Looking at Happiness in Terms of Gender and Culture

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ARTICLE INFORMATION

ABSTRACT

Happiness is now one of the indicators of successful development. Every country measures the happiness index of its people and competes to be the country with the happiest population. This research tries to map out happiness-related research trends in countries around the world, seeing how the results of these studies are published and making them the basis for the preparation of research related to happiness in Indonesian society. This research is a literature study with a bibliometric approach. The analysis was guided by 203 Scopus publications with the keywords "happiness," "gender," and "culture," which were then narrowed down with the provisions of articles on economic subjects published between 2014-2024 and open access so that 75 articles were obtained which were then selected 5 (five) articles with the most citations. The results show that the increase in publications for the keywords "happiness," "gender," and "culture" continues to increase, and most publications come from the US and UK. On average, research related to happiness is more often published in psychology journals, although the content of the articles relates happiness to economic, demographic, and cultural variables.

Keywords: Bibliometric; Culture; Gender; Happiness; Literature Study

INTRODUCTION

Happiness is one of the goals that everyone wants to achieve, both men and women. If asked about the purpose of life, happiness will probably be the answer for most people. Humans make various efforts to achieve a happy condition. Happiness is an individual's assessment of the overall quality of their life. According to Schimmel (2009), happiness is sometimes also referred to as subjective well-being. Meanwhile, according to Diener and Ryan (2009), happiness refers to positive emotions, while subjective well-being includes both positive and negative emotions. However, both terms indicate an individual's assessment of their quality of life. Many things can be done to make someone happy. What influences happiness varies from person to person. What is considered a source of happiness for one person is not necessarily a source of happiness for another. According to Diener and Ryan (2009), several factors affect a person's happiness. These are emotional intelligence, religiosity, social relationships, and level of employment and income. Therefore, a person can be said to be happy if they have good emotional intelligence, are religious, have good social relationships, and have a satisfying job and income. Conversely, someone who does not have these things cannot feel happiness in life.

Biologically, research by Røysamb et al. (2002) found that women are happier than men. This is due to gene differences, where the monoamine oxidase A (MAOA) gene, which functions to regulate emotions, only affects women, not men (Batz & Tay, 2018). From a societal perspective, Zweig (2015) found that women are happier than men. This is because women are more satisfied with their level of education (even though their education is not high), family, friendships, and income (Casas et al., 2007).

The happiness of Balinese people can be understood in terms of their economy, income, life, culture, and contentment, according to research on the subject done by Prastyadewi et al. (2024). Happiness is nevertheless influenced by a number of social, cultural, and economic factors. Additionally, the results of the interviews indicate that gathering with family and the local community while participating in various religious activities directly associated with Balinese culture makes people feel happier than having a high salary (Antari et al., 2024).

Based on this background, this study aims to map publication trends on the topics of "happiness," "gender," and "culture" by examining variables such as year of publication, source, country, and citation patterns. In addition, it seeks to review the five most-cited articles related to research on "happiness," "gender," and "culture," providing a comprehensive analysis of the key findings and contributions of these influential studies. By doing so, the study will offer valuable insights into the academic discourse surrounding these interconnected topics and highlight the most significant research in the field.

LITERATURE REVIEW

The concept of utility was revolutionized in the 1930s. Economists, especially those inspired by the work of Lionel Robbins in 1932, were convinced that utility could not be measured cardinally. Utility should be used to explain the choices made by individuals among various goods (Akerlof & Kranton, 2010). Empirically, utility should be inferred from the choices actually made. A dramatic change has occurred recently. A movement in economics claims that utility should be given content in terms of happiness. Growing evidence that individual preferences and happiness vary. Most importantly, many behaviors observed in real life, such as donating to charity or volunteering, cannot be

well explained by selfish preferences. To the extent that such behavior is attributed to altruistic motives, it is no longer possible to establish a direct link between the observed behavior and individual preferences, as postulated by traditional expressed preference theory. The same applies if consumers are not well informed or if they ignore the future in an exaggerated and inconsistent manner. This failure has not only been observed in real life but has been isolated in a large number of laboratory experiments conducted by economists.

