

# The Law of Attraction: Positive Thinking and Level of Gratitude towards Happiness

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## Abstract

Persons with positive thoughts and grateful minds create a happy disposition which further contributes to creating an emotionally and mentally healthy society. This study aims to establish the philosophy of the Law of Attraction which harnesses positive thinking and gratitude towards happiness and determine the level of gratitude and happiness of the experimental and control groups before and after the introduction of the Law of Attraction's 28 practical steps. This research is qualitative-quantitative quasi-experimental. There were two groups in this study – the experimental group and control group with 34 participants each. The experimental group underwent the 29-day lecture-training about the Law of Attraction's 28 practices. Findings revealed that during the pretest, the experimental group had a lower level of gratitude and happiness compared with the control group. During the three posttests, the experimental group consistently manifested a robustly higher level of gratitude and happiness compared with the control group. The significantly high level of happiness of the experimental group in three posttests may be attributed to its high level of gratitude. The high level of gratitude of the experimental group may be attributed to the lecture-training on the Law of Attraction's 28 practices to harness positive thinking and gratitude towards happiness.

## Keywords

law of attraction, positive thinking, gratitude, happiness, social sciences

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## INTRODUCTION

Everything in the world is governed by law, including the mind and thought. As Haanel succinctly puts it: "Thought is governed by law. The reason people have not manifested more faith is that lack of understanding. People have not understood that everything works in exact accordance with definite law. The law of thought is as definite as the law of mathematics, or the law of electricity, or the law of gravitation. When people begin to understand that happiness, health, success, prosperity and every other condition or environment are results and that these results are created by thinking, either consciously or unconsciously, they shall realize the importance of a working knowledge of the laws governing thought" (Haanel, 1922, p.17). How and what one thinks, therefore, have a direct link to the kind of life that he/she creates. One's thoughts shape the condition and environment that he/she experiences.

A study which dwells on a particular way of thinking that leads to happiness is expected to have a high carryover value since every person, after all, desires to be happy. On the whole, "thought is the energy which the law of attraction is brought into operation, which eventually manifests in abundance" (Haanel, 1912, p. 106; Haanel, 1922, p. 20). The researcher in this present study, therefore, sees great importance in bringing to the fore this phenomenal and universal claim on the creative power of thought which is also known as the law of attraction.

Gratitude, on the other hand, is the process of bringing more of what you want into your life; if you are grateful you will be given more, and you will have an abundance (Byrne, 2012). Innumerable studies about

gratitude have already been conducted in other countries and these studies have found the relationship between gratitude and happiness (Froh et al., 2008; Sheldon & Lyubomirsky, 2006; Walker & Pitts, 1998 (as cited in Emmons & McCullough, 2003); Overwalle et al., 1995 (as cited in Emmons & McCullough, 2003); McCullough et al., 2001; Emmons & McCullough, 2003; Nelson & Lyubomirsky, in press; Elosua, 2015; Chen et al., 2015; Adler & Fagley, 2005; Watkins et al., 2008; Chan 2010; Wood et al., 2009; Emmons & Crumpler, 2000; Emmons & Shelton, 2002; Wood et al., 2010; Chan, 2013a; Chan, 2013b; and Marti et al., 2010).

This study attempts to contribute to the growing interest of humanity to explore definitive and scientific ways to harness positive thinking and gratitude and their relation to happiness. The gap of knowledge that the researcher in this study wants to fill in is regarding the claim of McCreddie et al. (2010) who cited from the work of Wilkinson and Kitzinger (2000) that 'positive thinking' is a relatively ambiguous concept, that is, it may hold multiple meanings depending upon the participants' experiences and context.

This present study attempts to establish the philosophical foundation of the law of attraction. Further, this study seeks to: determine the level of gratitude and happiness of the participants (experimental group and control group) before the training about the Law of Attraction's 28 practical steps to harness positive

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thinking and gratitude; determine the level of gratitude and happiness of the participants (experimental group and control group) after the training about the Law of Attraction's 28 steps in three time periods (immediately after, one month after, two months after the training); and investigate whether or not there is a significant difference in the level of gratitude and happiness between the experimental group and control group during the pre-test and three post-tests.

