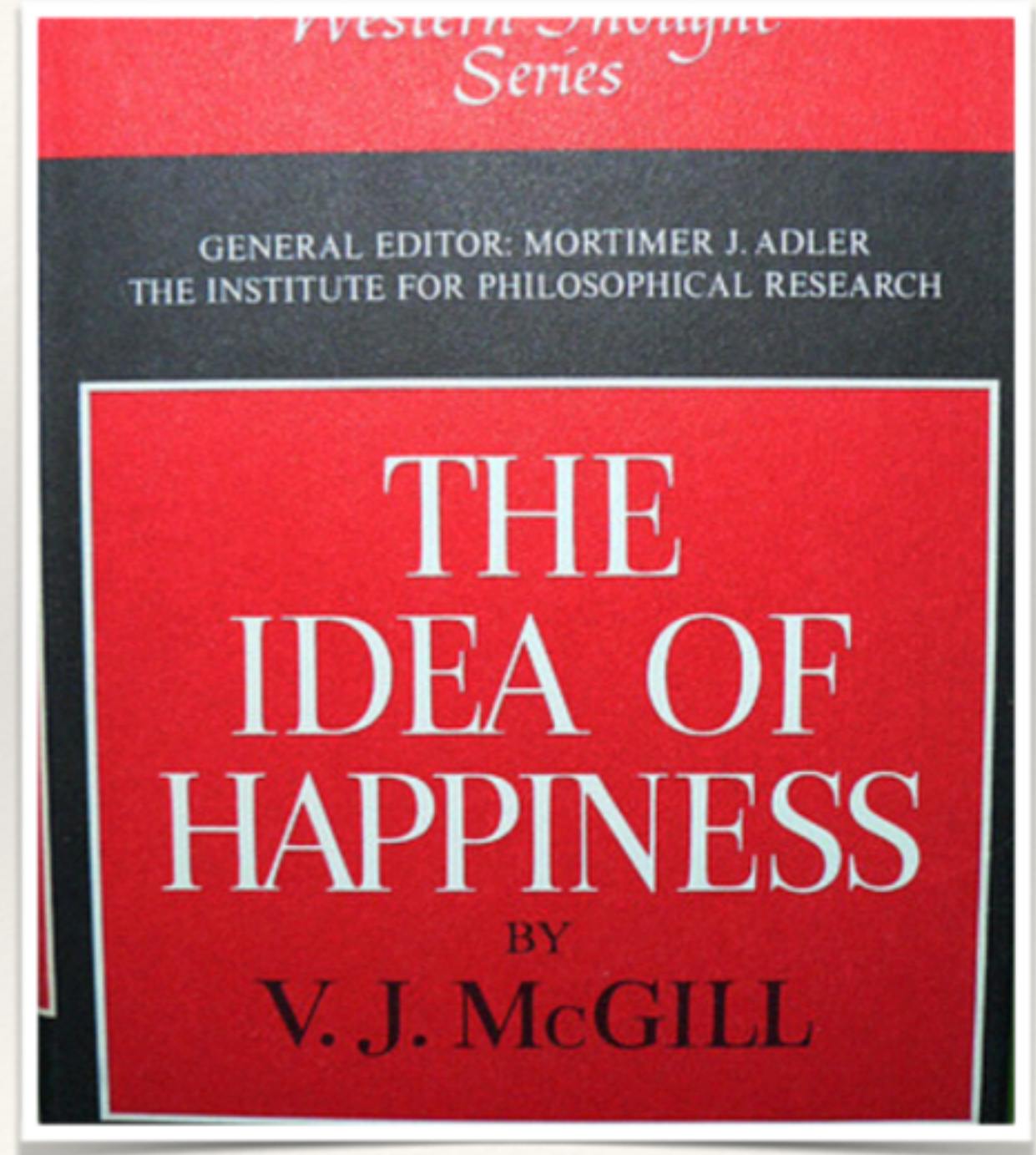

Agenda

- ❖ 1) Reviewing Happiness
- ❖ 2) Consumerism and the Good Life: Three Possibilities
- ❖ +++++ Break +++++
- ❖ 3) In-Class Group Activity: Mapping brands
- ❖ 4) Video: Ethical chocolate?



