emailing the first author, Lara Aknin [laknin@sfu.ca](mailto:laknin@sfu.ca), who will know the specifics.  
Best of luck with your book,  
Mike

---

Michael I. Norton | Harvard Business School  
<http://www.people.hbs.edu/mnorton>  
617.496.4593  
Coauthor, [Happy Money: The Science of Smarter Spending](#)

☆ Dan Ariely  
Re: Payoff  
Para: Luiz Gaziri

Dear friend,

I am trying to save on typing, so here is an audio recording of my reply...



This voice email was made by Vail.app:  
<http://danariely.com/resources/vail-voice-email/>

Lara A  
Re: Wealth to Well-Being  
Para: Luiz Gaziri

A Siri encontrou novas informações de contato neste e-mail: Lara A [laknin@sfu.ca](mailto:laknin@sfu.ca)

Dear Luiz,

Csv files of both data sets are attached. I hope this helps!

Best wishes,  
Lara

[Ver Tudo de Luiz Gaziri](#)

--  
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Nina Mazar, Boston University



Tony Greenwald, U of Washington



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Elliot Aronson, UC Santa Cruz



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Ed Deci e Richard Ryan, U of Rochester



Vanessa Bohns, Cornell



Robert Cialdini, Arizona State



Anders Ericsson, Florida State



Barbara Fredrickson, UNC



Richard Nisbett, U of Michigan



Philip Zimbardo, Stanford



Bethany Burum, Harvard



Paul Piff, UC Irvine



Joshua Aronson, NYU



Victor Carrion, Stanford



Tom Gilovich, Cornell

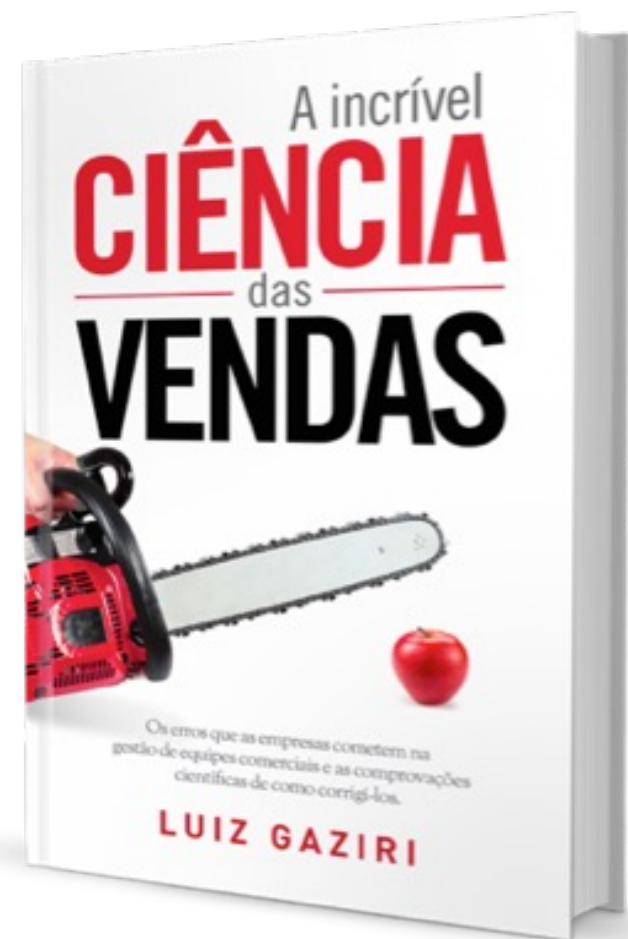
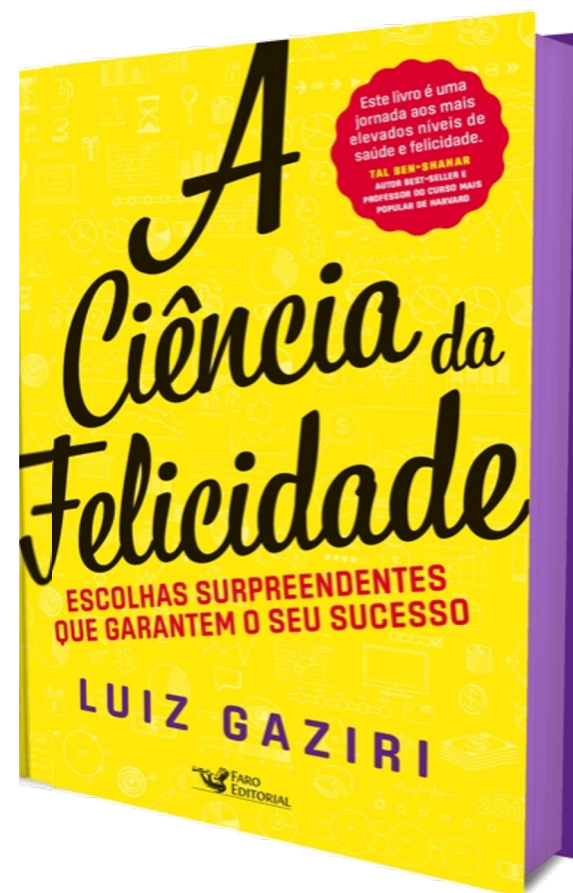