## METHODOLOGY

This qualitative-quantitative quasi-experimental research utilizes the descriptive-comparative design. The experimental group and control group comprise the two groups in this study. The control group continued to attend to its individual lives without receiving any inputs about the 28 practices of the Law of Attraction. The experimental group, on the other hand, underwent a lecture-training about the 28 practices for 29 consecutive days (1 to 2 hours per day). The lecture-training was about how to harness positive thinking and gratitude as ways to achieve happiness. There were activities that the participants were required to accomplish every day (e.g., writing journals, reciting affirmations, among others).

There were pre-test and post-tests to measure the participant-respondents' level of gratitude and happiness. There is no random selection of participants in this study since only those who volunteered and showed commitment to participate in the 29-day training (August 3 to 31, 2015 including Saturdays, Sundays, and Holidays) were considered. There were three sets of post-test: 1) immediately after the training, 2) 1 month after the training, and 3) 2 months after the training.

The participants were the 68 faculty members from a university – 34 members for each group. They manifested their voluntary participation in the study (either as part of the experimental or control group) through informed consent. Their privacy and anonymity were ensured, and they may withdraw at any stage of the study.

The levels of gratitude and happiness were measured by these questionnaires: Gratitude Questionnaire (researcher-made with 0.92 coefficient reliability), and Oxford Happiness Questionnaire or OHQ by Hills and Argyle (2002), respectively.

Majority of the experimental group participants were female (64.71%), single (67.65%), bachelor's degree holder (91.18%), had taught for less than two school years (82.35%), Guest Instructors (91.18%), and earning P10,001 to 15,000 per month (67.65%). The age of the experimental group participants ranged from 20 to 39-year-old. Majority of the control group respondents were also female (55.88%), married (61.76%), bachelor's degree holder (58.82%), had taught for two school years and one month to 10 school years (38.24%), Guest Instructors (52.94%), and earning P20,001 – 25,000. The age of the control group participants ranged from 40 to 64-year-old.

This study was conducted from July 31, 2015 (pre-test) to November 31, 2015 (post-test 3).

In analyzing the data gathered, the following statistical tools were used: percentage, weighted mean, analysis of variance, and t-test. The percentage was used in presenting the data about the respondents' demographic profile as well as of their level of gratitude and happiness in a tabular format. Weighted mean was utilized in determining the extent of the respondents' gratitude and happiness. Analysis of variance or ANOVA was also used to address the question on whether or not a significant difference exists between the level of gratitude and happiness of the experimental and control groups during the pretest and three posttests. Lastly, a t-test was employed as a follow test to ascertain which two of the three posttests of the experimental group in the happiness test significantly differ.

## RESULTS AND DISCUSSION

### Philosophy of the Law of Attraction

Haanel succinctly states that "when we begin to understand that happiness, health, success, prosperity and every other condition and environment are results and that these results are created by thinking, either consciously or unconsciously, we shall realize the importance of a working knowledge of the laws governing thought (Haanel, 1922, p.17). These laws "direct our thought consciously, systematically and constructively; when we do this, we place our mind in harmony with the Universal Mind, we come in tune with the Infinite, we set in operation the mightiest force in existence, the creative power of the Universal Mind. This, like everything else, is governed by natural law, and this law is the 'Law of Attraction,' which is that Mind is creative, and will automatically correlate with its object and bring it into manifestation" (Haanel, 1912, p. 12).

As Byrne would put it: "everything that's coming into your life, you are attracting into your life. And it's attracted to you by the images you're holding in your mind. It's what you're thinking. Whatever is going on in your mind, you are attracting to you (2006, p. 4). "... it is through the operation of this law (Law of Attraction) that each of us is attracting to ourselves the associates, experiences, circumstances, conditions, and environment by which we are related to the objects and purposes which we seek" (Haanel, 1927, p. 145). The Law of Attraction, therefore is obedient to the thought that you are holding in your mind, whether it is pleasant or not, whether you are conscious of it or not.

"The human race has been broadcasting and receiving, perhaps millions of years without knowing, but suffering all the while from bad thoughts sent" (Haanel, 1927, p. 31) so much so that "if we think distress, we get distressed; if we think success, we get success" (Haanel, 1922, p. 13). From this, we begin to realize that the future of the human race depends on the thoughts that we entertain or hold in our minds.

