

The Happiness Class

November 12, 2017

morning session: pride, humiliation

Sunday November 12

10:30am	–	10:45am	last week - questions/comments
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11:00am – 12:00pm pride. humiliation

12:00pm – 12:30pm lunch break

12:30pm – 2:00pm humour, laughing, envy

Questions? Comments?

- about love? infatuation? jealousy?
heartbreak? sexual sensations?
 - kissing evolved from food transfer
- about maternal love, cute, grief?
- about affection, loneliness, crying?
 - alternatives to real people are weaker
 - crying is not sign of trouble
- about other stuff?
 - handouts okay? password: Debates
 - if you didn't get an email, see me
- Hart House Wi-Fi
 - network: U of T
 - username: hhwireless
 - password: massey

Sunday November 12

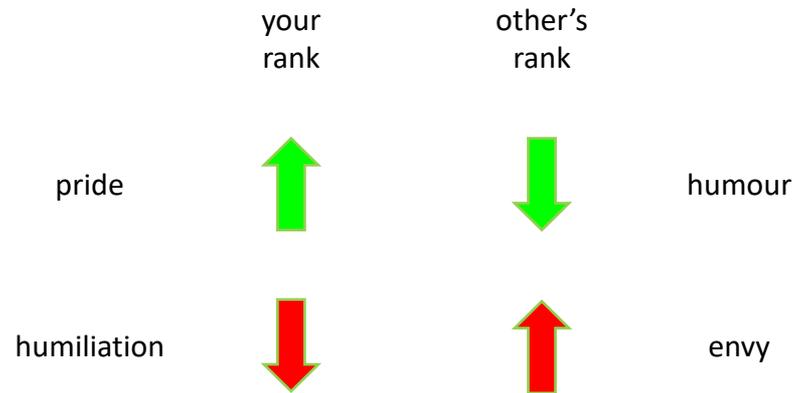
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The rank emotions are triggered
by changes in rank – yours or others.



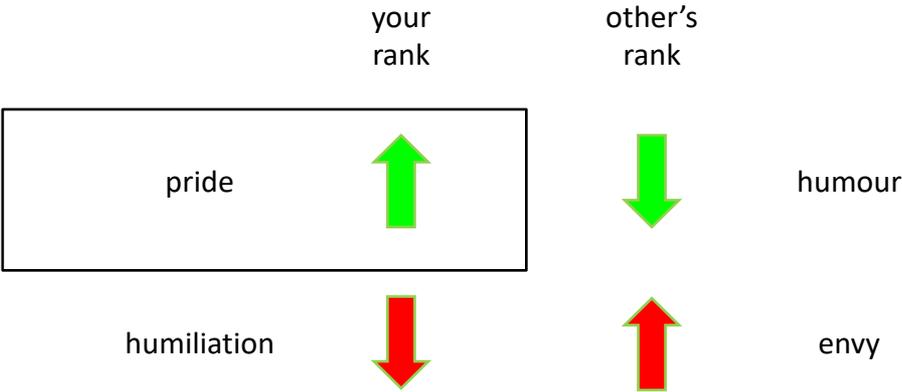
You are given high rank for many reasons,
but they all boil down to the happiness you can bring to a group.

- money rich people can give you money as customer or philanthropist
- power powerful people can get you a good job or into a good school
- fame Oprah and Taylor Swift make their many fans feel affection
- leaders can lead political or military change to improve the lives of a nation
- inventors can create devices or products that improve the lives of millions
- connections connected people can introduce you important social circles
- volunteers bring relief or caring to millions suffering misfortune or poverty
- athletes can make thousands or millions of fans feel vicarious pride

You simultaneously belong to many groups
and your rank varies in each group.

- nation
- city / town
- neighbourhood
- company
- social circles
- professional association
- religious congregation
- alumni network
- sports teams

You feel pride when
your rank increases.



Pride will be the peaks of your happiness.

Pride has a surprisingly profound influence on happiness.

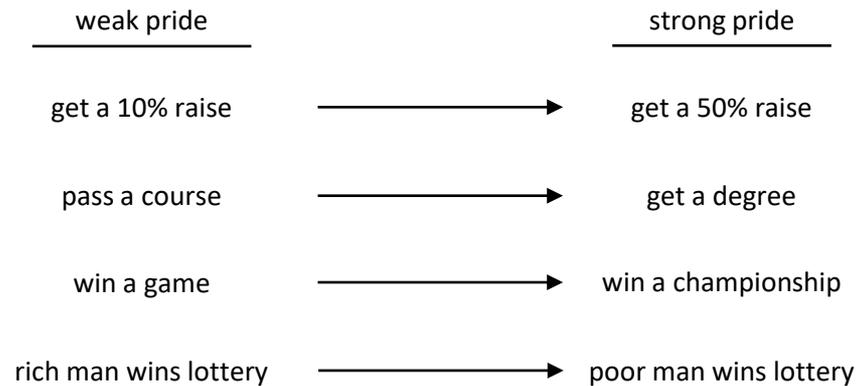
People don't realize pride is temporary – which leads to big mistakes.

You feel pride when you:

- graduate from school
- win an award or contest
- are the underdog and win
- are complimented by others
- get a job, get promoted or get a raise
- achieve another level in a video game
- get better assets, such as cars or clothes

“ My rank has increased.”

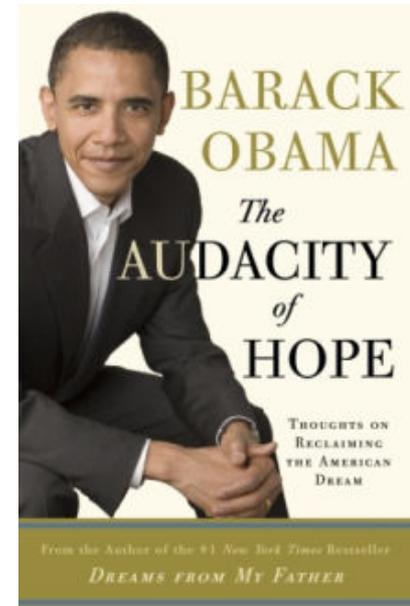
The bigger your increase in rank the stronger pride feels.



