A STUDY OF RELATIONSHIP BETWEEN SOCIAL DESIRABILITY AND THE LEVEL OF HAPPINESS AMONG YOUNG ADULTS

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ABSTRACT

The current study attempts to investigate the relationship between Social Desirability and the level of Happiness among Youth. The study explores the relationship between social desirability and happiness because on the surface of it, wanting to be socially desirable is a very admirable and pleasant trait, and one that would surely win you friends and respect and increase your popularity and your confidence as a result. 'To please is a disease' – and in excess it can become an addiction that eventually results in neglecting your own needs and wants, and ironically losing the respect of the people you are trying to please and ultimately it kills an individual's happiness. Social Desirability is "where the individual responds to item content in such a way as to portray himself in other than a true light (e.g. responding to items in terms of the social desirability of the answers)". Happiness is a mental or emotional state of well being defined by positive or pleasant emotions ranging from contentment to intense joy. A variety of biological, psychological, religious and philosophical approaches have striven to define happiness and identify its sources. Various research groups, including positive psychology, are employing the scientific method to research questions about what "happiness" is, and how it might be attained. The sample comprised of 60 college students with 30 males and 30 females all in the age range of 18-24 years. Subjects were chosen from the Department of English of Panjab University, Chandigarh. Purposive Random Sampling method was used for the selection of the sample. Based on the review of literature, following hypotheses have been proposed it was expected that there is a relationship between social desirability and the level of happiness and that social desirability is different in males and females. Mean and Standard Deviation(SD) were calculated in addition to correlation and t ratio for finding out the results.

Keywords: social desirability, happiness, youth, emotional state of well being

I. INTRODUCTION

- The idea of social desirability traces its roots back to the sociology and psychology concept of response sets, "where the individual responds to item content in such a way as to portray himself in other than a true light (e.g. responding to items in terms of the social desirability of the answers)" (O'Neill 1967, 95).
- Response set: "a personal tendency to respond in a specified way within a testing or interview situation" (Smith 1967, 87).
- Converse in the early 1960s shocked political science (and himself) by finding that most people's opinions are ill-considered, inconsistent, and pretty ignorant – in his words, lack "constraint" (Converse 1964).
- John Zaller has thrown a similar monkey wrench into the gears of public opinion research, with the major contention of his 1992 book (The Nature and Origins of Mass Opinion) being that public opinion surveys do not reveal deep underlying preferences of the public, but rather are "top of the head" replies by people trying to come up with answers to survey questions.
- Some of the sociological and political science social desirability studies reveal, for instance, that people will say they voted when they haven't, will inflate their reported incomes, will describe themselves in socially-sanctioned ways (such as saying they are happier than they are in their marriages), and will edit politically "incorrect" responses (such as prejudice).
- Several studies by Bishop and co-authors found that respondents are differentially likely to offer opinions on fictitious issues, when asked to do so in a survey. Not exactly that all respondents will offer such opinions, but that certain people are more likely to do so than others (included lower status or less educated respondents). So people who are sensitive to being thought dumb or uneducated are more likely to overcompensate, by offering opinions on nonexistent political issues (see, for example, Bishop 1986).
Cross-comparative survey of women in US and Costa Rica – has to do with cultural connotation of topic, so saying "Have you had as many children as you want" in Costa Rica implies that if a woman says yes, she's going to have an abortion.

➢ Acquiescence: the tendency to say yes repeatedly (generally believed that Latinos have more of a tendency to acquiesce to survey questions, because of cultural socialization.

➢ 1980s study on whether racism has declined in America: puzzle that white Americans say they are less racist on surveys, but strongly resist programs designed to achieve racial equality, such as school desegregation and affirmative action (McConahay, Hardee, and Batts 1981)

➢ In a study, Presser and Stinson (1998) found that people were about a third less likely to report weekly attendance of religious services when the survey was self-administered rather than conducted by an interviewer.