### On Visualization or Imagination

The Law of Attraction views visualization or imagination and gratitude as two powerful processes. This

law is anchored on the belief that “the attitude of mind necessarily depends upon what we think. Therefore, the secret of all power, all achievement, and all possession depend upon our method of thinking (Haanel, 1912, p. 1). Further, Haanel claims that “you are a visualizing entity. Imagination is your workshop. It is here that your ideal is to be visualized” (Haanel, 1912, p. 115).

According to Genevieve Behrend, “everyone visualizes whether he knows it or not. Visualizing is the great secret of success” (as cited in Byrne, 2006, p. 86). “Imagination is the process of imagining these things in or on your mind, and this process is nature’s method of creation” (Haanel, 1927, p. 148). “Visualization is the process of making mental images, and the image is the mold or model which will serve as a pattern from which your future will emerge” (Haanel, 1912, p. 37). Such a process, therefore, is ineluctably linked with the individual’s life, future, and success. The more the mind visualizes the things that it wants to be, do and have, the more it attracts such things, thus leading to one’s happiness.

More specifically, visualization or imagination should be one which is constructive. “Constructive imagination means mental labor, by some considered to be the hardest kind of labor, but, if so, it yields the greatest returns, for all the great things in life have come to men and women who had the capacity to think, to imagine, and to make their dreams come true” (Haanel, 1912, p. 45). What manifests as a product of constructive visualization or imagination is simply the exact equivalent of how a dream is specifically visualized in or on the mind.

**On Gratitude**

Concerning gratitude, Dr. John Demartini strongly believes that “whatever we think about and thank about we bring about” (as cited in Byrne, 2006, p. 75). This is further supported by Wallace Wattles who claims that “the daily practice of gratitude is one of the conduits by which your

wealth will come to you” (as cited in Byrne, 2006, p.78). Albert Einstein knew a great deal of The Secret (Law of Attraction), and “he said ‘Thank you’ hundred times each day. He thanked all the great scientists who preceded him for their contributions, which enabled him to learn and achieve even more in his work, and eventually become one of the greatest scientists who has ever lived” (Byrne, 2006, pp.79-80).

The following passage comes from the Gospel of Matthew in the Holy Scriptures, and it has mystified, confused, and been misunderstood by many people over the centuries. “Whoever has will be given more, and he will have an abundance. Whoever does not have, even what he has will be taken from him” (as cited in Byrne, 2012, p. 5). The answer to the mystery that has eluded so many for centuries is in one hidden word: gratitude. “Whoever has gratitude will be given more, and he will have an abundance. Whoever does not have gratitude, even what he has will be taken from him” (as cited in Byrne, 2012, p. 6). In other words, gratitude multiplies what one has, just as ingratitude takes away what one has.

The Law of Attraction, therefore, is the “science which embraces all sciences. It is the art which, above all arts, is relevant to human life. In the mastery of this science and this art, there is an opportunity for unending progression. Perfection in this is not acquired in six days, nor in six weeks, nor in six months. It is the labor of life. Not to go forward is to go backward” (Haanel, 1912, p. 132).

Byrne aptly concluded that book by declaring that “the nations who will lead the world in the future are the ones whose leaders and people are the most grateful. The gratitude of a nation’s people would cause their country to thrive and become rich, would cause illness and disease to drastically drop, business and production to escalate, and happiness and peace to sweep the nation” (2012, p. 252).

