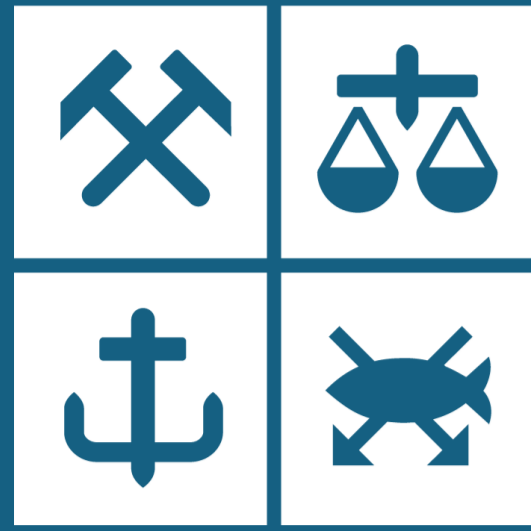


Not all pleasures are created equal: the inspiring effect of edifying activities



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ABSTRACT

Experiencing pleasure is one of the key aspects of achieving happiness and well-being (Berridge & Kringelbach, 2011, 2015).

2 types of pleasures:

Edifying: something that provides elements of moral, intellectual, or spiritual improvement.

Gratifying: something that gives more instant, one-dimensional pleasure.

METHODS

Studies	Sample Size	Sample type	Conditions	DV
Pre-study 1	66	University students	2: edifying vs. gratifying	DV1: Inspired vs. Dispirited DV2: types of edifying vs. gratifying activities
Pre-study 2	102	Prolific	1: activities	DV1: Edifying-Gratifying (1-7 Likert) DV2: pleasurable (1-7 Likert) DV3: effort (1-7 Likert)
Study 1 (text)	134	Prolific	2: edifying vs. gratifying	DV1: Inspired vs. Dispirited DV2: # of Anagrams solved (total and correctly)
Study 2 (text)	508	Prolific	3: edifying vs. gratifying vs. neutral	DV1: Inspired vs. Dispirited DV2: choice (edifying, gratifying, none) DV3: PANAS
Study 3 (music)	800	Prolific	2X2: (edifying vs. gratifying) X (expected vs. actual)	MC: edifying-gratifying (1-7 Likert) DV1: Inspired vs. Dispirited (1-7 Likert) DV2: effort (1-7 Likert) DV3: regret (1-7 Likert)

MAIN DVs

Inspired: infuse spirit or life into: enliven

Dispirited: to be discouraged; dejected; disheartened; gloom.

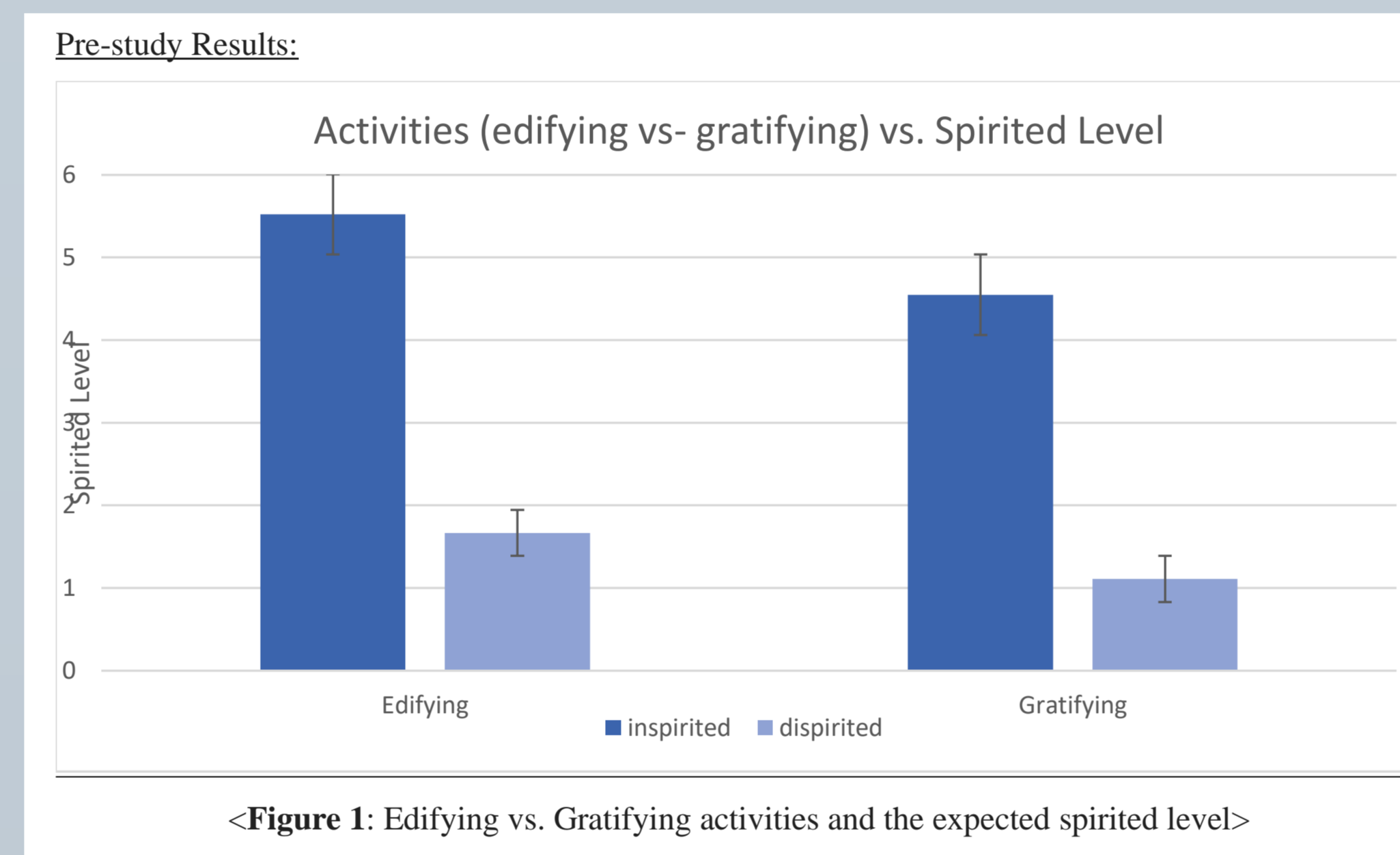
Operationalized by measuring:

