



Greater Good Science Center

2016 ANNUAL REPORT



Berkeley
UNIVERSITY OF CALIFORNIA

greatergood.berkeley.edu

**Using Science to
Change the World,
One Mind at a Time**

OUR MISSION

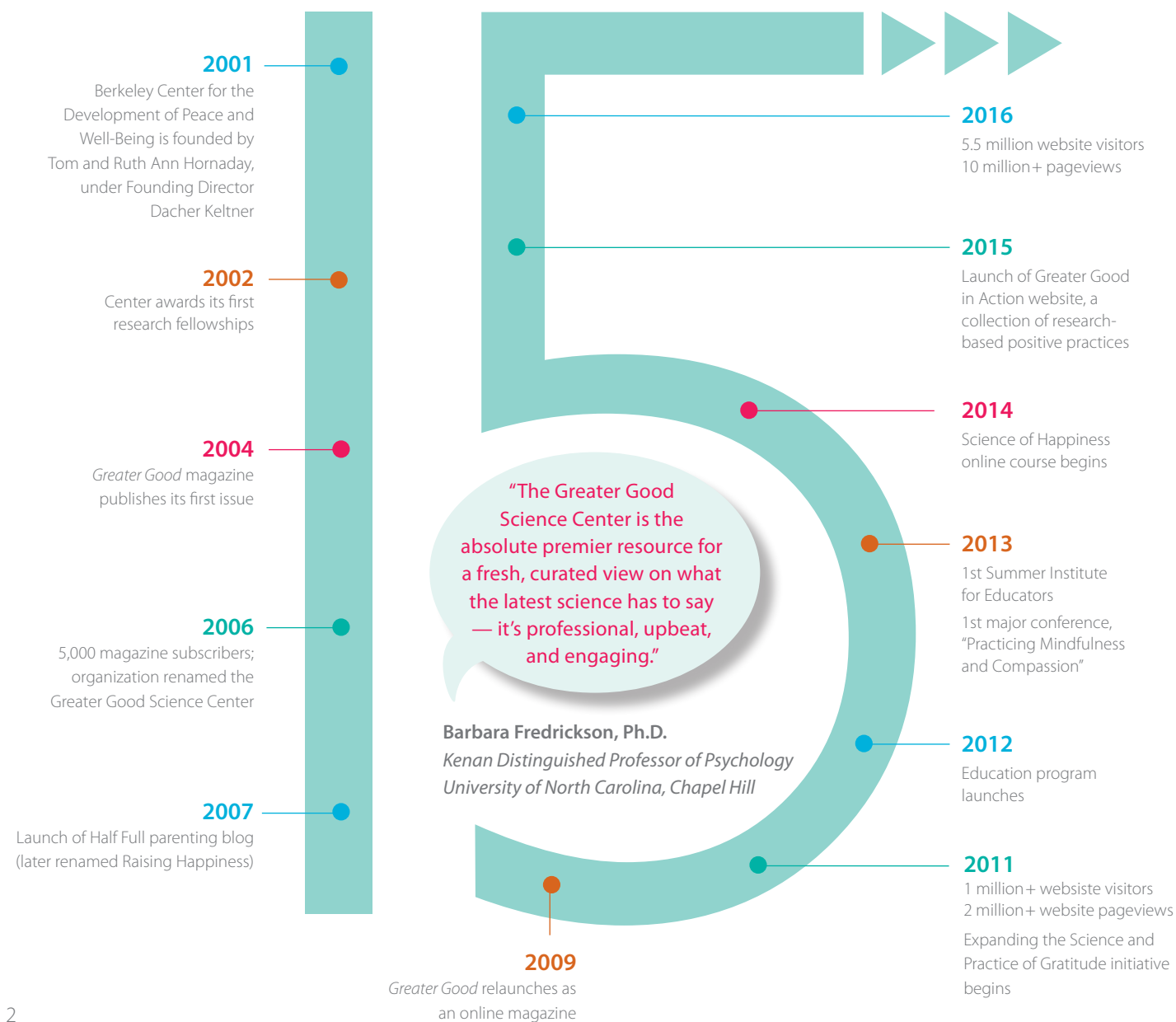


The Greater Good Science Center at UC Berkeley studies the psychology, sociology, and neuroscience of well-being, and teaches skills that foster a thriving, resilient, and compassionate society. Since 2001, we have been at the fore of a new scientific movement to explore the roots of happy individuals, strong social bonds, and altruistic behavior—the “science of a meaningful life.”