A happiness index study conducted in the UK resulted in the "Happy Planet Index". This research was conducted by the NEF (New Economic Foundation) and published in July 2006 (Gürsakal & Murat, 2018). This index is the first to combine environmental impact in the level of welfare to measure the level of environmental efficiency in a country that produces a long and happy life. The result is that the developed countries in the world that are members of the G8 group are not the happiest countries in the world. It was noted that the UK was in the 108th position (below Libya) while the United States was in the 150th position. Italy is 66th, Germany 81st, Japan 95th, Canada 111th, France 129th and Russia 172nd. The key issue is understanding why this occurs. The study reveals that industrialized countries sometimes overlook environmental factors in their development. As a result, people do not feel happy because the high level of income they have must be paid for with considerable ecological damage (Kuroki, 2011).

Second, the "happiest" country in the world is a small Pacific Island: Vanuatu. The population of this country is only 209,000 people and its GDP level ($2,900) is only number 207 out of 233 countries in the world. The country relies on its income from agriculture and tourism. This country gets the highest level because its people do not feel too stressed with their lives. Live up to an average age of 70 and the development they carry out does not damage the ecosystem environment they have. This indicates that the size of a country and the level of GDP have no effect on their happiness levels. Furthermore, happiness levels in island countries are higher than others. This is due to their higher levels of life satisfaction, higher life expectancy, and lower levels of environmental degradation. A quick analysis is that the limited natural resources they have affect their prudence in managing them. The level of efficiency is of course a major consideration for the security of their future which is highly dependent on these limited natural resources.

RESEARCH METHOD

Bibliometric analysis is an analysis used to provide an overview or description of a topic, whose function is to describe the theme or topic of a particular discipline in the literature and explore the potential for future research (Adiatma et al., 2023; Li et al., 2022). In addition to using bibliometrics, data analysis methods are also carried out by content analysis. Content analysis can be used in both quantitative and qualitative approaches, emphasizing the differences in data and research objectives (Stalmirska & Camprubí, 2022). Content analysis can be used for qualitative data analysis, which helps researchers reveal an object of study in the form of concepts, categories, or themes/topics of certain disciplines either for the purpose of categorizing or interpreting findings (Lin, et al., 2024).

In this research, the selection of content analysis is based on several provisions, one of which is related to the publication keywords, namely "happiness," "gender," and "culture." The findings will later be described in a description or narrative of the findings in the form of categories or interpretations. In carrying out a bibliometric study, several procedures

must be carried out, including organizing search protocols and determining inclusion and exclusion criteria as shown in Figure 1 as follows.

Figure 1. PRISMA Flow Diagram
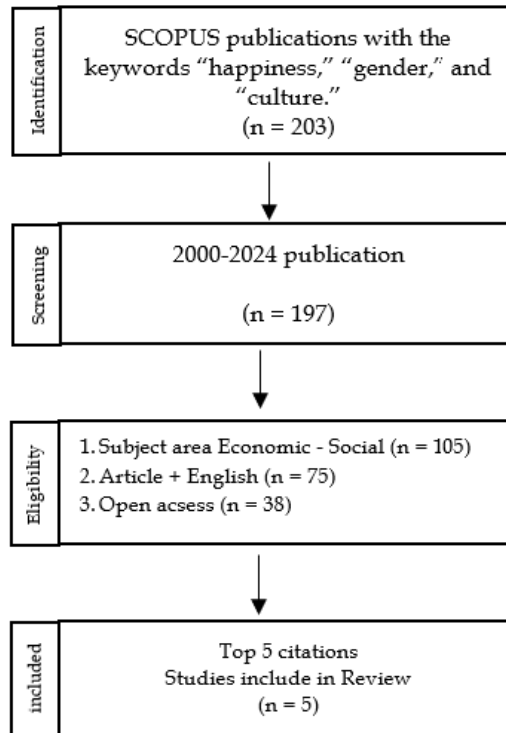
Figure 1 shows the PRISMA flow diagram for this study. PRISMA is a tool and guide used to assess systematic reviews and/or meta-analyses. PRISMA assists authors and researchers in preparing a quality systematic review and meta-analysis. The publications in this study were sourced from Scopus with the keywords "happiness," "gender," and "culture," For the articles reviewed, 5 (five)articles with the most citations were selected. Answers related to research trends and co-author relationships in the articles were analyzed descriptively with the help of tables and diagrams.

