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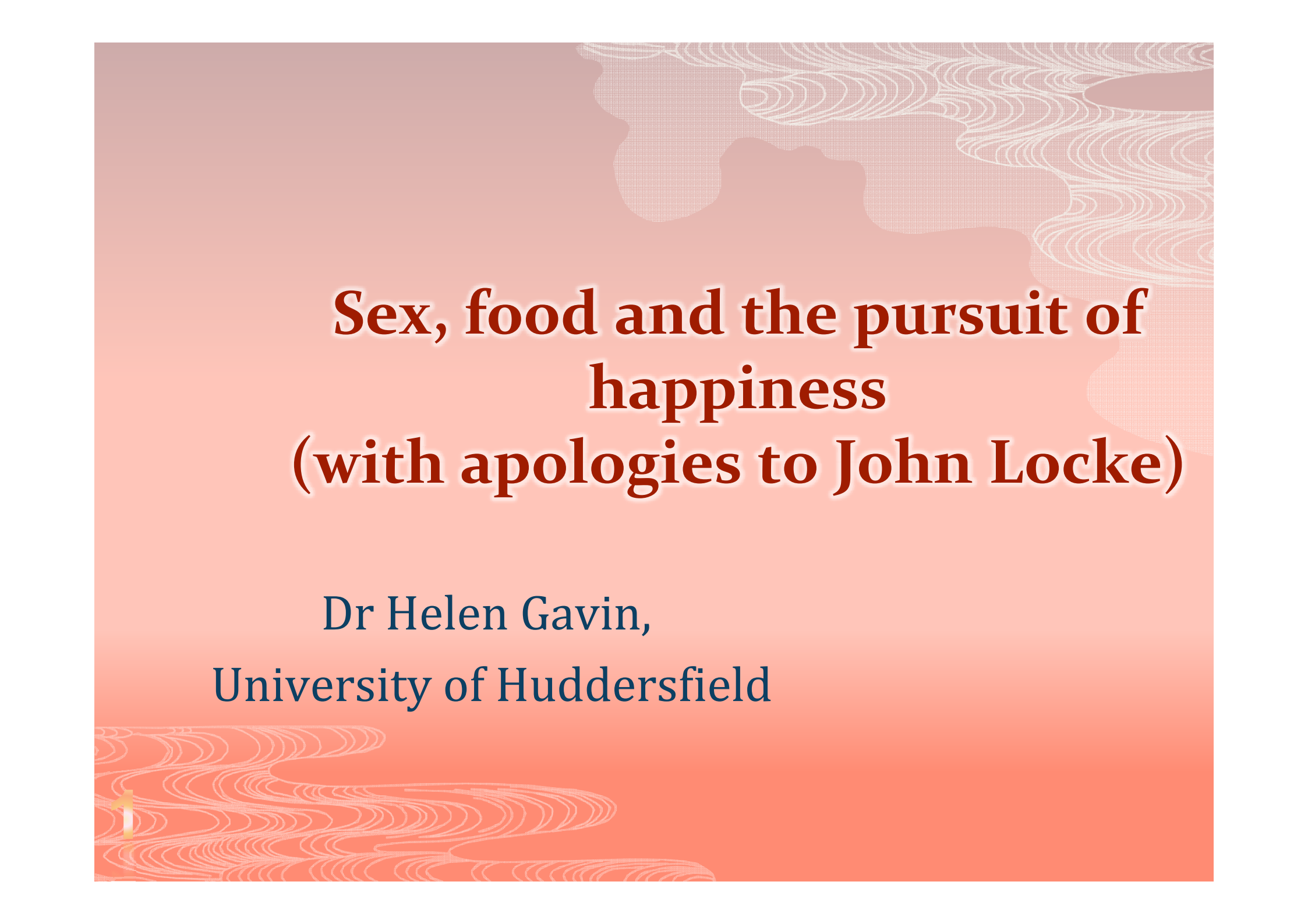
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