This 2016 Annual Report commemorates the 15th anniversary of the founding of the GGSC, celebrates our recent accomplishments, and shares with you our primary goals:

- **We equip individuals with research-based skills** that improve their social and emotional well-being.
- **We bring a trusted, inclusive voice** to the cultural conversation about compassion, connection, and happiness.
- **We empower people to become agents of change** in their own communities, improving institutions from the inside out.

GGSC MILESTONES: THE FIRST 15 YEARS



GREATER GOOD SCIENCE CENTER CORE PROGRAMS



GREATER GOOD MAGAZINE

Greater Good, our online magazine, is home to a rich array of award-winning media, including articles, videos, quizzes, and podcasts—all available for free. With nearly five million annual visitors, the research-based stories, tools, and tips on the site make cutting-edge research practical and accessible to the general public, especially parents, educators, health professionals, business leaders, and policy makers.

GREATER GOOD EDUCATION

We help hundreds of thousands of teachers around the world nurture their students’ emotional lives—as well as their own—and build prosocial classrooms through our Education website channel, newsletter, school workshops, program partnerships, and our week-long Summer Institutes.

EXPANDING THE SCIENCE AND PRACTICE OF GRATITUDE

In partnership with the John Templeton Foundation, since 2011 we have significantly grown the research and public awareness of thankfulness through new research, media, events, the thnx4.org digital gratitude journal, partnerships in healthcare and education, and a 2015 NPR documentary hosted by Susan Sarandon heard by nearly half a million listeners.



MODERATE ★★★★★
Frequency: Variable | Duration: 5 mins.

Capitalizing on Positive Events
Use good news to strengthen your bonds with friends or family.



CASUAL ★★★★★
Frequency: 1x/week | Duration: Variable

Encouraging Kindness in Kids
How to praise kids in ways that make them more kind.

GREATER GOOD IN ACTION

This year we launched the best source for research-based positive practices to cultivate happiness, resilience, kindness, and connection. Already over 300,000 users of GGIA have discovered concrete steps toward developing essential social and emotional skills.

SCIENCE OF HAPPINESS ONLINE COURSE

Over 350,000 people around the world have enrolled in this free, ten-week online class. Taught by GGSC Faculty Director Dacher Keltner and Science Director Emiliana Simon-Thomas, the course explores the roots of connected, satisfying lives and relationships.

RESEARCH FELLOWSHIPS

We have supported, nurtured, and advised over 100 graduate and undergraduate scholars at UC Berkeley since 2002 in a wide range of relevant fields from psychology and sociology to medicine, biology, business, education, public health, and more. Greater Good fellows have gone on to rich and distinguished scientific and academic careers.

4 LESSONS FROM *INSIDE OUT*

By GGSC Editor-in-Chief Jason Marsh and Education Director Vicki Zakrzewski

The 2015 Pixar film *Inside Out* has been applauded by critics, adored by audiences, and won the Academy Award for Best Animated Feature. But perhaps its greatest achievement has been this: It has moved viewers young and old to take a look inside their own minds.



Much of the film takes place in the head of an 11-year-old girl named Riley, with five emotions—Joy, Sadness, Anger, Fear, and Disgust—embodied by characters who help Riley navigate her world. The film has some deep things to say about the nature of our emotions—which is no coincidence, as the GGSC’s founding faculty director, Dacher Keltner, served as a consultant on the film, helping to make sure that, despite some obvious creative liberties, the film’s fundamental messages about emotion are consistent with scientific research.

Those messages are smartly embedded within *Inside Out*’s inventive storytelling and mind-blowing animation; they enrich the film without weighing it down. And, some of the most memorable scenes in the film double as teachable moments for the classroom or dinner table. So for parents and teachers who want to discuss *Inside Out* with children, we have distilled four of its main insights into our emotional lives, along with some of the research that backs them up.

1 Happiness is not just about joy.

By the end of the film, Joy—like Riley, and the audience—learns that there is much more to being happy than boundless positivity. In fact, in the film’s final chapter, when Joy cedes control to some of her fellow emotions, particularly Sadness, Riley seems to achieve a deeper form of happiness.

In fact, a recent study found that people who experience “emotional diversity,” or a rich array of both positive and negative emotions, have better mental health. For example, in a pivotal moment in the film, Riley allows herself to feel sadness, in addition to fear and anger, about her idea of running away from home; as a result, she decides not to go through with her plan.