➢ Weisberg suggests that different modes of survey call up different “scripts” and therefore invite different social behaviors

• Face-to-face interview in a person’s home calls up an “interviewer as guest” script, and respondents act more polite. Telephone interviews call up a “solicitor” script, while self-administered paper surveys summon a “multiple-choice exam” script, both of which invite possible negativity.

Definitions:

According to Weisberg (1970):
• "Social desirability occurs due to Respondents,” It is a sub-category of "Response Accuracy"

According to Phillips and Clancy (1972):
• "Broadly conceived, 'social desirability' as a response determinant refers to the tendency of people to deny socially undesirable traits or qualities and to admit to socially desirable ones."

According to Presser and Stinson (1998):
• “Social desirability in an experiment occurs when a participant responds in accordance to social norms, or in a manner in which they believe the researcher would desire, rather than how they truly feel or believe.”

According to Segall (2003):
• Social Desirability is "where the individual responds to item content in such a way as to portray himself in other than a true light (e.g. responding to items in terms of the social desirability of the answers)"

According to Smith (2009):
• Social Desirability is “a personal tendency to respond in a specified way within a testing or interview situation.”

According to Peterson et al. (2011):
• Social desirability is the tendency of respondents to answer questions in a manner that will be viewed favorably by others. It can take the form of over-reporting “good behavior” or under-reporting "bad," or undesirable behavior.

Happiness

Happiness is a mental or emotional state of well-being defined by positive or pleasant emotions ranging from contentment to intense joy. A variety of biological, psychological, religious and philosophical approaches have striven to define happiness and identify its sources. Various research groups, including positive psychology, are employing the scientific method to research questions about what "happiness" is, and how it might be attained.

Philosophers and religious thinkers often define happiness in terms of living a good life, or flourishing, rather than simply as an emotion. Happiness in this sense was used to translate the Greek Eudaimonia, and is still used in virtue ethics. There has been a transition over time from emphasis on the happiness of virtue to the virtue of happiness. A widely discussed political value expressed in the United States Declaration of Independence of 1776, written by Thomas Jefferson, is the universal right to "the pursuit of happiness."

Happiness is a fuzzy concept and can mean many different things to many people. Part of the challenge of a science of happiness is to identify different concepts of happiness, and where applicable, split them into their components. Related concepts are well-being, quality of life and flourishing. At least one author defines happiness as contentment. Some commentators focus on the difference between the hedonistic tradition of seeking pleasant and avoiding unpleasant experiences, and the eudaimonic tradition of living life in a full and deeply satisfying way.

The 2012 World Happiness Report stated that in subjective well-being measures, the primary distinction is between cognitive life evaluations and emotional reports. Happiness is used in both life evaluation, as in "How happy are you with your life as a whole?", and in emotional reports, as in “How happy are you now?,” and people seem able to use happiness as appropriate in these verbal contexts. Using these measures, the World Happiness Report identifies the countries with the highest levels of happiness.
Seligman’s PERMA model

The PERMA model was designed by Martin Seligman with five core element of psychological well-being and happiness. Seligman believes that these five elements can help people reach a life of fulfillment, happiness, and meaning. This model can also be applied to institutions to develop programs to help people develop new cognitive and emotional tools

- **P – Positive Emotion**

This element of the model is one of the most obvious connection to happiness. Being able to focus on positive emotions is more than just smiling, it is the ability to be optimistic and view the past, present, and future in a positive perspective. This positive view in life can help you in relationships, work, and inspire you to be more creative and take more chances. In everyone’s life there are highs and lows, focusing on the lows increase your chances of developing depression therefore you should focus on the high and positive aspects of life. There are also many health benefits to optimism and positivity. Distinguishing between pleasure and enjoyment is important in this element of the model. Pleasure is connected to satisfying bodily needs for survival; such as thirst, hunger, and sleep. Where as enjoyment comes from intellectual stimulation and creativity, for example when a child completes a complex lego car that requires his concentration, he will be beaming with joy and satisfaction from his work. This type of positive emotion is needed, as when someone enjoys the tasks in their lives they are more likely to persevere and battle challenges through creative and alternative solutions.