David Hemenway, Harvard



Anna Lembke, Stanford



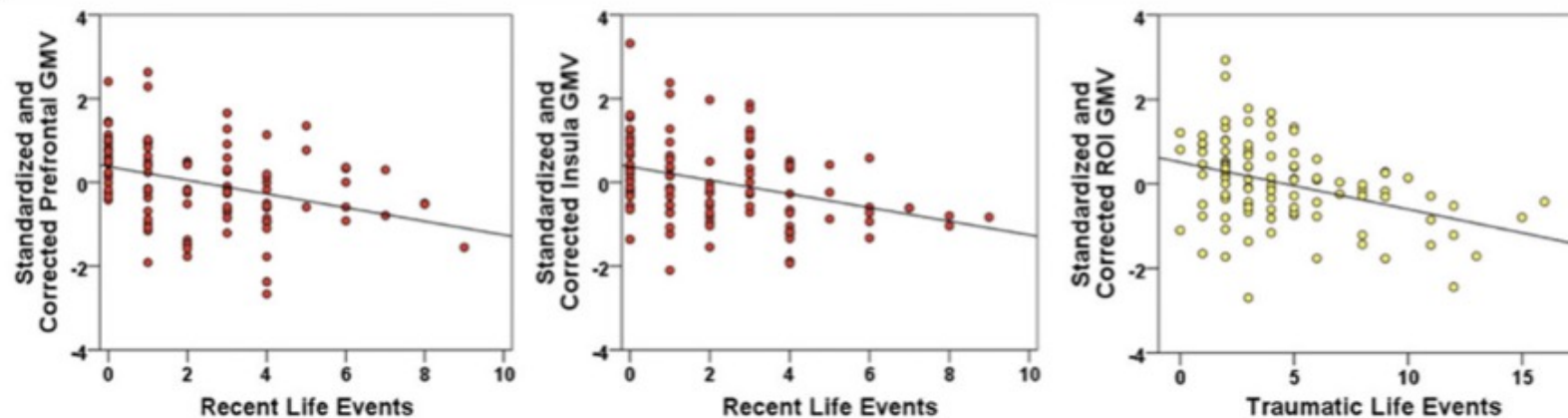
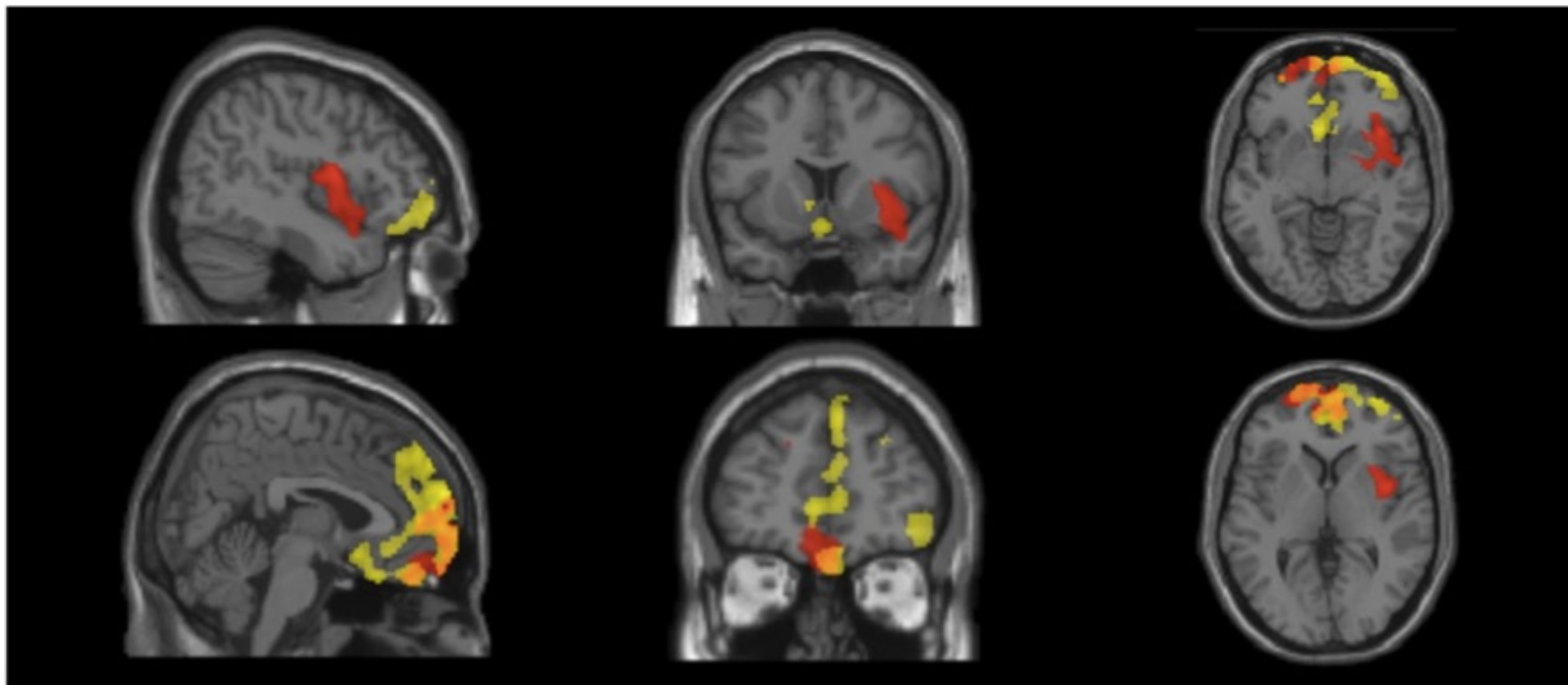


1

**DINHEIRO**

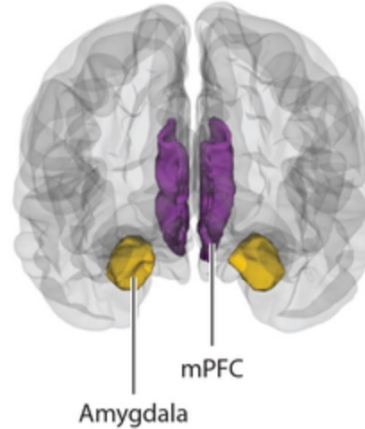
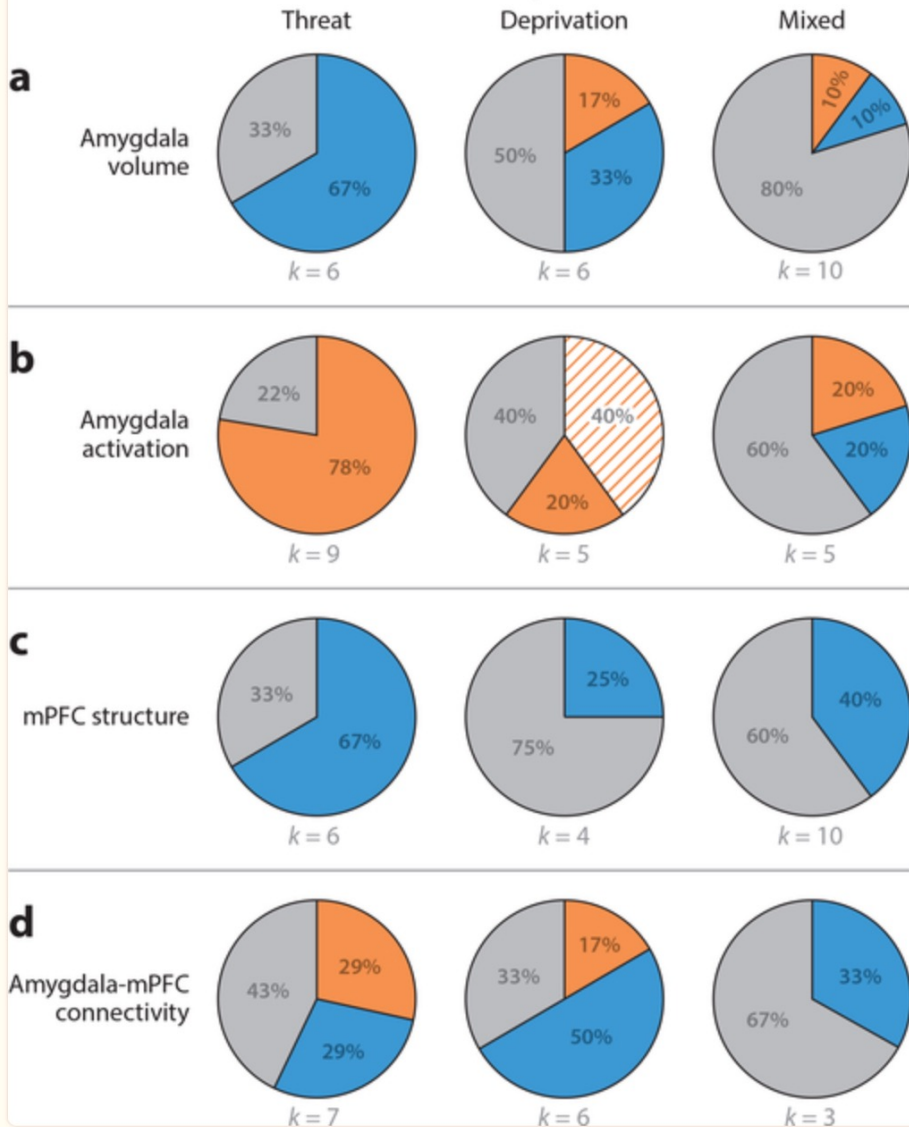


