

CHAPTER «PSYCHOLOGICAL SCIENCES»

NEW SCIENTIFIC STRATEGIES IN POSITIVE PSYCHOLOGY IN THE CONDITIONS OF GLOBAL TRANSFORMATION OF SOCIETY

Zhanna Novikova¹

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Abstract. Researching is the study of key principles and areas of focus within positive psychology, positive emotions, and global theories of Happiness and Well-being. **The purpose** of positive psychology in the conditions of global transformation of society is the scientific study of what enables individuals and communities to thrive and flourish. Traditional psychology has been primarily focused on identifying and treating mental illness, while positive psychology aims to understand and promote well-being, happiness, resilience, strengths, and virtues. It explores topics such as positive emotions, engagement in activities that provide a sense of flow and meaning, positive relationships with others, character strengths and virtues, and the cultivation of a meaningful life. Positive psychology research seeks to uncover factors that contribute to human flourishing in order to enhance individuals' quality of life and promote overall well-being. **The methodology** of studying positive psychology is based on various research methods, including analysis and synthesis, induction and deduction, systematization, and abstraction. Through the process of analysis, researchers examine existing theories and empirical evidence related to positive psychology. They seek to understand the underlying principles and concepts that contribute to well-being and flourishing. By synthesizing this information, researchers can develop a comprehensive understanding of the factors that impact individual and collective happiness. Induction involves observing patterns or trends from specific examples or cases in order to make generalizations or form

¹ Candidate of Philological Sciences, Associate Professor,
Senior Lecturer at the Department of Institute of Jurisprudence,
Psychology and Innovative Education, Lviv Polytechnic National University, Ukraine

theories about positive psychological phenomena. Researchers may analyze data from surveys, experiments, or other sources to identify commonalities or relationships between variables that contribute to well-being. Deduction involves starting with a general theory or hypothesis about positive psychology and deriving specific predictions from it. Systematization is another important method used in studying positive psychology. It involves organizing existing knowledge into coherent frameworks or models that provide a structure for understanding various aspects of well-being. Abstraction is also crucial for advancing positive psychology as a scientific discipline. It involves extracting essential concepts, principles, or patterns from empirical findings and theoretical frameworks. **Results** of the research on the meaning of positive psychology in modern society have shed light on the importance of well-being and flourishing in individuals' lives. It has highlighted the need to go beyond a focus solely on mental illness and pathology, and instead emphasize the promotion of positive emotions, engagement, relationships, character strengths, and meaning. The findings suggest that positive psychology can have significant implications for individual happiness and overall societal well-being. By understanding the factors that contribute to human flourishing, researchers can develop interventions and strategies to enhance individuals' quality of life. Moreover, positive psychology offers a valuable framework for addressing the challenges faced by modern society. As societies undergo rapid transformations due to technological advancements, globalization, and changing social dynamics, it is crucial to cultivate resilience and adaptability. Positive psychology research provides insights into how individuals can navigate these changes effectively by fostering positive emotions, building strong relationships, developing their character strengths and virtues, finding purpose in their lives. This knowledge can help individuals not only cope with adversity but also thrive amidst societal transformations. Additionally, studying positive psychology helps us understand how societal factors impact individual well-being. It highlights the significance of social connections, supportive environments for personal growth, and promoting equitable opportunities for all members of society. Overall, the research on the meaning of positive psychology in modern society highlights its relevance in promoting well-being at both individual levels as well as societal levels by emphasizing resilience, strong relationships, and meaningful engagement with life's challenges.

1. Introduction

The topic of this work encompasses several novel aspects within the field of positive psychology, particularly in the context of ongoing global changes. The novelty lies in the explicit connection between positive psychology and the broader global transformations. Positive psychology traditionally focuses on well-being, strengths, and positive aspects of human experience. Examining how positive psychology adapts and contributes in the face of global changes is a novel perspective. Given the challenges posed by global transformations, there may be a novel emphasis on crisis resilience and adaptive coping strategies within positive psychology. Researchers may explore how individuals and communities can cultivate resilience, maintain well-being, and adapt positively to the dynamic conditions of a transforming society. The integration of technological innovations into positive psychology interventions can be novel. This may involve the use of digital platforms, mobile applications, virtual reality, or artificial intelligence to deliver and enhance positive psychology strategies in the context of global societal changes. Novelty can arise from a heightened focus on cultural considerations within positive psychology. Researchers may investigate how positive psychology interventions can be culturally sensitive and effective across diverse global contexts, acknowledging and respecting cultural variations in well-being [29, pp. 4–6].