Reviewing Happiness

- ❖ Happiness is easier to *experience* than to *define*.
- ❖ This is because people have different ideas - what we might call **discordant definitions** - both about what *end* state of happiness looks like AND the *means* used to get there.
- ❖ V.J. McGill's definition: "A lasting state of affairs in which the most favorable ratio of satisfied desires to desires is realized."



Assessing happiness: 3 Questions

- ❖ **Question 1:** Are people the best judges of their own happiness?
- ❖ **Question 2:** Is happiness a fleeting moment or a life well lived?
- ❖ **Question 3:** Is happiness linked with virtue? That is, can one be *happy* without being *ethical*?



Reviewing Happiness

- ❖ **Happy** (2012) documented some of the ways in which happiness is pursued.
- ❖ Key terms.
- ❖ Overall, psychologists find that work/life balance and being social boost subjective and objective senses of happiness.



Consumerism and the Good Life

- ❖ How does consumer culture shape the way we think about and pursue happiness and the good life?
- ❖ Consumer culture: A culture organized primarily around norms of individual consumption.
- ❖ Brands: The names, ideas, images that differentiate one product from another.



Possibility #1: Consumerism creates needs

- ❖ Consumerism creates needs that are never satisfied and that are predicated on the suffering of others.
- ❖ Klein: Brand culture is about the cultivation of *desire*, not products.



Possibility #1: Consumerism creates needs

- ❖ These needs are predicated on the suffering of others.
- ❖ Possibility #1 thus favors objective measures of happiness; longer term visions; and insists on happiness including a sense of ethics.



Poss. #2: Consumerism can be used as a political tool

- ❖ Consumerism is primarily about the emotional ties created by brands. **Brand activism** targets the brands (and their companies) by threatening the emotional purity of its image.
- ❖ **Jonah Peretti's Custom Nike sneakers.**

personal expression. The site also say right...build it yourself." I was thri and my personal iD was offered as a sma sweatshop workers poised to help me rea value my freedom of expression and recc order.

Thank you, Jonah Peretti

From: "Personalize, NIKE iD" <nikeid_pe
To: "'Jonah H. Peretti'" <peretti@media
Subject: RE: Your NIKE iD order 016468

Dear NIKE iD Customer,

Regarding the rules for personalization site that "Nike reserves the right to c
after it has been submitted .

Possibility #3: Opting out of consumerism

- ❖ Explicit decision to *not* consume for a certain period of time.
- ❖ Buy Nothing Days

**To buy, or not to buy,
that is the question.**

time to lock up your wallets and purses, cut up your credit cards and dump the love of you
– shopping.

urday November 29th 2014 is Buy Nothing Day (UK). It's a day where you challenge yourself
r family and friends to switch off from shopping and tune into life. The rules are simple, for
hours you will detox from shopping and anyone can take part provided they spend a day
hout spending!

rything we buy has an impact on the environment, Buy Nothing Day highlights the
ironmental and ethical consequences of consumerism. The developed countries – only 20%
world population are consuming over 80% of the earth's natural resources, causing a
proportionate level of environmental damage, and an unfair distribution of wealth.

Follow Buy Nothing Day UK on [TWITTER](#) and [FACEBOOK](#).

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In-Class Group Activity

- ❖ As a group, select a consumer good that you use (e.g. computer, food item, clothing, accessory, etc.). Answer the following:
- ❖ 1) Try to find out as much as you can about its production process (where it was made, who made it, etc.)
- ❖ 2) In your view, how important is the product's brand? Explain.
- ❖ 3) Could you imagine yourself living without this good? Why or why not?