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Tech Real Estate Professor of Marketing**



Positive Balance: An integrative
and replicable model of subjective
well-being across hierarchical levels of
analysis



This presentation is based partly on:

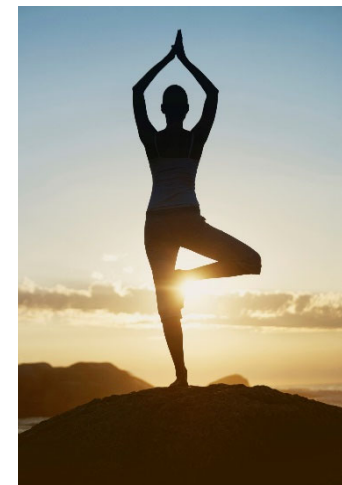
Sirgy, M. J. (2019). Positive balance: A hierarchical perspective of positive mental health. *Quality of Life Research*, 28, 1921-1930.





Positive Mental Health, Positive Balance, Subjective Well-Being, Hierarchy

- Positive mental health
- Positive balance
- Subjective well-being
- Hierarchy





Positive Mental Health

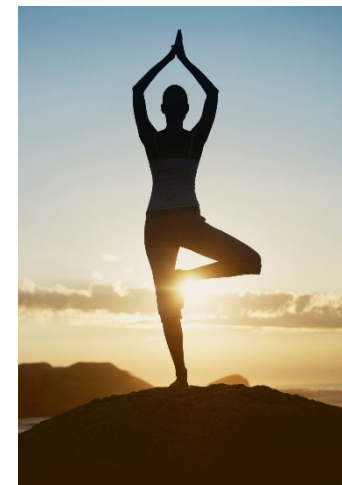
- Positive mental health
(mental well-being)
- Negative mental health
(mental ill-being)





Positive Balance

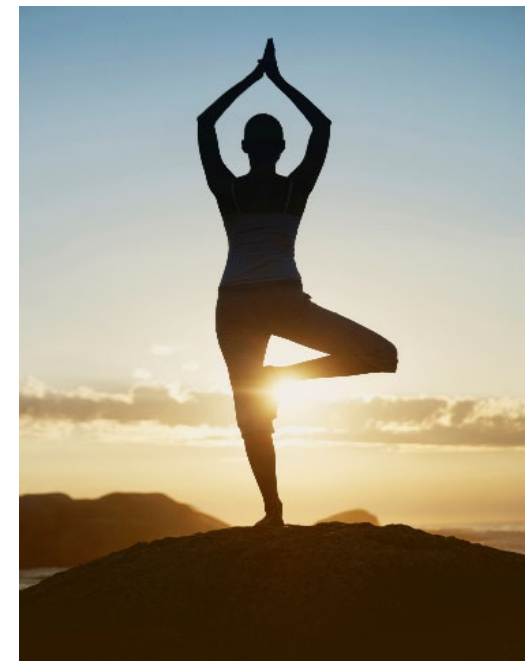
- Balance versus imbalance
- **Positive balance** =
preponderance of a positive
psychological state over a
negative state





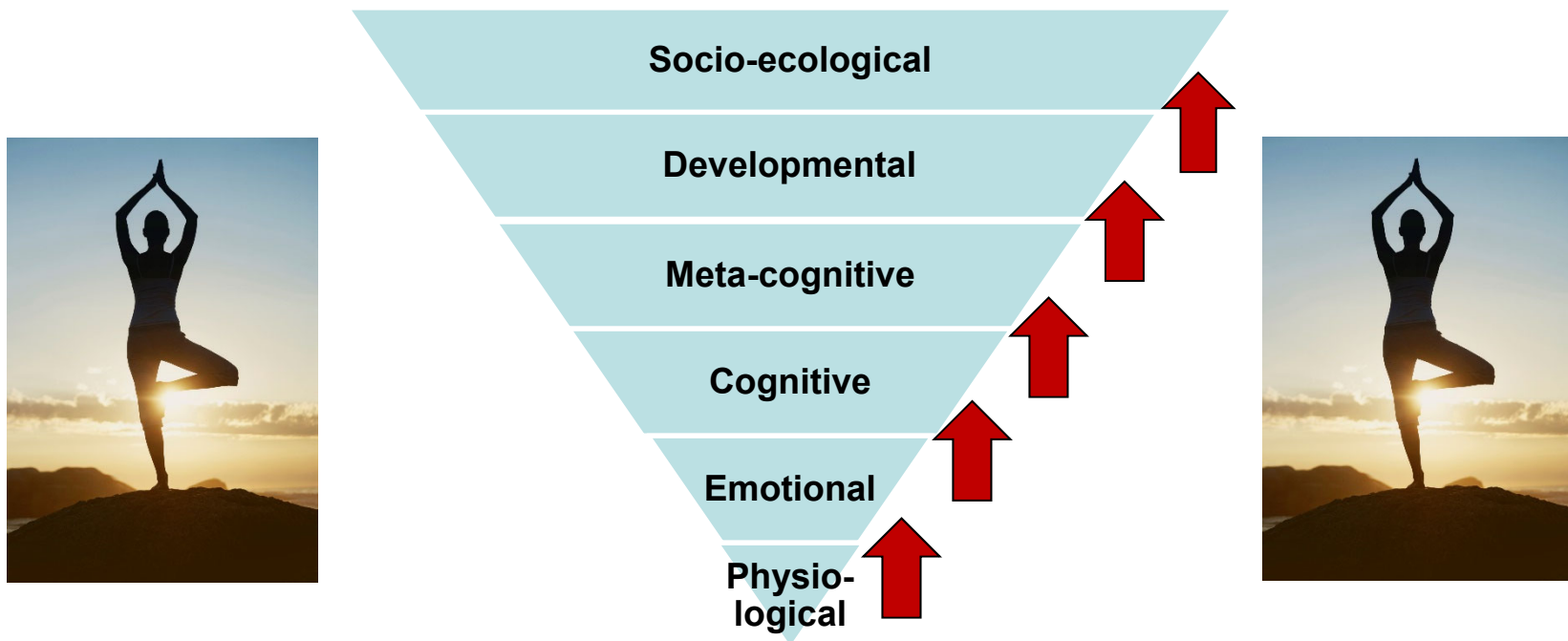
Subjective Well-Being

1. Positive and negative neurotransmitters
2. Hedonic well-being
3. Domain satisfaction
4. Life satisfaction
5. Eudaimonia
6. Social well-being





