

Social happiness and its decisive factors (A case study in Birjand)

Leila Talebzade Shoshtari¹

Received: 22/2/2021

Somayeh Mezginezhad²

Accepted: 10/9/2021

Abstract

Social happiness is one of the most significant decisive factors in man's life; which is followed by positive outcomes for both the individual and the community. Thus, the present study aimed at assessing social happiness and its decisive factors among some Birjand citizens. In this field survey, 400 over 15 year-old citizens were selected through multi-stage cluster-sampling. Data collection means was the standard researcher-designed happiness questionnaire by Zare and Aminpoor (2011-2012). The obtained data was fed into SPSS software (V: 18), using statistical tests including one-variable chi-square, Pierson's correlation, synchronic multiple regression, and Friedman's. It was found that the general condition of social happiness and its decisive factors in the study population was satisfactory (i.e. more than the average level). In general, there was a positive and significant relationship between social happiness-on one hand- and social security feeling, social trust, faithfulness to religious beliefs, hopefulness, social equity feeling, social health, and life style – on the other ($P < 0.05$). Among the decisive factors of social happiness life satisfaction, social health, kinship network, faithfulness to religious beliefs, and hopefulness had the most role in anticipating social happiness having β coefficient 34%, 25%, 24%, 20%, and 10% respectively. The population study had the most share in anticipating social happiness. Thus, in order to have a healthy and cheerful community providing the decisive factors must be part of the responsibility of individuals, families, and the community. According to the results of the present study and the situation of social vitality in Birjand, which is in a moderate level, it is suggested that health-oriented life, in two dimensions of physical and mental health, through various means such as using advertising and radio and television capabilities, holding and informing Suitable for public sports and creating healthy and happy programs commensurate with the economic potential of all economic classes of society to improve the quality of life of citizens.

Key Words: Social happiness, Decisive factors, Birjand city

¹. Corresponding Author, Assistant Professor, Department of Psychology, University of Birjand. l.talebzade@birjand.ac.ir

². PhD Student in Educational Administration, University of Shiraz. s.mezginejad@gmail.com