2 Don’t try to force happiness.

Researchers have looked at the nuances of happiness and its pursuit, and their findings challenge the “happy-all-the-time” imperative that was probably imposed upon many of us. For example, research suggests that making happiness an explicit goal in life can

actually make us miserable. The more people strive for happiness, the greater the chance that they’ll set unrealistic standards of happiness for themselves and feel disappointed.

What’s a more effective route to happiness for Riley (and the rest of us)? Recent research points to the importance of “prioritizing positivity”—deliberately carving out ample time in life for experiences that we personally enjoy. For Riley, that’s ice hockey, spending time with friends, and goofing around with her parents.

3 Sadness is vital to our well-being.

In one of the film’s greatest revelations, Joy looks back on one of Riley’s “core memories”—when the girl missed a shot in an important hockey game—and realizes that the sadness Riley felt afterwards elicited compassion from her parents and friends, making her feel closer to them and transforming this potentially awful memory into one imbued with deep meaning and significance for her.

With great sensitivity, *Inside Out* shows how tough emotions like sadness, fear, and anger can be extremely uncomfortable for people to experience—which is why many of us go to great lengths to avoid them. But in the film, as in real life, all of these emotions serve an important purpose by providing insight into our inner and outer environments in ways that can help us connect with others, avoid danger, or recover from loss.

4 Don’t suppress tough emotions.

At one point, Joy attempts to prevent Sadness from having any influence on Riley’s psyche by drawing a small “circle of Sadness” in chalk and instructing Sadness to stay within it. It’s a funny moment, but Joy is engaging in a risky behavior called “emotional suppression”—an emotion-regulation strategy that has been found to lead to anxiety and depression, especially amongst teenagers whose grasp of their own emotions is still developing.

Toward the end of the movie, Joy does what some researchers now consider to be the healthiest method for working with emotions: Instead of avoiding or denying Sadness, Joy accepts Sadness for who she is, realizing that she is an important part of Riley’s emotional life.

This was Greater Good’s most popular article from 2015. You can read the full piece, along with the rest of our articles, at greatergood.berkeley.edu



2015 PREMIER EVENT: MINDFULNESS AND WELL-BEING AT WORK

At this November 2015 conference, top scientists, workplace leaders, and mindfulness teachers gathered to share practical strategies to help us transform our work experiences and our workplaces. Speakers included neuroscientist Richie Davidson and leaders from Pixar, SAP, and Ford Motor Company. As always, you can find videos from this event for free on our website.

HOW GREAT IS OUR REACH?

10,369,410
Greater Good articles read

4,911,481
Individual visitors to the
Greater Good website

129,817
Social media followers

350,000+
Science of Happiness course enrollees

400,000+
Newsletter subscribers

Figures for the 2015-16 fiscal year



BUSINESS



PIERRE RACINE
Founder, Life Lab
France

“I had the great opportunity to come to the conference on Mindfulness and Well-Being at Work in November 2015. I am the founder of a company called Life Lab which aims at spreading positive psychology and mindfulness among the unemployed and the working population in France.

Being a member of the GGSC is a privilege and the simple fact of being part of this experience makes me feel very fulfilled. I feel like it is a big movement—or family if you will—that spreads good practices around the world. We all know how gratitude, empathy or altruism are, now more than ever, necessary to create a more sustainable and happy world.”

WHAT'S NEXT

The coming year is shaping up to be one of big growth for the GGSC, with exciting opportunities warranting new programs and staff.

Keep an eye out for:

- The **Greater Good website will get a whole new look**, making it easier to find what you're looking for and read on your mobile device.
- We'll launch a **new podcast** hosted by Dacher Keltner so you can listen to the latest science of happiness and well-being on the go.
- The **GGSC Parenting Program will be reinvigorated** with a new full-time director, lots of new articles and resources infused with the latest developmental research, and many new partner programs around the country.

"[The Greater Good Science Center] is the epicenter for research on happiness and gratitude."

The New York Times



EDUCATION

PAMELA SEIGLE

Executive Director,
Leading Together

"The Greater Good Science Center is a tremendous resource for educators seeking to learn about the latest research and to understand how to apply it in practical ways to their work in schools. We have already experienced a groundswell of interest from educators [after the GGSC featured our program in an article] as well as an outpouring of emails and comments expressing thanks and excitement."