RESULTS

Overview of Dataset
The trend of happiness research is an interesting topic because the current perspective of happiness is not only researched from the psychological science side but also social. Happiness in economics is also called. The research uses Scopus publication data with the keywords "happiness," "gender," and "culture." 230 (two hundred three) publications in Scopus were found with the following information.

Table 1. Dataset in a Glimpse

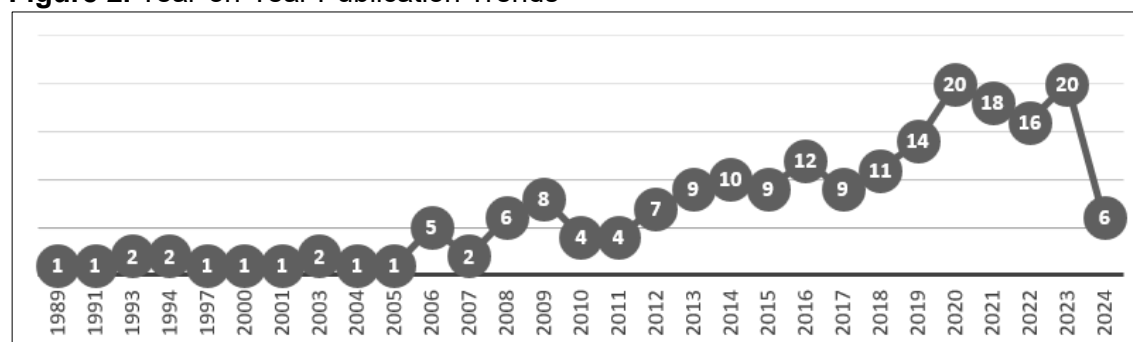| Keywords: "happiness," "gender," and "culture"	n
Articles	203
Sources (Journals)	135
Citation	3,875
Average citation per article	19.08
Author	159
Article per author	1.27
Author per article	0.78

Institutions	160
Countries	68

Source: Scopus (2024)

Table 1 shows the information on crew data obtained in Scopus with the keywords "happiness," "gender," and "culture." In the table, it can be seen that there are 203 documents found with these keywords. The documents come from 135 sources in Scopus. Of the 203 documents, 3,875 citations were recorded, with an average of 19 citations per document. The information in Table 1 also shows that there are 159 authors with an average of 1 document per author. The 203 published documents came from 160 institutions and 68 countries.

Publication Trends
The publication trends of research related to "happiness," "gender," and "culture" in this study were examined by year of publication, country, journal, and citations. The publication trends by year for research related to "happiness," "gender," and "culture" are presented in Figure 2 as follows.

Figure 2. Year-on-Year Publication Trends
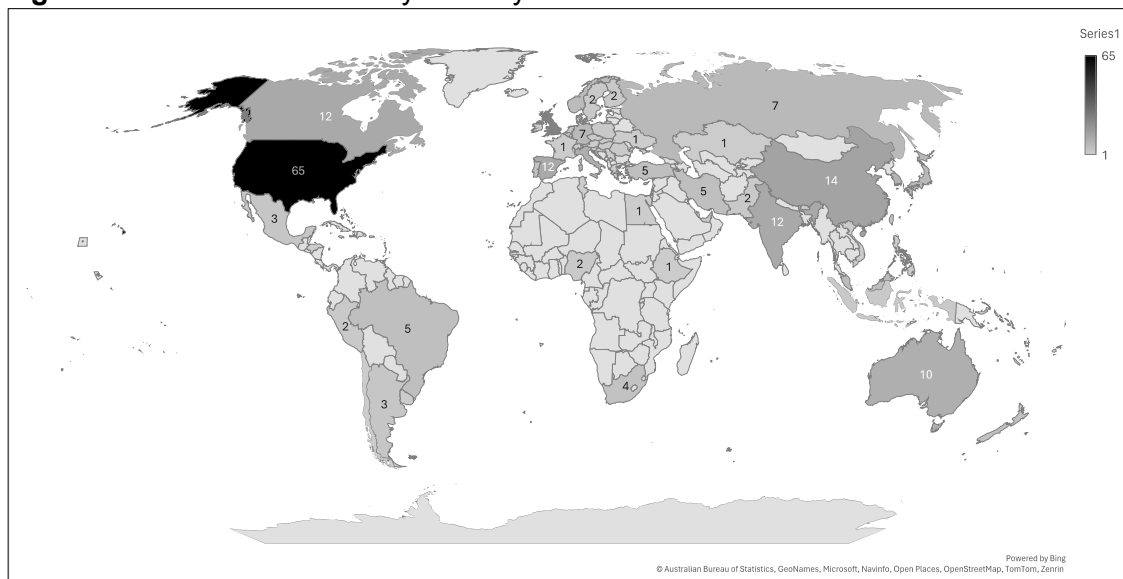