A Hierarchical Perspective



LEVEL OF ANALYSIS	POSITIVE BALANCE AS POSITIVE MENTAL HEALTH	SUPPORTIVE THEORETICAL NOTIONS	EMERGENCE
Positive mental health defined at a physiological level = positive and negative neurotransmitters	Individuals experiencing a preponderance of neurochemicals related to positive emotions (dopamine, serotonin, oxytocin) relative to neurochemicals related to negative emotions (cortisol)	Stress response system); neurobiology of happiness)	Preponderance of neurochemicals associated with positive affect (dopamine, serotonin, and oxytocin) relative to neurochemicals associated with negative affect (cortisol) contribute significantly to hedonic well-being.
Positive mental health defined at an emotional level = hedonic well-being	Individuals experiencing a preponderance of positive emotions (happiness, joy, serenity, contentment, etc.) relative to negative emotions (anger, sadness, jealousy, envy, depression, etc.)	Positive versus negative affect; broaden and build theory; flow)	Preponderance of positive affect (happiness, joy, serenity, contentment, etc.) relative to negative affect (anger, sadness, jealousy, envy, depression, etc.) contribute significantly to domain satisfaction.
Positive mental health defined at a cognitive level = domain satisfaction	Individuals experiencing a having a preponderance of domain satisfaction (satisfaction in salient and multiple life domains such as family life, work life, social life, etc.) relative to dissatisfaction in other life domains	Principle of satisfaction limits; principle of the full spectrum of human developmental needs; principle of diminishing satisfaction	Preponderance of domain satisfaction (satisfaction in salient and multiple life domains such as family life, work life, social life, etc.) relative to dissatisfaction in other life domains contribute significantly to life satisfaction.
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Positive mental health defined at a developmental level = eudaimonia	Individuals experiencing a preponderance of positive psychological traits (self-acceptance, personal growth, purpose in life, environmental mastery, autonomy, positive relations with others, etc.) relative to negative psychological traits (pessimism, hopelessness, depressive disorder, neuroticism, impulsiveness, etc.)	Virtue ethics and balance; self-determination theory; hedonic versus eudaimonic happiness; personal expressiveness; psychological well-being	Preponderance of positive psychological traits (self-acceptance, personal growth, purpose in life, environmental mastery, autonomy, positive relations with others, etc.) relative to negative psychological traits (pessimism, hopelessness, depressive disorder, neuroticism, impulsiveness, etc.) contribute significantly to social well-being.
Positive mental health defined at a social-ecological level = social well-being	Individuals experiencing a preponderance of social resources (social acceptance, social actualization, social contribution, social integration, etc.) relative to social constraints (social exclusion, ostracism, etc.)	Social well-being, need to belong, attachment theory; social exclusion and ostracism, social harmony	

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Positive Balance and Subjective Well-Being: Physiological Level (Positive and Negative Neurotransmitters)

- ❖ At the physiological level, subjective well-being is construed as preponderance of neurochemicals related to positive emotions (dopamine, serotonin, and oxytocin) relative to neurochemicals related to negative emotions (cortisol).





Positive Balance and Subjective Well-Being: Physiological Level (Positive and Negative Neurotransmitters)

❖ Stress response system

(Lomas, Hefferon, & Ivltzan, 2015; Sterling & Eyer, 1988)

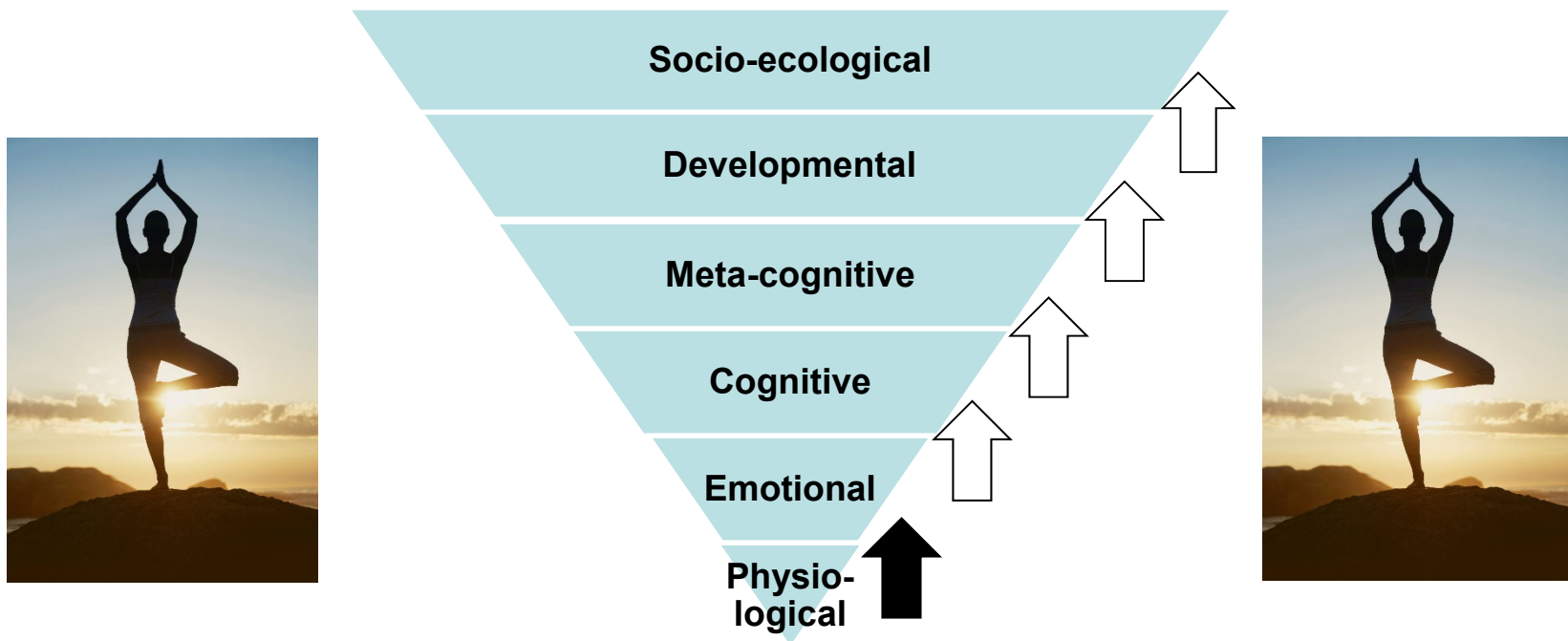
❖ Neurobiology of happiness

(Jackson, Sirgy, & Medley, 2018; Pressman & Cohen, 2005; Spinelli, et al., 2012)





A Hierarchical Perspective





Positive Balance and Subjective Well-Being: Physiological Level → Emotional Level

- ❖ Preponderance of neurochemicals related to positive emotions (dopamine, serotonin, and oxytocin) relative to neurochemicals related to negative emotions (cortisol) **contributes significantly to hedonic well-being.**



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Positive Balance and Subjective Well-Being: Emotional Level (Hedonic Well-Being)

- ❖ At the emotional level, subjective well-being is construed as preponderance of **positive affect** (happiness, joy, etc.) relative to **negative affect** (anger, sadness, etc.).