The topic may emphasize collaboration with other disciplines, such as sociology, economics, environmental science, or technology. Interdisciplinary approaches can bring fresh perspectives to positive psychology research and enhance the development of strategies that address the complex challenges of global transformations. With environmental concerns becoming increasingly prominent, there may be a novel exploration of how positive psychology can contribute to environmental sustainability and a sense of eco-responsibility. This could involve studying the psychological benefits of sustainable lifestyles and pro-environmental behaviors. The research may focus on the long-term impact of positive psychology interventions on individual and societal well-being amidst global transformations. This could involve longitudinal studies to understand how sustained positive psychological practices contribute to resilience and flourishing over time. Novel strategies in positive psychology may extend to the domain of leadership, exploring how positive leadership practices

contribute to organizational resilience and employee well-being during times of significant societal change. Researchers may explore novel ways in which positive psychology findings can inform and advocate for policies that promote well-being at societal levels. This could involve translating research into actionable recommendations for policymakers aiming to address the psychological aspects of global transformations.

By addressing these novel aspects, researchers in this field aim to provide insights into how positive psychology can evolve and contribute meaningfully to the well-being of individuals and societies in the face of complex global changes.

The goal of this topic is multifaceted, encompassing both theoretical advancements and practical applications.

The primary goal is to gain a deeper understanding of how ongoing global transformations, such as technological advancements, environmental changes, and socio-economic shifts, impact individual and collective well-being. Researchers aim to identify the challenges and opportunities presented by these transformations within the framework of positive psychology [2, pp. 774–775].

Researchers seek to develop and refine innovative positive psychology strategies that are specifically tailored to address the unique challenges posed by global societal changes. This may involve creating interventions that promote resilience, adaptive coping, and positive adaptation in the face of uncertainty and disruption. One of the key goals is to explore and propose strategies that help individuals and communities cultivate resilience and adapt positively to the dynamic conditions of a transforming society. This may include identifying protective factors, strengths, and coping mechanisms that contribute to psychological well-being during times of change. Given the increasing role of technology in people's lives, researchers may aim to understand how technological innovations can be leveraged to enhance well-being within the framework of positive psychology. This could involve developing and studying digital interventions, apps, or online platforms that promote positive psychological outcomes.

Another goal is to advance cross-cultural understanding within positive psychology. Researchers may explore how positive psychology interventions can be culturally sensitive and effective across diverse global contexts. This goal contributes to the development of strategies that respect and integrate

cultural variations in well-being. In response to environmental concerns, researchers may aim to contribute to sustainable and eco-positive practices within the framework of positive psychology. This involves exploring how positive psychology can foster pro-environmental behaviors, sustainable lifestyles, and a sense of eco-responsibility. The research conducted in this area seeks to inform policymakers, organizational leaders, and practitioners about the implications of positive psychology for policy development and organizational practices. The goal is to translate research findings into actionable recommendations that contribute to the well-being of individuals and communities at a broader societal level.

The topic may also aim to explore how positive psychology principles can be applied to leadership practices in transformative times. This includes investigating how positive leadership contributes to organizational resilience, employee well-being, and the creation of positive work environments. Ultimately, the overarching goal is to contribute to the long-term well-being of individuals and societies amidst global transformations. This involves not only addressing immediate challenges but also establishing sustainable practices and interventions that support flourishing and positive adaptation over time.

By pursuing these goals, researchers in this field aim to provide valuable insights and evidence-based strategies that contribute to the enhancement of psychological well-being in the context of the dynamic and evolving global landscape.

2. Key principles and areas of focus within positive psychology

Positive psychology is a field within psychology that examines and promotes positive emotions, personal strengths, virtues, and factors that contribute to a meaningful and satisfying life. It focuses on understanding the subjective experiences of individuals, including feelings of well-being, contentment, and satisfaction in the past; hope and optimism for the future; and experiencing flow and happiness in the present moment.

In the past few decades, there has been a growing recognition among psychologists of the need to focus on the positive aspects of human experience. Figures such as Maslow (1962) and Rogers (1954, 1963) emphasized the importance of traits like creativity, love, joy, and personal growth that were often overlooked in traditional psychology. However, their

calls for attention to these positive qualities went largely ignored, and there was little systematic research conducted on human strengths [18, p. 165].

