



**ADVANCED SUBSIDIARY GCE**  
**CRITICAL THINKING**  
Introduction to Critical Thinking

**F501/RB**

**RESOURCE BOOKLET**

**Monday 18 May 2009**  
**Afternoon**

**Duration:** 1 hour 30 minutes



**INSTRUCTIONS TO CANDIDATES**

- Use Documents 1, 2, 3 and 4 to answer the questions.

**INFORMATION FOR CANDIDATES**

- This document consists of 4 pages. Any blank pages are indicated.

Research published in the journal 'Science' in March 2008 claimed that 'pro-social spending' i.e. spending money on others, can increase happiness.

## Document 1

### Want to be happy?

#### Give your money away: research findings

Professor Elizabeth Dunn of the University of British Columbia investigated the roots of happiness. In three experiments she analysed the emotions attached to making money and spending it. "Regardless of how much income each person made, those who spent money on others reported greater happiness, while those who spent more on themselves did not," she said.

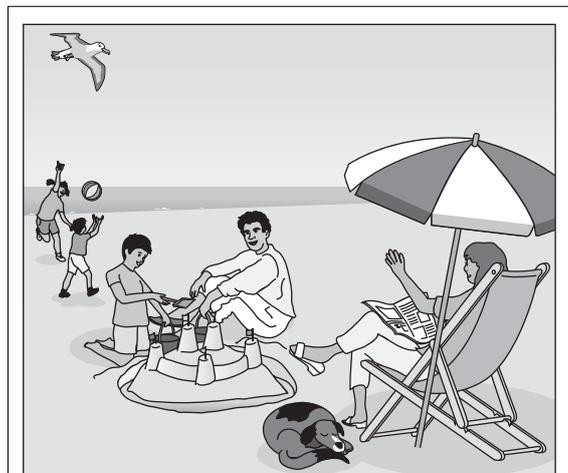
- An initial survey of 632 American men and women indicated that spending money on other people was a strong indicator of general happiness.
- When 16 employees of a Boston company were interviewed before and after they received a bonus of several thousand dollars, those who devoted more to "pro-social" spending came out higher in a happiness league table.
- When 46 student volunteers were given \$5 (£2.50), those who were asked to spend on others said that they felt happier than those who had to spend the money on themselves.

The Independent: Science 21st March 2008

## Document 2

### Money can't buy you happiness

1. The pursuit of happiness is seen as a fundamental human right. We commonly believe that happiness comes from wealth. In a survey, where people were asked to rate their sense of happiness, American multimillionaires rated their happiness far higher than did homeless people in Calcutta. Yet the richest countries do not always have the happiest people. Others who rate themselves nearly as happy as the wealthy Americans include the Inuit of northern Greenland, who do not lead a life of luxury, and the cattle-herding Masai of Kenya, whose dung huts have no electricity or running water.
2. Oddly, if there is enough money for basic needs, greater wealth does not appear to make people any happier. This is confirmed by Professor Dunn's findings, "Although real incomes have surged dramatically in recent decades, happiness levels have remained largely flat in developed countries." One of the most intriguing explanations for this finding, which goes against what we would naturally expect, is that people often pour their increased wealth into pursuits that provide little in the way of lasting happiness, such as purchasing costly consumer goods.
3. In terms of happiness how people use their money is at least as important as how much they earn. Professor Dunn's study discovered that giving as little as £2.50, either to a friend or to charity, made people happier.



A family having fun at the beach. Research shows that wealth is not a good indicator of happiness.

4. It would seem then, that if you want to be happy, you should give your money away. Charity champions clearly demonstrate the benefits of doing exactly this. For instance Bill Gates, Microsoft founder, has donated much of his £29 billion fortune to improve health and fight poverty in developing countries.

## Document 3

### Responses to the research

Researchers working for Dunn on her experiment suggest governments may be able to improve the happiness of citizens with policies designed to promote “pro-social” spending, by encouraging people to spend their income on others rather than themselves.

Professor Stephen Joseph, of the University of Nottingham, whose field is in the psychology of happiness and who was not involved in the study, said: “Most of the research in the past has said money isn’t that important in terms of happiness.” Joseph said it would be wrong to use the research to give advice. “Telling people how to spend their money, even if it is for worthwhile causes, is a very dangerous path to go down. Research like this describes society; it doesn’t tell us what society ought to be.”

Professor Ruut Veenhoven, of Erasmus University in Rotterdam, said the study showed humans are not solely motivated by gaining money. He felt that the findings of the study may come as a surprise for those economists who believe that humans act essentially out of financial self interest.

A well known businessman commented, “This research has little to do with real life. If you have a choice of two jobs, most people will choose the better paid job.”

## Document 4

Progress is being made in creating a generous society through three government-backed initiatives:

- The Centre of Excellence launched in 2006 aims to support high quality research to develop the evidence to understand charitable giving and public spirited issues, and to influence UK decisions.
- Giving Nation is developing the citizenship curriculum materials about charitable giving and enlivening the school environment through charitable activity.
- ‘Go-Givers’ has developed curriculum materials for primary schools. This has a dedicated website containing lesson plans for teachers and interactive involvement for children.

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