• **Inspired:** energized, motivated, uplifted ($\alpha = .93$).

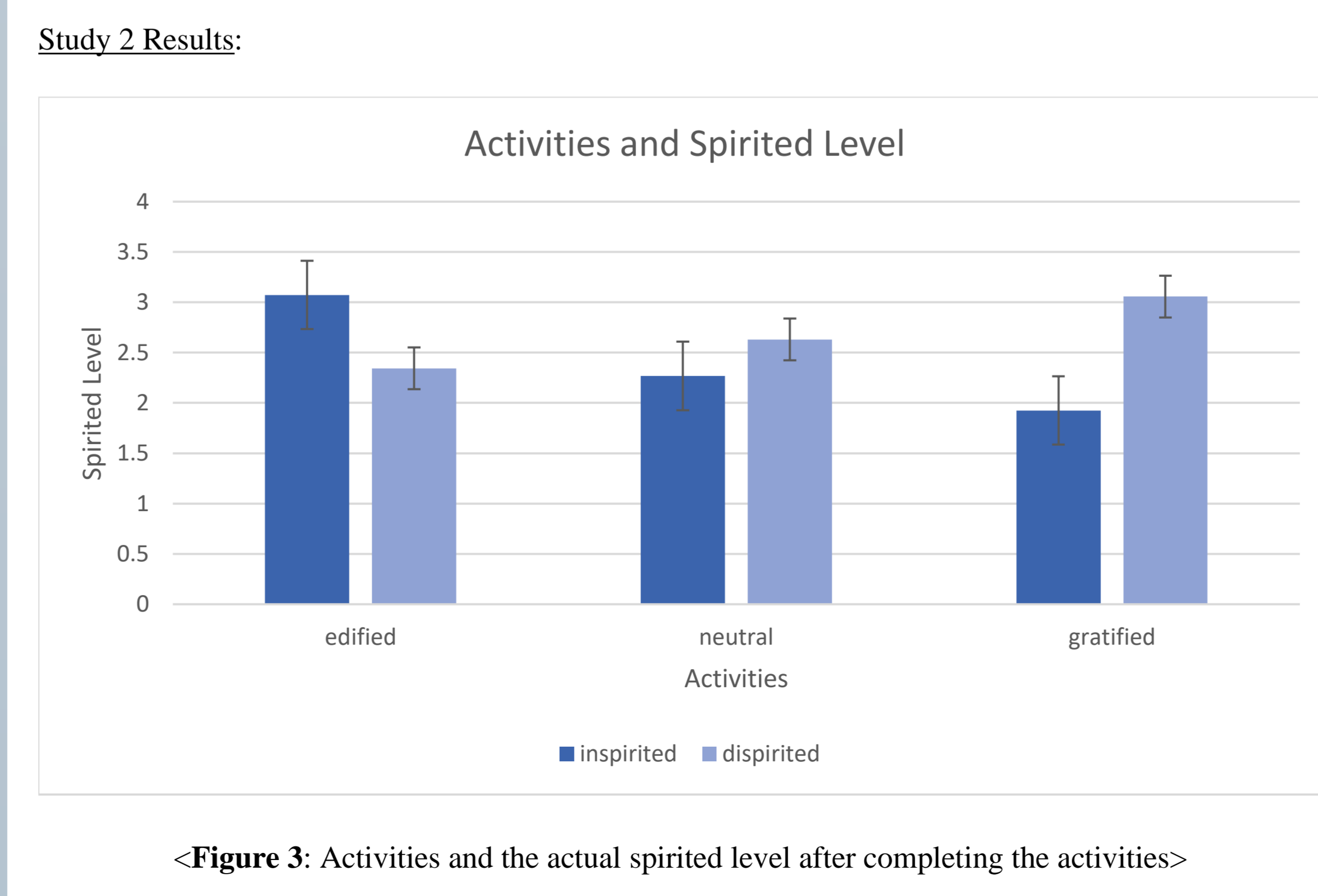
• **Dispirited:** exhausted, dragged down, depressed ($\alpha = .72$)