Only in the last 10 years has there been a concerted effort to develop a positive social science. This emerging field aims to understand and study the positive aspects of human life. In this article, we will present some key findings from this research and discuss the many unanswered questions that still remain. Before delving into these topics, though, it is important to explore why our current understanding of psychology has predominantly focused on negative aspects and its associated costs.

At the individual level, positive psychology focuses on examining and nurturing positive traits and characteristics in individuals. These traits include qualities such as love, courage, interpersonal skills, aesthetic appreciation, perseverance, forgiveness, creativity, future-oriented thinking, spirituality, talent, and wisdom. In contrast to traditional psychology which primarily addresses mental health issues and disorders, positive psychology seeks to understand and enhance the positive aspects of the human experience [24, pp. 647–650].

Mentioning the concept of positive psychology often leads to its interpretation as a recent trend in spiritual philosophy or a new miraculous self-help technique, which is part of the numerous ones already available. Positive psychology is a branch of psychology that concentrates on areas of research and interest that are distinct from traditional research methods, such as positive human qualities and characteristics, with the same scientific approach.

Scientists of positive psychology study and try to understand such emotions as happiness, gratitude, joy, and love. Positive psychology seeks to identify factors that contribute to the experience of positive emotions and how they can be cultivated. There is an investigation of personal strengths and virtues that contribute to individual well-being. This involves identifying and nurturing qualities such as courage, wisdom, kindness, and resilience. There is examining overall life satisfaction and well-being [29, p. 4].

Studying how individuals can develop optimistic attitudes and resilience in the face of challenges. Positive psychology aims to understand the psychological processes that enable people to bounce back from adversity. There is exploring the dynamics of positive relationships, including factors that contribute to healthy connections, communication, and social support,

and investigating the concept of flow, a state of optimal experience where individuals are fully immersed and engaged in an activity. Investigating the concept of flow, a state of optimal experience where individuals are fully immersed and engaged in an activity. Positive psychology explores how to enhance experiences of engagement and flow in various aspects of life. Incorporating practices such as mindfulness and positive interventions into daily life to promote well-being. This can include activities like meditation, gratitude exercises, and acts of kindness [37, pp. 225–249].

Positive psychology emerged as a formal field of study in the late 20th century, with psychologists like Martin Seligman and Mihaly Csikszentmihalyi having significant roles in its development. The goal of positive psychology is not only to understand what makes life worth living but also to develop practical strategies and interventions that individuals, communities, and societies can use to enhance the quality of life and promote human flourishing.

Psychologists who specialize in positive psychology are often referred to as positive psychologists. These professionals focus on studying and applying principles that contribute to human well-being, happiness, and the enhancement of positive aspects of life. Positive psychologists conduct research, develop interventions, and provide guidance aimed at fostering positive emotions, strengths, and resilience in individuals and communities.

Positive psychologists can be found across various academic and professional settings, and there isn't a specific title or name that universally identifies them. They often hold titles such as psychologists, researchers, professors, or practitioners specializing in positive psychology. Some may be members of organizations related to positive psychology, and their names may be associated with their specific contributions or areas of expertise within the field.

For example, you might find psychologists with a focus on positive psychology who go by titles like "Positive Psychology Researcher," "Positive Psychology Practitioner," or simply "Psychologist specializing in Positive Psychology." Additionally, some may use specific terms related to their research or practice areas, such as "Well-being Scientist" or "Happiness Researcher."

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3. Positive psychology of Martin Seligman

Positive psychology was coined by Martin Seligman, a researcher whose earlier work focused on mental disorders and the concept of learned helplessness. However, Seligman later shifted his focus towards developing and promoting a more positive view of human nature.

The main goal of positive psychology is to enhance the quality of life and prevent the onset of mental disorders and pathologies. Unlike traditional psychology, which primarily focuses on identifying and correcting defects or repairing what is broken, positive psychology emphasizes the development of competencies and prevention strategies. It aims to build on existing strengths and promote well-being rather than just addressing deficiencies or problems.

According to Seligman, the concept of positive psychology is not a new idea within the field. In fact, before World War II, the main goals of psychology were centered on three objectives: treating mental disorders, enhancing productivity and fulfillment in people's lives, and identifying and nurturing talent and intelligence. However, after the war, various factors caused psychology to shift its focus solely towards mental disorders and human suffering, disregarding the other two objectives. Seligman's work in positive psychology seeks to revive these neglected aspects of psychological research and practice [36, p. 255].