**Level of Gratitude and Happiness of the Participants before the Training about the Law of Attraction’s 28 Practical Steps**

Table 1 *Distribution of Participants Regarding their Level of Gratitude (pretest)*

Range	Experimental	Control
	Pretest (%)	Pretest (%)
5.150-6.000	0 (0.00)	1 (2.94)
4.320-5.149	9 (26.47)	22 (64.71)
3.490-4.319	13 (38.24)	8 (23.53)
2.660-3.489	9 (26.46)	3 (8.82)
1.830-2.659	3 (8.82)	0 (0.00)
1.000-1.829	0 (0.00)	0 (0.00)
	3.757	4.395
<i>Mean</i>	<i>(Slightly Agree)</i>	<i>(Moderately Agree)</i>
	Somewhat grateful	Rather grateful

Legend:

<b>Numerical Rating</b>	<b>Verbal Description</b>	<b>Equivalent Level of Gratitude</b>
5.150 – 6.000	Strongly Agree	Very grateful
4.320 – 5.149	Moderately Agree	Rather grateful
3.490 – 4.319	Slightly Agree	Somewhat grateful
2.660 – 3.489	Slightly Disagree	Somewhat ungrateful
1.830 – 2.659	Moderately Disagree	Rather ungrateful
1.000 – 1.829	Strongly Disagree	Not grateful

Before the introduction of the Law of Attraction's 28 practices steps to harness positive thinking and gratitude towards happiness, the experimental group has a lower level of gratitude (mean=3.757 or slightly agree/somewhat grateful) compared with the control group (mean=4.395 or moderately agree/rather grateful). Since the experimental group has a lower level of gratitude compared with the control group, the researcher observed this as a great opportunity to engage the experimental group in an intervention that aims to increase their level of gratitude because the experimental group needs the said intervention more than the control group.

Before the introduction of the Law of Attraction's

28 practices steps to harness positive thinking and gratitude towards happiness, the experimental group has a lower level of happiness (mean=4.089 or slightly agree/somewhat happy) compared with the control group (mean=4.413 or moderately agree/rather happy).

Since the experimental group has a lower level of happiness compared with the control group, the researcher observed this as a great opportunity to engage the experimental group in an intervention that aims to increase their level of happiness because the experimental group needs the said intervention more than the control group.

Table 2  
Distribution of Participants Regarding their Level of Happiness (pretest)

Range	Experimental	Control
	Pretest (%)	Pretest (%)
5.150-6.000	0 (0.00)	2 (5.88)
4.320-5.149	12 (35.29)	17 (50.00)
3.490-4.319	17 (50.00)	15 (44.12)
2.660-3.489	5 (14.71)	0 (0.00)
1.830-2.659	0 (0.00)	0 (0.00)
1.000-1.829	0 (0.00)	0 (0.00)
<b>Mean</b>	<b>4.089</b> <i>(Slightly Agree)</i> <b>Somewhat happy</b>	<b>4.413</b> <i>(Moderately Agree)</i> <b>Rather happy</b>

Legend:

Numerical Rating	Verbal Description	Equivalent Level of Happiness
5.150 – 6.000	Strongly Agree	Very happy
4.320 – 5.149	Moderately Agree	Rather happy
3.490 – 4.319	Slightly Agree	Somewhat happy
2.660 – 3.489	Slightly Disagree	Somewhat happy
1.830 – 2.659	Moderately Disagree	Rather happy
1.000 – 1.829	Strongly Disagree	Not happy

Level of Gratitude and Happiness of the Participants after the Training about the Law of Attraction's 28 Practical Steps

Table 3  
Distribution of Participants Regarding their Level of Gratitude (posttests)

RANGE	EXPERIMENTAL			CONTROL		
	Posttest 1 (%)	Posttest 2 (%)	Posttest 3 (%)	Posttest 1 (%)	Posttest 2 (%)	Posttest 3 (%)
5.150-6.000	29 (85.29)	28 (82.35)	27 (79.41)	4 (11.76)	0 (0.00)	5 (14.71)
4.320-5.149	4 (11.76)	6 (17.65)	7 (20.59)	19 (55.88)	4 (11.76)	13 (38.24)
3.490-4.319	1(2.94)	0(0.00)	0(0.00)	8(23.53)	26(76.47)	4(11.76)
2.660-3.489	0(0.00)	0(0.00)	0(0.00)	3(8.82)	4(11.76)	7(20.59)
1.830-2.659	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	5(14.71)
1.000-1.829	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)	0(0.00)
	5.556	5.494	5.556	4.539	4.238	4.050
<b>Mean</b>	Strongly Agree	Strongly Agree	Strongly Agree	Moderately Agree	Slightly Agree	Slightly Agree
	Very grateful	Very grateful	Very grateful	Rather grateful	Somewhat grateful	Somewhat grateful

Legend: Please refer to Table 1.