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### Adversity dimensions



Association with adversity



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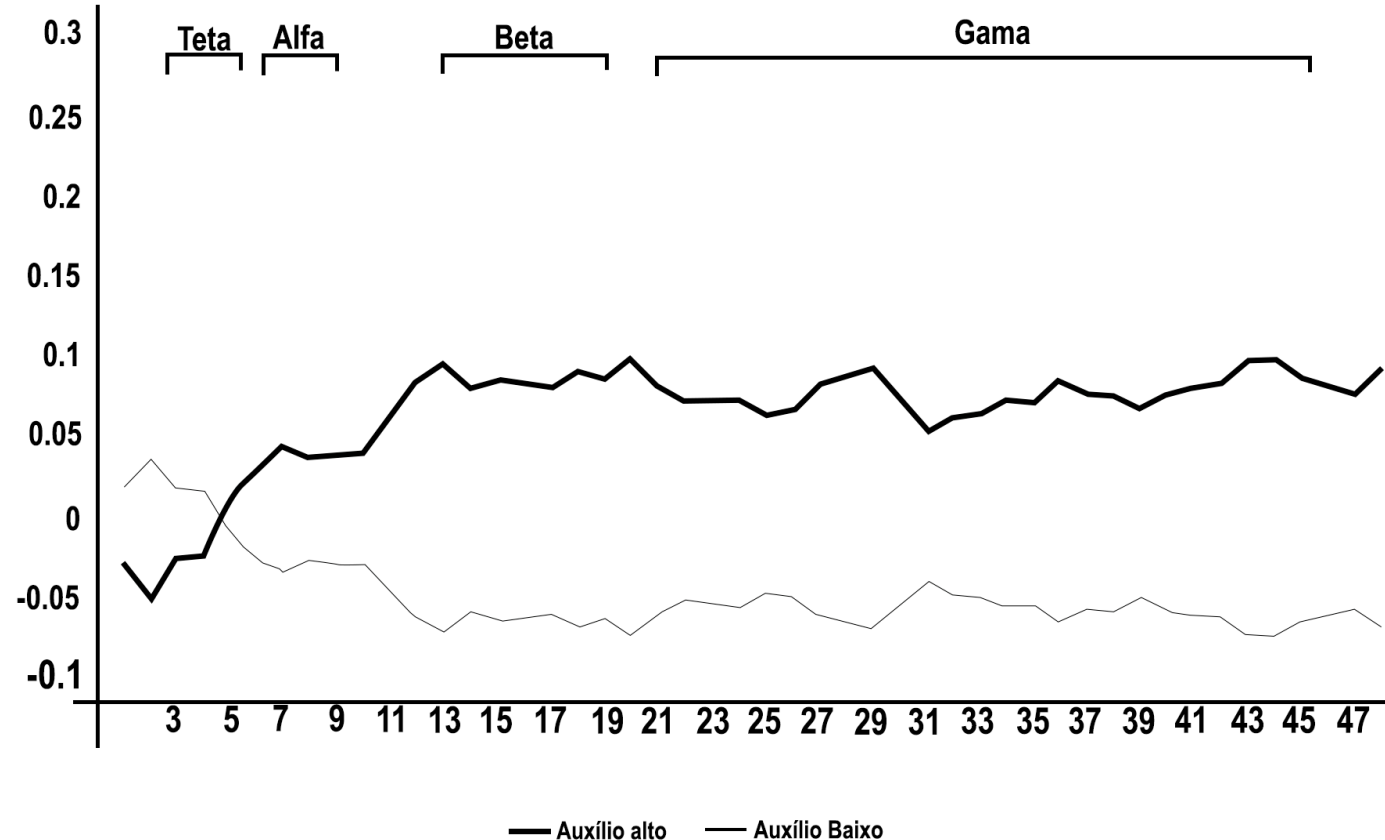
USD 20,00

USD 333,00

Troller-Renfree, S. V., Costanzo, M. A., Duncan, G. J., Magnuson, K., Gennetian, L. A., Yoshikawa, H., ... & Noble, K. G. (2022). The impact of a poverty reduction intervention on infant brain activity. *Proceedings of the National Academy of Sciences*, 119(5), e2115649119.

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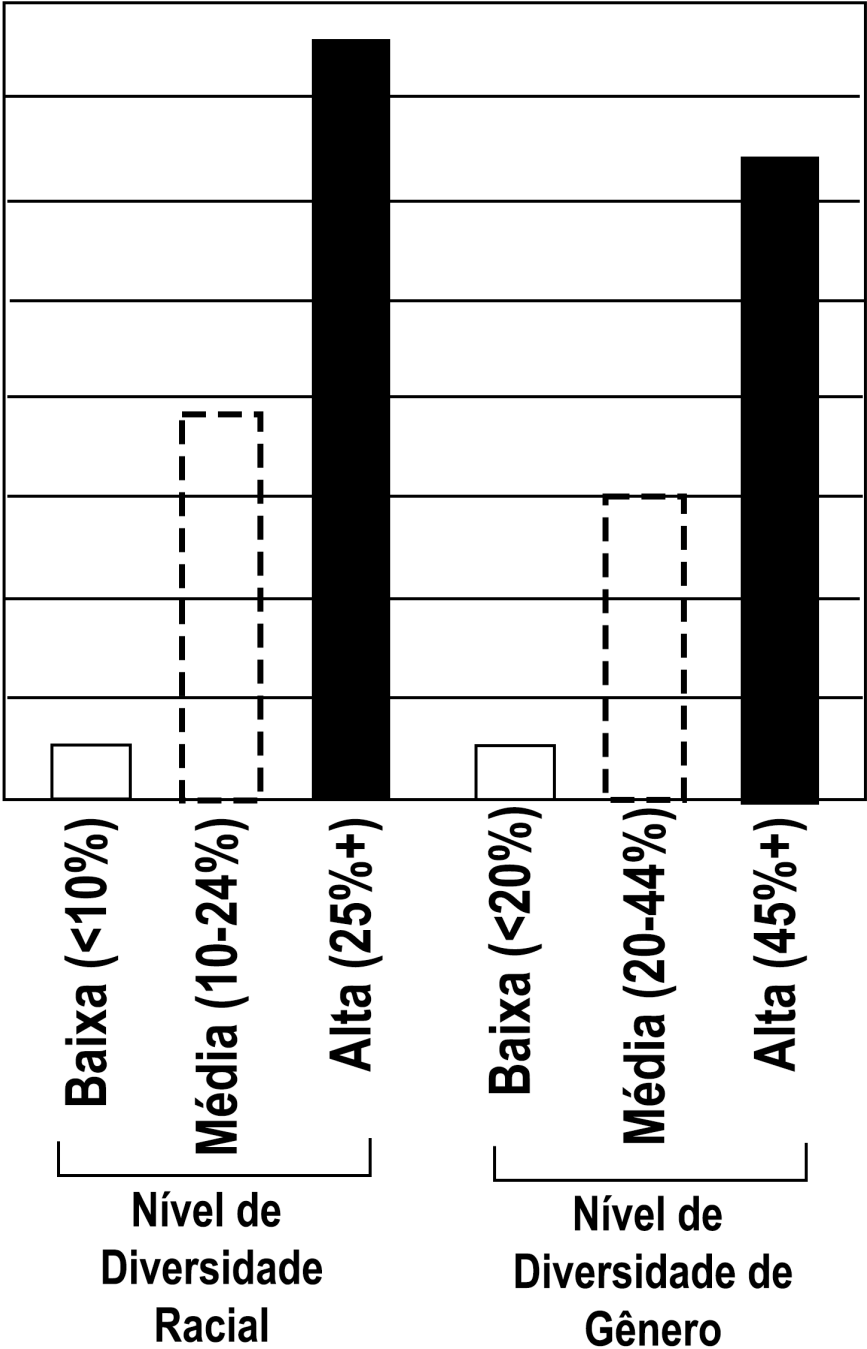