Martin Seligman is a renowned psychologist and a key figure in the development of positive psychology. His work has significantly influenced the field, and he has contributed several foundational ideas and concepts. The scientist is often considered the founder of positive psychology, a field that focuses on studying and enhancing positive aspects of human experience, such as well-being, happiness, and personal strengths.

He shifted the traditional focus of psychology from pathology and mental illness to the exploration of positive emotions and optimal functioning. Seligman introduced the PERMA model, which outlines five elements that contribute to a flourishing and meaningful life:

- Positive Emotion (P): cultivating positive feelings and experiences.
- Engagement (E): immersing oneself in activities that provide a sense of flow and engagement.
- Relationships (R): building and maintaining positive and meaningful connections with others.
- Meaning (M): Having a sense of purpose and meaning in life.
- Accomplishment (A): pursuing and achieving goals, contributing to a sense of accomplishment [39, pp. 159–161].

Seligman conducted early research on learned helplessness, a phenomenon where individuals exposed to uncontrollable and unavoidable stressors may develop a passive and helpless response. This research laid the groundwork for understanding the importance of perceived control and optimism in mental health.

Seligman's book "Authentic Happiness" explores the concept of authentic happiness and introduces the idea that happiness is not just about pleasure but also about engagement and a meaningful life. He discusses the pursuit of happiness in a holistic and sustainable way. Seligman has been an advocate for integrating positive psychology principles into education. He believes that focusing on character strengths, well-being, and positive relationships in educational settings can contribute to the overall development and flourishing of students. Seligman has been involved in developing and promoting positive interventions, which are activities and exercises designed to enhance well-being. These interventions often draw on principles of positive psychology and can include practices like gratitude exercises and positive affirmations.

Seligman introduced the idea of "The Pleasant Life," "The Good Life," and "The Meaningful Life." These represent different approaches to happiness and fulfillment. The Pleasant Life involves seeking pleasure and positive experiences, the Good Life focuses on using personal strengths to achieve life satisfaction, and the Meaningful Life emphasizes a sense of purpose and contributing to something larger than oneself [39, p. 170].

Martin Seligman's contributions have had a lasting impact on psychology, shaping not only the theoretical foundations of positive psychology but also influencing practical applications in fields such as education, therapy, and organizational development

4. The concept of the flow of Mihaly Csikszentmihalyi and his contributions to positive psychology

Mihaly Csikszentmihalyi is a prominent psychologist known for his work on the concept of flow and his contributions to positive psychology. Mihaly Csikszentmihalyi's work on "flow" has been influential in explaining the experience of creativity. However, this paper argues that his systems model of creativity can also be valuable in analyzing and describing creative practice. According to Csikszentmihalyi, creativity occurs through the interaction between a person, a domain of knowledge, and a field that makes decisions about that domain. The systems model emphasizes the importance of looking beyond the individual when studying creativity and suggests a shift in approaches to enhancing creative practice. The author suggests moving away from a narrow focus on personal skills and domain knowledge towards a more comprehensive understanding of how fields operate and make decisions. This shift implies the need for new techniques to enhance creativity based on this broader perspective [25, p. 8].

Csikszentmihalyi introduced the concept of "flow," which is a state of optimal experience characterized by intense concentration, a sense of timelessness, and deep enjoyment. Flow occurs when individuals are fully immersed in an activity that challenges their skills, providing a balance between the perceived difficulty of the task and their perceived ability to accomplish it. He proposed the idea of an "autotelic personality," referring to individuals who are naturally inclined to seek activities that lead to flow. These individuals have an intrinsic motivation to engage in activities for their own sake, driven by the enjoyment and fulfillment derived from the process rather than external rewards.

Csikszentmihalyi's work often explores the experience of happiness and well-being. He suggests that lasting happiness is more likely to result from engaging in meaningful and challenging activities that promote flow rather than pursuing short-term pleasures. The scientist has studied creativity extensively. He argues that the flow state is particularly conducive to creative thinking and problem-solving. When individuals are in a state of flow, they are more likely to experience innovative and original thoughts. Csikszentmihalyi's research extends to the broader concept of the quality of life. He emphasizes the importance of finding activities that provide a sense of purpose and fulfillment, contributing

to an overall sense of well-being and life satisfaction. Csikszentmihalyi has explored the idea that the principles of flow can be applied to both work and leisure activities. He believes that people can experience flow in various aspects of their lives, including their careers, hobbies, and personal relationships.

