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1. Background

**Past Cross-Cultural Studies of Wellbeing**
- Have expanded the conventional, hedonic conceptualization of “wellbeing” in the West (e.g., Uchida & Kitayama, 2009)
- Have NOT explored non-Western wellbeing-like concepts

**Ikigai or a Life Worth Living in Japan**
- Observation study from an expert, psychiatrist view (Kamiya, 1966)
- Empirical studies using Western frameworks, such as authentic happiness (Kumano, 2012)
- But, it remains unclear “how” lay people experience *Ikigai* (Kono & Walker, 2017a)

**Purpose:** to quantitatively test the generalizability and explanatory power of the *Ikigai* grounded theory among Japanese students

2. Scale Development

**A Pool of Initial Items**
- Generated based on the preceding qualitative study data
- By eight experts in *Ikigai* or Japanese wellbeing research
- Each judged on a 5-point scale:

**Discriminant validity**
- Q1
- Q2
- Q3

**Convergent validity**
- Non-target construct
- Target construct
- Non-target construct

**Content validity**
- Value experience (8)
- Value disengagement (3)
- Value understanding (2)

**Data Collection**
- Online questionnaire survey
  - Sample
    - 673 Japanese college students
  - Data Analysis
    - Partial least squares SEM (Hair et al., 2017)
    - Better parameter retention when the true model—common factor or not—is uncertain

**Instrument (# of items)**
- **Formative measures**
  - Value experience (8)
  - Value disengagement (3)
- **Reflective measures**
  - Life affirmation (3)
  - Action (2)
  - Value balance (2)

3. Methods

**Measurement Model Assessment**
- Reflective models
  - AVE of .74 or greater
  - Factor loadings of .84 or greater
  - Cronbach’s α of .66, .76, or greater
  - HTMT ratio of .87 or less (acceptable discriminant validity)

**Formative models**
- Redundant analysis (R² of .36, .46, & .61) (acceptable convergent validity)
- Absence of collinearity (VIF of 2.40 or less)
- Significant outer weights or loadings of .56 or greater

**Criterion-Related Validity Assessment**
- Zero-order correlations with:
  - Single-item *Ikigai*
  - SWLS
  - SHS
  - Affect valuation index

**Structural Model Assessment**
- The grounded theory model of *Ikigai* is largely supported
- Good validities of the measurement models
- The majority of variances in the endogenous variables are explained
- Hypothesized paths are mostly significant
- The non-significant path between value disengagement and life vibrancy is moderated by nervousness

4. Results

**Data Collection**
- Online questionnaire survey
  - Sample
    - 673 Japanese college students
  - Data Analysis
    - Partial least squares SEM (Hair et al., 2017)
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**Instrument (# of items)**
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5. Discussion & Conclusion

**Discussion**
- The grounded theory model of *Ikigai* is largely supported
- Good validities of the measurement models
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- Hypothesized paths are mostly significant
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**Future Research Directions**
- Relationship between *Ikigai* states and eudaimonic wellbeing variables (e.g., meaning in life)
- Cross-cultural applications and multi-group analysis
- Study of non-student segments of society

**Limitations**
- Relatively small item numbers
- Cross-sectional nature of the data