

How can we find the cause of happiness for ourselves as individuals? The friends decide to switch focus from country comparisons to studies which focus on individuals.

One media headline that caught Charlie's attention was 'Yes, you can buy happiness . . . if you spend it to save time'. The accompanying article in *USA Today* explained that psychology researchers had found that people who spend on housekeeping, delivery services and taxis are happier than those who don't. The research in question was conducted by Elisabeth Dunn, Professor at the University of British Columbia, and her colleagues, including Ashley Whillans, Assistant Professor of Business Administration at Harvard. Charlie downloaded the scientific research article, published in the journal *Proceedings of the National Academy of Sciences*, in order to find out what the four friends can learn.