He developed a model that illustrates the relationship between skill level and challenge level in activities. The optimal experience of flow occurs when an individual's skill level matches the level of challenge presented by the task. Csikszentmihalyi is considered one of the key figures in the positive psychology movement. His emphasis on the positive aspects of human experience, such as flow, has influenced the field's shift toward studying and promoting well-being, rather than solely focusing on pathology. The scientist has applied his ideas to the field of education, advocating for an approach that emphasizes engagement, intrinsic motivation, and the development of skills. He believes that education should be designed to facilitate flow experiences for students [7, p. 337].

The theory of Csikszentmihalyi allows understanding and acting based on the multiple confluence of factors outlined in the systems model of creativity will convey a more considered and research-supported analysis and description of creative practice; one that will then allow the autotelic experience, the flow of creativity, to be taught, learned and engaged with more fully [26, pp. 44–49].

Mihaly Csikszentmihalyi's work has had a profound impact on the understanding of happiness, creativity, and the optimal conditions for human flourishing. His research continues to influence fields ranging from psychology and education to business and the arts.

5. Positive emotions

Positive emotions are a central focus in positive psychology, which aims to understand and enhance the conditions that lead to a fulfilling and meaningful life. Positive emotions include feelings such as joy, gratitude, contentment, awe, and love.

One of the key aspects of positive emotions is their broadening effect on cognition and behavior. When individuals experience positive emotions, their cognitive processes will become more flexible and open. They are more likely to engage in creative thinking, and problem-solving, and adopt

a broader perspective. This broadening effect facilitates exploration and the development of new skills and knowledge.

In the field of positive psychology, there has been a growing focus on studying positive emotions such as joy, satisfaction, pride, and hope. Recent research has shown a strong connection between positive emotions and various aspects of well-being, including physical health, subjective well-being, creativity, and resilience. This article explores some of these studies and examines them within the framework of Barbara Fredrickson's broaden and build theory of positive emotions. According to this theory, positive emotions have adaptive benefits by broadening individuals' perspectives and building their personal resources [22, p. 10].

There are several positive emotions that have been studied and identified within the field of positive psychology. Some of the commonly recognized positive emotions include:

1. Joy: A feeling of intense happiness or delight.
2. Gratitude: A sense of appreciation and thankfulness towards someone or something.
3. Contentment: A state of satisfaction and fulfillment with what one has in life.
4. Love: An intense affection, care, and attachment towards someone or something.
5. Hope: A belief and optimism that things will improve or turn out positively in the future.
6. Interest: Curiosity, fascination, or engagement in a particular subject or activity.
7. Amusement: The experience of finding something funny or entertaining.
8. Serenity: A state of calmness, tranquility, and inner peace.
9. Inspiration: Feeling motivated and energized by someone or something to achieve goals or pursue passions.

Dr. Barbara Fredrickson, a prominent researcher in the field of positive psychology, proposed a theory called the broaden-and-build theory of positive emotions. According to this theory, certain positive emotions have specific effects on our cognition and behavior.

Dr. Fredrickson identified ten specific positive emotions, known as "the 10 positive emotions": Joy, Gratitude, Serenity, Interest, Hope, Pride, Amusement, Inspiration, Awe, Love.

These ten positive emotions are believed to broaden individuals' thought-action repertoires and build resources over time, ultimately leading to increased well-being and resilience. It's important to note that Dr. Fredrickson's list is not exhaustive, and there may be other positive emotions that individuals experience in their daily lives as well

These are just a few examples of positive emotions that individuals may experience in their daily lives. It's important to note that different individuals may have different emotional experiences based on personal circumstances, cultural factors, and individual differences.

In the past, the scientific study of positive emotions was often dismissed as trivial and not given much attention by researchers [14, p. 219]. However, there has been a shift in recent years as more psychologists have started to study the adaptive role of positive emotions within the field of Positive Psychology [36, p. 209].

Barbara Fredrickson has pioneered research on the adaptive function of positive emotions. In her work, she has developed the Broaden and Build theory, which suggests that positive emotions such as joy, enthusiasm, satisfaction, pride, and indulgence can broaden individuals' thoughts and actions. Additionally, these emotions help individuals build reserves of physical, intellectual, psychological, and social resources that can be utilized during challenging times.