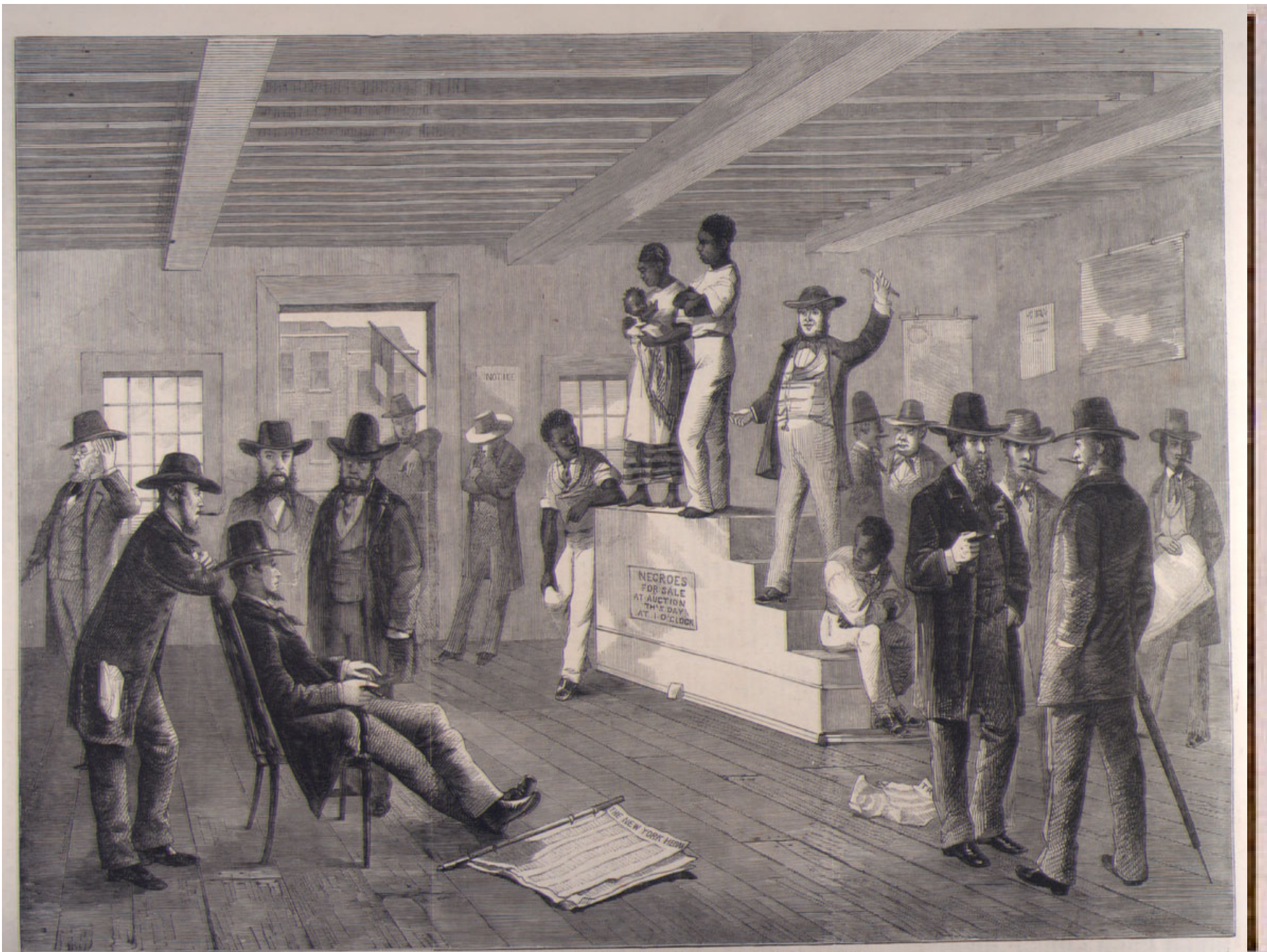
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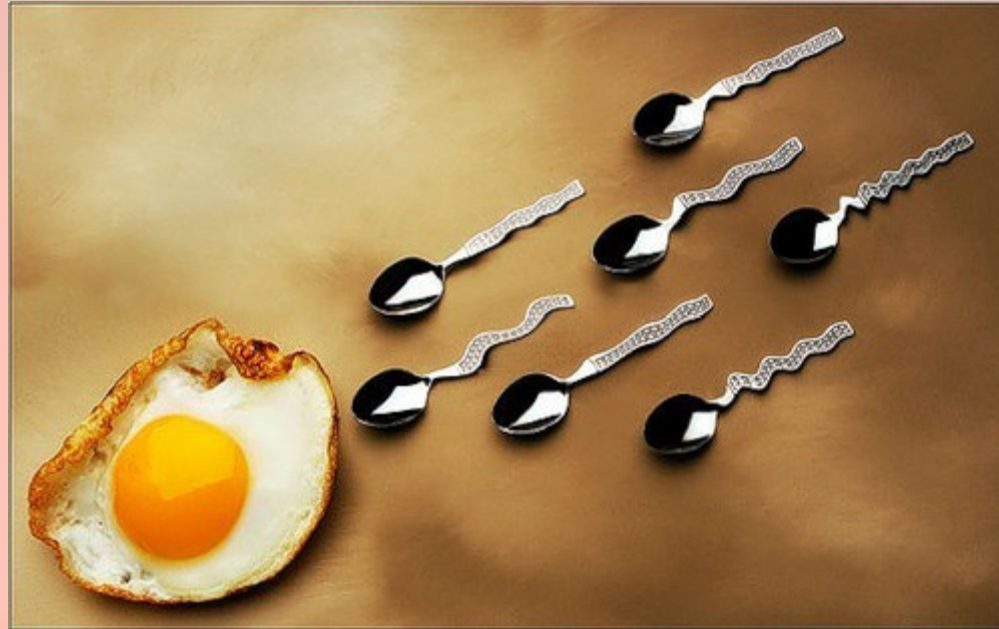