WHAT OUR READERS SAY

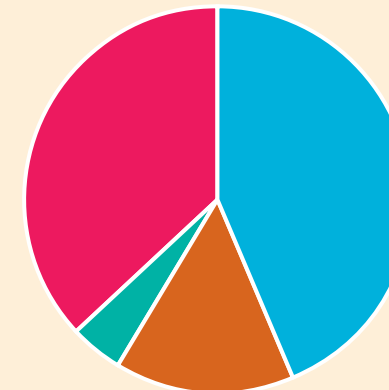
- 95%** say GGSC content has improved their overall sense of well-being
- 92%** say the GGSC has enhanced their relationships with other people
- 33%** are in health professions, and 93% of those gain useful work skills and knowledge from our work
- 38%** are educators, and 88% find a positive effect on their workplace well-being; 58% find these benefits extend to their students
- 63%** are newcomers to the GGSC, reading our website for a year or less

FINANCIALS: 2015-16 Fiscal Year

INCOME

TOTAL: \$2,531,445

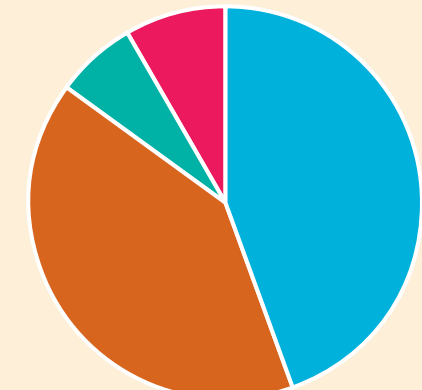
- \$1,107,885 Foundations
- \$380,569 Major Individual Gifts
- \$108,268 Memberships/Annual Fund
- \$934,723 Earned Income



TOTAL: \$2,136,957

EXPENSES

- \$952,588 Staff Salaries and Benefits
- \$869,659 Program Expenses
- \$138,687 Operating Expenses (includes marketing and fundraising)
- \$176,023 University Fees



DONORS

We are very grateful for our sustained partnerships with the following philanthropic foundations: **1440 Foundation, Einhorn Family Charitable Trust, John Templeton Foundation.**

We also deeply thank our founding donors Ruth Ann and Thomas Hornaday, along with the following individuals and families who have given at the \$500 level or above since 2015, as well as all those who contribute to the mission of our Center at every level.

Anonymous (4)
Charles Abboud
Elena Aguilar
Sheikha Intisar AlSabah
Sarah and Mark Antin
Kiran Arora
John and Susan Battye
David Bender
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Carole Bennett
Candra Canning
John Carmody
Tim and Sylvia Carter
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Robert Ward
Amanda Weitman
Claudia Welss
Leslie Westphal
Diane Willian
Jeffrey Wyatt
John Yost



HEALTHCARE

JONAH PAQUETTE, Psy.D.

Clinical Psychologist, Kaiser Permanente

Author of *Real Happiness: Proven Paths for Contentment, Peace, and Well-Being*

"Thank you to the Greater Good Science Center for your incredible work shining a light on crucial topics like happiness, well-being, and compassion. As a psychologist working in a large HMO, I regularly draw from your site in my clinical work with patients, and have had countless patients express

their appreciation for the GGSC as well. On a personal note, I find your work to be both inspiring and informative, and helped me immensely as I recently researched and wrote a book on happiness and well-being as well. Thank you for all that you do!"

HOW YOU CAN HELP



We're an independently funded center based at UC Berkeley, supported entirely by individual gifts, memberships, grants, and program participants. We rely on our readers and friends to support our mission to study and share the Science of a Meaningful Life.

To learn more and to sustain our work, please visit greatergood.berkeley.edu/donate
Thank you!



Thank you from the staff at the Greater Good Science Center.

Back row: Jesse Antin, Jeremy Adam Smith, Grant Genske, Dacher Keltner, Jason Marsh. **Middle row:** Rudy Mendoza-Denton, Elise Proulx, Vicki Zakrzewski. **Front row:** Christine Carter, Jill Suttie, Emiliana Simon-Thomas, Hong Nguyen.

Not pictured: Emily Campbell, Mariah Flynn, Kira Newman, Sharfa Prasad, Gal Tabachnik

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 **Greater Good
Science Center**

Promoting a Happier, Healthier, More Peaceful World