- **E – Engagement**

It is important in our lives to be able to find activities that takes our full engagement. Engagement in the activities in our lives is important for us to learn, grow and nurture our personal happiness. Everyone is different and we all find enjoyment in different things whether it’s playing an instrument, playing a sport, dancing, working on an interesting project at work or a even just a hobby. We all need something in our lives that entirely absorbs us into the present moment, creating a ‘flow’ of blissful immersion into the task or activity. This type of ‘flow’ of engagement is important to stretch our intelligence, skills, and emotional capabilities.

- **R – Relationships**: Relationships and social connections is one of the most important aspects of life. Humans are social animals that thrive for connection, love, intimacy, and a strong emotional and physical interaction with other humans. Building positive relationships with your parents, siblings, peers, and friends is important to spread love and joy. Having strong relationships gives you support in difficult times.

- **M – Meaning**

Having a purpose and meaning to why each of us are on this earth is important to living a life of happiness and fulfillment. Rather than the pursuit of pleasure and material wealth there is an actual meaning to our life. Such meaning gives people a reason for their life and that there is a greater purpose to life. To understand the greater impact of your work and why you chose to pursue that work will help you enjoy the tasks more and become more satisfied and happier.

- **A – Accomplishments**

Having goals and ambition in life can help us to achieve things that can gives us a sense of accomplishment. You should make realistic goals that can be met and just putting in the effort to achieving those goals can already give you a sense of satisfaction, when you finally achieve those goals a sense of pride and fulfillment will be reached. Having accomplishments in life is important to push ourselves to thrive and flourish.

- **Subjective well being Happiness**

An emerging body of theory which is certainly intended to account for and promote long term change in SWB is authentic happiness theory (Petersen and Seligman, 2004; Lyubomirsky, King and Diener, 2005; Seligman, Parks and Steen, 2005). Authentic happiness theorists, who are mainly psychologists, are critical of what they regard as the excessive focus of mainstream SWB theory on satisfaction and pleasure. Their theory has strong moral, sometimes biblical or Christian overtones, but is nevertheless clearly. They hypothesis that high levels of long term SWB come from a life characterized by meaning and engagement, as well as pleasure (Seligman, Parks and Steen, 2005). Life will only appear meaningful to the individual, and will only be satisfying in the long term, if his/her goals or priorities in life are pro-social (altruistic) and are perceived to have intrinsic value, rather than being purely self-oriented and materialistic. Effective engagement in pursuit of these goals/priorities is hypothesized to benefit from the development of various character strengths, which include gratitude, humility and forgiveness (Petersen and Seligman, 2004). Religious beliefs and behaviours are viewed by many authentic happiness theorists as a valid approach towards achieving long term SWB (Petersen and Seligman, 2004; Myers, 2008).

- **Authentic happiness**

Authentic happiness theorists (and others) have conducted both observational and intervention studies designed to test their main hypotheses. Here we briefly review evidence about links between SWB and pro-social goals and behaviours, with particular focus on religion. Lyubomirsky, Sheldon and Schkade (2005) conducted an experiment Personality variables themselves may play a modest role in accounting for change. Headey (2006), again using the SOEP data, reported that people who rate both high on Extraversion and low on Neuroticism are more likely than average to record long term gains in life satisfaction. Individuals who score low on E and high on N are more likely to record a long term decline in life satisfaction in which subjects performed random acts of kindness on a daily basis. Their feelings of positive
affect immediately improved and the effect lasted several weeks. Fredrickson (2008) conducted a series of studies of subjects with high levels of positive affect, whether observed or experimentally induced, and found that they recorded improved performance in a wide range of tasks. Exercises involving gratitude (‘counting your blessings’) have been found to prolong feelings of positive affect and lengthen the period before reversion to an SWB baseline or set point occurs (Emmons and McCullough) an SWB baseline or set point occurs (Emmons and McCullough, 2003; Frederickson and Joiner, 2002).