Source: Scopus (2024)

Figure 2 shows the publication trend from year to year. The Scopus database shows that publications with the keywords "happiness," "gender," and "culture" are recorded from 1989 to the present, with the number of publications increasing every year. The number of publications in 2023 reached 20 documents, which will probably increase in the following years. Research trends related to happiness have increased with the development of science that moves from monodisciplinary to transdisciplinary. This shift shows that one field of science will be related to other fields of science, enriching the analysis and results.

The concept of happiness in previous studies has tended to be reduced to welfare. Many studies focus more on referring to happiness as life satisfaction or well-being (Veenhoven, 2011). However, advances in research are developing the theory of happiness not only psychologically but also economically and socially (Yilmaz, 2023). So, the development of research related to happiness is no longer limited to quantitative data measures as is often published in databases, but more on the meaning of individual feelings of happiness. Trends in happiness research can also be very interesting if observed from the country where the research or publication was conducted. Publication trends by country are presented in Figure 3 as follows.

Figure 3. Publication Trends by Country

Source: Scopus (2024)

Figure 3 shows the trend of publications by country. The figure shows that most publications come from the Americas and Europe. There were 65 articles and books published in America and 25 documents from the United Kingdom. This is quite reasonable considering that both countries are developed countries with more open demographics and uphold higher democracy. Almost 70 percent of research is conducted in America and Europe. As for the Asian continent itself, most publications came from China (14 documents), followed by India (12 documents), and South Korea (9 documents). Indonesia itself is recorded to have 2 (two) publication documents.

In addition to year and country, trends in happiness publications can be seen based on the journal of publication. A list of the top five journal publication destinations for the keywords "happiness," "gender," and "culture" are summarized in Table 2 as follows.

Table 2. Top 5 (five) Journals for Publication Purpose

Source Title	TP	Publisher	Cite Score (2022)	SJR (2022)	SNIP (2022)	Subject Area
Journal of Happiness Studies	9	Springer Nature	8.6	1.480	1.942	Social Sciences: Social Sciences (miscellaneous)
Archives of Sexual Behavior	4	Springer Nature	5.6	1.070	1.287	Arts and Humanities: Arts and Humanities (miscellaneous); Psychology: General Psychology
Frontiers in Psychology	4	Frontiers Media SA	5.3	0.800	1.071	Psychology: General Psychology

Journal of Cross-Cultural Psychology	3	SAGE	4.6	0.992	1.239	Social Sciences: Cultural Studies; Social Sciences: Anthropology; Psychology: Social Psychology
BMC psychology	2	Springer Nature	3.9	0.954	1.182	Psychology: General Psychology

Source: Scopus (2024)

Table 2 shows the keywords "happiness," "gender," and "culture." As mentioned earlier, happiness is more likely to be researched in psychology, so the journal publication destinations that have documents with these keywords are mostly psychology subject journals. Most documents were found in the Journal of Happiness Studies (9 documents), followed by Archives of Sexual Behavior and Frontiers in Psychology (4 documents), Journal of Cross-Cultural Psychology (3 documents), and BMC Psychology (2 documents). The top 5 (five) journals are journals with a psychology subject area, except the Journal of Happiness Studies, which is a journal with a social sciences subject area.

Citation scores, SJRs, and journal SNIs are indicators of the quality of journals for publishing. An academic journal's CiteScore indicates the typical annual number of citations to recently published articles in that journal. A measure of scholarly journal prestige known as the Scientific Journal Rank indicator (SJR) takes into consideration both the volume of citations a publication receives and the caliber of the journals that provide those citations. Simultaneously, SNIP, or Source Normalized Impact per Paper, is the source normalized impact per publication. It is computed by dividing the total number of publications in the previous three years by the number of citations provided in the current year by publications from the previous three years.

