A decorative graphic on the left side of the slide consists of several overlapping geometric shapes. There is a blue parallelogram, a light green parallelogram, and a dark grey parallelogram, all oriented diagonally. The background is a dark navy blue with subtle diagonal lines.

Data Summary: Happiness in Western and Eastern Countries



Data Frame

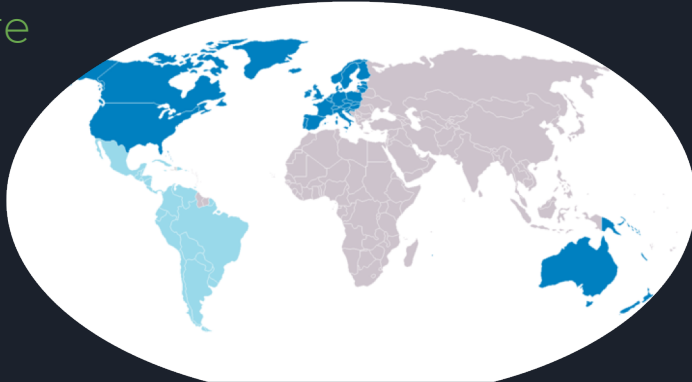
World Happiness Report (2016)



Forming Our Hypothesis

There are established cultural and psychological differences between people in Eastern and Western countries that can play a role in determining their happiness.

Western: individualistic culture

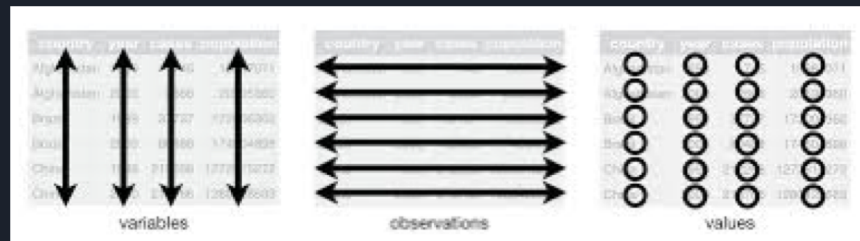


Eastern: collectivistic



How we “TIDY’d” the Data

- **Grouped by:** region
- **Made new variable (boolean) :** “WesternOrEastern”
 - **0 = Western** & **1 = Eastern**
 - **Western region:**
 - Western Europe, North America, Australia and New Zealand
 - **Eastern region:**
 - Eastern Asia, Southeast Asia, Southern Asia
- **Select:**
 - (variables that contribute to individualistic and collectivistic cultures)
 - 1. Generosity
 - 2. Freedom
 - 3. Family
 - 4. Economy (GDP per Capita)



Hypothesis

NULL Hypothesis: There is no significant difference between Western and Eastern countries with respect to:

- Family
- Freedom
- Generosity
- GDP/capita.

