

Well-Being Depends on Social Comparison:

Hierarchical Models of Twitter Language Suggest That Richer Neighbors Make You Less Happy

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Research Highlights

- Using a sample of 6 million Twitter users we estimate income and happiness from text
- Individuals who live in communities with higher income are less happy
- Suggests that subjective well-being is sensitive to social comparison effects
- Hierarchical modeling of individuals and their communities outpredicts standard baselines for predicting happiness

Model	Individual Inc.		Community Inc.	
	β	t	β	t
Individual Inc.	.587	229	-	-
Community Inc.	-	-	.047	11.7
Individual & Community Inc.	.587	229	-.013	-4.67

Both **higher** individual level and community level predict **higher** happiness, when modeled together, **higher** happiness is predicted by **higher** individual and **lower** community income.