



The Concept of Happiness in Economics

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1994

- “Propaganda for happiness”
- Substitution
- What is economics?
- Etymology



Happiness and measurement, its usage in economics

- Jeremy Bentham on “Happiness of the many”
- “Utility”
- “Utility maximization”
- “Needs” and “resources”
- Utility
- Majority
- Income (real income) on many (- costs of living, + impacts of employment, environment, density, fertility, life expectancy, etc.)
- HDI’s, livings standards
- Hypothesis on causality and conceptual inversion



Prosperity, human flourishing and solidarity

- **Methodological** individualism
- **Ontological** individualism (health, prosperity, longevity – human flourishing)
- “Majority” and “solidarity”
- Voluntary and non-voluntary
- Welfare state
- The logic of collective action (“unhappiness of the many”)



Microeconomics: happiness and exchange

- Revealed preferences
- “Consumer surplus”
- Voluntary contract
- Freedom of choice and its prerequisites
- Helping Thy-self
- Investment, prices and knowledge
- “Value”, and its process
- Uncertainty
- Spontaneity
- Sustaining the prerequisites



Political economy: agitation for happiness

- Usage of figures and theories
- The “utility” of the “economists” and its maximization
- “Collectivization” and “tribalization” of notions
- Benevolences
- Aristotle and the archetype of the Road
- Ruun Veenhoven:
 - - moral justification of individualism
 - - possibility to choose
 - - availability of it to many