Positive emotions prepare people for future difficult times [15, p. 310]. For instance, the experience of joy motivates individuals to engage in various forms of play and exploration, which can foster the development and improvement of physical, psychological, intellectual, and social abilities. These abilities can be seen as valuable resources that become particularly important during times of scarcity or conflict. In such challenging circumstances, having access to qualities like strength, endurance, cognitive skills, self-control, and social support can significantly impact an individual's survival and well-being [17, pp. 165–170]. Laughter and humor play a significant role in positive psychology, which focuses on studying positive emotions, states, and institutions. Laughing provides immense pleasure and stimulates positive behaviors like play, learning, and social interaction. The sense of humor is considered one of the fundamental strengths of human beings. Both laughter and humor have been associated with numerous physical, psychological, and social benefits. However,

the detailed investigation of these phenomena has been limited within positive psychology due to challenges in defining them theoretically and methodological issues in empirical research [3, pp. 19–25].

Positive emotions have a result to preventing illnesses, reducing their intensity and duration, and attaining high levels of subjective well-being. Additionally, positive emotions contribute to improved physical health outcomes. Research has shown that experiencing positive emotions is associated with lower levels of stress hormones, reduced inflammation in the body, improved cardiovascular health, increased immune system functioning, and better overall physical well-being [21, pp. 806–810].

Positive emotions also play a crucial role in enhancing individuals' resilience and ability to cope with adversity. Resilient individuals are capable of experiencing positive emotions even in the midst of stressful situations. Research has consistently shown that people with higher levels of resilience tend to experience greater levels of happiness and interest during moments of anxiety. Furthermore, the presence of positive emotions during times of adversity increases the likelihood that individuals will make plans for the future. These future-oriented plans, coupled with the experience of positive emotions, have been found to predict better psychological adjustment in the long term, even after experiencing a traumatic event. Positive emotions also play a crucial role in building personal resources. When people experience positive emotions regularly, they tend to build enduring personal resources such as resilience, optimism, self-efficacy, social support networks, and psychological well-being. These resources enable individuals to effectively cope with stressors and challenges in life [1, p. 160]. Not only do positive emotions make people feel good in the present, but also, through their effects on broadened thinking, positive emotions increase the likelihood that people will feel good in the future [16, p. 315].

Positive psychology interventions have been developed to cultivate positive emotions intentionally. Practices like gratitude journaling or writing about positive experiences can increase feelings of happiness and satisfaction over time. These interventions have been found to improve psychological well-being, reduce symptoms of depression, and enhance overall life satisfaction. In summary, the role of positive emotions in positive psychology is multifaceted. Positive emotions broaden cognition, foster resilience, bolster physical health, and contribute significantly to

an individual's overall well-being. Positive psychology interventions can be used as practical tools for promoting the cultivation of these beneficial emotional states.

6. The theories of Happiness

During ancient times, happiness was primarily associated with fortunate circumstances and external factors. However, in modern thought, happiness is considered to be an emotion that individuals have the ability to control and pursue as a personal goal. This shift in understanding reflects the belief that happiness can be cultivated through intentional actions and mindset. Many terms are used as synonyms for happiness: life satisfaction, quality of life, well-being, positive emotions, interest, and so on. Today, the word subjective well-being is the common term for happiness. A significant amount of research has been conducted on the topic of happiness and the various factors that can influence it. Studies have shown that happiness is strongly correlated with variables such as cognitive abilities, personality traits, behaviors, biological factors, and emotional experiences. These findings highlight the complex nature of happiness and the multiple factors that contribute to its presence in individuals' lives [24, pp. 559–561].

In the field of positive psychology, the study of happiness is a central focus. Positive psychology seeks to understand and enhance the well-being and flourishing of individuals. Happiness is considered one of the key components of well-being, along with other elements such as engagement, meaning, and positive relationships.

Positive psychologists aim to identify factors that contribute to happiness and develop interventions to cultivate it. They explore various aspects including gratitude, optimism, self-esteem, mindfulness, resilience, and social connections as potential pathways to happiness.

In psychology, there are several theories that attempt to explain and understand happiness.