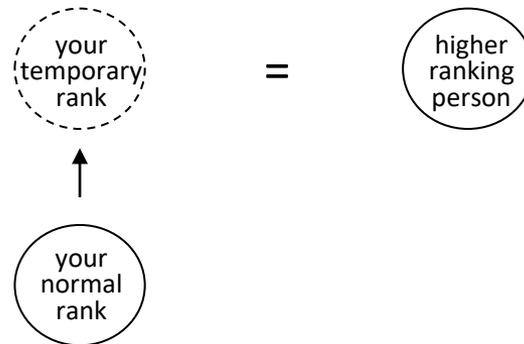
People reminiscing about past often refer to
how low they started to maximize their increase in rank
and consequently maximize the strength of the pride they feel.

You feel imagined pride more often than real pride.

- you feel imagined pride when you imagine your rank increasing
 - pride is weak because conclusion is weak
- commonly used for motivation by people pursuing long-term goals
 - while studying for a university degree
 - while saving for house down payment
 - while training for an athletic competition
- justifies purchase of lottery tickets
 - based on payout alone, tickets have negative value
 - but ticket makes it possible to credibly imagine better future
 - imagined pride makes the purchase price worth it
- imagined pride is hope
 - if you have hope, you imagine a brighter future and feel pride
 - Obama used imagined pride to motivate his voters



You feel pride when you
meet higher ranking people.



- when treated as an equal by a higher-rank person, your rank rises
 - a movie star talks to about the weather or sports
- commonly leaves regular people with a positive impression of high ranker
 - “they were really nice – really down to earth!”
- famous people use this to market themselves – particularly politicians
 - chat with a taxi driver and he tells his customers how great you are

For many people, vicarious pride is a key source of happiness.

- you feel vicarious pride when you imagine being somebody whose rank increased
 - the pride is weak because your conclusion is weak
- widespread among sports fans
 - if your favorite team or player does better than expected, you feel pride
 - works better the more you feel part of the team – clothing, cheering
- rise of sports spectators has paralleled the rise of monotonous jobs
 - factory workers sought to feel pride outside of work
- also see vicarious pride among parents or mentors
 - feel vicarious pride when children or mentee does well
 - works better the more involved the parent or mentor was

Pride is triggered by higher rank

– not high rank.

- NBA rookies feels pride, but veteran NBA all-stars do not
- recent nursing graduates feel pride, but retiring surgeons do not

	high rank	higher rank	
top	✗	✗	
nearly-top	✓	✓	
above middle	✗	✓	
middle	✗	✓	
below middle	✗	✓	
nearly-bottom	✗	✓	
bottom	✗	✓	

✗ not motivated
✓ motivated

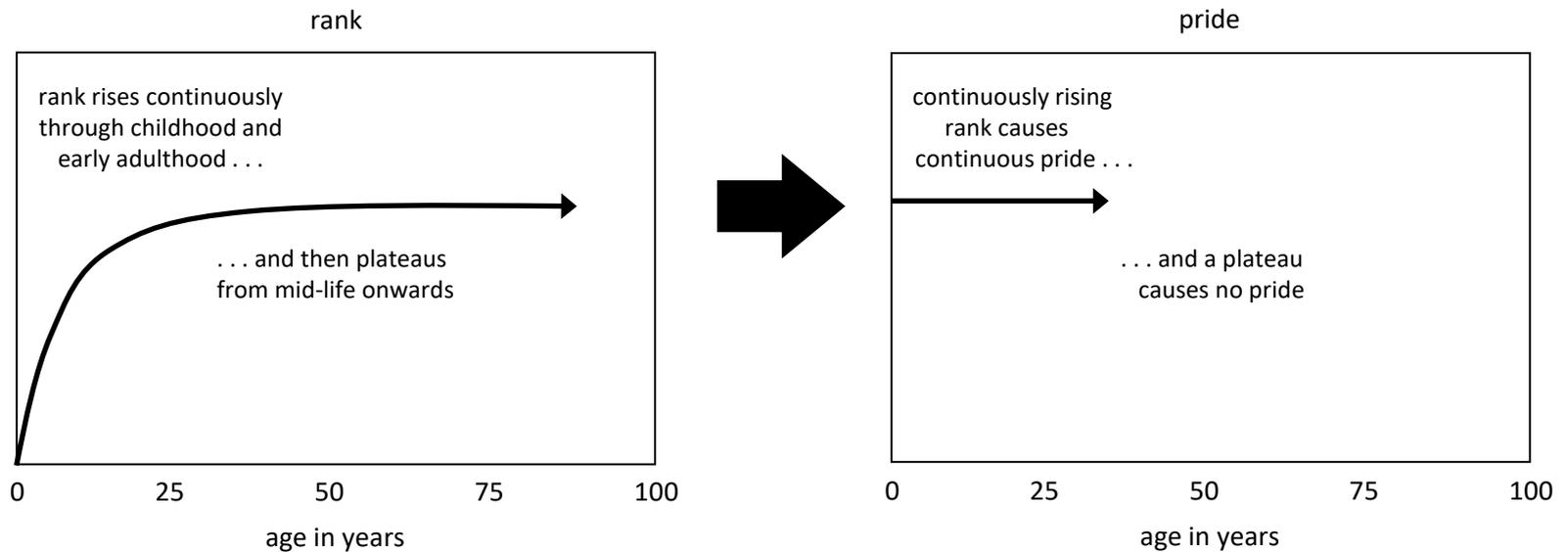
- pride's purpose: encourage everyone to improve their contribution
- triggered by high rank: only motivates the nearly top-ranked
- triggered by higher rank: motivates everybody except the top-ranked
 - top-ranked motivated by humiliation

Because pride is triggered by higher rank it is temporary.

- only feel pride as long as you conclude “my rank is higher”
 - may last a year for a new job or new car
 - may only last a few months for new clothing or gadget
- recognizing the temporary nature of pride is profoundly important for:
 - managing lifetime happiness
 - making good career decisions
 - making smart asset purchases
 - succeeding at self-improvement
 - understanding why money doesn’t buy happiness

Almost done
for Trump!