Sex, food and the pursuit of happiness (with apologies to John Locke)

Dr Helen Gavin,
University of Huddersfield



Sex and Food



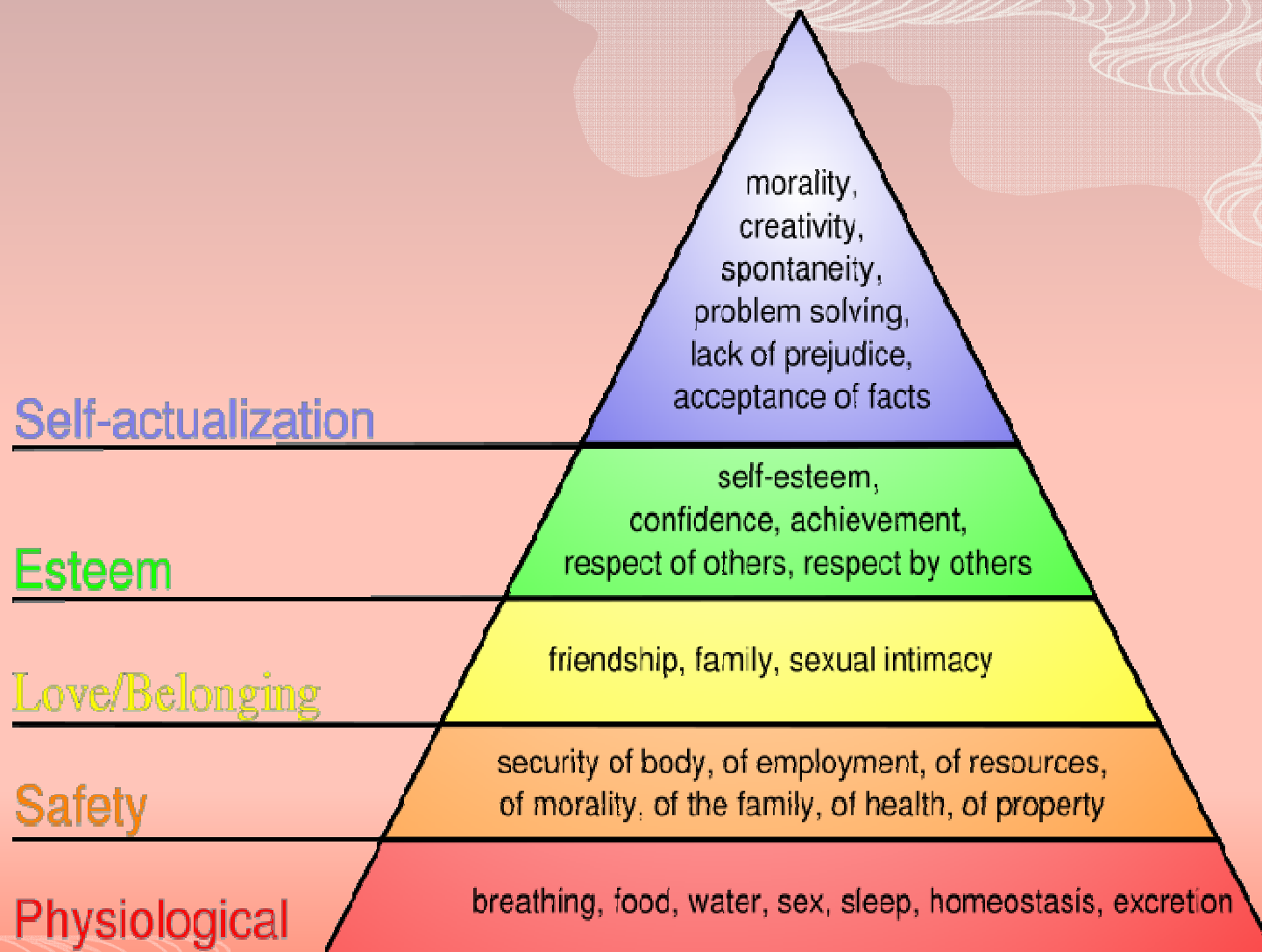
Furtive, guilty behaviour



Do we control our own happiness?