RESULTS

Edifying activities are expected to be *both* more inspiring ($d = 0.64$) and more dispiriting than the **gratifying** activities ($d = 0.48$)



However, **edifying** activities are more inspiring ($d = 0.81$) and **less dispiriting** than the **gratifying** activities ($d = -0.47$)



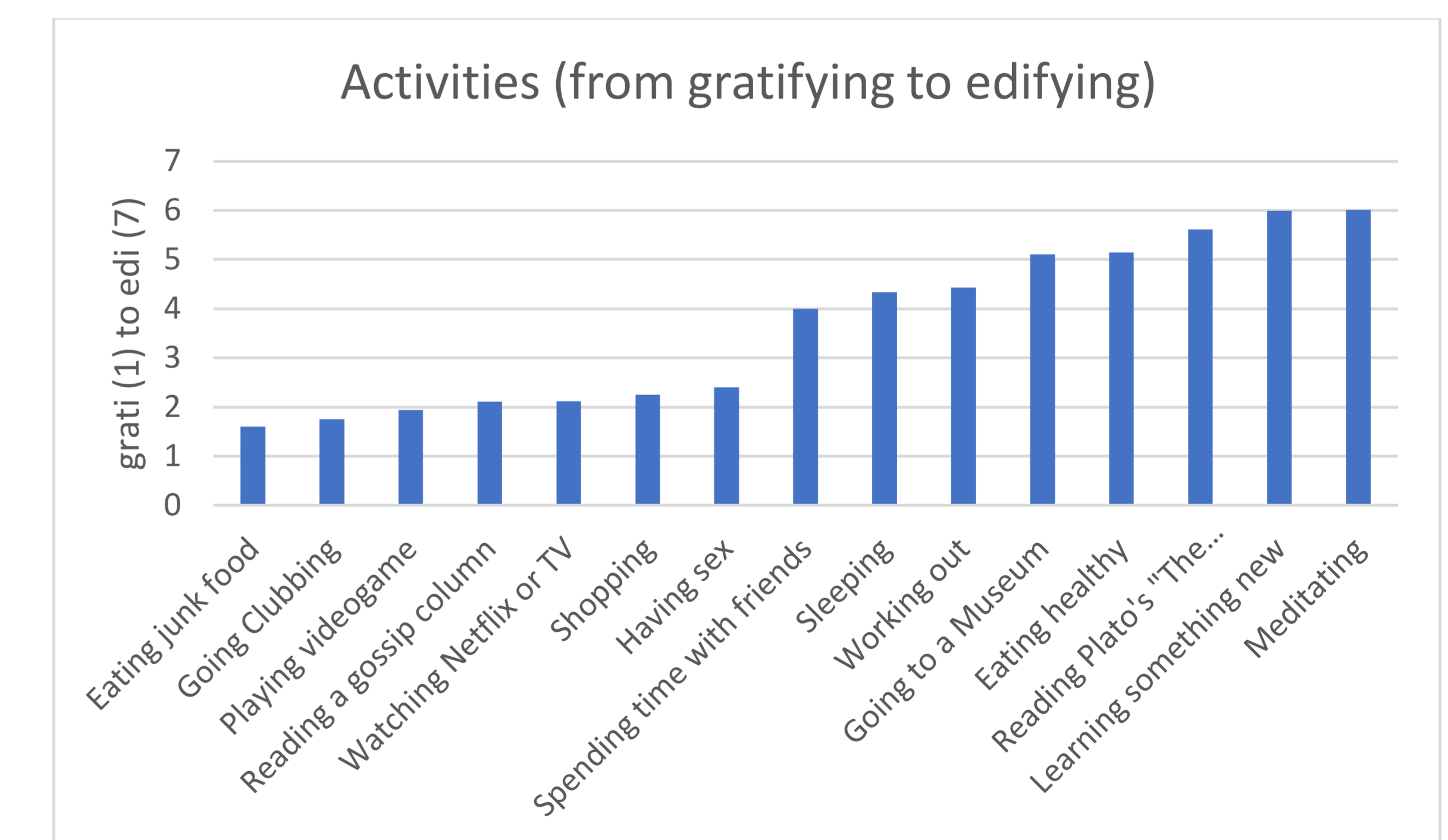
SUMMARY

- Novel categorization of **pleasurable activities**.
- Distinct from the **Utilitarian** vs. **Hedonic**.
- Brings new perspective on activities that bring both pleasure and personal growth.
- Contributes to the happiness and well-being literature.

IMPLICATION

- **Edifying** activities are counterintuitively more *inspiring* (energizing, motivating, uplifting) than the gratifying activities.
- There are many activities that *can* and *should* be categorized as pleasurable but also contributes to the long-term well-being and happiness of consumers.

ACTIVITIES



<Figure 5: List of 15 activities from gratifying to edifying>

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