Positive Balance and Subjective Well-Being: Emotional Level (Hedonic Well-Being)

❖ **Positive versus negative affect** (Diener & Emmons, 1984; Diener et al., 2010)

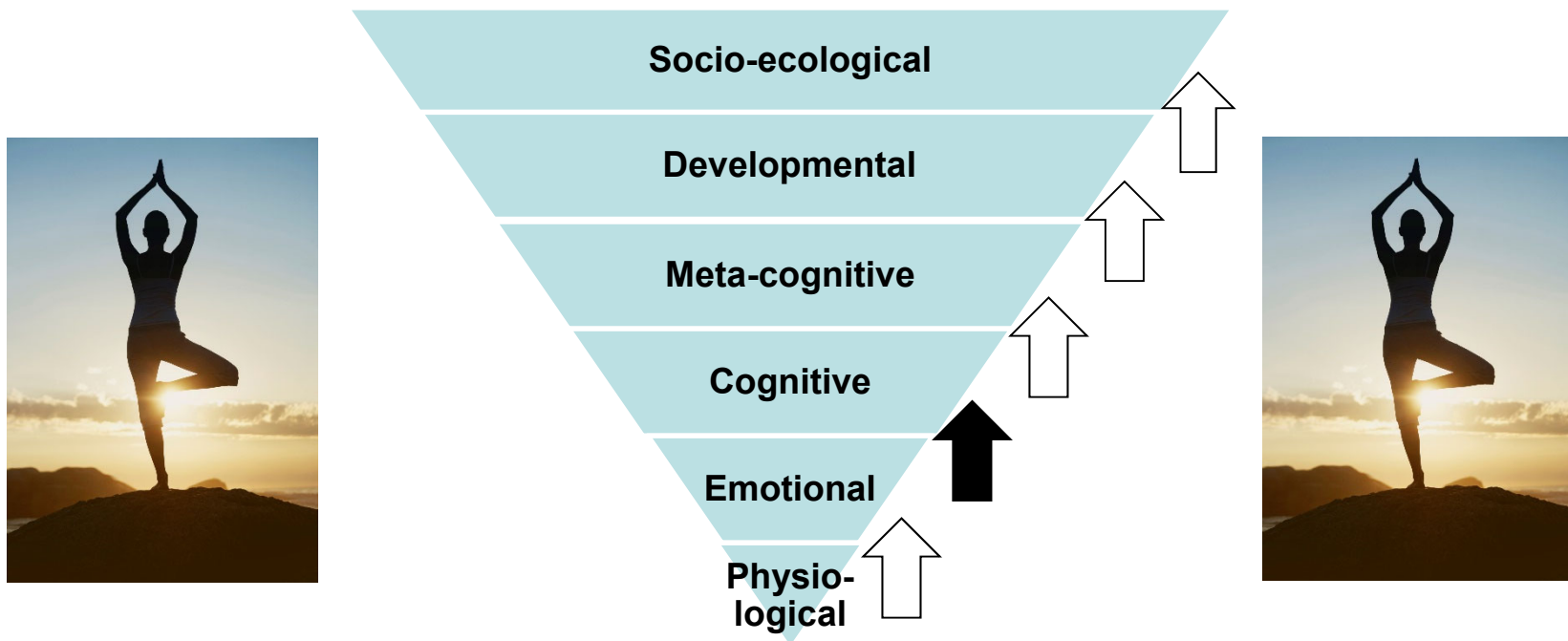
❖ **Broaden-and-build theory** (Fredrickson, 2001, 2004, 2013; Fredrickson & Joiner, 2002)

❖ **Flow** (Csikszentmihalyi & LeFevre, 1989)





A Hierarchical Perspective





Positive Balance and Subjective Well-Being: Emotional Level → Cognitive Level

- ❖ Preponderance of positive affect (happiness, joy, etc.) relative to negative affect (anger, sadness, etc.) **contributes significantly to domain satisfaction.**



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Positive Balance and Subjective Well-Being: Cognitive Level (Domain Satisfaction)

- ❖ At a cognitive level, subjective well-being is construed as preponderance of domain satisfaction (satisfaction in salient and multiple life domains such as family life and work life) relative to dissatisfaction in other life domains.





Positive Balance and Subjective Well-Being: Cognitive Level (Domain Satisfaction)

❖ Principle of satisfaction limits

(Lee & Sirgy, 2018; Sirgy & Lee, 2016, 2018a;
Sirgy & Lee, 2018b; Sirgy & Wu, 2009)

❖ Principle of the full spectrum of human developmental needs

(Lee & Sirgy, 2018; Sirgy & Lee, 2016,
2018a; Sirgy & Lee, 2018b; Sirgy & Wu, 2009)