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2

**DIVERSIDADE**

Receita média de vendas (em milhões)



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# GRUPOS EXCLUSIVOS DE MEMBROS DA FRATERNIDADE

## GRUPOS COM UM "FORASTEIRO"

Phillips, K. W., Liljenquist, K. A., & Neale, M. A. (2009). Is the pain worth the gain? The advantages and liabilities of agreeing with socially distinct newcomers. *Personality and Social Psychology Bulletin*, 35(3), 336-350.

**GRUPOS  
EXCLUSIVOS DE  
MEMBROS DA  
FRATERNIDADE**

**29%**

**GRUPOS COM UM  
"FORASTEIRO"**

Phillips, K. W., Liljenquist, K. A., & Neale, M. A. (2009). Is the pain worth the gain? The advantages and liabilities of agreeing with socially distinct newcomers. *Personality and Social Psychology Bulletin*, 35(3), 336-350.

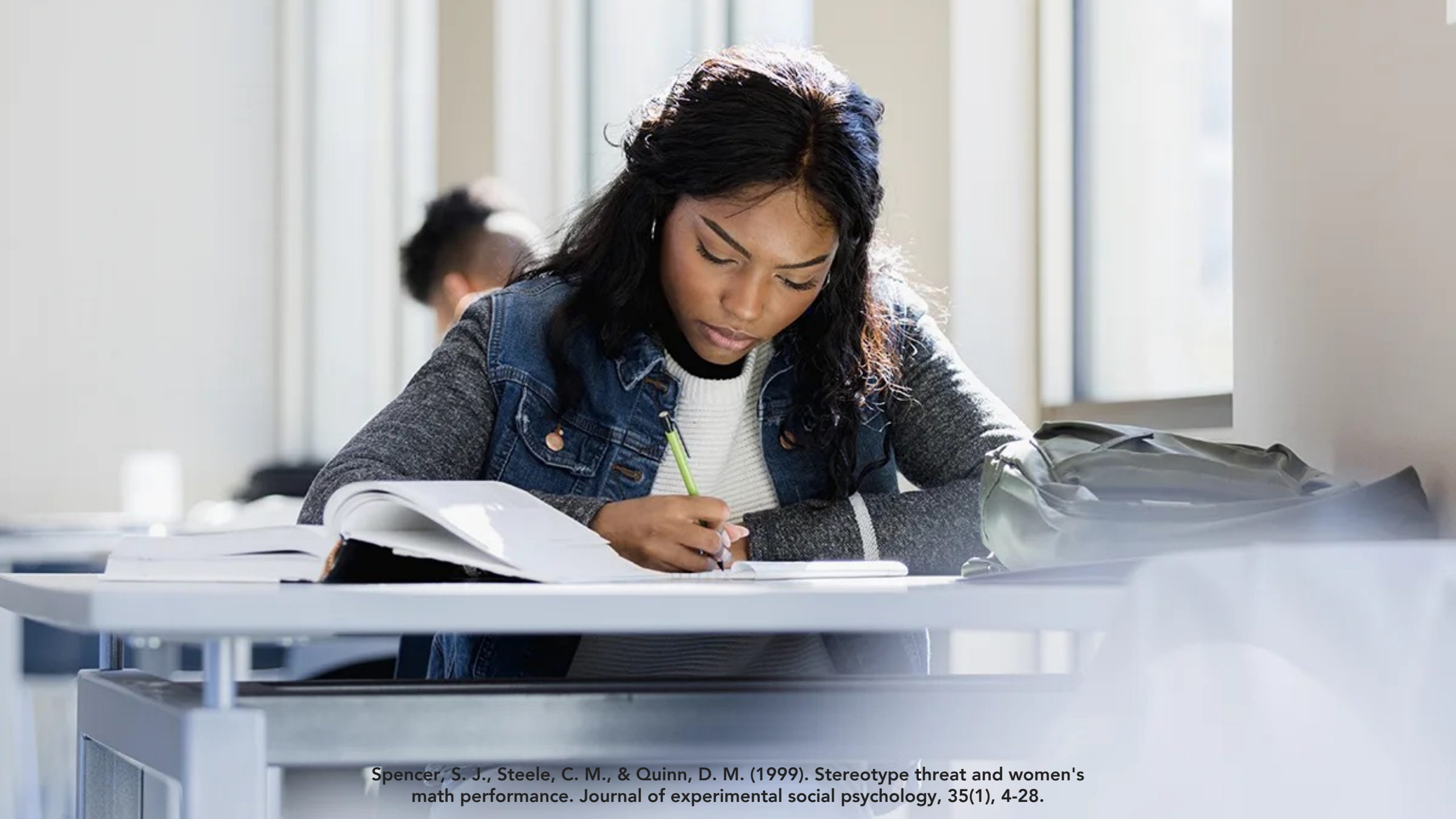
**GRUPOS  
EXCLUSIVOS DE  
MEMBROS DA  
FRATERNIDADE**

**29%**

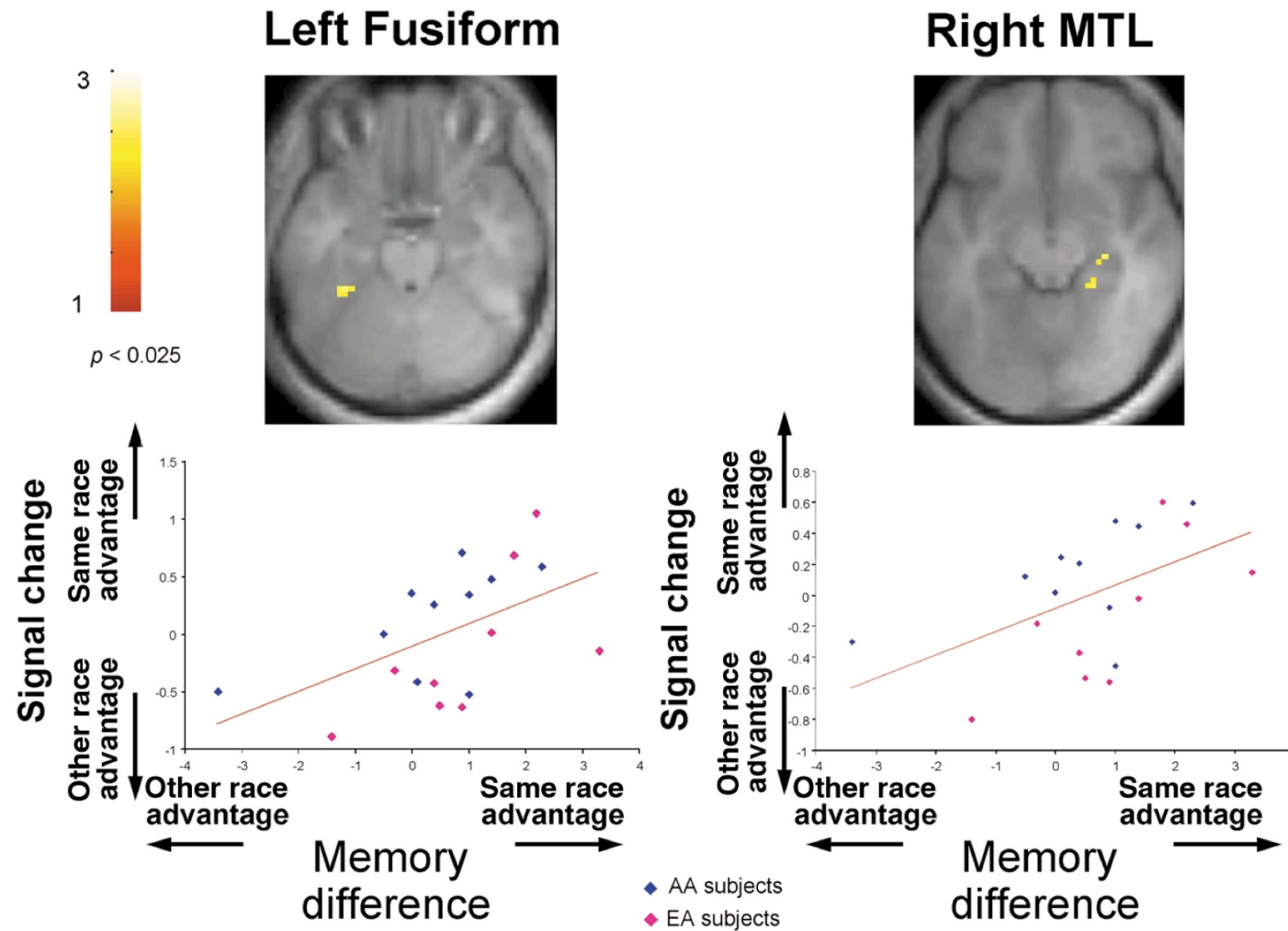
**GRUPOS COM UM  
"FORASTEIRO"**

**60%**

Phillips, K. W., Liljenquist, K. A., & Neale, M. A. (2009). Is the pain worth the gain? The advantages and liabilities of agreeing with socially distinct newcomers. *Personality and Social Psychology Bulletin*, 35(3), 336-350.

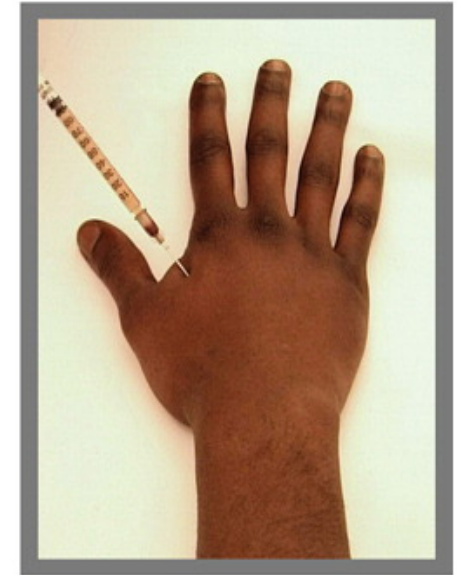
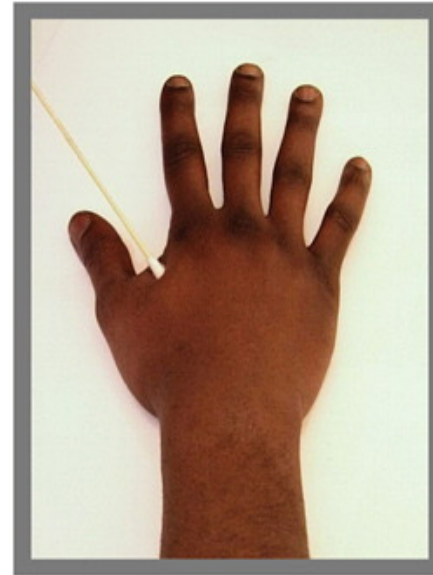
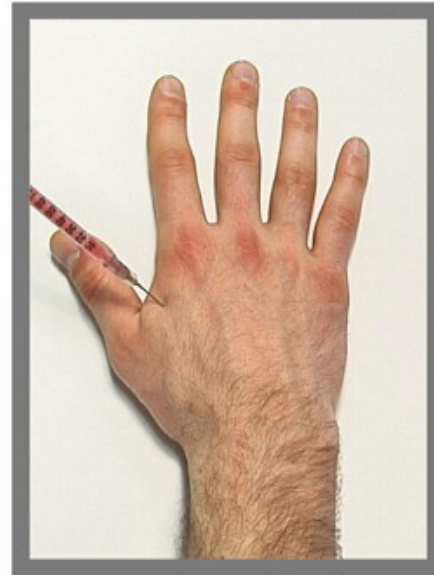
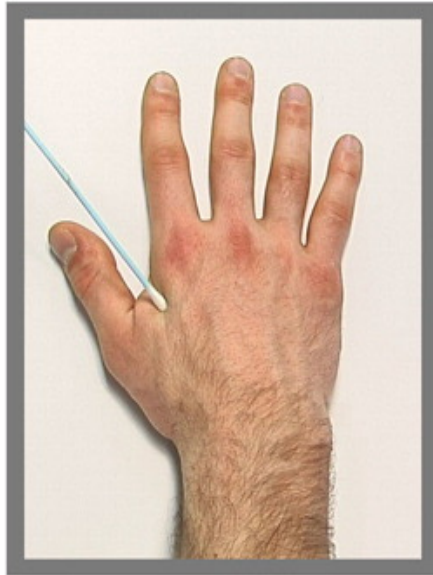


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# LEVANTAR AS DIFERENÇAS E AGIR