Relationship Map Based on Co-Occurrence
Analysis based on keywords in bibliometric research can be done using co-occurrence analysis. Co-occurrence analysis is used to determine the number of keywords from a study that appear simultaneously in the scientific articles studied. Visualization of network mapping with keywords is summarized in Figure 4 as follows.

Figure 4. Relationship Map Based on Co-Occurrence

Figure 4 shows the visualization of network mapping with the keywords "happiness," "gender," and "culture." The keyword network is divided into 4 (four) large groups, each of which is distinguished by color (red, green, blue, and yellow). The size of the circles in the figure indicates how many of these keywords are found in the data. The first cluster with red color shows the closest network of happiness keywords is life satisfaction and well-being. The cluster with green color shows the network of happiness with humans, female and male. Blue clusters show the association of happiness with adults and humans, while yellow clusters associate happiness keywords with satisfaction and health.

DISCUSSION

Happiness is closely related to life satisfaction and well-being. Many studies measure happiness indices based on these two keywords. Both life satisfaction and well-being are measurable variables whose data are easily available in annual survey publications. According to Gundelach and Kreiner (2004), happiness is measured by how much a person is satisfied with their life. Selim (2008) revealed that happiness is a form of life satisfaction. People who are prosperous in terms of income are still the happiest (Michalos, 2017).

Review of 5 (Five) Articles with the Most Citations
Analysis of publication trends, in general, shows an increase in happiness-related research. In this section, we will discuss the 5 (five) articles with the most citations. The articles discussed are the results of research published in 2000-2024, which are included in socio-economic subjects, open access articles in English. The 5 (five) articles are summarized in Table 3 as follows.

Table 3. Information on 5 (five) Most Cited Social-Economic Subject Articles

Article Title	Journal	Author	Year	Number of Citations	Analysis
Good governance and happiness in nations: Technical quality precedes	Journal of Happiness Studies	Jan C. Ott	2010	120	Quantitative with correlation analysis

democracy and quality beats size (Ott, 2010)					
Culture and Happiness (Ye et al., 2015)	Social Indicators Research	Dezu Ye; Yew-Kwang Ng; Yujun Lian	2015	91	Quantitative with regression analysis
Determinants of Life Satisfaction in Asia (Ngoo et al., 2014)	Social Indicators Research	Yee Ting Ngoo; Nai Peng Tey; Eu Chye Tan	2014	59	Quantitative with regression analysis
Controlling Anger and Happiness at Work: An Examination of Gender Differences (Sloan, 2012)	Gender, Work, and Organization	Melissa M. Sloan	2012	42	
Gender differences in gross national happiness: Analysis of the first nationwide well-being survey in Bhutan (Verma & Ura, 2022)	World Development	Ritu Verma; Karma Ura	2022	8	

Table 3 presents details about the 5 (five) socio-economic topic papers that have received the greatest number of citations. Ott's (2010) essay, "Good Governance and Happiness in Nations: Technical quality precedes democracy," was published in the Journal of Happiness Studies. It was cited in 120 other works as well. In order to analyze the relationship between average citizen happiness and the quality of government, the article employs quantitative analysis, specifically determining the correlation value. The primary goal of the research was to determine whether average happiness is higher in nations with better governance. A sample of 127 countries in 2006 was used. The results show that there is a strong correlation between the quality of governance and the average happiness of citizens.

The correlation between technical quality and happiness is +0.75, and the correlation between democratic quality and happiness is +0.60. Technical quality is correlated with happiness in both rich and poor countries, while democratic quality is only correlated with happiness in rich countries. The quality of governance seems to be more important for happiness than the size of government: the relationship between quality and happiness is independent of size, while the relationship between size and happiness is entirely dependent on quality. Happiness and technological excellence appear to be correlated regardless of cultural background; this is true not only in Western nations but also in Eastern Europe, Latin America, the Middle East, Asia, and Africa. The study comes to the conclusion that happier people live in nations with strong governance and that this is at least partially explained by the fact that happiness is positively correlated with good governance. Therefore, enhancing the quality of government is an excellent method to make more people happier.