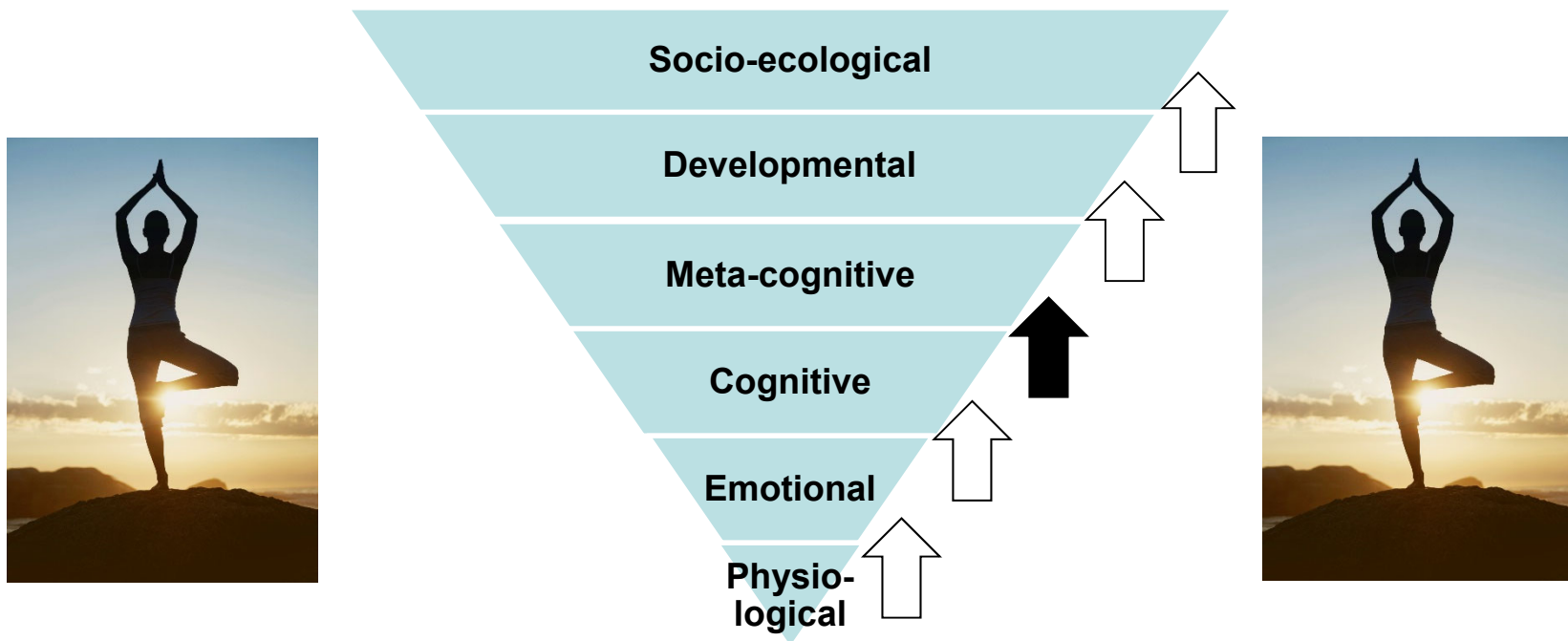
❖ Principle of diminishing satisfaction

(Lee & Sirgy, 2018; Sirgy &
Lee, 2016, 2018a; Sirgy & Lee, 2018b; Sirgy &
Wu, 2009)





A Hierarchical Perspective





Positive Balance and Subjective Well-Being: Cognitive Level → Meta-Cognitive Level

- ❖ Preponderance of domain satisfaction (satisfaction in salient and multiple life domains such as family life and work life) relative to dissatisfaction in other life domains **contributes significantly to life satisfaction.**

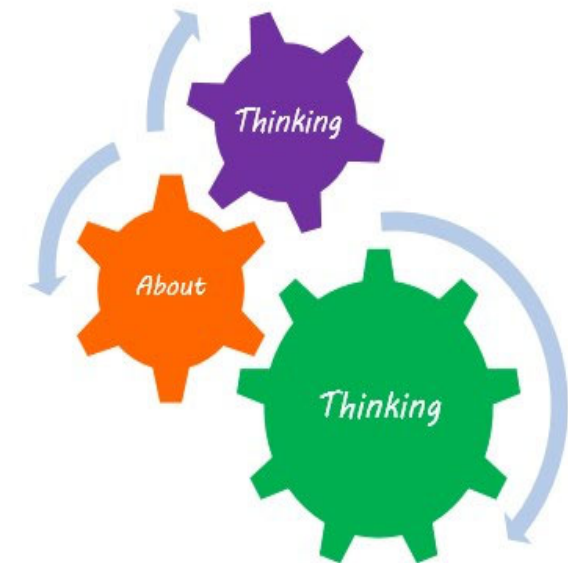


LEVEL OF ANALYSIS	POSITIVE BALANCE AS POSITIVE MENTAL HEALTH	SUPPORTIVE THEORETICAL NOTIONS	EMERGENCE
Positive mental health defined at a physiological level = positive and negative neurotransmitters	Individuals experiencing a preponderance of neurochemicals related to positive emotions (dopamine, serotonin, oxytocin) relative to neurochemicals related to negative emotions (cortisol)	Stress response system); neurobiology of happiness)	Preponderance of neurochemicals associated with positive affect (dopamine, serotonin, and oxytocin) relative to neurochemicals associated with negative affect (cortisol) contribute significantly to hedonic well-being.
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Positive mental health defined at a developmental level = eudaimonia	Individuals experiencing a preponderance of positive psychological traits (self-acceptance, personal growth, purpose in life, environmental mastery, autonomy, positive relations with others, etc.) relative to negative psychological traits (pessimism, hopelessness, depressive disorder, neuroticism, impulsiveness, etc.)	Virtue ethics and balance; self-determination theory; hedonic versus eudaimonic happiness; personal expressiveness; psychological well-being	Preponderance of positive psychological traits (self-acceptance, personal growth, purpose in life, environmental mastery, autonomy, positive relations with others, etc.) relative to negative psychological traits (pessimism, hopelessness, depressive disorder, neuroticism, impulsiveness, etc.) contribute significantly to social well-being.
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Positive Balance and Subjective Well-Being: Meta-Cognitive Level (Life Satisfaction)

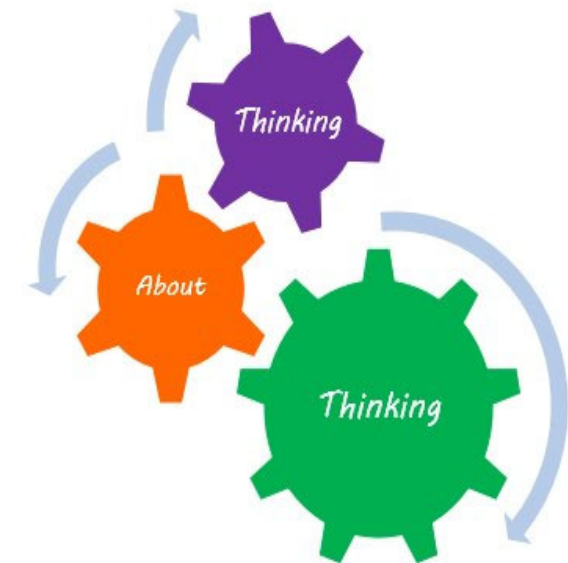
- ❖ At the meta-cognitive level, subjective well-being is construed as preponderance of **positive evaluations about one's life** using certain standards of comparison (satisfaction with one's life compared to one's past life, the life of family members, etc.) relative to **negative evaluations** about one's life using similar or other standards of comparison.