In a recent thorough review of links between SWB and religious beliefs and behaviours, Myers (2008) reports that almost all cross-sectional studies have found positive cross-sectional correlations. Generally, the correlations between life satisfaction and religious practice appear to be in the 0.10 to 0.15 range. Further, religious people appear to cope better with stressful life events (Myers, 2008; Clark and Leikes, 2008), and achieve this partly by finding greater meaning in the events and lessons to be learned from them (Niederhoffer and Pennebaker, 2002; Lyubomirsky, Sheldon and Schkade, 2005). Religious people tend to have a relatively healthy lifestyle (better diet, less smoking and drinking) and partly for that reason they live a few years longer than average (Myers, 2008). They more commonly serve as volunteers than other citizens and volunteering is associated with somewhat higher SWB (Harlow and Cantor, 1996; Thoits and Hewitt, 2001). It is perhaps worth noting, in this context, that brain imaging research appears to indicate that altruistic and cooperative behaviours, especially if reciprocated, are directly gratifying and stimulating to the same areas of the brain as sexual activity and other pleasurable interactions (Rilling et al, 2004).

- The Set Point Theory of Happiness

Description:
There is a 'Set Point' theory of happiness and well-being that assumes we each have a fixed 'average' level of happiness around which our day-to-day and moment-to-moment happiness varies. This is expressed in the idea of temperament, mood and emotion, where our natural temperament is stable, with slowly moving moods and momentary changes in experienced emotions.

Discussion:
Set Point theory is supported by research such as Brickman et al. (1978), where it was shown that people who win the lottery, after the initial euphoria has died down, are no happier than people with spinal cord injuries. It has also been supported and explained using the Big Five model (Costa and McCrea, 1980) where extraversion and neuroticism have been linked to subjective well-being by the notion that people who score higher on these scales will be more positive (extraversion) or less positive (neuroticism) about things.

A question that this theory brings up is whether it is possible to get any happier, or whether we are just stuck with the happiness we have been dealt and that some people will always be more naturally cheerful than others. It seems a rather fatalistic position to take.

Several governments have been looking at Subjective Well-Being as a measure of success, with the idea that good laws and policies will increase SWB. But if happiness is fixed at a set point, then this will not be the case. Perhaps it would be better just to test perception of how well-run the country is, although this may be too close to the mark for some politicians. The same question applies for the many therapists and others who make a living out of helping others towards a happier life.

Genetic studies indicate that there is significant degree of inheritance in many personality factors, as much as 50% or so (Lykken and Tellegen, 1996). This implies that the Set Point may not make up all of a person's happiness but only a part of it. If our general temperament can be shifted by environmental and cognitive factors then maybe governments and therapists do have a chance after all.

There have also been significant challenges to Set Point theory, such as Easterlin (2005), who noted that life’s problems can seriously scar individuals, seemingly permanently depressing their SWB.

Set Point theory is valid in other areas, not just happiness. This includes body weight, where it seems we each have a natural weight, including the level of fat we would normally carry. As with happiness, this provides a concerning challenge to the industry that offers ways to diet and lose weight.

Set Point theory is also known as or related to the hedonic treadmill, hedonic adaptation, adaptation level (AL) theory, personality theory, dynamic equilibrium theory, multiple discrepancies theory and homeostatic theory.

Definitions

According to Aristotle 4th Century BC:
“Happiness is the meaning and purpose in life, the whole aim and end of existence.”

According to David Myers and Ed Diener (1968):
“Happiness grows less from the passive experience of desirable circumstances than from involvement in valued activities and progress towards one’s goal.”

