

From the fields of Positive Psychology and Consumer Psychology:

1. Positive Psychology

- a. Ryan, Richard M., and Edward L. Deci. "On happiness and human potentials: A review of research on hedonic and eudaimonic well-being." *Annual review of psychology* 52, no. 1 (2001): 141-166.
 - i. Well-being is a complex construct that concerns optimal experience and functioning. Current research on well-being has been derived from two general perspectives: the hedonic approach, which focuses on happiness and defines well-being in terms of pleasure attainment and pain avoidance; and the eudaimonic approach, which focuses on meaning and self-realization and defines well-being in terms of the degree to which a person is fully functioning. This review considers research from both perspectives concerning the nature of well-being, its antecedents, and its stability across time and culture.
- b. Diener, Ed. "Subjective well-being: The science of happiness and a proposal for a national index." *American psychologist* 55, no. 1 (2000): 34.
 - i. One area of positive psychology analyzes subjective well-being (SWB), people's cognitive and affective evaluations of their lives. Progress has been made in understanding the components of SWB, the importance of adaptation and goals to feelings of well-being, the temperament underpinnings of SWB, and the cultural influences on well-being.
- c. Seligman, Martin EP. *Authentic happiness: Using the new positive psychology to realize your potential for lasting fulfillment*. Simon and Schuster, 2004.
 - i. This book was important to the launch of the Positive Psychology movement that encouraged researchers and the public to focus on happiness, well-being etc. as something that could be actively pursued (in other words, achieving a state of human flourishing is way beyond simply minimizing depression, anxiety, etc., hence the moniker "positive psychology").

2. Consumer Psychology

- a. Mick, David Glen, Simone Pettigrew, Cornelia Connie Pechmann, and Julie L. Ozanne, eds. *Transformative consumer research for personal and collective well-being*. Routledge, 2012.
 - i. This is the definitive, 32-chapter volume that intends to shift the field of consumer psychology towards a focus on issues of well-being. Various chapters address a wide variety of consumption related issues, their relationship to social and environmental concerns, and ideas and opportunities for improving well-being.
- b. Prothero, Andrea, Susan Dobscha, Jim Freund, William E. Kilbourne, Michael G. Luchs, Lucie K. Ozanne, and John Thøgersen. "Sustainable consumption: Opportunities for consumer research and public policy." *Journal of Public Policy & Marketing* 30, no. 1 (2011): 31-38.
 - i. This essay explores sustainable consumption and considers possible roles for marketing and consumer researchers and public policy makers in addressing the many sustainability challenges that pervade the planet.