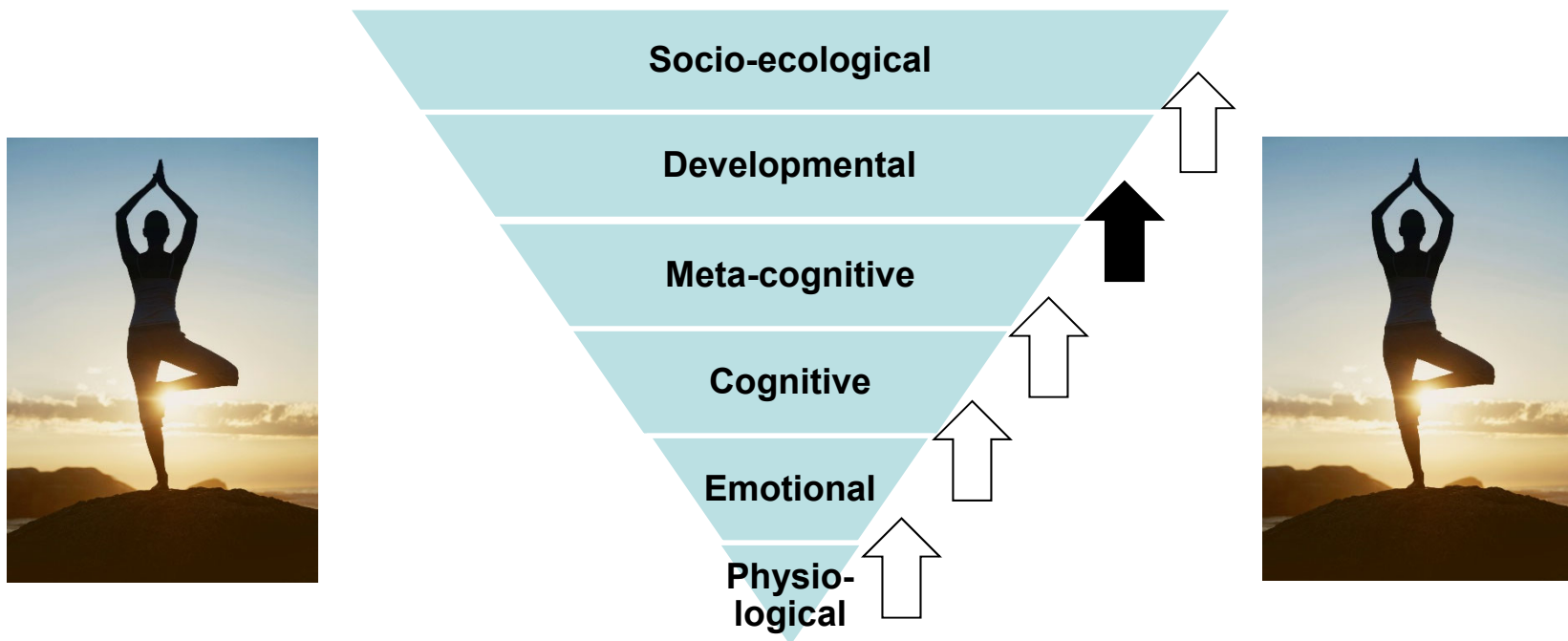
Positive Balance and Subjective Well-Being: Meta-Cognitive Level (Life Satisfaction)

- ❖ Multiple discrepancies theory (Michalos, 1985, 1986, Michalos et al., 2007)
- ❖ Congruity life satisfaction (Meadow et al., 1992; Sirgy et al., 1995)
- ❖ Personal strivings (Emmons, 1986)
- ❖ Basis of life satisfaction judgments (Pavot & Diener, 1993; Suh et al., 1998)
- ❖ Social comparisons in life satisfaction (Frieswijk et al., 2004)
- ❖ Frequency of life satisfaction judgments (Diener et al., 2012)





A Hierarchical Perspective





Positive Balance and Subjective Well-Being: Meta-Cognitive Level → Developmental Level

- ❖ Preponderance of positive evaluations about one's life using certain standards of comparison (satisfaction with one's life compared to one's past life, the life of family members, etc.) relative to negative evaluations about one's life using similar or other standards of comparison **contributes significantly to eudaimonic well-being.**



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Positive Balance and Mental Well-Being: Developmental Level (Eudaimonia)

- ❖ At the developmental level, subjective well-being is construed as preponderance of **positive psychological traits** (self-acceptance, personal growth, purpose in life, environmental mastery, autonomy, and positive relations with others) relative to **negative psychological traits** (pessimism, hopelessness, depressive disorder, neuroticism, impulsiveness, etc.).





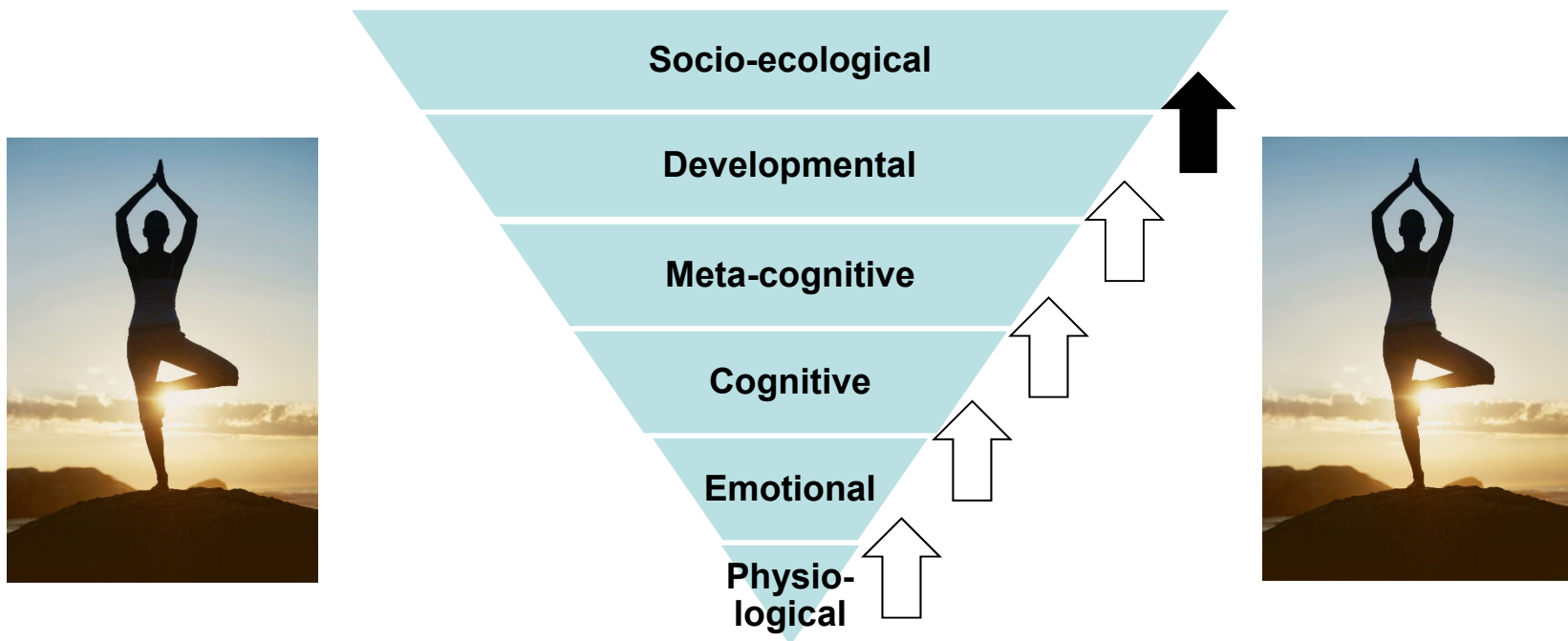
Positive Balance and Mental Well-Being: Developmental Level (Eudaimonia)