According to Balzinton (1975):
“Happiness is a state of well-being characterized by emotions ranging from contentment to intense joy.”

According to Kahneman, Wakker and Sarin (1999):
“Happiness is derived from a record of instant utility over [a] relevant period.
Objective happiness, of course, is ultimately based on subjective data: the Good/Bad experiences of moments of life. It is labeled objective because the aggregation of instant utility is governed by a logical rule and could in principle be done by an observer with access to the temporal profile of instant utility.”
According to Denier (2000):
“Happiness of individual resulted from two categories of internal and external factors, internal factors that cause happiness are inner, subjective, physical and mental strengths that if individual focus them will create sense of satisfaction and long-standing happiness without any interfere of other.”

According to Sharifi (2006):
“Happiness is the positive emotion that is composed of two dimensions of social behaviors and inner satisfaction and can show a sense of joy. Social Values and norms are the determinant of happy behavior of individuals in a community that may vary protest of happy behavior from community to community. Happiness is affective in creating a mental health, also help the person be successful on social relations and achieve to individual goal.”

II. REVIEW OF LITERATURE

• The study conducted by Albert Kozma and M.J. Stones in 2001:
  The aim of this study was to examine the relationship between personality traits, social desirability and Happiness. A total of 392 students (195 females and 197 males), aged 19 to 26 years (M=20.25, SD=1.46) completed the Oxford Happiness Scale, Marlowe-Crowne Social Desirability Scale and measures of the Big Five personality dimensions (IPIP50). Hierarchical regression analyses were performed with personality traits and social desirability as predictors and as dependent variables. The results confirmed previous findings that personality, specifically extraversion, emotional stability and conscientiousness, represent strong predictors of subjective well-being. Unlike in other studies, Intellect significantly predicted positive affect and Agreeableness showed additional significant prediction of absence of negative affect. When entered independently into the analysis, social desirability was a significant predictor of Happiness. In combination with personality traits, social desirability showed association only with absence of Happiness which can be explained by the links between social desirability and personality traits. These findings indicate that relationship between social desirability, personality traits and Happiness is more complex than previous studies suggest. Social desirability appears to be a variable that together with personality traits provides additional explanation of Happiness.

• Study conducted by John Maltby, Ann Macaskill and Liza Day in 2009:
  The present study explored the relationship between happiness and social desirability via negative and positive self-comparisons. Participants completed personality and happiness scales and were then divided into public/private/reveal groups. Half of each group was led to believe their scores were similar to a positive comparison person (e.g., Kennedy) or a negative comparison person (e.g., Hitler). All students were then given an opportunity to revise their survey responses. Of interest was whether the number of survey items changed would be related to the valence of the comparison and whether comparisons were public or private. Results found negative correlation between social desirability and happiness level.

III. OVERVIEW

“Don’t let your sense of self-worth depend on the opinions of others”
---- Sapphire Love

“Don’t let the noise of others opinion drown out your inner voice”
---- Steve Jobs

“As much as we thirst for approval, we dread condemnation.”
---- Dr Hans Selye

“We all want to be famous people, the moment we want to be something we are no longer free”
---- Jiddu Krishnamurti

As clever as human beings are, we rely on social groups for survival. We evolved to live in cooperative societies, and for most of human history we depended on those groups for our lives. Like hunger or thirst, our need for acceptance emerged as a mechanism for survival. “A solitary human being could not have survived during the six million years of human evolution.” In Nichomachean Ethics, Aristotle presents an understanding of the human that hinges upon the attainment of happiness. Aristotle’s analysis leads him to categorize the human experience into three types of lives: the life of pleasure, the life of politics, and the life of contemplation. Each life provides a corresponding degree of happiness. Despite requiring some external fortune and social interaction, Aristotle’s philosophy of happiness implies an individual excellence and mental self-sufficiency. In contrast, Shakespeare’s Othello presents characters from all different backgrounds whose happiness depends almost entirely upon their social interactions with others; the play suggests social acceptance and security as prerequisites for happiness. Thus, while both Shakespeare and Aristotle understand the human largely through the desire for happiness, Shakespeare ultimately attributes a more crucial role to social interaction and infighting for providing or preventing happiness—a difference that reflects the increased fluidity of society by Shakespeare’s time.