Based on the result of the pretest where the experimental group and control group got a mean of 3.757 (or *somewhat grateful*) and 4.395 (or *rather grateful*), respectively, the experimental group showed an increased level of gratitude than the control group. This increase in the level of gratitude can be attributed to the intervention given to the experimental group, that is, the 29-day lecture-training on positive thinking and gratitude which introduced the 28 practical steps to harness positive thinking and gratitude to the participants.

On the level of gratitude of the experimental group, the mean for posttest 2 (5.494) is lower than that of posttest 1 (5.556); the mean for posttest 3 (5.556) is higher than that of posttest 2 (5.494). Comparing the three posttests, posttest 3 has the highest mean. This implies that the experimental group was able to sustain their level of gratitude in two months' period.

On the other hand, the mean for posttest 2 (4.238)

of the control group on the level of gratitude is lower than that of posttest 1 (4.539); the mean for posttest 3 (4.050) is lower than that of posttest 2 (4.238). Comparing the three posttests, posttest 1 has the highest mean and posttest 3 has the lowest mean. The result implies that the control group was not able to sustain their level of gratitude in two months' period since there is a decreasing pattern on the level of gratitude of the said group.

The result in this study lends support to the contention that gratitude produced the most purely joyful moments that have been known to man (Chesterton, 1924 as cited in Emmons & McCullough, 2003) and the research of Walker & Pitts (1998) (as cited in Emmons & McCullough, 2003) which showed that gratitude is a pleasant state and is linked with positive emotions including contentment. Gratitude is also linked with happiness, pride, and hope (Overwalle et al., 1995 as cited in Emmons & McCullough, 2003).

Table 4  
Distribution of Participants Regarding their Level of Happiness (posttests)

RANGE	EXPERIMENTAL			CONTROL		
	Posttest 1 (%)	Posttest 2 (%)	Posttest 3 (%)	Posttest 1 (%)	Posttest 2 (%)	Posttest 3 (%)
5.150-6.000	23 (67.65)	32 (94.12)	33 (97.06)	2 (5.88)	3 (8.82)	2 (5.88)
4.320-5.149	9 (26.47)	2 (5.88)	1 (2.94)	16 (47.06)	14 (41.18)	13 (38.24)
3.490-4.319	2 (5.88)	0 (0.00)	0 (0.00)	14 (41.18)	16 (47.06)	11 (32.35)
2.660-3.489	0 (0.00)	0 (0.00)	0 (0.00)	2 (5.88)	1 (2.94)	8 (23.53)
1.830-2.659	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)
1.000-1.829	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)
	5.324	5.567	5.688	4.331	4.405	4.148
<i>Mean</i>	(Strongly Agree)	(Strongly Agree)	(Strongly Agree)	(Moderately Agree)	(Moderately Agree)	(Slightly Agree)
	<i>Very happy</i>	<i>Very happy</i>	<i>Very happy</i>	<i>Rather happy</i>	<i>Rather happy</i>	<i>Somewhat happy</i>

Legend: Please refer to Table 2.

Based on the result of the pretest where the experimental group and control group got a mean of 4.087 (or *somewhat happy*) and 4.413 (or *rather happy*), respectively, the experimental group showed an increased level of happiness than the control group. This increase in the level of happiness can be attributed to the intervention given to the experimental group, that is, the 29-day lecture-training on positive thinking and gratitude which introduced the 28 practical steps to harness positive thinking and gratitude towards happiness.

On the level of happiness of the experimental group, the mean for posttest 2 (5.567) is higher than that of posttest 1 (5.324); the mean for posttest 3 (5.688) is still higher than that of posttest 2 (5.567). Comparing the three posttests, posttest 3 has the highest mean and posttest 1 has the lowest mean. This implies that the experimental group was able to sustain their level of happiness in two months' period as they practice the 28 steps to harness positive thinking and gratitude towards happiness.