- ❖ **Virtue ethics and balance** (Rowe & Broadie, 2002)
- ❖ **Self-determination theory** (Ryan & Deci, 2000; Ryan, Huta, & Deci, 2008; Ryan & Martela, 2016)
- ❖ **Hedonic vs eudaimonic happiness** (Deci & Ryan 2008; Kaheman, Diener, & Schwarz, 1999)
- ❖ **Personal expressiveness** (Huta & Waterman, 2014; Waterman, 1993)
- ❖ **Psychological well-being** (Ryff, 1989)





A Hierarchical Perspective





Positive Balance and Subjective Well-Being: Developmental Level → Social-Ecological Level

- ❖ Preponderance of positive psychological traits (self-acceptance, personal growth, etc.) relative to negative psychological traits (pessimism, hopelessness, etc.)
contributes significantly to social well-being.

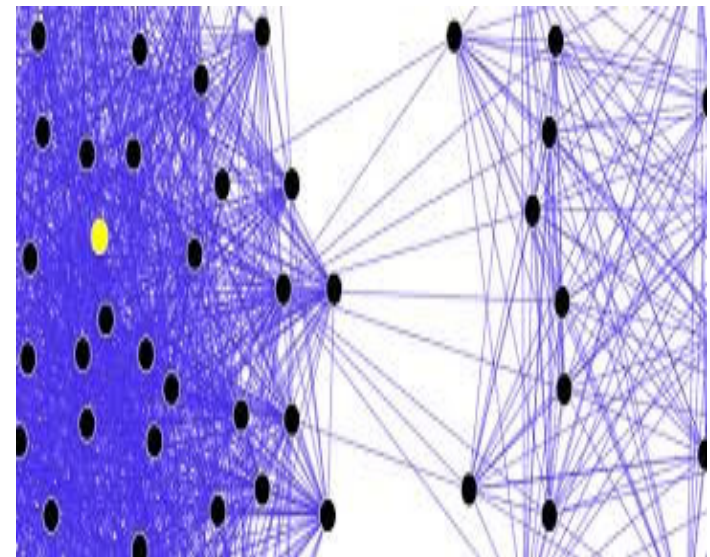


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Positive mental health defined at a physiological level = positive and negative neurotransmitters	Individuals experiencing a preponderance of neurochemicals related to positive emotions (dopamine, serotonin, oxytocin) relative to neurochemicals related to negative emotions (cortisol)	Stress response system); neurobiology of happiness)	Preponderance of neurochemicals associated with positive affect (dopamine, serotonin, and oxytocin) relative to neurochemicals associated with negative affect (cortisol) contribute significantly to hedonic well-being.
Positive mental health defined at an emotional level = hedonic well-being	Individuals experiencing a preponderance of positive emotions (happiness, joy, serenity, contentment, etc.) relative to negative emotions (anger, sadness, jealousy, envy, depression, etc.)	Positive versus negative affect; broaden and build theory; flow)	Preponderance of positive affect (happiness, joy, serenity, contentment, etc.) relative to negative affect (anger, sadness, jealousy, envy, depression, etc.) contribute significantly to domain satisfaction.
Positive mental health defined at a cognitive level = domain satisfaction	Individuals experiencing a having a preponderance of domain satisfaction (satisfaction in salient and multiple life domains such as family life, work life, social life, etc.) relative to dissatisfaction in other life domains	Principle of satisfaction limits; principle of the full spectrum of human developmental needs; principle of diminishing satisfaction	Preponderance of domain satisfaction (satisfaction in salient and multiple life domains such as family life, work life, social life, etc.) relative to dissatisfaction in other life domains contribute significantly to life satisfaction.
Positive mental health defined at a meta-cognitive level = life satisfaction	Individuals experiencing a preponderance of positive evaluations about one's life using certain standards of comparison (satisfaction with one's life compared to one's past life, the life of family members, the life of associates at work, the life of others in the same social circles, etc.) relative to negative evaluations about one's life using similar or other standards of comparison	Multiple discrepancies theory; congruity life satisfaction; personal strivings; basis of life satisfaction judgments; social comparisons in life satisfaction; frequency of life satisfaction judgments)	Preponderance of positive evaluations about one's life using certain standards of comparison (satisfaction with one's life compared to one's past life, the life of family members, the life of associates at work, the life of others in the same social circles, etc.) relative to negative evaluations about one's life using similar or other standards of comparison contribute significantly to eudaimonia.
Positive mental health defined at a developmental level = eudaimonia	Individuals experiencing a preponderance of positive psychological traits (self-acceptance, personal growth, purpose in life, environmental mastery, autonomy, positive relations with others, etc.) relative to negative psychological traits (pessimism, hopelessness, depressive disorder, neuroticism, impulsiveness, etc.)	Virtue ethics and balance; self-determination theory; hedonic versus eudaimonic happiness; personal expressiveness; psychological well-being	Preponderance of positive psychological traits (self-acceptance, personal growth, purpose in life, environmental mastery, autonomy, positive relations with others, etc.) relative to negative psychological traits (pessimism, hopelessness, depressive disorder, neuroticism, impulsiveness, etc.) contribute significantly to social well-being.
Positive mental health defined at a social-ecological level = social well-being	Individuals experiencing a preponderance of social resources (social acceptance, social actualization, social contribution, social integration, etc.) relative to social constraints (social exclusion, ostracism, etc.)	Social well-being, need to belong, attachment theory; social exclusion and ostracism, social harmony	



Positive Balance and Subjective Well-Being: Social-Ecological Level (Social Well-Being)