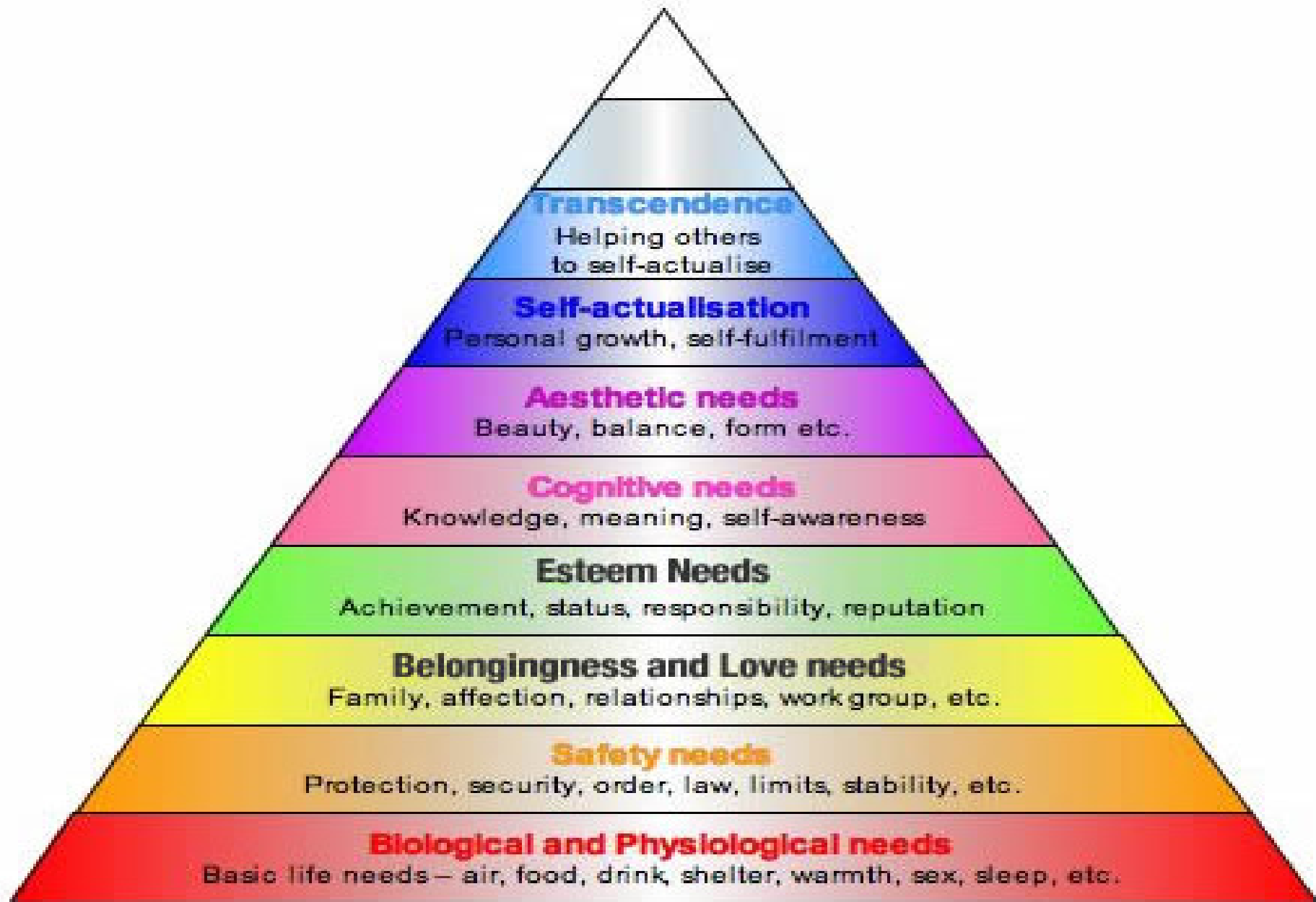
Employment, education, money \cong
15% subjective well-being

(Michalos & Diener, 2007)



Self actualizers

- ❑ embrace reality and facts rather than denying truth.
- ❑ are spontaneous.
- ❑ are 'focussed on problems outside themselves'.
- ❑ 'can accept their own human nature in the stoic style, with all its shortcomings'
- ❑ are similarly acceptant of others
- ❑ generally lack prejudice.



Maslow's Hierarchy of Needs

What makes us happy

Beauty?