• Striving for Social Desirability:
  Social approval and Self confidence
The problem with social approval is that it can let you lose your identity in order to appeal to other people. It also makes your self confidence and your self worth dependent on people's opinion. If people were kind enough one day to complement you then you will think that you are worthy and if people were in a bad mood and so didn't treat you well you will feel that you are worthless. This instability that affects both your self image and self confidence resulted from one thing which is striving for social approval and giving people's opinion more weight than it should carry.

If you feel that you are worthy and valuable then you are less likely to fight for social approval. Striving for approval is usually rooted to feelings of inferiority and inadequacy. When someone feels inferior to others he needs some kind of a clue or a proof to make him feel that he is worthy.

- I wanted to study the relationship between social desirability and happiness because on the surface of it, wanting to be socially desirable is a very admirable and pleasant trait, and one that would surely win you friends and respect and increase your popularity and your confidence as a result. However, as with anything, it is important to aim to be socially desirable only in moderation, and if you find yourself aiming to be to an excessive degree then you are going to be damaging yourself in a number of ways.

As psychologist says--‘to please is a disease’-- and in excess it can become an addiction that eventually results in your neglecting your own needs and wants, and ironically losing the respect of the people you are trying to please and ultimately it kills an individuals happiness.

- I want to make sure that through my research people show know the effects of being socially desirable.

IV. STATEMENT OF THE PROBLEM
The current study attempts to investigate the relationship between Social Desirability and the level of Happiness among Youth.

V. HYPOTHESES
Based on the review of literature, following hypotheses have been proposed:

1. It is expected that there is a relationship between social desirability and the level of happiness.
2. It is expected that social desirability is different in males and females.

VI. METHOD

SAMPLE:
The sample comprised of 60 college students with 30 males and 30 females all in the age range of 18-24 years. Subjects were chosen from the Department of English of Panjab University, Chandigarh. Purposive Random Sampling method was used for the selection of the sample.

VII. PROCEDURE

TESTS AND TOOLS USED:
The following standardized tests and tools are used:

1. A New Scale of Social Desirability by Douglas P. Crowne and David Marlowe (1965)
   There were 33 items that discriminated at the .05 level or better between high and low total scores. Of the 33 items, 18 are keyed true and 15 false, making a response set interpretation of scores highly improbable. The Responses are converted into score using Online Converter.

2. The Oxford Happiness Inventory (OHI, Argyle, Martin, & Lu, 1995; Hills & Argyle, 1998) was developed by psychologists Michael Argyle and Peter Hills at Oxford University in 2002. There were 29 items measuring the levels of happiness of an individuals. Step 1 includes items marked (R) should be scored in reverse. Step 2 includes adding the numbers for all 29 questions. (Use the converted numbers for the 12 items that are reverse scored.) Step 3 includes dividing them by 29. So your happiness score = the total (from step 2) divided by 29. Scores ranging from 1-2 shows no happiness, 2-3 shows somewhat unhappy, 3-4 shows not particularly happy, 4-5 shows rather happy, 5-6 shows very happy level and more than 6 shows too happy.

TIME TAKEN
It took a day to carry out the investigation. Subjects took 15 mins each to fill up the questionnaire.

Confidentiality and Privacy related to the results and subject’s identity is maintained.

Instructions:
The following instructions were given to the subjects:

A) For Social Desirability Scale (SDS) : “Below is a list of 33 statements concerning personal attitudes and traits. Please read each item carefully and decide whether the statement is true or false as it pertains to you personally.”
B) For Oxford Happiness Scale: “Below are 29 statements about happiness. Please indicate how much you agree and disagree with each by entering a number in the blank , after each statement, according to the following scale.”