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3

**RELACIONAMENTOS**

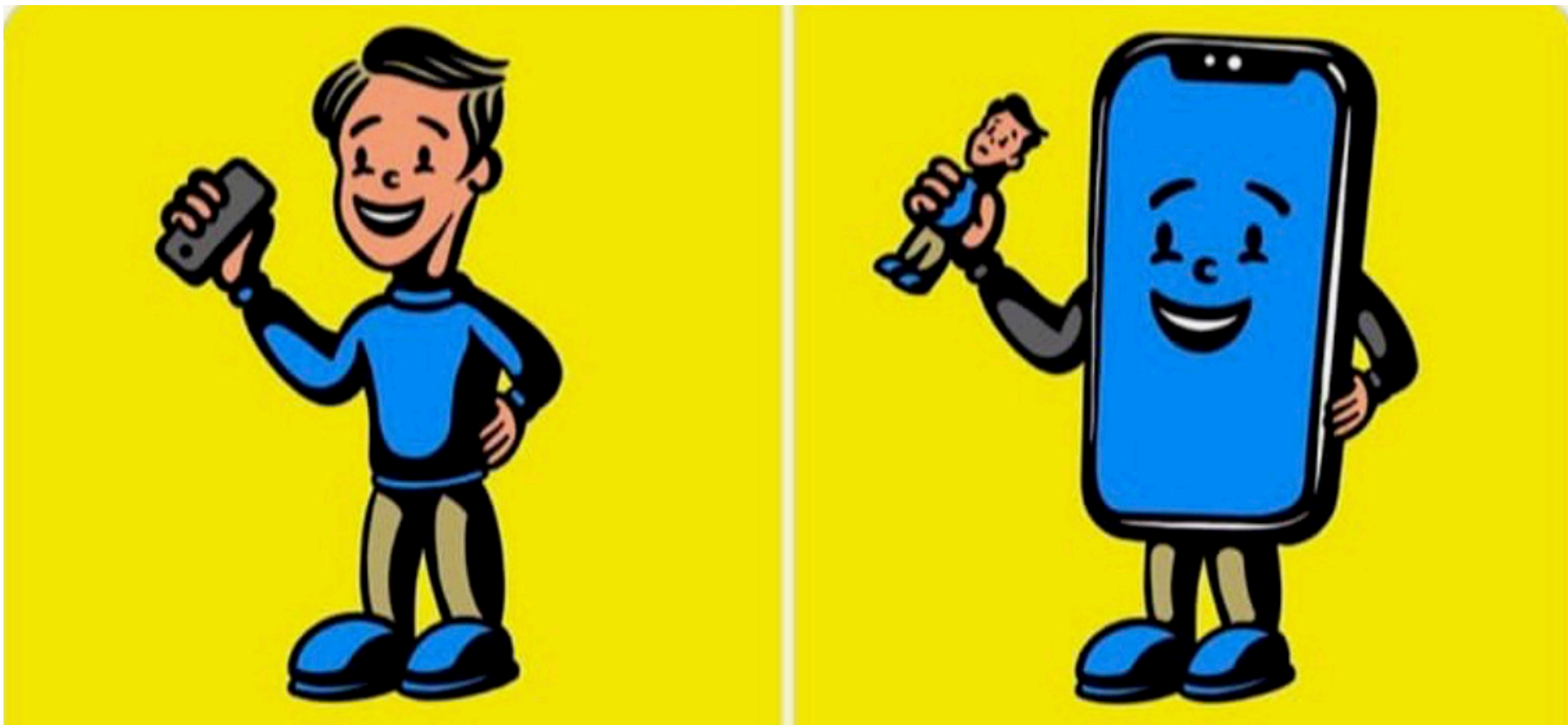


Fuchsman, K. (2023). Harvard Grant Study of Adult Development: 1938–2022. *Journal of Psychohistory*, 51(1).

|                            | Mean affect rating |          |           |           |       |
|----------------------------|--------------------|----------|-----------|-----------|-------|
|                            | Positive           | Negative | Competent | Impatient | Tired |
| <b>Activities</b>          |                    |          |           |           |       |
| Intimate relations         | 5.10               | 0.36     | 4.57      | 0.74      | 3.09  |
| Socializing                | 4.59               | 0.57     | 4.32      | 1.20      | 2.33  |
| Relaxing                   | 4.42               | 0.51     | 4.05      | 0.84      | 3.44  |
| Pray/worship/meditate      | 4.35               | 0.59     | 4.45      | 1.04      | 2.95  |
| Eating                     | 4.34               | 0.59     | 4.12      | 0.95      | 2.55  |
| Exercising                 | 4.31               | 0.50     | 4.26      | 1.58      | 2.42  |
| Watching TV                | 4.19               | 0.58     | 3.95      | 1.02      | 3.54  |
| Shopping                   | 3.95               | 0.74     | 4.26      | 2.08      | 2.66  |
| Preparing food             | 3.93               | 0.69     | 4.20      | 1.54      | 3.11  |
| On the phone               | 3.92               | 0.85     | 4.35      | 1.92      | 2.92  |
| Napping                    | 3.87               | 0.60     | 3.26      | 0.91      | 4.30  |
| Taking care of my children | 3.86               | 0.91     | 4.19      | 1.95      | 3.56  |
| Computer/e-mail/Internet   | 3.81               | 0.80     | 4.57      | 1.93      | 2.62  |
| Housework                  | 3.73               | 0.77     | 4.23      | 2.11      | 3.40  |
| Working                    | 3.62               | 0.97     | 4.45      | 2.70      | 2.42  |
| Commuting                  | 3.45               | 0.89     | 4.09      | 2.60      | 2.75  |

Kahneman, D., Krueger, A. B., Schkade, D. A., Schwarz, N., & Stone, A. A. (2004). A survey method for characterizing daily life experience: The day reconstruction method. *Science*, 306(5702), 1776-1780.