Ye et al. (2015) conducted studies on happiness and culture, and their findings were published in Social Indicators Research with 91 citations. This paper looks at how well cultural characteristics predict happiness variations between countries and investigates the variations in the impact of the various elements of the cultural index on happiness. Culture is measured by the following indicators: future orientation, humane orientation, performance orientation, power distance, gender egalitarianism, uncertain avoidance, assertiveness, and in-group. Regression analysis was used to gauge how much culture affects happiness. The findings of empirical research indicate a significant relationship between happiness and organizational behavioral performance and global leadership across nine cultural indices. Of these nine indices, power distance and gender egalitarianism play the most important and stable role in determining subjective well-being.

Research on the factors influencing life satisfaction in Asia was done by Ngoo et al. (2014). Using data from the Asian Barometer Survey obtained between 2005 and 2006, this analysis was published in Social Indicators Research and received 59 citations. Researchers utilized the Development Bank's classification of Asia's regions into five countries for East Asia, six countries for South Asia, eight countries for Central and West Asia, and nine countries for Southeast Asia to group the data. Examining life satisfaction across Asian countries and the factors influencing it in each of the four Asian subregions were the main objectives of the study. According to the findings, in Asian nations, the standard of living, marital status, and the role of the government all have a bigger impact on life happiness than income.

Asian culture places a strong focus on family values, which explains why marital status is important for life satisfaction in that region. Given that it accounts for non-financial gains like improved public infrastructure, the standard of living may be a more accurate indicator of life satisfaction than income. Life satisfaction in resource-poor nations is influenced by effective government and resource utilization for the good of society. Nonetheless, life satisfaction in Asian nations is not influenced by age, gender, or level of education. Education does, however, have an indirect effect because it raises one's employment position, which raises one's income and level of living. Policies that improve life satisfaction should aim to strengthen family institutions improve living standards, and good governance while promoting socio-economic development and increasing a country's GDP.

Another study was conducted by Sloan (2012) and published in Gender, Work, and Organization with 42 citations. This study analyzes how gender differences in controlling emotions. The questionnaire was distributed to a random sample of 2,500 employees working in career service positions in one of the states in the southern United States. The results concluded that, compared to men, women are more likely to control their anger and less likely to control their happiness at work. In other words, men expressed anger more expressively, and women expressed joy more expressively at work. However, gender differences in anger may be explained by occupational characteristics. The main influence of gender on anger management is that men and women work in different types of jobs. In particular, workers who spend a lot of time with their boss have little influence over others and have little freedom to argue with their boss tightly control their anger at work. This suggests that employees with certain job characteristics that confer status and authority in their workplace relationships have more freedom to express anger at work.

Another publication was done by Verma and Ura (2022) in World Development. This study analyzes gender differences in happiness levels using a national survey in Bhutan.

The happiness indicators used are based on Gross National Happiness (GNH) data. The purpose of this study is to understand gender differences in Bhutan better. This report analyzes the data, fields, and indicators of the first gender-disaggregated national GNH survey, triangulates the results with secondary literature, and discusses current debates on gender in the context of development. This is because the gap between perceptions of gender neutrality and equality based on women's relatively strong position in certain areas and GNH data showing gender differences in happiness in Bhutan is critical. The analysis found that men are generally better off than women. Men perform better in ESD areas such as education, mental health, time use, governance, and community survival.

In contrast, women perform better in the areas of living standards, ecological diversity, and resilience. There are several gender-based barriers, including societal biases and attitudes, that disadvantage women in terms of political participation, decision-making, and status. Such an analysis is timely given the Royal Government of Bhutan's efforts to proactively address gender issues that affect all sectors of GNH and shape the relationship between gender, culture, and society. This study focuses on Bhutan as a unique context in gender and development research. It highlights new contributions that advance the field of development by examining gross national product from a gender perspective and vice versa.

CONCLUSION

Happiness is still an interesting research topic. Every researcher tries to relate happiness not only from the economic side, namely income but more to life satisfaction measured from factors other than economics. The results show that the trend of research on the topic of happiness continues to increase every year. The small number of publications by Asian countries, especially Indonesia, can be a reason for the development of happiness research. The network of keywords happiness and culture that did not appear in the analysis is an interesting topic to deepen the research by linking happiness and non-economic factors, especially culture.

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DECLARATION OF CONFLICTING INTERESTS
The authors declared no potential conflicts of interest.

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