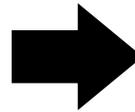
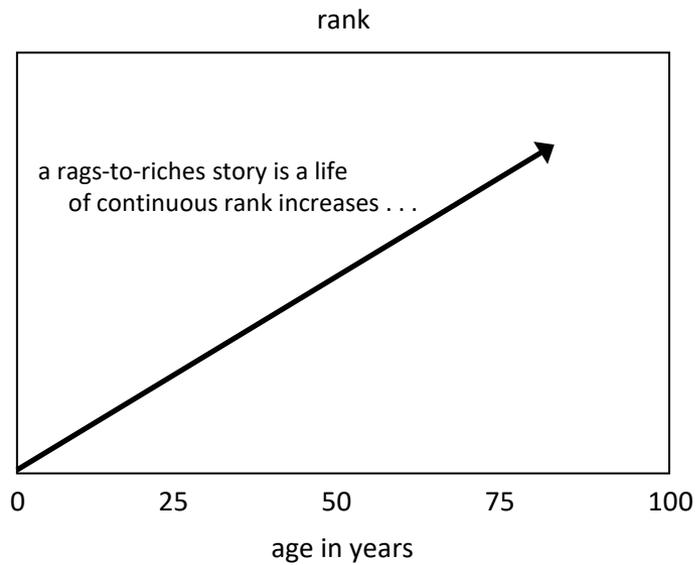
Most people have a mid-life crisis because pride is temporary.



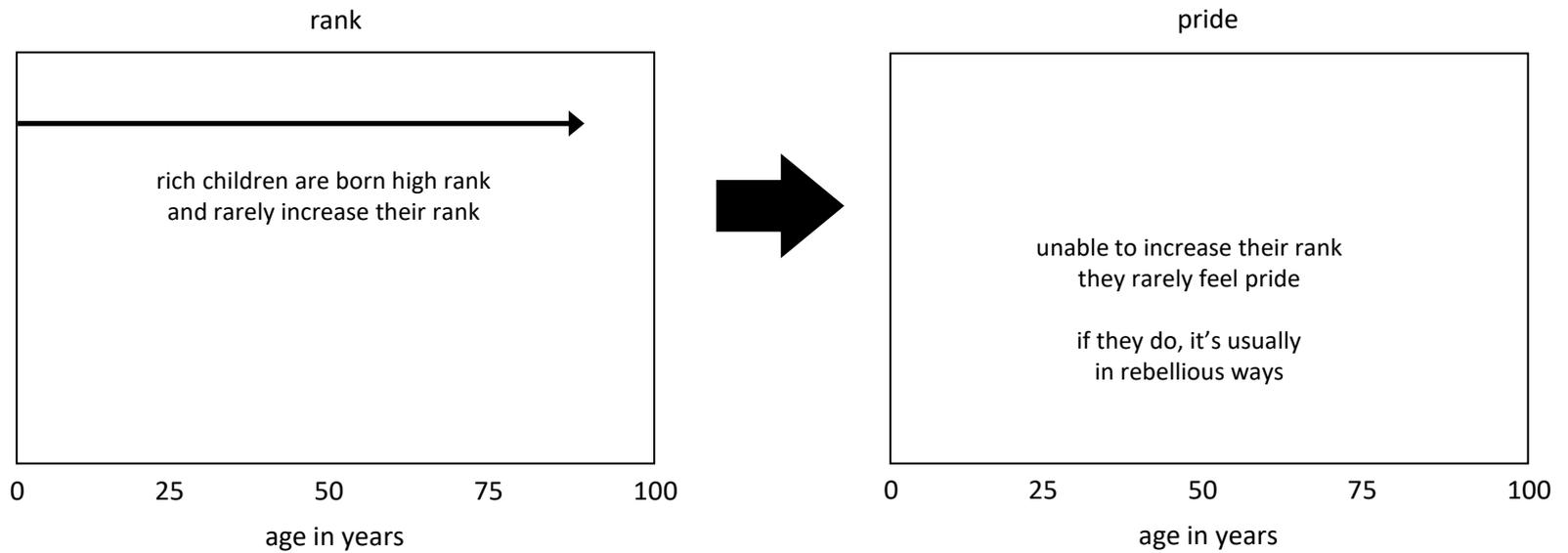
So why do people continue if they stop feeling pride?

We'll see why when we review humiliation.

The best life plan is a rags-to-riches story.



Rich kids rarely feel pride.



Not realizing pride is temporary leads to career mistakes.

- people choose a career by imagining how they will feel day 1
 - prospective doctors imagine putting on a white lab coat, the reactions of friends/family, the questions from patients
- they are imagining pride – which is temporary
 - a new doctor might feel pride for the first year or two
 - after that the doctor must go through the drudgery of dealing with patients without the motivational fuel of pride
- career decisions should be made based on day 1000
 - try to imagine no pride – you can't tell your family/friends, you can't wear a lab coat, nobody calls you doctor

