

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

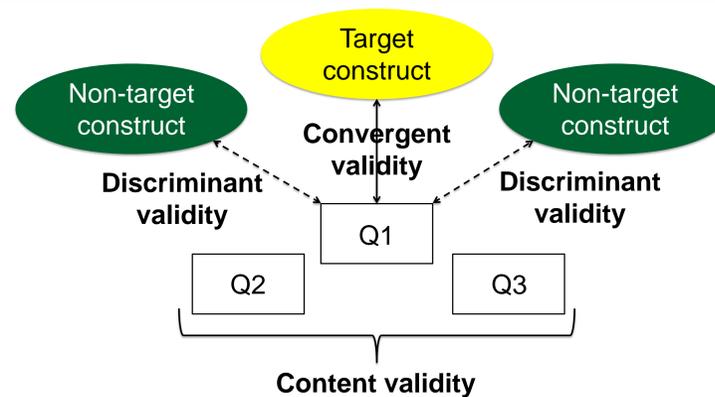
2. Scale Development

A Pool of Initial Items

- ❑ Generated based on the preceding qualitative study data

Expert Review (Dunn et al., 1999)

- ❑ By **eight experts** in *ikigai* or Japanese wellbeing research
- ❑ Each judged on a 5-point scale:



3. Methods

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 balance (2)
 - Value diversification (2)
- ❑ **Reflective** measures
 - Value disengagement (3)
 - Action (2)
 - Value understanding (2)
 - Life affirmation (3)
 - Life vibrancy (3)

4. Results

Measurement Model Assessment

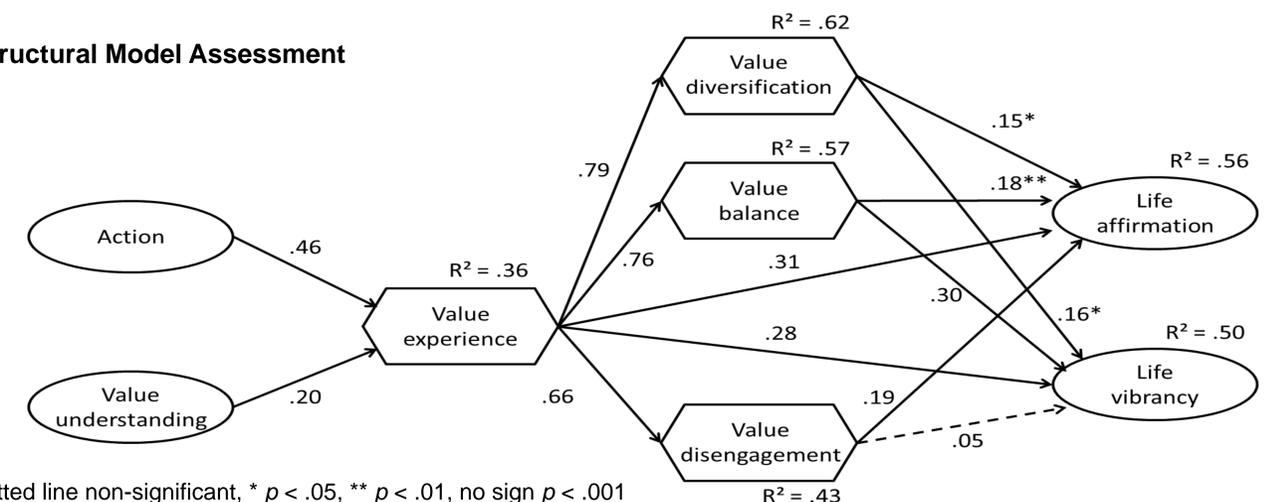
- ❑ Reflective models
 - ❑ AVE of .74 or greater
 - ❑ Factor loadings of .84 or greater
 - ❑ Cronbach's α of .66, .76, or greater
 - ❑ HTMT ratio of .87 or less (acceptable discriminant validity)
- ❑ Formative models
 - ❑ Redundant analysis (R^2 of .36, .46, & .61) (acceptable convergent validity)
 - ❑ 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

	Single-item <i>ikigai</i>	Life satisfaction	Happiness	Positive affect	Negative affect
Life affirmation	.68	.64	.63	.50	-.22
Life vibrancy	.67	.63	.57	.46	-.27

Structural Model Assessment



5. Discussion & Conclusion

Discussion

- ❑ **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

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