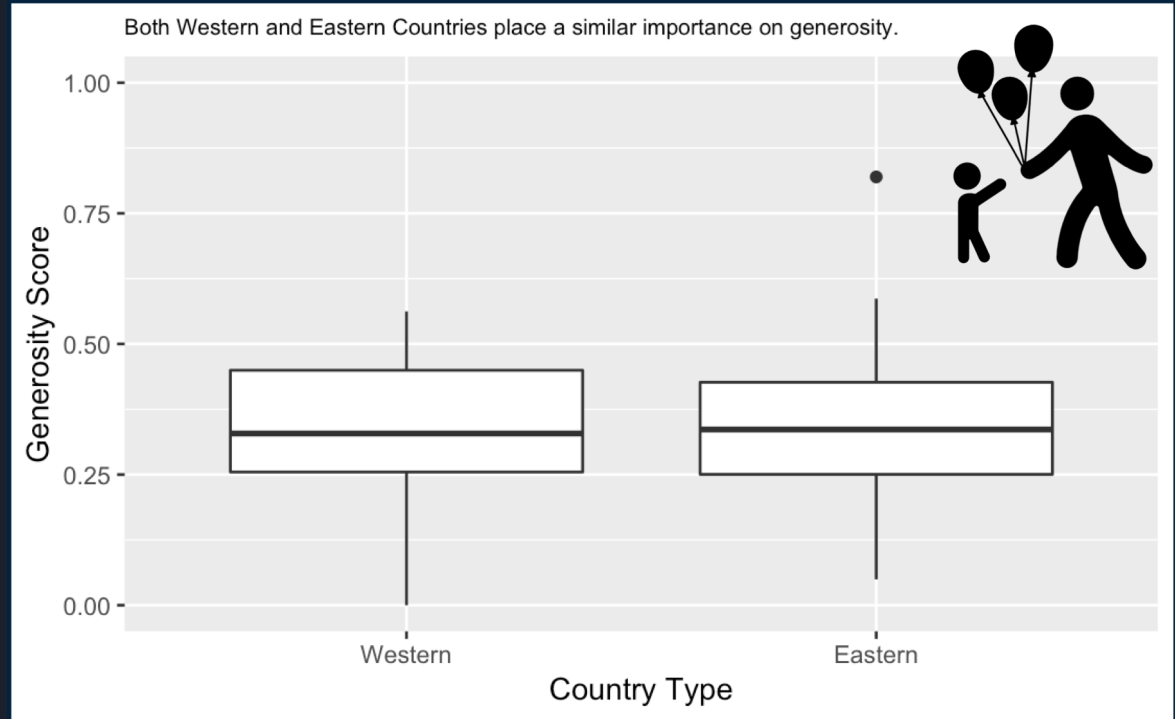


ALT Hypothesis: Western countries place a larger importance on the value of freedom and measurement of GDP per capita. Meanwhile, Eastern countries place a larger importance on values of generosity and family.

Generosity

(How generosity contributes to making life evals higher in each country)

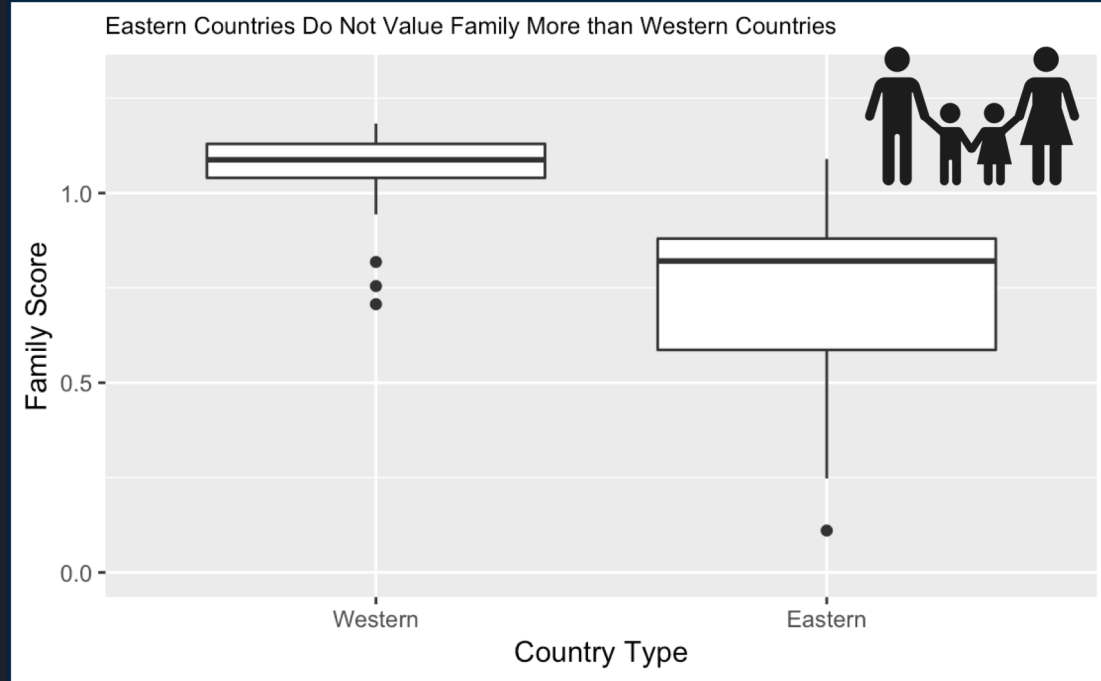
- Western Mean: 0.35
- Eastern Mean: 0.33
- P-value: 0.6
- Cohen's D: 0.15
- Reject the null? NO