What makes us happy



Riches

What makes us happy

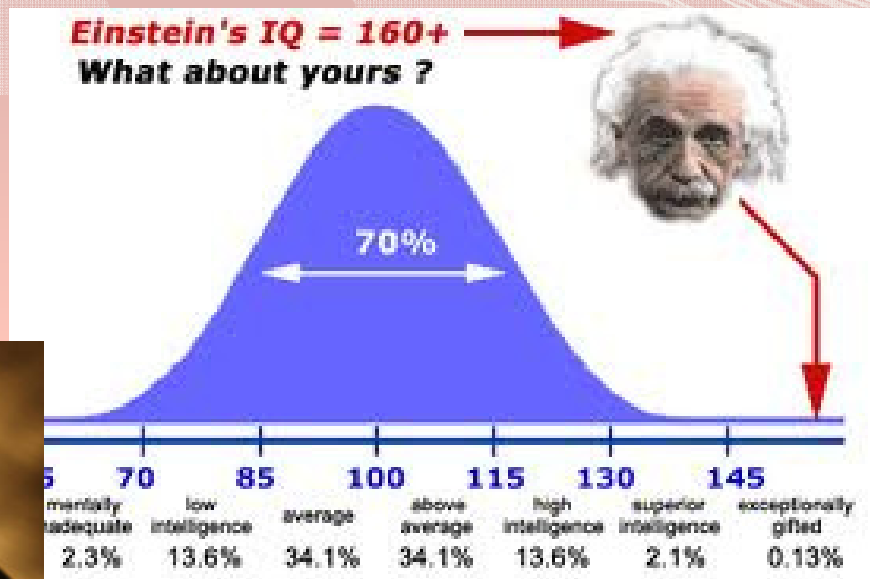
Youth?



What makes us happy

Intelligence

Education



What makes us happy

Religion



What makes us happy

Narcissism



What makes us happy

Sense of humour



What makes us happy

Free time



What makes us happy

Friendship



What makes us happy

Social conscience (Volunteering)