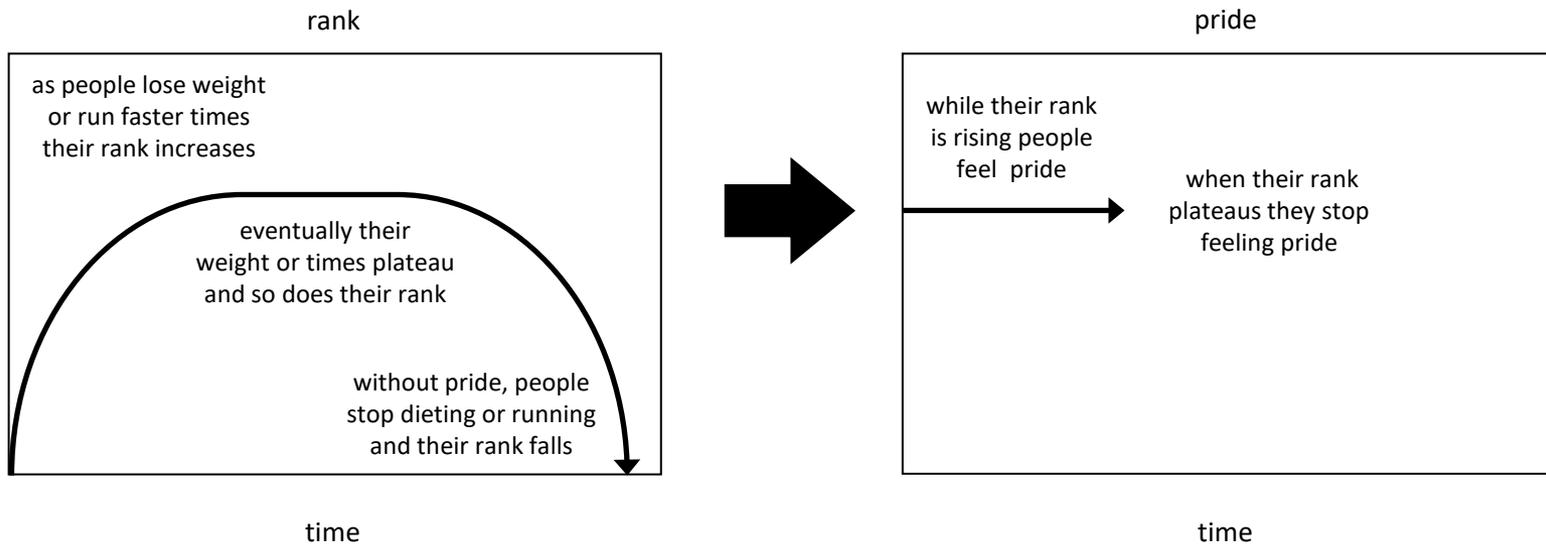
Not realizing pride is temporary leads to purchase mistakes.

- people decide whether to buy something by imagining how they will feel day 1
 - particularly for products others see you use or wear – such as a car or clothes
- they are imagining pride – which is temporary
 - a year for a new car, a few months for new clothes
- once the pride is gone, these purchases are often regretted
 - not worth their premium price
- instead of imagining day 1, people should imagine day 1000 when they won't feel pride
 - would still buy the product if nobody saw you use or wear it?
 - would you still buy the product if you could only buy a version?

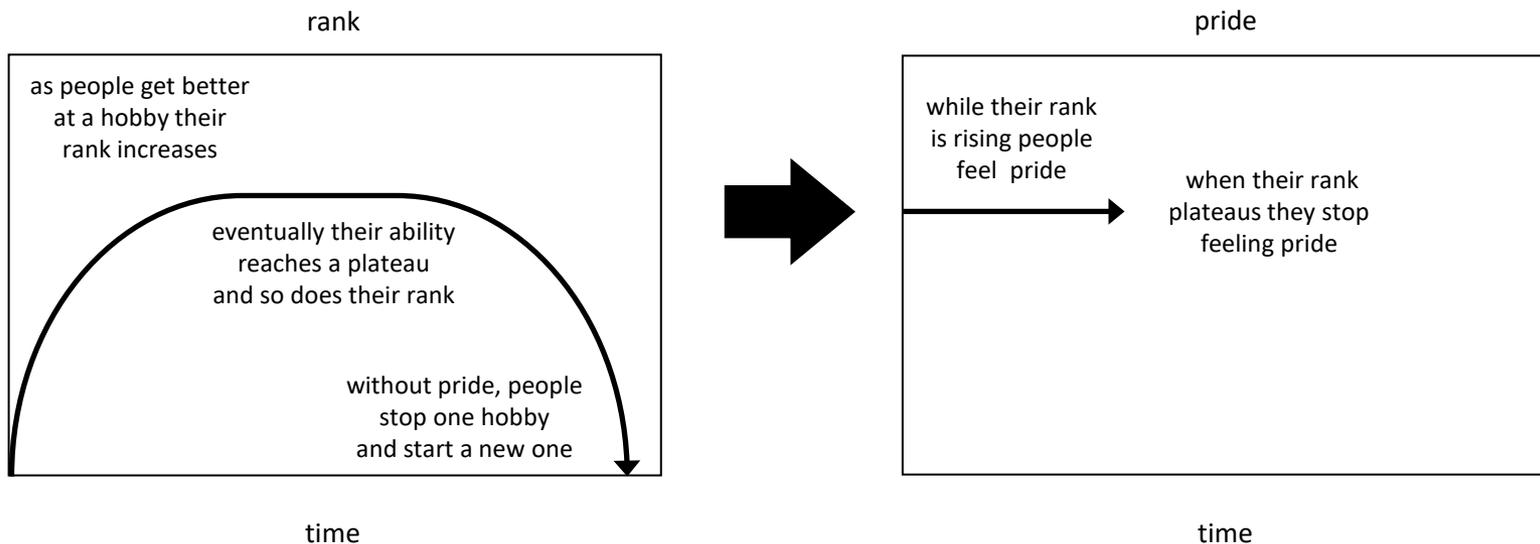
The temporary nature of pride is why money can't buy happiness.

- an increase in wealth only makes you feel pride temporarily
- people who have become rich soon become unhappy
 - particularly compared to how they felt when pride peaked
 - and expect to be happy given their wealth – which adds to unhappiness
- explains why lottery winners often end up unhappy
 - usually fritter away winnings trying to feel peak of pride again
- explains why the richest nations are not the happiest
 - countries with highest GDP per capita, such as the US, are not happiest
 - happiest are probably countries with highest GDP per capita growth

The temporary nature of pride explains why self-improvement usually fails.



The temporary nature of pride explains people keep changing hobbies.



People often make the mistake of trying to share their pride.

