Exploring the World of Happiness

World Happiness Report Analysis (2005 - 2024)

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AGENDA

01 DATA OVERVIEW

02 KEYS TO HAPPINESS

03 QUESTIONS

04 CASE STUDIES (TABLEAU)

05 FINAL THOUGHTS

🌍 World Happiness Report

- **Since 2005**, ranking **130–160** countries yearly.
- Produced by **Gallup, UN researchers, and other NGO’s.**

Happiness

Generosity

Social Support

Corruption

GDP Per Capita

Freedom

Life Expectancy

ADVANTAGES

Holistic view of world happiness
(not just economic factors)

DISADVANTAGES

Self-reported surveys
(subject to bias)

What are the keys (indicators) to happiness?

Happiness

Data Type 📊

Survey

Cantril Ladder
(on a scale of 1-10)

Indicators 🔍

How **satisfied** are you with your life as a whole?

GDP Per Capita €

Data Type 📊

Economic

(World Bank)

Happiness Correlation

High - Positive

(0.77)

Indicators 🔍

What is the average **income** of a country’s citizens?

(Adjusted for purchasing power)

Life Expectancy

Data Type 📊

Health

(World Health Org)

Happiness Correlation

High - Positive

(0.73)

Indicators 🔍

What is the average **life expectancy** in this country?

Social Support

Data Type 📊

Survey

Gallup World Poll

Happiness Correlation

High - Positive

(0.72)

Indicators 🔍

Do you feel like you belong to a **supportive community?**

How often do you spend time with **family and friends?**

Freedom

Data Type 📊

Survey

Gallup World Poll

Happiness Correlation

Moderate - Positive

(0.54)

Indicators 🔍

Are you satisfied with your **freedom to make life decisions?**

Are **government policies** limiting or enabling your personal choices?

Corruption

Data Type 📊

Survey

Gallup World Poll

Happiness Correlation

Moderate - Negative

(0.48)

Indicators 🔍

Do you think corruption is widespread in your **government?**

Do you believe **businesses** in your country are run **fairly and ethically?**

Generosity

Data Type 📊

Survey

Gallup World Poll

Happiness Correlation

Weak - Positive

(0.19)

Indicators 🔍

How often do you **help strangers or volunteer**?

Do you believe people in your country are generally **kind to each other?**

What influences a country’s **generosity** and **socially support**?

Hypothesis: Generosity and Social Support can vary due to...

- 🏛️ **Internal Shocks** (e.g. Political unrest, recessions, civil wars)
- 🌍 **External Shocks** (e.g. Pandemics, natural disasters, external conflict)

🏛️ Internal Shocks

- ⬇ Happiness
- ⬇ Social Support
- ⬇ Generosity

🌍 External Shocks

- ⬇ Happiness
- ⬆ Social Support
- ⬆ Generosity

Takeaways:

🌍 Global Crises:

- Solidarity, generosity and social support networks are crucial (and happen naturally)

🏛️ Internal crises:

- Love thy neighbour - Don’t look for someone to blame