Measuring happiness

Satisfaction With Life Scale

Affect Balance Scale

Experience Sampling Method

Day Reconstruction Method

The Subjective Happiness Scale

How happy are we?



Diener – 916 surveys of 1.1 million people in
45 nations

Who is happy?

Age

Gender

Race

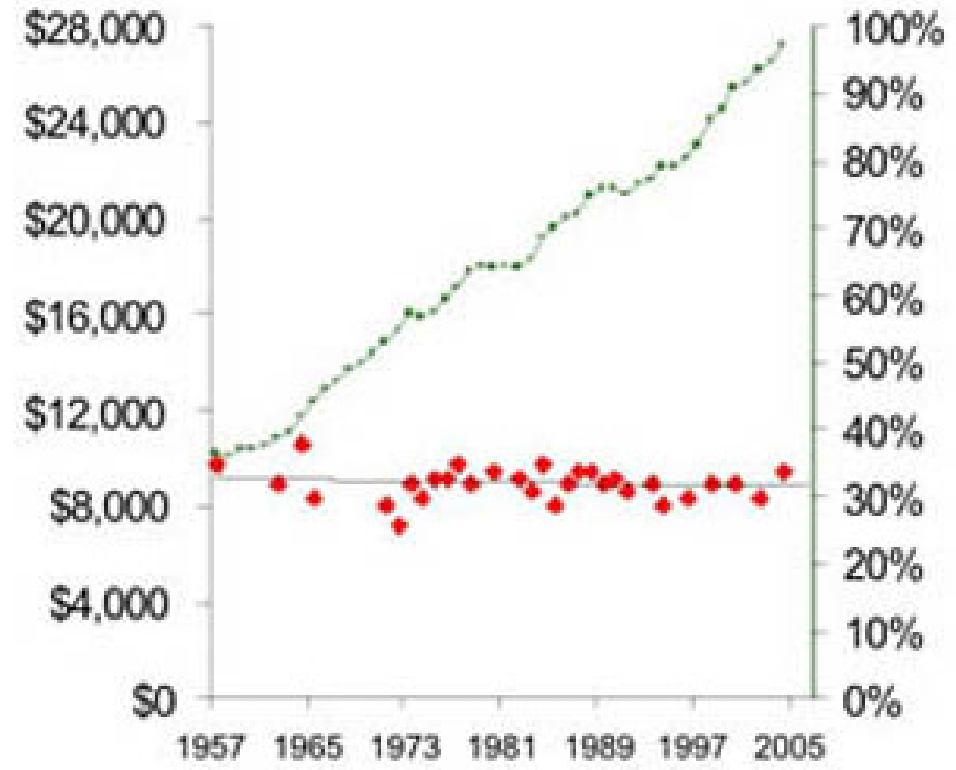
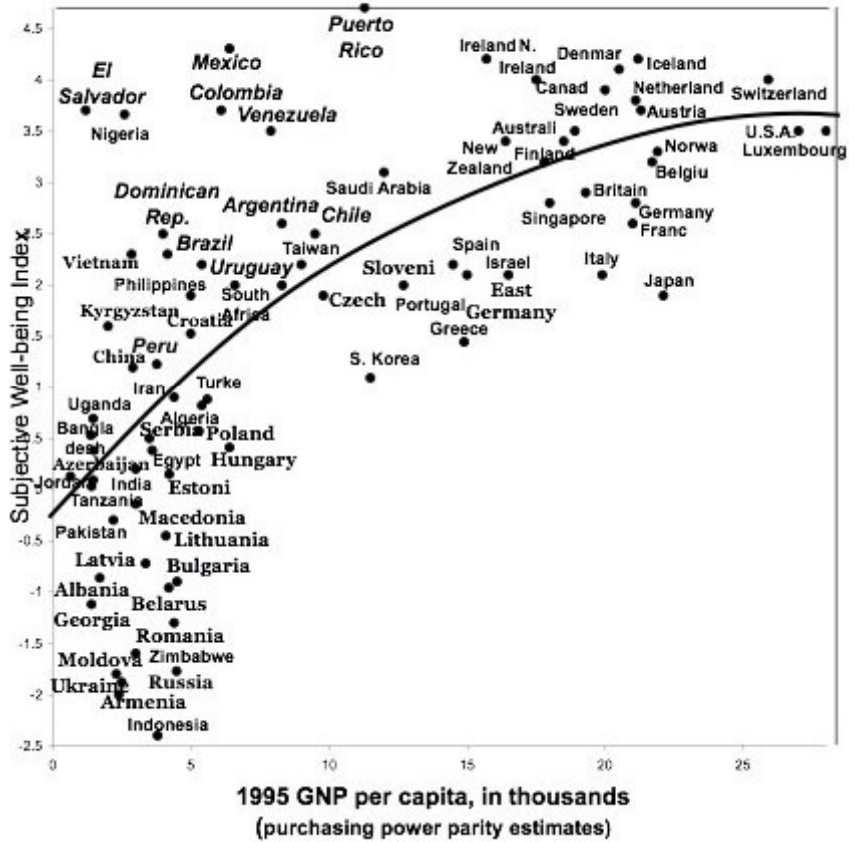
Traits