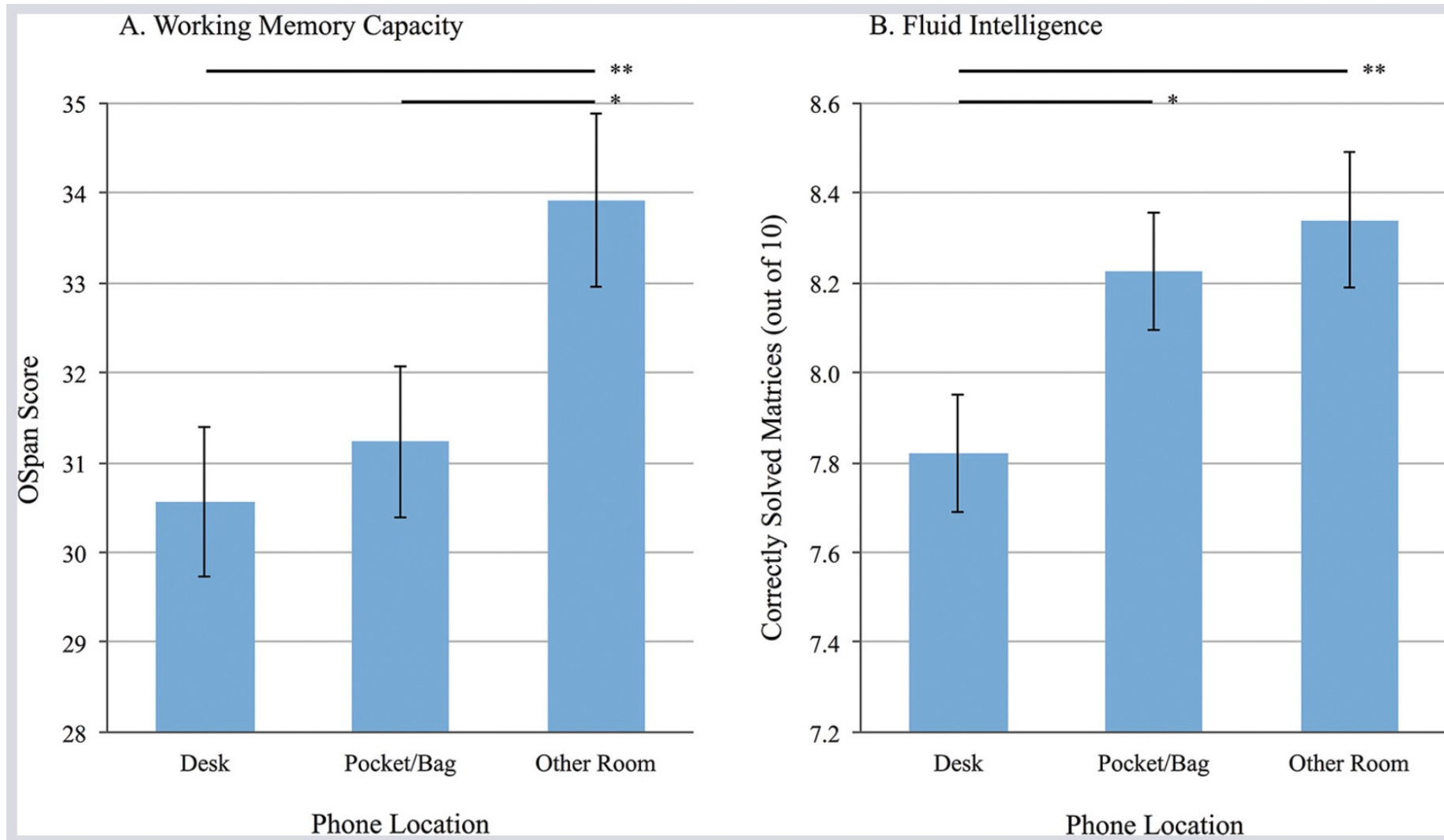


**2007**

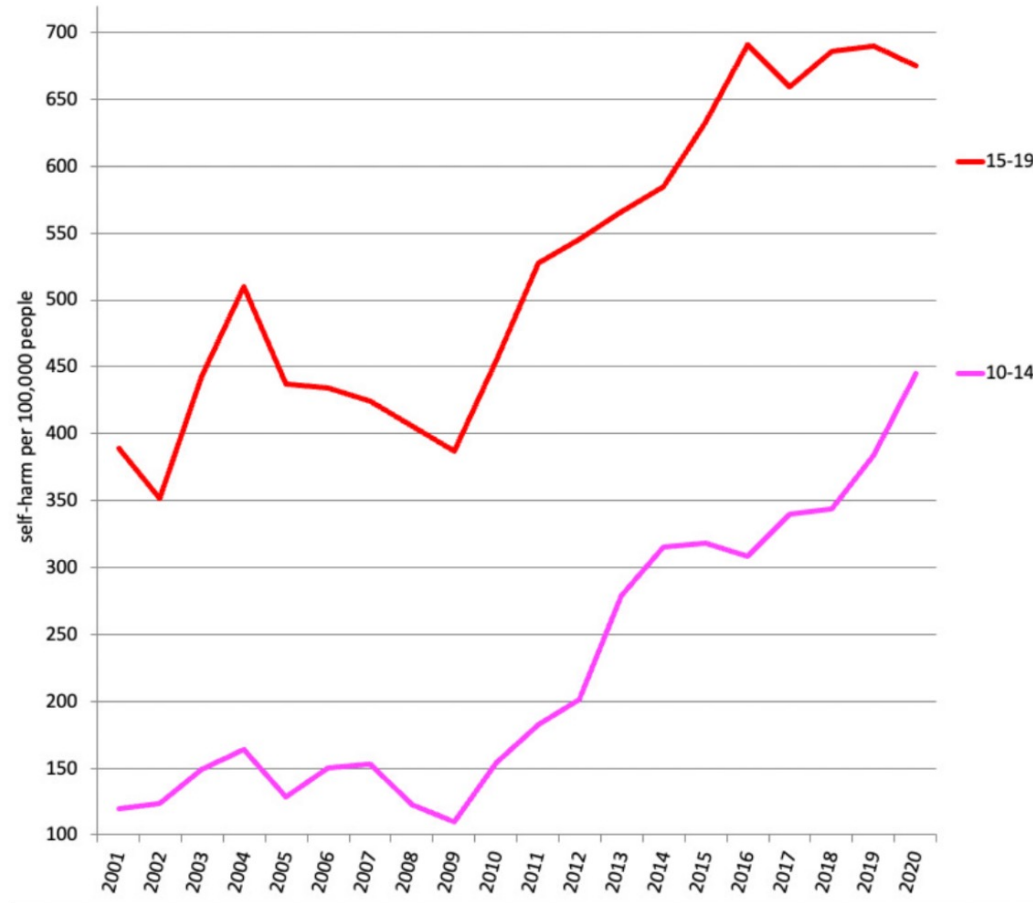
**2024**



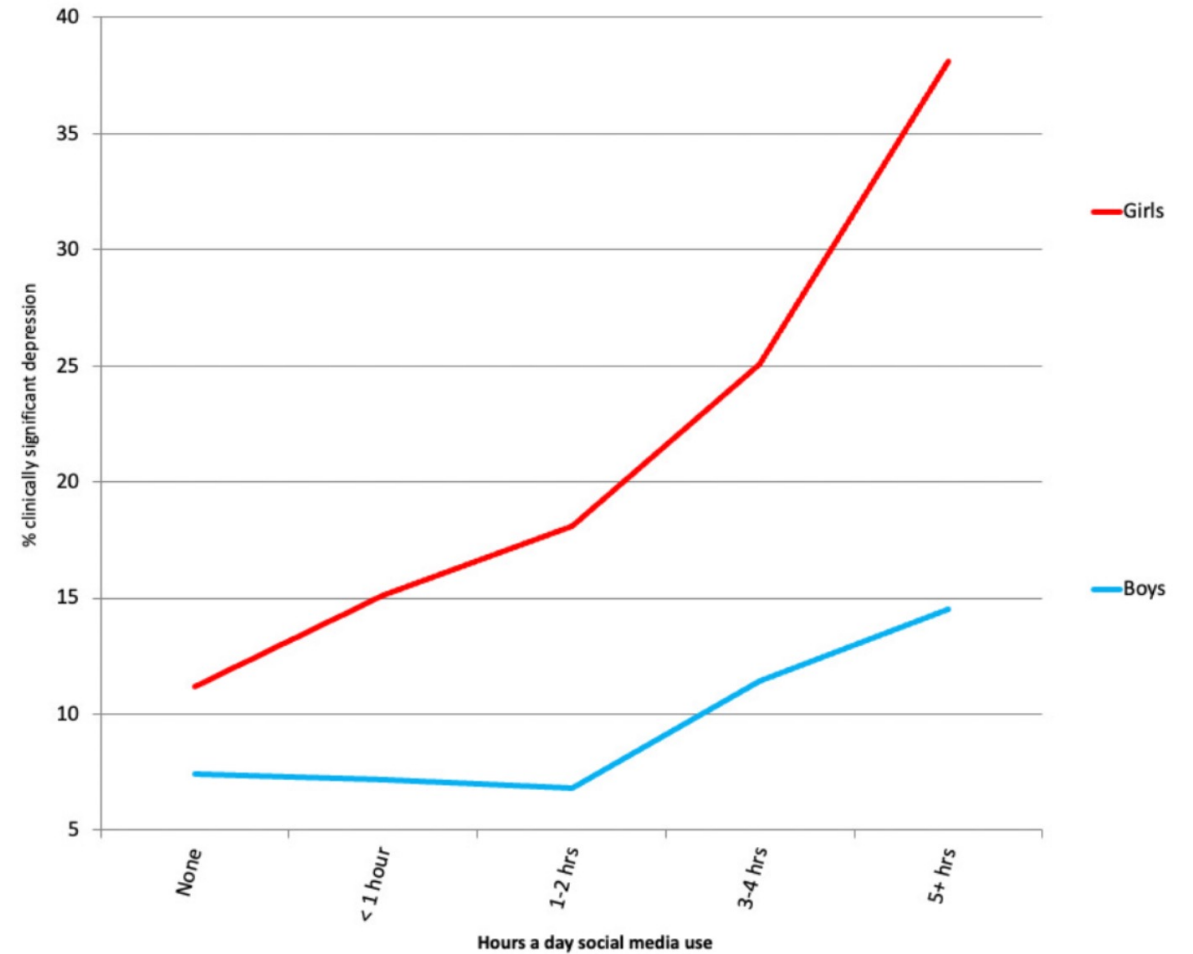
Ward, A. F., Duke, K., Gneezy, A., & Bos, M. W. (2017). Brain drain: The mere presence of one's own smartphone reduces available cognitive capacity. *Journal of the Association for Consumer Research*, 2(2), 140-154.