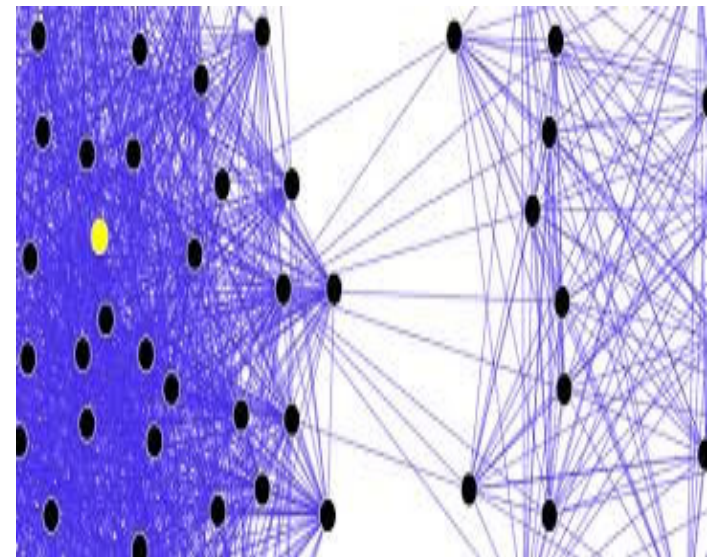
- ❖ At the social-ecological level, subjective well-being is construed as preponderance of **perceived social resources** (social acceptance, social actualization, social contribution, social coherence, and social integration) relative to **perceived social constraints** (social exclusion, ostracism, etc.).





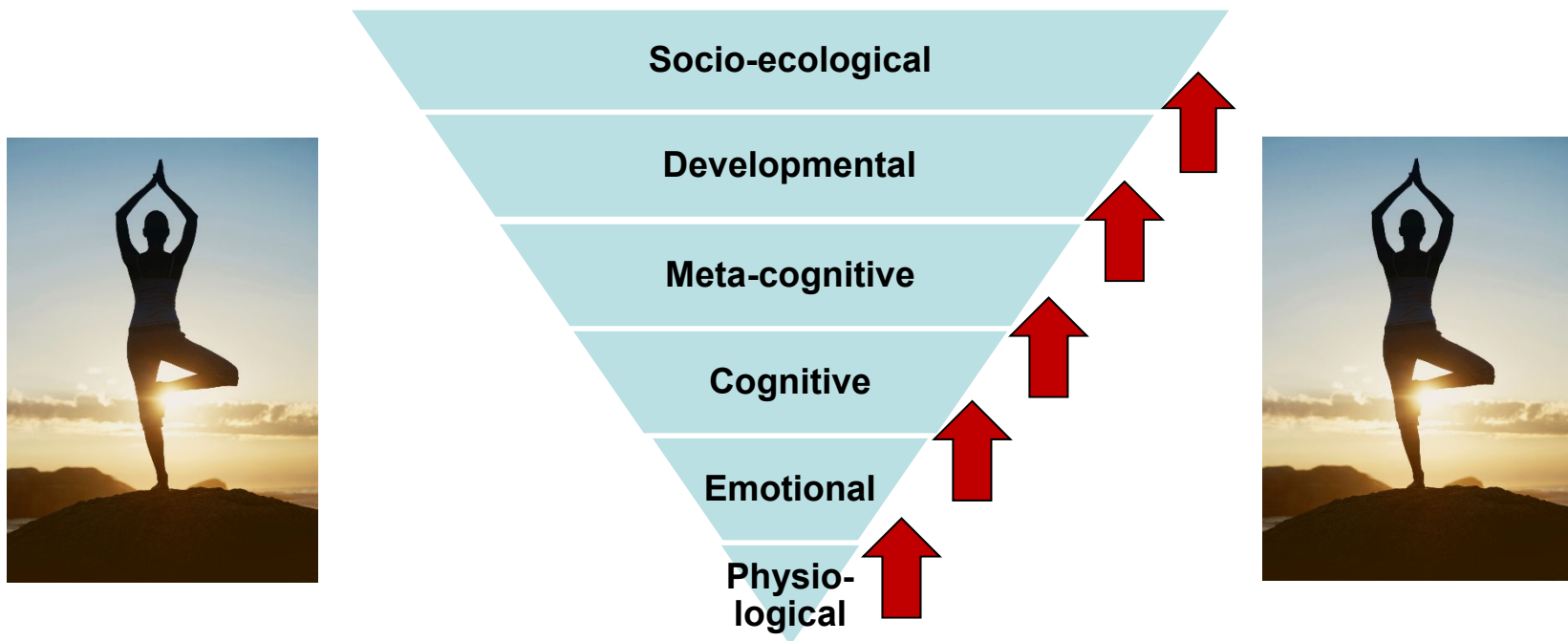
Positive Balance and Subjective Well-Being: Socio-Ecological Level (Social Well-Being)

- ❖ **Social well-being** (Keyes, 1998, 2002, 2007, 2013)
- ❖ **Need to belong** (Baumeister & Leary, 1995)
- ❖ **Attachment theory** (Bretherton, 1985)
- ❖ **Social exclusion and ostracism** (Wolfer & Scheithauer, 2013)
- ❖ **Social harmony** (Ho & Chan, 2009; Joshanloo, Bobowick, & Basabe, 2016)