Work and leisure

Relationships

Faith

Wealth



Economic models of happiness

$$r = h(u(y, s, z, t)) + e \quad (1)$$

where r is some subjective measure of happiness.

u is true wellbeing or utility

h is a function relating actual to reported well-being

y is real income

s is sexual activity

z is a set of demographic and personal characteristics

t is the time period

e is an error term.

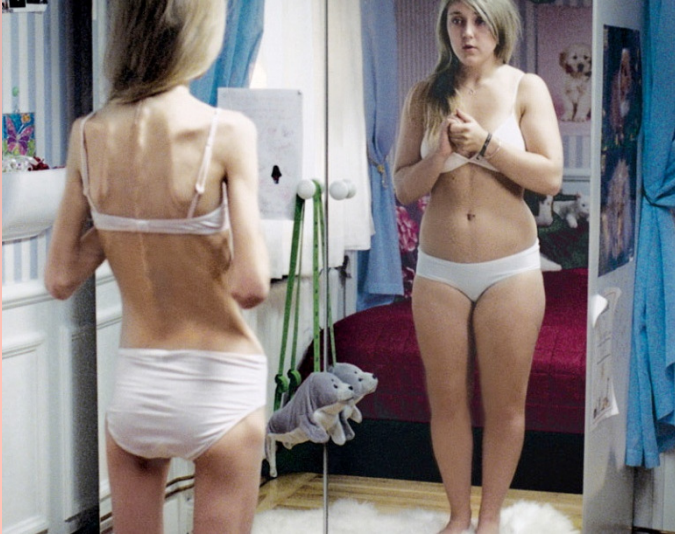
Addiction models



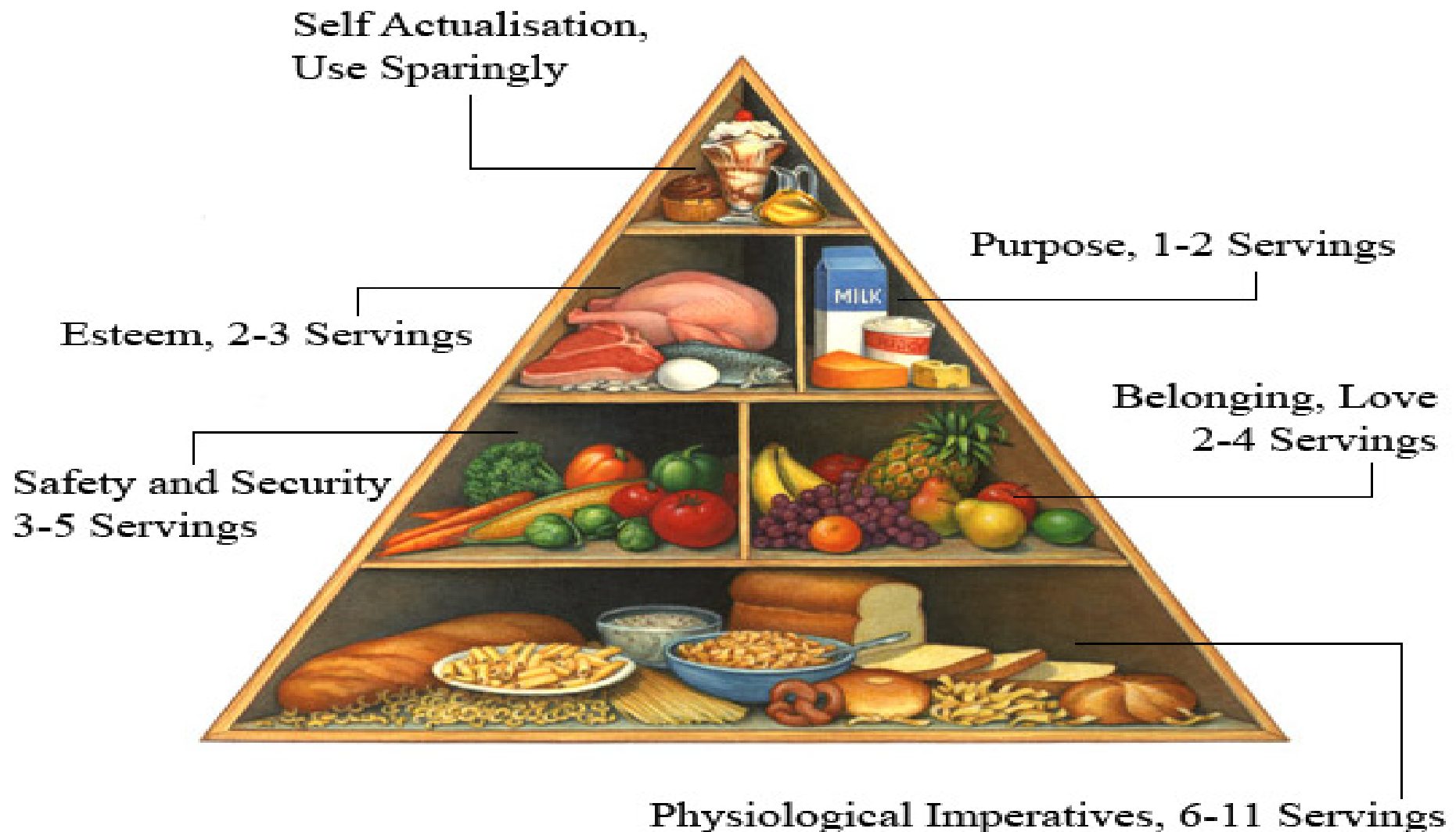
"Hello, my name is Roberto, and I will be your enabler this evening."