Hedonic Theory: hedonism (Greek *hedonē* – pleasure) is one of the ways of substantiating the essence of morality, its nature and functions. Supporters of hedonism reduce the entire set of moral requirements to one common goal – obtaining pleasure and avoiding suffering. And this one the goal is considered as the main driving principle in a person, embedded in him by nature. This theory suggests that happiness is primarily derived from

the pursuit of pleasure and avoidance of pain. It posits that individuals seek to maximize their overall level of positive emotions and minimize negative emotions. In hedonistic concepts psychological well-being is described in terms of "satisfaction dissatisfaction" and is built on the balance of positive and negative effect. Events of everyday life that are perceived as positive, joyful, or negative, sadness, disappointment, accumulate in the form, respectively colored affect. The difference will be an indicator of psychological well-being between positive and negative effects. The hedonic theory of happiness does not have a single author. It is a concept that has been discussed by various philosophers and psychologists throughout history. One notable contributor is Jeremy Bentham, an English philosopher who proposed the concept of utilitarianism, which emphasizes maximizing pleasure and minimizing pain as the basis for moral decision-making. In psychology, researchers such as Edward Diener and Daniel Kahneman have also explored the hedonic aspects of well-being.

Diener has conducted extensive research on subjective well-being and developed measures to assess happiness [9, p. 111]. He studied the individual causes of subjective well-being, such as close social relationships, income, meaning and purpose, personality, and societal causes, such as economic development, low corruption and crime, and a healthy environment. Diener, one of the most influential psychologists in contemporary times, made significant contributions to the understanding of subjective well-being (SWB). He defined SWB as a complex concept consisting of different components: life satisfaction, which involves a cognitive evaluation of one's overall life, and the affective components, which involve assessing the frequency and intensity of positive and negative emotions. Diener's work has had a profound impact on this field. For instance, his 5-item Satisfaction with Life Scale has become the most commonly used tool for measuring life satisfaction [27, p. 7].

Kahneman's work focuses on understanding the psychology of subjective experiences, including affective states related to happiness.

Eudaimonic Theory: in contrast to the hedonic theory, eudaimonic theory emphasizes the pursuit of a life with purpose, meaning, and personal growth. It suggests that happiness is achieved through engaging in activities that align with one's values and contribute to personal growth. Significant progress in understanding psychological well-being has been made by

investigating its connection to physical health, biological regulation, and neuroscience. A growing body of evidence suggests that qualities such as having a sense of purpose, striving for self-realization and personal growth, and cultivating self-esteem have tangible effects on both longevity and overall health.

Epidemiological studies have consistently shown that individuals with a strong sense of purpose in life are at a reduced risk for various diseases, including Alzheimer's disease, stroke, and heart attacks. Additionally, research has found that subjective indicators of well-being are associated with specific neurological patterns. For example, individuals with higher levels of well-being exhibit reduced activation in the amygdala when faced with negative stimuli. They also demonstrate sustained activity in the ventral striatum and dorsolateral prefrontal cortex when exposed to positive stimuli. Furthermore, increased volume in the insular cortex has been observed in individuals who report higher levels of well-being [6, p. 23].

Overall, these findings highlight the intricate relationship between psychological well-being and physical health outcomes while shedding light on the underlying neural mechanisms involved.

The eudaimonic theory of happiness is commonly associated with the work of psychologist Carol Ryff. She developed the concept of psychological well-being, which includes factors such as personal growth, purpose in life, self-acceptance, autonomy, positive relationships with others, and environmental mastery. Ryff's research has highlighted the importance of self-realization and pursuing a meaningful life for overall well-being [33, p. 80].

Broaden-and-Build Theory: according to this theory proposed by Barbara Fredrickson, positive emotions broaden an individual's thought-action repertoire and build resources for future well-being. Positive emotions serve as an upward spiral for individuals, facilitating cognitive flexibility, creativity, and resilience [16, pp. 217–220].

Self-Determination Theory (SDT): SDT focuses on intrinsic motivation as a key driver of happiness. It suggests that individuals experience greater well-being when their psychological needs for autonomy (feeling in control), competence (feeling capable), and relatedness (feeling connected with others) are satisfied. Self-Determination Theory (SDT) was developed by psychologists Edward Deci and Richard Ryan. They

proposed that motivation is influenced by three basic psychological needs: autonomy (the need for volition and self-direction), competence (the need to feel effective and capable), and relatedness (the need to feel connected to others). According to SDT, individuals are more likely to be intrinsically motivated and experience greater well-being when these needs are fulfilled. Deci and Ryan have conducted extensive research on SDT and its applications in various domains, such as education, work, sports, and personal relationships [30, p. 35].