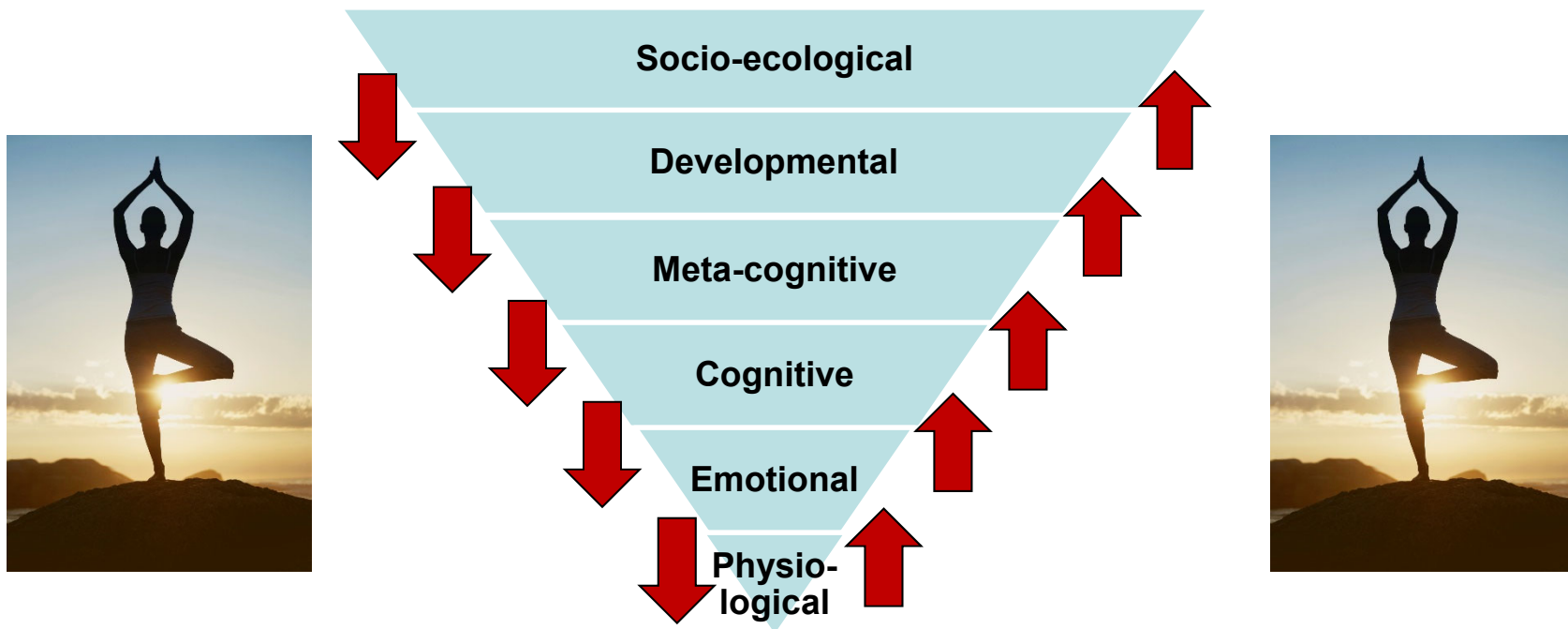
A Hierarchical Perspective



LEVEL OF ANALYSIS	POSITIVE BALANCE AS POSITIVE MENTAL HEALTH	SUPPORTIVE THEORETICAL NOTIONS	EMERGENCE
Positive mental health defined at a physiological level = positive and negative neurotransmitters	Individuals experiencing a preponderance of neurochemicals related to positive emotions (dopamine, serotonin, oxytocin) relative to neurochemicals related to negative emotions (cortisol)	Stress response system); neurobiology of happiness)	Preponderance of neurochemicals associated with positive affect (dopamine, serotonin, and oxytocin) relative to neurochemicals associated with negative affect (cortisol) contribute significantly to hedonic well-being.
Positive mental health defined at an emotional level = hedonic well-being	Individuals experiencing a preponderance of positive emotions (happiness, joy, serenity, contentment, etc.) relative to negative emotions (anger, sadness, jealousy, envy, depression, etc.)	Positive versus negative affect; broaden and build theory; flow)	Preponderance of positive affect (happiness, joy, serenity, contentment, etc.) relative to negative affect (anger, sadness, jealousy, envy, depression, etc.) contribute significantly to domain satisfaction.
Positive mental health defined at a cognitive level = domain satisfaction	Individuals experiencing a having a preponderance of domain satisfaction (satisfaction in salient and multiple life domains such as family life, work life, social life, etc.) relative to dissatisfaction in other life domains	Principle of satisfaction limits; principle of the full spectrum of human developmental needs; principle of diminishing satisfaction	Preponderance of domain satisfaction (satisfaction in salient and multiple life domains such as family life, work life, social life, etc.) relative to dissatisfaction in other life domains contribute significantly to life satisfaction.
Positive mental health defined at a meta-cognitive level = life satisfaction	Individuals experiencing a preponderance of positive evaluations about one's life using certain standards of comparison (satisfaction with one's life compared to one's past life, the life of family members, the life of associates at work, the life of others in the same social circles, etc.) relative to negative evaluations about one's life using similar or other standards of comparison	Multiple discrepancies theory; congruity life satisfaction; personal strivings; basis of life satisfaction judgments; social comparisons in life satisfaction; frequency of life satisfaction judgments)	Preponderance of positive evaluations about one's life using certain standards of comparison (satisfaction with one's life compared to one's past life, the life of family members, the life of associates at work, the life of others in the same social circles, etc.) relative to negative evaluations about one's life using similar or other standards of comparison contribute significantly to eudaimonia.
Positive mental health defined at a developmental level = eudaimonia	Individuals experiencing a preponderance of positive psychological traits (self-acceptance, personal growth, purpose in life, environmental mastery, autonomy, positive relations with others, etc.) relative to negative psychological traits (pessimism, hopelessness, depressive disorder, neuroticism, impulsiveness, etc.)	Virtue ethics and balance; self-determination theory; hedonic versus eudaimonic happiness; personal expressiveness; psychological well-being	Preponderance of positive psychological traits (self-acceptance, personal growth, purpose in life, environmental mastery, autonomy, positive relations with others, etc.) relative to negative psychological traits (pessimism, hopelessness, depressive disorder, neuroticism, impulsiveness, etc.) contribute significantly to social well-being.
Positive mental health defined at a social-ecological level = social well-being	Individuals experiencing a preponderance of social resources (social acceptance, social actualization, social contribution, social integration, etc.) relative to social constraints (social exclusion, ostracism, etc.)	Social well-being, need to belong, attachment theory; social exclusion and ostracism, social harmony	

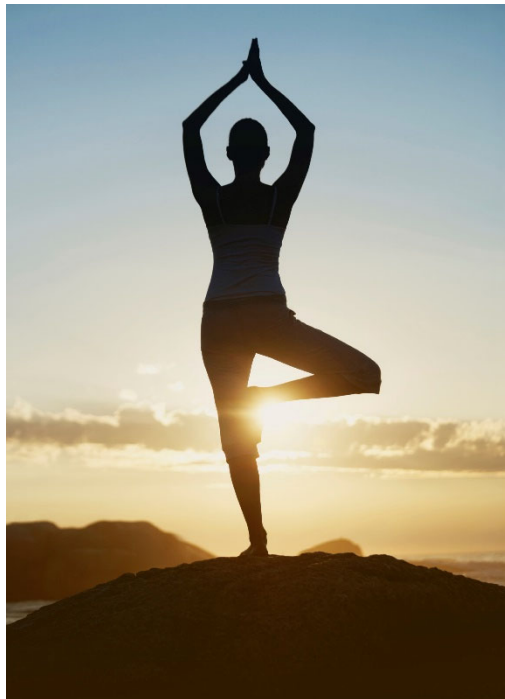


Positive Balance and Subjective Well-Being: Hierarchical Links





If you like to have a copy of these slide, don't hesitate to contact me at Sirgy@vt.edu



THANK YOU!