Family

(How family contributes to making life evaluations higher in each country)

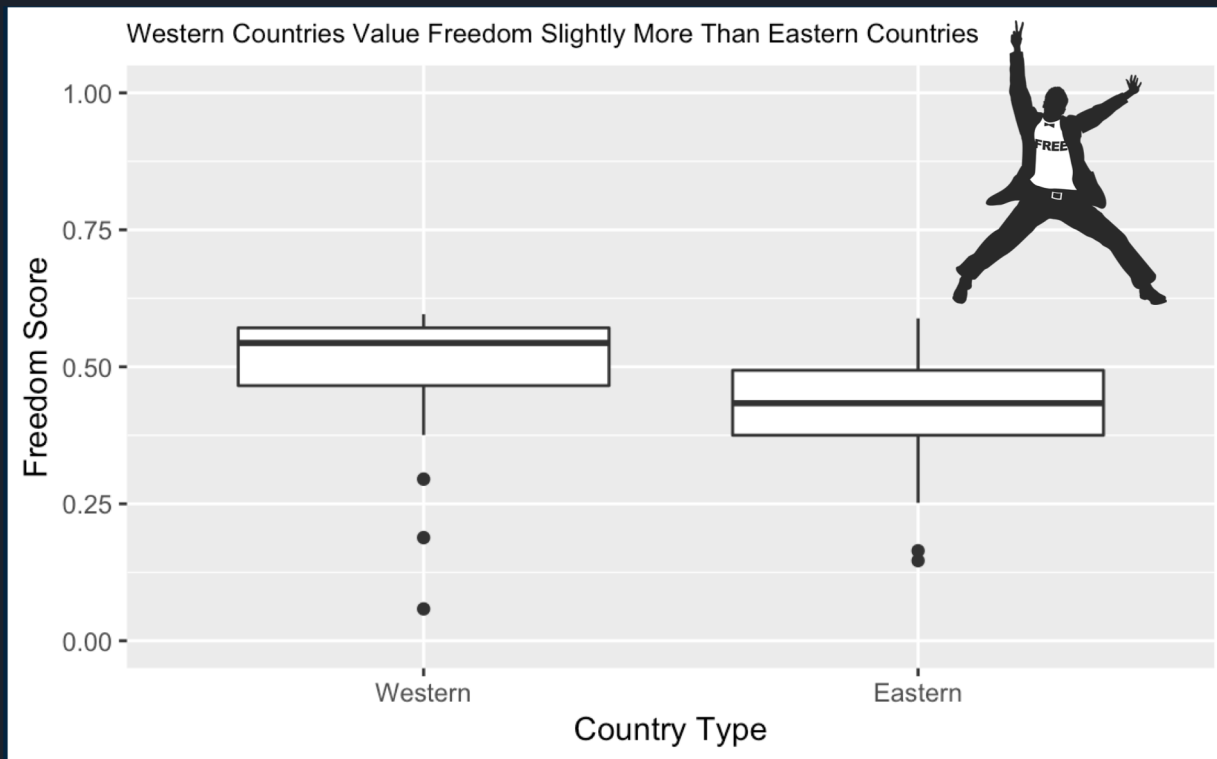
- Western Mean: 1.05
- Eastern Mean: 0.73
- P-value: 2.188e-05
- Cohen's D: 1.55
- Reject the null? YES