SDT is a theoretical framework that combines traditional research methods with an organismic metatheory, emphasizing the significance of humans' innate inner resources for personality development and self-regulation. This approach focuses on understanding human motivation and personality by considering our evolved psychological needs and capacities [35, p. 620–637].

A significant portion of the research conducted within the framework of SDT has focused on understanding how environmental factors can negatively impact self-motivation, social functioning, and overall well-being. Numerous studies have explored the detrimental effects of these factors, and the findings consistently suggest that these negative consequences can be best understood by examining how they thwart or hinder individuals' three basic psychological needs. In addition to investigating positive developmental tendencies, SDT also examines social contexts that are hostile or unfriendly towards these innate needs and tendencies [30, p. 68].

The question of whether a human are inherently active or passive, responsible or indolent has been a subject of ongoing debate. With advancements in our understanding of evolution, neurobiology, and social behavior, arguments can be made for both perspectives. SDT seeks to address this issue by acknowledging that humans have a natural inclination towards activity and integration, but also have vulnerability towards passivity. The focus of SDT is to identify the conditions that support individuals' inherent activity and integration tendencies, while also recognizing and avoiding situations that may exploit their vulnerability towards passivity [19, p. 336].

Set Point Theory: this theory proposes that individuals have a relatively stable baseline level of happiness or "set point." According to this view, while life events can temporarily influence an individual's happiness

level, they ultimately return to their set point over time. The concept of Set Point Theory in relation to happiness and well-being was proposed by psychologist Richard Easterlin. He suggested that individuals have a baseline level of subjective well-being, which remains relatively stable over time, despite changes in life circumstances or events. According to Easterlin, external factors such as income, material possessions, or social status may temporarily affect happiness but do not have a lasting impact on overall well-being. This theory has sparked considerable debate and further research in the field of positive psychology.

The Easterlin Paradox suggests that while there is a positive correlation between income and happiness at any given point in time, this relationship does not hold true over the long term. The paradox arises from the influence of social comparison. In the short term, individuals with higher incomes may feel happier because they compare themselves to those who have less. Conversely, those with lower incomes may feel less happy when comparing themselves to others who are more affluent. However, over time as incomes increase across the population, individuals also compare their income to a rising benchmark set by their peers, which diminishes the positive effect of individual income growth on happiness. Critics of the paradox often misinterpret or overlook this long-term trend by focusing only on cross-sectional data or short-term fluctuations in happiness-income relationships [35, p. 75].

It is important to note that these theories are not mutually exclusive but rather provide different perspectives on understanding happiness in psychology. Additionally, each theory has its own empirical evidence supporting its assumptions and predictions regarding factors influencing happiness [30, p. 2].

Positive psychology also emphasizes the importance of subjective experiences and individual perspectives in determining happiness. It recognizes that while external circumstances can influence happiness to some extent, individuals have agency in shaping their own happiness through intentional actions and attitudes.

Overall, positive psychology highlights the significance of cultivating a positive mindset and intentionally pursuing activities and behaviors that contribute to personal well-being and fulfillment. It offers practical strategies for enhancing happiness as a means to enhance overall life satisfaction.

7. Conclusions

In conclusion, the research on the meaning of positive psychology in modern society has shed light on the importance of well-being and flourishing in individuals' lives. It has highlighted the need to go beyond a focus solely on mental illness and pathology, and instead emphasize the promotion of positive emotions, engagement, relationships, character strengths, and meaning.

The findings suggest that positive psychology can have significant implications for individual happiness and overall societal well-being. By understanding the factors that contribute to human flourishing, researchers can develop interventions and strategies to enhance individuals' quality of life.

Moreover, positive psychology offers a valuable framework for addressing the challenges faced by modern society. As societies undergo rapid transformations due to technological advancements, globalization, and changing social dynamics, it is crucial to cultivate resilience and adaptability.

Positive psychology research provides insights into how individuals can navigate these changes effectively by fostering positive emotions, building strong relationships, developing their character strengths and virtues, finding purpose in their lives. This knowledge can help individuals not only cope with adversity but also thrive amidst societal transformations.

Additionally, studying positive psychology helps us understand how societal factors impact individual well-being. It highlights the significance of social connections, supportive environments for personal growth, and promoting equitable opportunities for all members of society.

Overall, the research on the meaning of positive psychology in modern society highlights its relevance in promoting well-being at both individual levels as well as societal levels by emphasizing resilience, strong relationships, and meaningful engagement with life's challenges.

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