- people are particularly happy when feeling strong pride
 - got a promotion, accepted to university, bought a new car
- they tell others about their happiness
 - assume others will also feel happy if they know about the news
- others do not feel their pride
 - pride only rewards the person whose rank has increased
- instead of pride, sharing often makes others feel envy
 - but they have to pretend to be happy for the other person
 - others will say they are bragging or showing off

People feel pride in three different ways.

others recognize
your increased rank

- primary source of pride
- win a contest or award
- get a positive review
- strongest pride

you tell others
your rank has increased

- secondary source of pride
- showing off awards, assets
- bragging about contacts, trips
- moderate pride

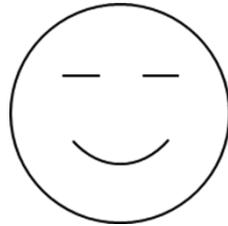
you alone conclude
your rank has increased

- tertiary source of pride
- sense of accomplishment
- faster time, lower weight
- weakest pride

Complimenting others is a good habit, but only if you change what you compliment.

- complimenting others makes them feel pride
 - like casting sunlight on the garden around you
- complimenting only works if it keeps increasing rank
 - paying somebody the same compliment stops working
- changing what you compliment keeps increasing their rank
 - instead of generally complimenting somebody's looks, comment on specific articles of clothing or new hairstyles
 - instead of complimenting somebody on their intelligence, comment on their interpersonal skills or creativity

Strong pride makes you smile involuntarily.



- involuntary smiling shows others the reward of pride
 - makes the intangible of pride tangible to others
 - similar to what involuntary frowning does for grief
- witness reporting of tragedies is a good example
 - despite tragedy, witness will often smile when interviewed
 - being interviewed increases their rank triggering pride and smiling
- pride smiling is more prolonged than affection smiling
 - pride smiling or beaming lasts at least a few seconds
 - affection smiling is a brief flash lasting less than a second

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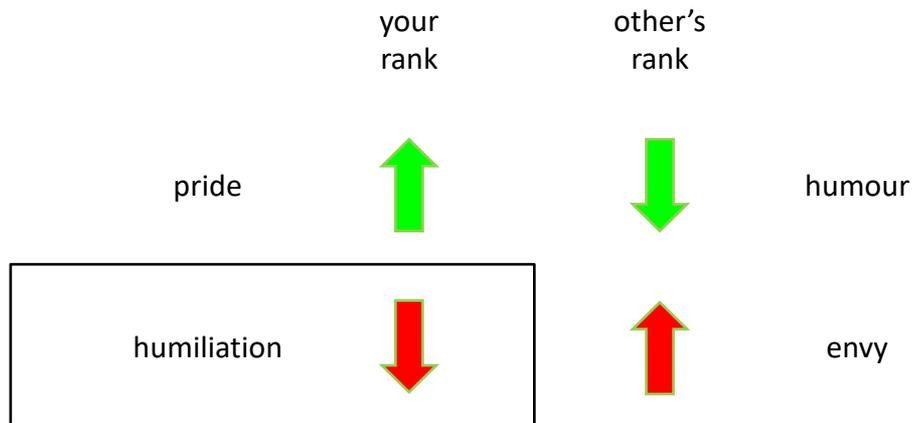
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You feel humiliation when
your rank decreases.



Humiliation will be the valleys of your happiness.

Humiliation has a surprisingly profound influence on happiness.

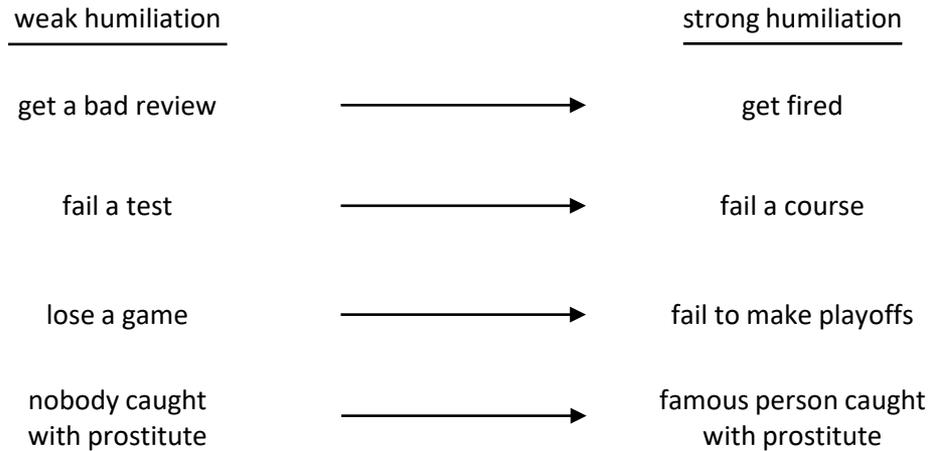
People don't realize humiliation is temporary – which leads to big mistakes.

You feel humiliation when you:

- get fired
- are demoted
- are rejected socially
- fail a test or course
- are the favorite and lose
- are criticized or putdown
- are the victim of gossip
- retire from work

“ My rank has decreased.”

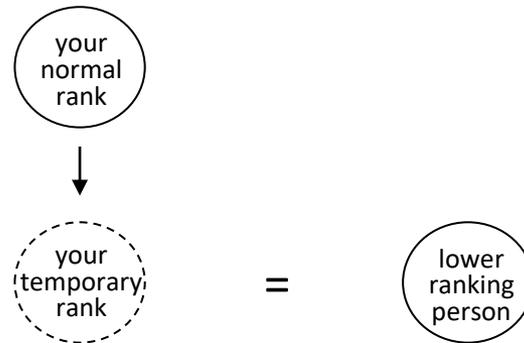
The bigger your decrease in rank
the stronger humiliation feels.



You feel imagined humiliation more often than real humiliation.

- you feel imagined humiliation when you worry about:
 - losing your job
 - failing a course
 - becoming obese
- you imagine bad outcomes more often than they occur
- feeling imagined humiliation provides extra motivation to:
 - work longer hours
 - study harder
 - exercise more

You feel humiliation when you are treated as an equal by lower ranking people.



- when treated as an equal by a lower-rank person, your rank falls
 - a young child addresses you by your first name
 - the Queen if her subjects did not bow or curtsy

Humiliation is triggered by lower rank – not low rank.