VIII. RESULTS AND DISCUSSION

STATISTICAL ANALYSIS APPLIED: Mean and Standard Deviation(SD) was calculated in addition to correlation and t ratio.

Table 1: Represents descriptive statistics viz. Means and Standard Deviation and t ratio of the study variables.(n=60)

<table>
<thead>
<tr>
<th>Variables</th>
<th>MALES(n=30)</th>
<th>FEMALES(n=30)</th>
<th>t ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean  SD</td>
<td>Mean  SD</td>
<td></td>
</tr>
<tr>
<td>1. Social Desirability</td>
<td>13.72 5.78</td>
<td>31.83 5.06</td>
<td>2.89**</td>
</tr>
<tr>
<td>2. Happiness</td>
<td>52.78 12.45</td>
<td>60.25 13.29</td>
<td>6.28**</td>
</tr>
</tbody>
</table>

*t ratio significant at 0.05 level (two-tailed)= 2.000
**t ratio significant at 0.01 level(two-tailed)= 2.660

Table 2: Shows the inter correlation matrix between Social Desirability and Happiness among males.(n=30)

<table>
<thead>
<tr>
<th>Social Desirability</th>
<th>Happiness</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-.42*</td>
</tr>
</tbody>
</table>

*t ratio significant at 0.05 level (two-tailed)= .349
**t ratio significant at 0.01 level(two-tailed)= .449

Table 3: Shows the inter correlation matrix between Social Desirability and Happiness among females.(n=30)

<table>
<thead>
<tr>
<th>Social Desirability</th>
<th>Happiness</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-.38*</td>
</tr>
</tbody>
</table>

*t ratio significant at 0.05 level (two-tailed)= .349
**t ratio significant at 0.01 level(two-tailed)= .449
Table 4: Shows the inter correlation matrix between Social Desirability and Happiness among the total sample. (n=60)

Table 4: Showing correlation between Social Desirability and Happiness among the Total Sample. (n=60)

<table>
<thead>
<tr>
<th>Social Desirability</th>
<th>Happiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>- .28*</td>
<td></td>
</tr>
</tbody>
</table>

*correlation value significant at 0.05 (two-tailed)= .250  
**correlation value significant at 0.01 (two-tailed)= .325

DISCUSSION

The current investigation was designed to investigate the relationship between Social Desirability and Happiness among the youth.

According to the results obtained, there is a significant difference in the level of Social Desirability between males as compared to females. The t ratio value came out to be 2.89 which is significant at 0.01 level (p>0.01).

According to the results obtained, there is a significant difference in the level of Happiness between males as compared to females. The t ratio value came out to be 6.28 which is significant at 0.01 level. (p<0.01).

According to the study, females are considered to be more indulged in culturally sanctioned ways as compared to males.


Social desirability (the tendency to respond in such a way as to avoid criticism) and social approval (the tendency to seek praise) are two prominent response set biases evident in answers on structured questionnaires. These biases were tested by comparing nutrient intakes as estimated from a single 24-hour diet recall interview (24HR) and a 7-day dietary recall (7DDR). Data were collected as part of the Worcester Area Trial for Counseling in Hyperlipidemia, a randomized, physician-delivered nutrition intervention trial for hypercholesterolemic patients conducted in Worcester, Massachusetts, from 1991 to 1995. Of the 1,278 total study subjects, 759 had complete data for analysis. Men overestimated their fat and energy intakes on the 7DDR as compared with the 24HR according to social approval: One unit increase in the social approval score was associated with an underestimate of 21.5 kcal/day in total energy intake and 1.2 g/day in total fat intake. Women, however, underestimated their dietary intakes on the 7DDR relative to the 24HR according to social desirability: One unit increase in the social desirability score was associated with an underestimate of 19.2 kcal/day in energy intake and 0.8 g/day in total fat. The results from the present study indicate that social desirability and social approval biases appear to vary by gender.

