

Publication

Happiness when temptation overwhelms willpower

Book Item (Buchkapitel, Lexikonartikel, jur. Kommentierung, Beiträge in Sammelbänden)

ID 61725

Author(s) Stutzer, Alois

Author(s) at UniBasel [Stutzer, Alois](#) ;

Year 2009

Title Happiness when temptation overwhelms willpower

Editor(s) Dutt, AK; Radcliff, B

Book title Happiness, economics and politics : toward a multi-disciplinary approach

Publisher Edward Elgar

Place of publication Cheltenham

Pages 97-126

ISSN/ISBN 978-1-84844-093-7 (hbk.) ; 1-84844-093-6 (hbk.)

Keywords revealed preference, willpower, self-control problem, individual welfare, subjective well-being, smoking, TV viewing, obesity

The economics of happiness is applied to further the understanding of important consumption decisions in which limited willpower is often argued to lead to suboptimal choices. Based on individuals' judgments of the quality of their lives, it is, in principle, possible to derive whether some observed behavior is suboptimal and is therefore reducing a person's welfare. We discuss the key characteristics and the normative basis of the approach including the evaluation metric and issues of empirical identification. In addition, evidence on willpower and subjective well-being for three important domains of consumption is presented, i.e., TV viewing, smoking and eating.

edoc-URL <http://edoc.unibas.ch/dok/A5249564>

Full Text on edoc Available;

Digital Object Identifier DOI 10.4337/9781849801973.00012

ISI-number WOS:000286656700007