- first-time criminals feel humiliation, but repeat offenders do not
- all CEO's feel humiliation when they retire

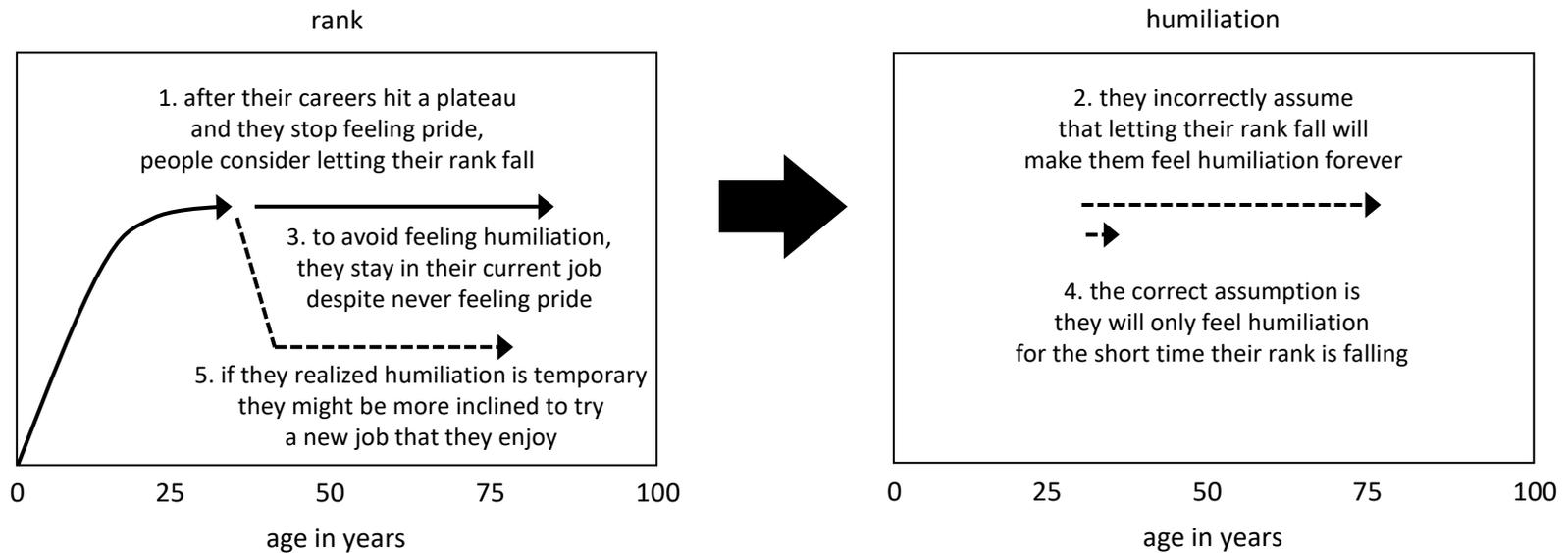
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top	✗	✓	✗ not motivated ✓ motivated
nearly-top	✗	✓	
above middle	✗	✓	
middle	✗	✓	
below middle	✗	✓	
nearly-bottom	✓	✓	
bottom	✗	✗	

- humiliation's purpose: discourage everyone from contributing less
- triggered by low rank: only motivates the nearly-bottom ranked
- triggered by lower rank: motivates everybody except the bottom ranked
 - bottom ranked motivated by pride

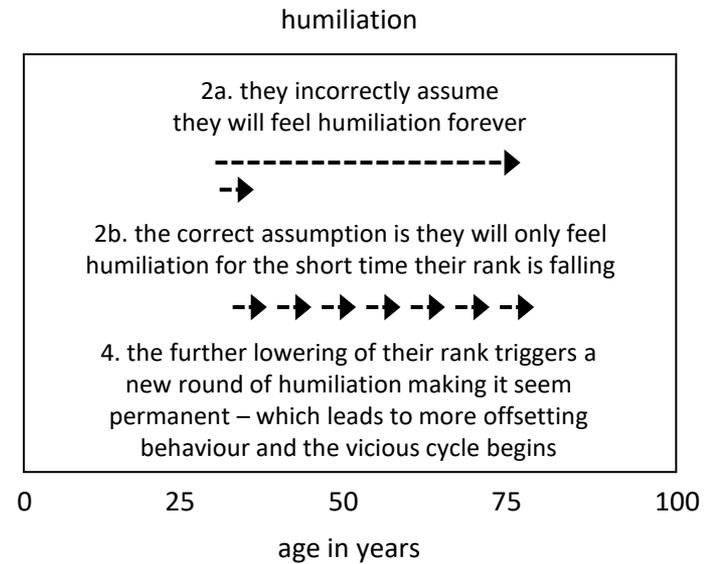
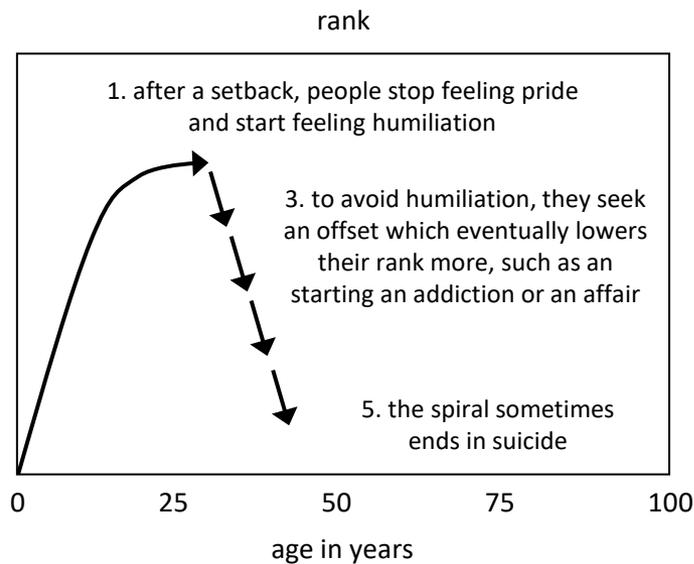
Because humiliation is triggered by lower rank it is temporary.