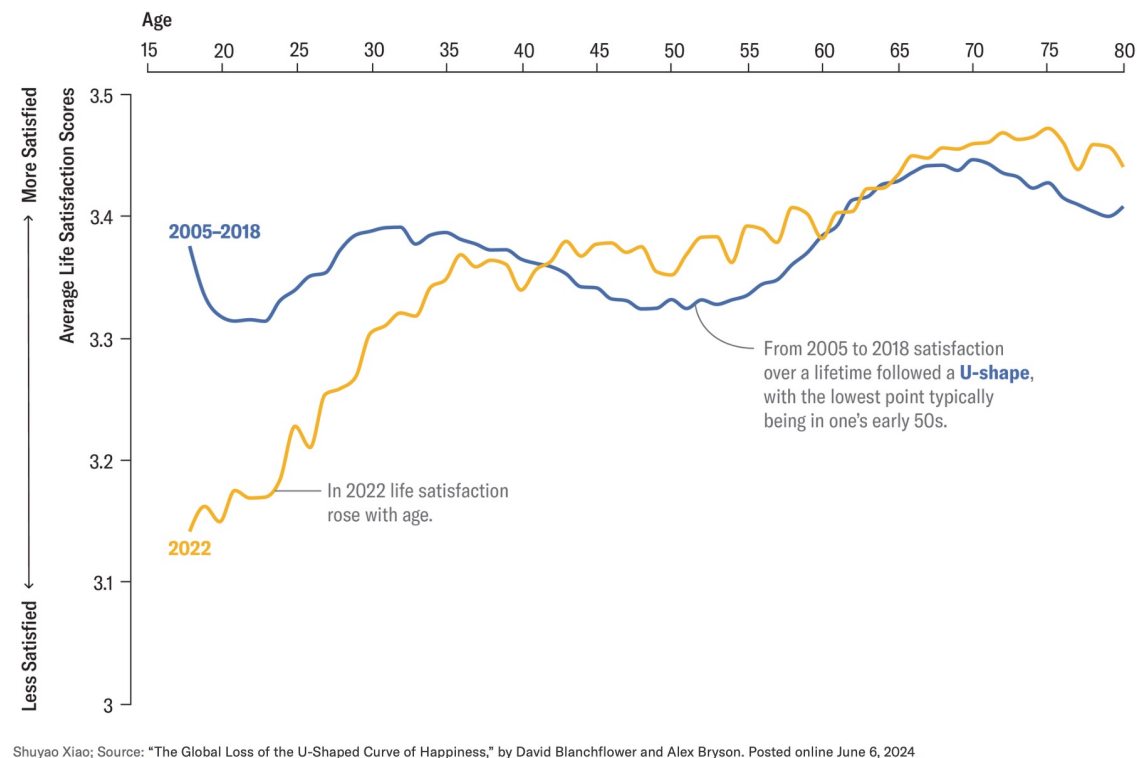
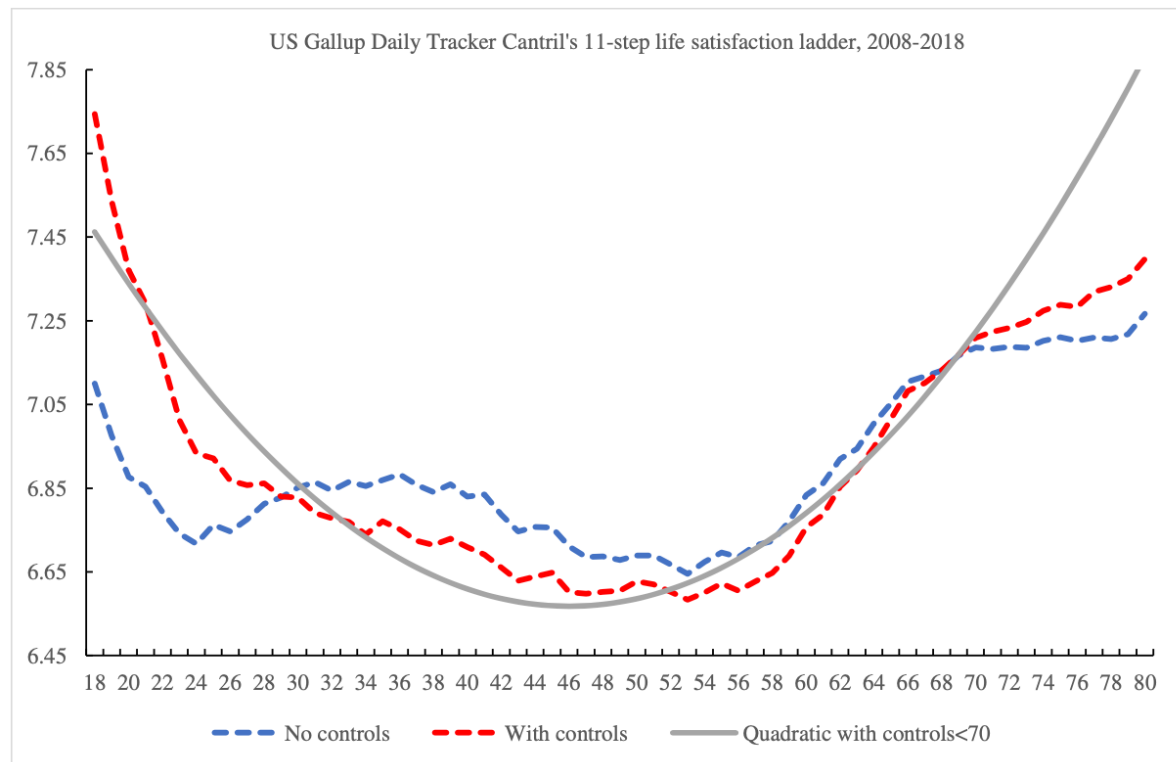
Ward, A. F., Duke, K., Gneezy, A., & Bos, M. W. (2017). Brain drain: The mere presence of one's own smartphone reduces available cognitive capacity. *Journal of the Association for Consumer Research*, 2(2), 140-154.



**Rates of emergency room admissions for self-harm (non-suicidal self-injury) among U.S. girls and young women, by age group. Source: CDC**



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Shuyao Xiao; Source: "The Global Loss of the U-Shaped Curve of Happiness," by David Blanchflower and Alex Bryson. Posted online June 6, 2024

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# A PROPORÇÃO DA POSITIVIDADE

2,9013:1

Losada, M. (1999). The complex dynamics of high performance teams. Mathematical and computer modelling, 30(9-10), 179-192.

# OBRIGADO



**LUIZ GAZIRI**