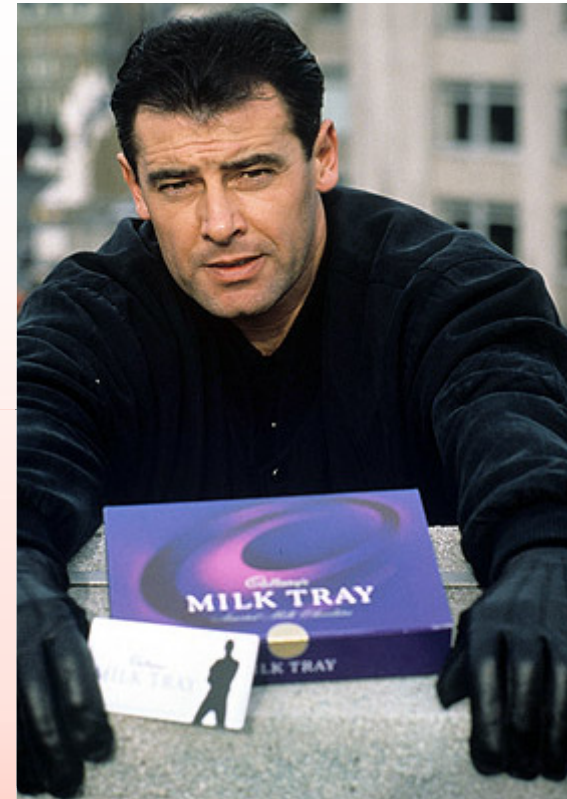
Unhealthy relationships with food



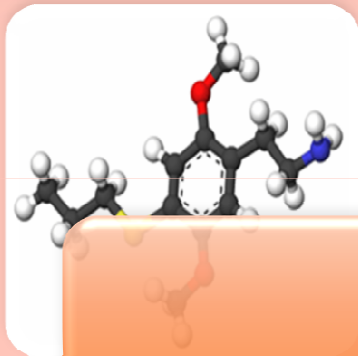
Maslow's Hierarchy of Needs



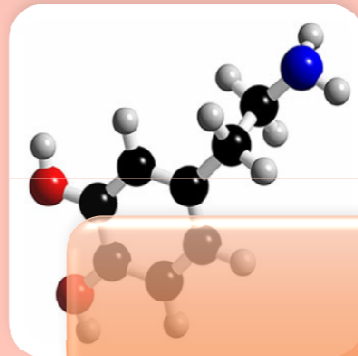
Dopamine and the fickle female vole.



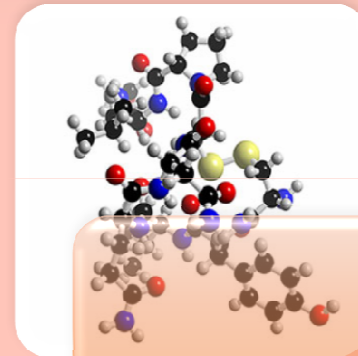
Brain chemistry



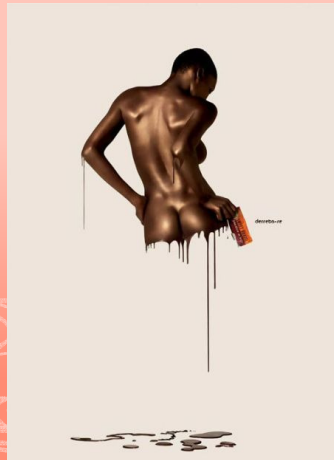
Phenylethylamine



Dopamine

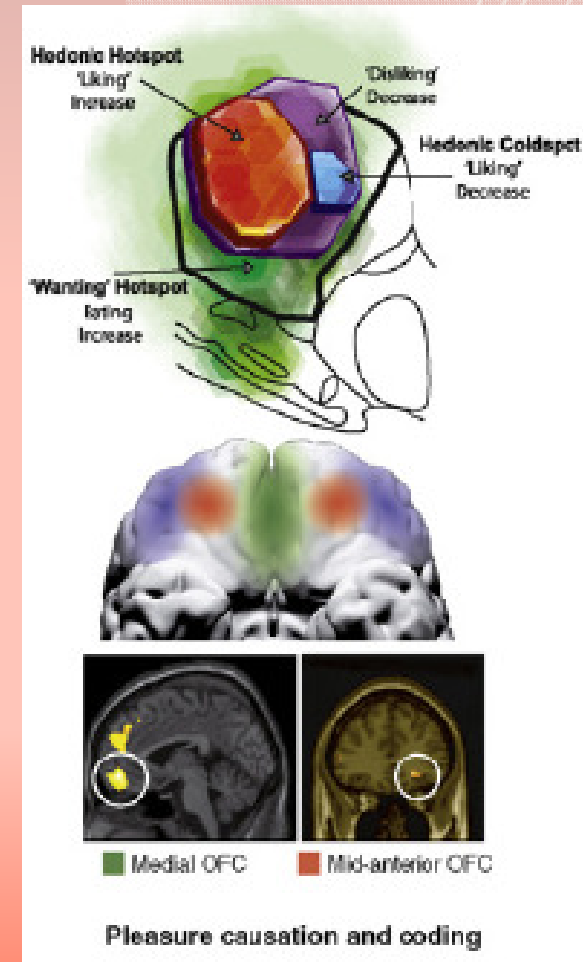


Oxytocin

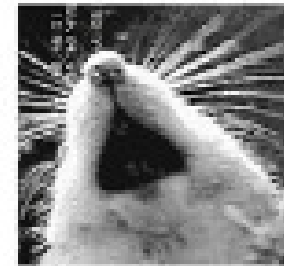
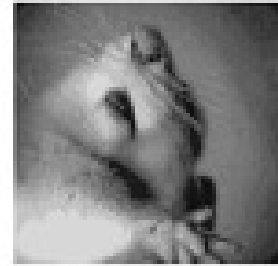


How pleasure is coded in the brain.

The cortical localization of pleasure coding might reach an apex in various regions of the orbitofrontal cortex, which differentiate subjective pleasantness from other processing for aspects of the same stimulus, such as a pleasant food.



Universality of response to liked or disliked stimuli



'Liking'
Sweetness

'Disliking'
Bitter

What is beautiful or pleasing?





An intellectual is a person
who's found one thing that's
more interesting than sex.

~Aldous Huxley