- only feel humiliation as long as you conclude “my rank is lower”
 - may last a year for after being fired
 - may only last a few days after failing a test
- recognizing the temporary nature of humiliation is important for:
 - managing happiness after a mid-life crisis
 - properly reacting to a setback

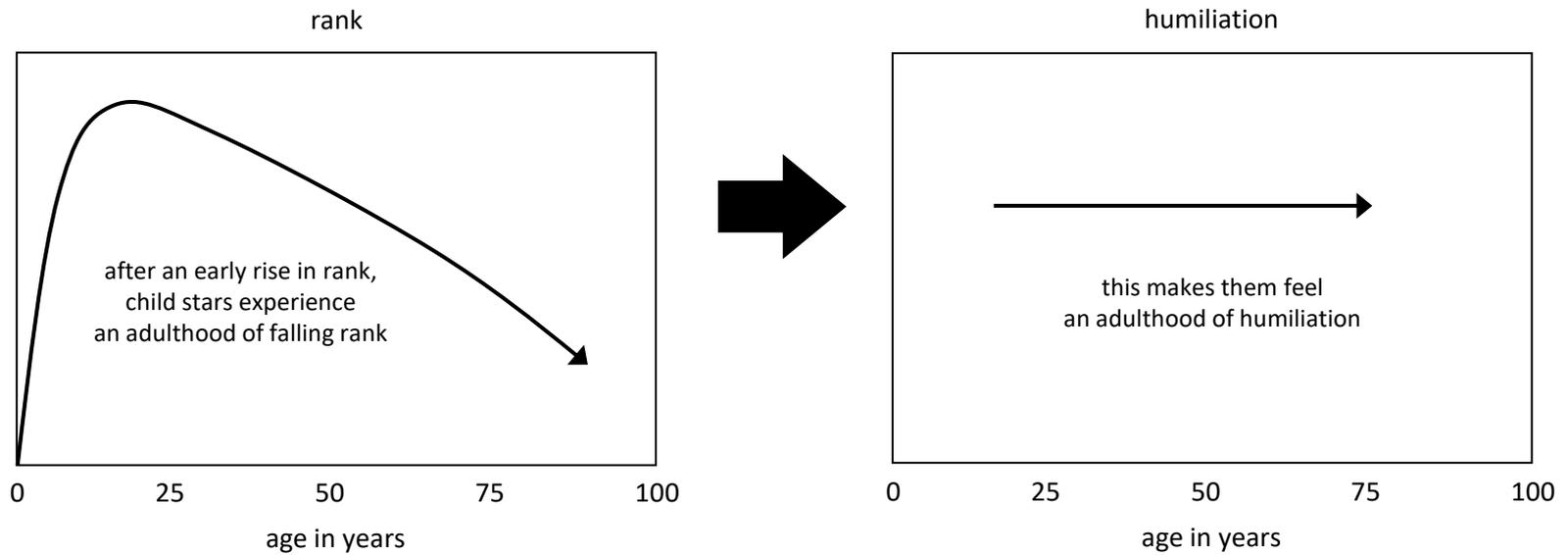
After a mid-life crisis, people switch from enjoying pride to avoiding humiliation – a miserable existence.



After a setback, people assume humiliation lasts forever and do things that worsen the situation creating a downward spiral.

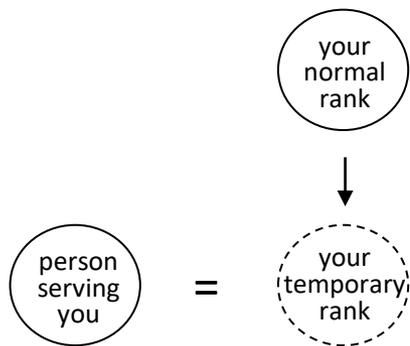


Child stars have the worst life plan.



Child stars often try to offset the constant unhappiness with drugs or alcohol.

Humiliation makes people uncomfortable when they are first served by somebody.



- people are uncomfortable when first served by another person
 - women getting their first mani/pedi
 - men getting their first shoe shine
- they feel uncomfortable because they feel humiliation
 - they imagine being the manicurist or shoe shiner
 - imagining that lower rank makes them feel imagined humiliation
- the servant does not feel humiliation
 - the servant's rank has not fallen
 - unless the customer talks about their discomfort
 - which might make the servant assess their rank lower

We say please and thank you to avoid making others feel humiliation

- saying please and thank you is a promise of reciprocity
 - please pass the salt: if you pass it, I will pass it to you if you ask
 - thank-you: as promised, I will pass it to you if you ask
- not saying please and thank-you implies the other person is a servant
 - they must be your servant if you don't need to promise reciprocity
- implying the other person is your servant makes them feel humiliation
 - you have pushed their rank below yours
- we also say please and thank-you to real servants
 - to avoid acknowledging their lower rank, making them feel humiliation
 - most people say please and thank you to waiters

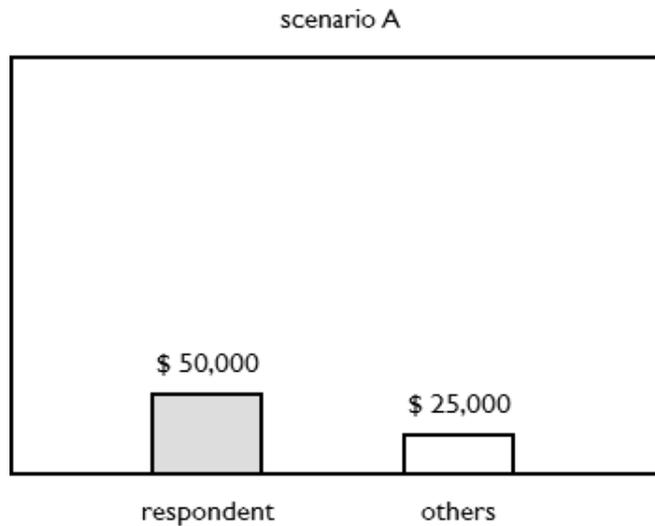
Humiliation makes it hard to ask for help.