According to the results obtained, there is a significant but negative relationship between Social Desirability and the level of Happiness among male population. The Pearson’s coefficient came out to be -.42 which is significant at 0.05 level. This shows that there is a realtionship between the two variables among males and the more socially desirable they are, the less would be there level of happiness.

According to the results obtained, there is a significant but negative relationship between Social Desirability and the level of Happiness among the females. The Pearson’s coefficient came out to be -.38 which is significant at 0.05 level. This shows that there is a relationship between the two variables among females and it also shows the inverse relationship between them.

According to the results obtained, there is a significant but negative relationship between Social Desirability and the level of Happiness among the total sample. The Pearson’s coefficient came out to be -.28 which is significant at 0.05 level. This shows that there is a significant inverse relationship between the two variable among males and females.

According to Kirsten (2009), Rejection feels lousy.

Yet for many years, few psychologists tuned into the importance of rejection. “It’s like the whole field missed this centrally important part of human life,” says Mark Leary, PhD, a professor of psychology and neuroscience at Duke University. That’s changed over the last decade and a half, as a growing number of researchers have turned their eyes toward this uncomfortable fact of life. “People have realized just how much our concern with social acceptance spreads its fingers into almost everything we do,” he says.

As researchers have dug deeper into the roots of rejection, they’ve found surprising evidence that the pain of being excluded is not so different from the pain of physical injury. Rejection also has serious implications for an individual’s psychological state and for society in general. Social rejection can influence emotion, cognition and even physical health. Ostracized people sometimes become aggressive and can turn to violence. In 2003 Leary and colleagues analyzed 15 cases of school shooters, and found all but two suffered from social rejection (Aggressive Behavior, 2003).
Clearly, there are good reasons to better understand the effects of being excluded. “Humans have a fundamental need to belong. Just as we have needs for food and water, we also have needs for positive and lasting relationships,” says C. Nathan DeWall, PhD, a psychologist at the University of Kentucky. “This need is deeply rooted in our evolutionary history and has all sorts of consequences for modern psychological processes.”

Socially Desirable attitude leads to distress. It reduces the level of happiness.

According to Susan Auty, Richard Elliott (2013): BEING LIKE OR BEING LIKED: IDENTITY VS. APPROVAL IN A SOCIAL CONTEXT

This study adopts a sociological approach to adolescent consumer behaviour to examine normative influence on fashion brand choice. Bearden’s social influence scale (1989) is applied to the choice of sports footwear brands by teenagers. The informational factor is found to be hardly relevant, and the normative factor divides into two components Cidentity and compliance. Modifying the concept of compliance to the rather softer notion of ‘approval’ results in a scale (based on Bearden’s original) that significantly discriminates between fashion brand buyers and others. The need to be liked by one’s peers appears to be a more important driver of choice than the need to express one’s identity with them.

Limitations of the study:
The only major limitation of this study was the small sample. This was due to the time frame within which the study had to be completed in addition to the limited number of students present in the class.

Future investigations might thus benefit from a larger sample which would positively impact upon statistical power. There are however a number of concerns as a result of which the findings should be interpreted with caution.

IMPLICATIONS OF THE STUDY:

- The major implication of the study is making people aware that socially desirable behaviour and attitude kills your happiness.
- Happiness is in Individuality and in being original.

“I would rather die of burns in flames of my individuality than live a slow death in the comfort of social approval”
Michael T Coe

In Democracy the well being, individuality and happiness of every citizen is important for the overall prosperity, peace and happiness of the nation”
Abdul Kalam

X. REFERENCES

1. BARHON, F. An ego-strength scale which predicts response to psychotherapy. J. consult. Psychol., 19S3,17, 327-333.