Freedom

(How freedom contributes to making life evaluations higher in each country)

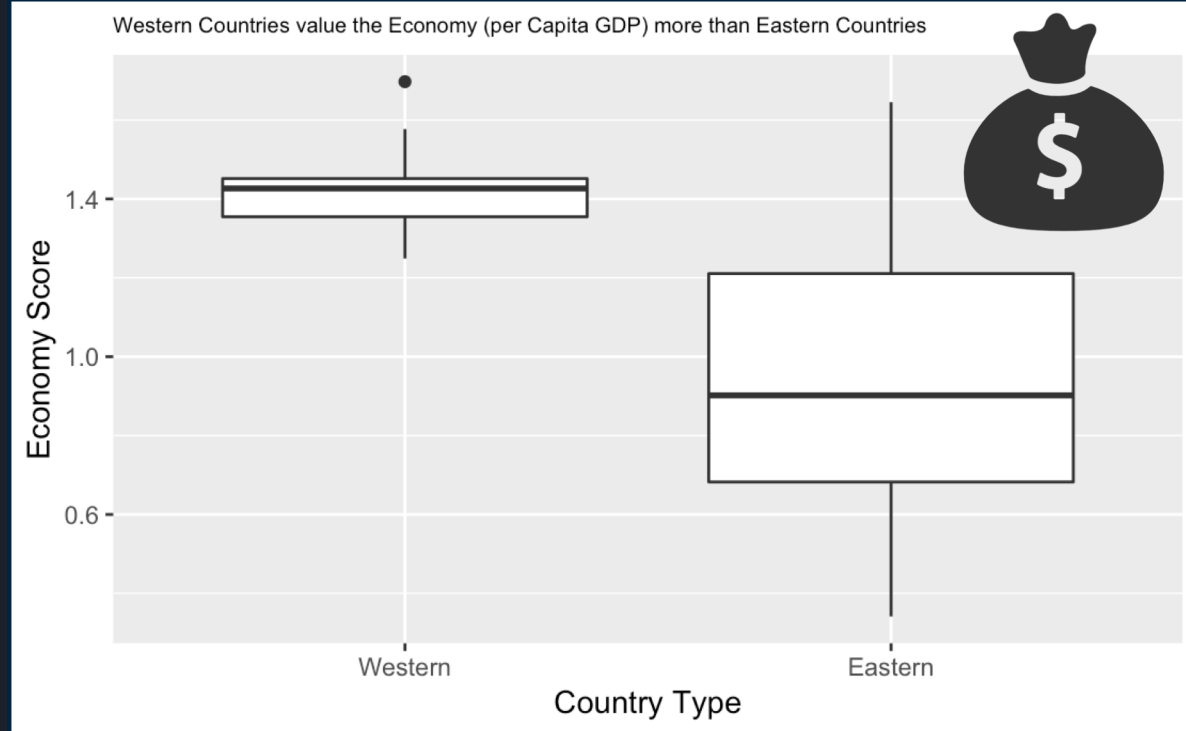
- Western Mean: 0.49
- Eastern Mean: 0.42
- P-value: 0.0547
- Cohen's D: 0.57
- Reject the null? NO*



Economy (GDP)

(How GDP contributes to making life evaluations higher in each country)

- Western Mean: 1.42
- Eastern Mean: 0.53
- P-value: 3.023e-06
- Cohen's D: 1.85
- Reject the null? YES





Conclusions

- Our hypothesis based on common cultural and psychological differences was only correct for Economy(GDP) and Family. Meanwhile, Generosity and Freedom are equally valued.
 - Money doesn't bring you as much happiness.... in Thailand.
 - If you want to be happier, just be more generous to others.



Thank you and be happy!