- asking for help signals that you are inferior
 - asking for directions signals you can't read a map
 - asking for financial assistance signals you can't manage money
- signalling inferiority lowers your rank and makes you feel humiliation
 - but only the first time you ask

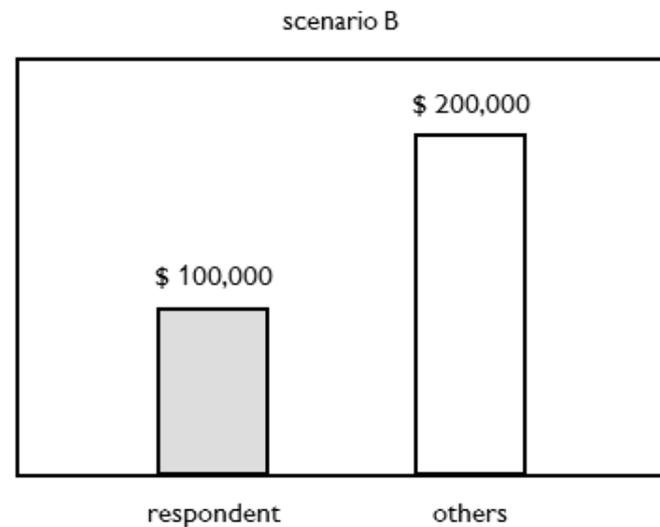
Humiliation makes it hard to apologize or say sorry.

- saying sorry or apologizing is stating that you were wrong
 - saying sorry for lying
 - apologizing for breaking something
- stating you were wrong lowers your rank, makes you feel humiliation
 - your rank has fallen to liar
 - your rank has fallen to careless person
- the reluctance to say sorry or apologize is proof
 - the mental pain of humiliation is real
- important for revenge
 - real pain of apologizing stops revenge with no real cost

Despite being less money, respondents chose scenario A because they prefer feeling pride to feeling humiliation.



Respondent gets \$50,000 and everybody else gets \$25,000.



Respondent gets \$100,000 and everybody else gets \$200,000.

In the land of the blind . . .

Seeing others get better treatment makes you feel humiliation.

- sometimes individuals get better treatment than you
 - people bypass a line to get into a club
 - people are not punished for rule breaking
 - people parking by front doors of grocery store
- better treatment creates two ranks where there was one
 - you were the same rank as everybody before
 - now you are in a lower rank than some
- humiliation usually followed by revenge
 - “X harmed me by breaking rules.”
 - harm: humiliation, rule breaking: making exceptions

Humiliation, not pride, is a better motivator of self improvement.

- pride cannot keep you motivated to maintain self improvement
 - feel pride when you lose weight, run a faster time
 - the problem is pride stops when you hit a plateau
 - without pride, people return to not dieting or exercising
- humiliation solves this problem
 - the threat of humiliation remains after you hit a plateau
- requires switching mindset and motivational tricks
 - if want to look fit, stop weighing or measuring yourself
 - don't tell anybody about your weight, times, compliments
 - instead, intentionally force situations of potential embarrassment
 - go on beach vacations, go to pool parties, exercise at the gym
 - replace your scales with a few full-length mirrors
 - should be like brushing your teeth

like brushing your teeth

Humiliation prevents people from hearing helpful feedback and stunts their growth.

- natural response to hearing criticism is feeling humiliation
 - you are told that you did or are doing something wrong
- feeling humiliation makes people defensive
 - argue they're right to avoid feeling humiliation
 - they do not focus on the message
- consequently, miss the opportunity for growth
 - feedback best way to improve interpersonally
 - need others to understand what it's like to deal with you
- not being defensive greatly improves personal growth
 - people open to feedback are usually good with people

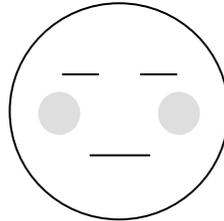
The people most concerned about humiliation are the top-ranked.

- the top-ranked cannot pride
 - stop feeling it shortly while after arriving at top
 - have no opportunity to feel more – already at top
 - cannot even imagine pride – cannot dream
- they can feel humiliation
 - they have nowhere to go but down
 - it's easy to imagine humiliation
- and they can feel the strongest humiliation
 - they have the farthest to fall

“ The desire of acquiring the comforts of the world
haunts the imagination of the poor,
and the dread of losing them that of the rich.”

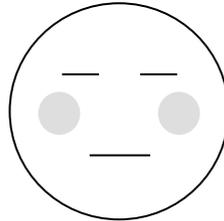
Alexis de Tocqueville

People blush when humiliation immediately follows pride.



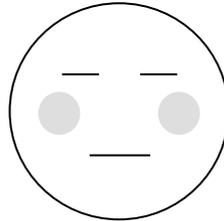
- you blush when a feeling of pride is abruptly ended by humiliation
 - everyone looks at you as you enter a room and then down at the stain on your pants
 - you are giving a speech and forget your words
- more prevalent among young women
 - drawn to high-ranking men by infatuation
 - being treated as equal makes them also feel pride
 - nervousness usually leads woman to stumble socially
 - stumble causes humiliation that abruptly ends pride

Blushing makes others feel compassion instead of humour.



- humiliation usually makes others feel humour
 - if you wet your pants, others will find it funny
 - if you forget your speech, others will laugh
- blushing changes the cause of the embarrassment
 - if caused by mistake, they feel humour
 - if caused by misfortune, they feel compassion
- blushing is the other autonomic expression
 - like crying, cannot be faked
 - key for expressions that trigger compassion

Blushing reduces the cost of trial and error learning.



- the pride/humiliation is typical of trial and error learning
 - a novice begins to master a skill and feels pride
 - followed quickly by failure and humiliation
- trial and error learning is key to knowledge transfer
 - each generation observes the previous generation
 - and then learns the same skills by practicing
- blushing encourages more trial and error learning
 - reduces psychological cost of trial and error learning
 - not as painful to fail – important at beginning of learning

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