On the other hand, the mean for posttest 2 (4.405) of the control group on the level of happiness is higher than that of posttest 1 (4.331); but the mean for posttest 3 (4.148) is lower than that of posttest 2 (4.405). Comparing the three posttests, posttest 3 has the lowest mean, and posttest 2 has the highest mean. This implies that the control group was not able to sustain their level of happiness over two months since there is a seeming decrease in the level of happiness of the said group.

Further, the increased level of happiness as attributed to the positive thinking and gratitude intervention is consistent with the findings of Catalino et al. (2014) and Marti et al. (2010) who concluded that people who regularly seek out positivity as they arrange their everyday lives might be happier.

From posttest 1 to posttest 3 of the experimental group, it is shown that the group has a significantly high level of happiness (with a *mean* of 5.324 in PT1, 5.567 in PT2, and 5.688 in PT3 which are all translated as *very*

Test of Difference in the Level of Gratitude and Happiness between Experimental Group and Control Group during the Pretest and Posttests (PT1, PT2, and PT3)

Table 5

*Test of Difference between the Experimental and Control groups' Level of Gratitude and Happiness during the Pretest and Posttests*

Variables	Mean		SD <sup>2</sup>		df	T	P	Remarks
	Exp.	Con.	Exp.	Con.				
<b>Gratitude Test</b>								
Pretest Ratings	3.757	4.395	0.573	0.387	66	-3.793	0.000	Significant
Posttest 1 Ratings	5.556	4.539	0.213	0.417	66	7.473	0.32613E-10	Significant
Posttest 2 Ratings	5.494	4.238	0.208	0.948	66	6.806	8.77E-25	Significant
Posttest 3 Ratings	5.556	4.050	0.228	1.163	66	7.440	2.66E-10	Significant
<b>Happiness Test</b>								
Pretest Ratings	4.087	4.413	0.322	0.184	66	-2.668	0.009	Significant
Posttest 1 Ratings	5.324	4.331	0.171	0.234	66	9.088	3.03444E-13	Significant
Posttest 2 Ratings	5.567	4.405	0.110	0.283	66	10.812	2.99811E-16	Significant
Posttest 3 Ratings	5.688	4.148	0.054	0.518	66	11.873	4.91941E-18	Significant

happy). This is consistent with the following findings of other researchers: (1) over 90% of American teens and adults indicated that expressing gratitude helped them to feel "extremely happy" or "somewhat happy" (Gallup, 1998 as cited in Emmons & Shelton, 2002); (2) as cited in Emmons & Shelton (2002), gratitude is a pleasant state and is linked with positive emotions, including contentment (Walker & Pitts, 1998), happiness, pride, and hope (Overwalle, Mervielde, & De Schuyter, 1995); (3) grateful responses to life can lead to peace of mind, happiness, physical health, and deeper, more satisfying personal relationships (Emmons & Shelton, 2002); (4) people who engaged in positive intentional activities, such as thinking gratefully, optimistically, or mindfully, became significantly happier (Sin & Lyubomirsky, 2009 as cited in Lyubomirsky & Layous, 2013); (5) grateful people tend to be higher in well-being (Emmons & Shelton, 2002 as cited in Froh, 2009a); and (6) as cited in Froh et al. (2009b), grateful people tend to experience greater positive emotions, such as more frequent contentment, happiness, and hope, as well as fewer negative emotions (Overwalle, Mervielde, & DeSchuyter, 1995; Watkins, Woodward, Stone, & Kolts, 2003).

Emmons & McCullough (2003) also noted that people in the gratitude condition experienced higher levels of positive affect during the 13-day period, and it appears plausible that this effect on positive affect generally was due to the intervention's effect on gratitude per se.

Finally, there is a robustly significant difference between the experimental and control groups' level of gratitude and happiness as manifested in the results.

The results in this present study may then be used by people who are willing to have positive thoughts and grateful minds which can help them create a happy disposition and eventually contribute in creating an emotionally and mentally healthy society and a better world.

Since this study relied on self-report of

the participants, to further support the general recommendation in personality psychology to include external measures besides self-report, allowing external observers (e.g., close friends, marital partners, among others) to also rate the level of gratitude and happiness of a person may be considered for some future directions in the gratitude interventions research.

## CONCLUSIONS

During the pretest, the experimental group's level of gratitude and happiness is lower compared with the control group. The experimental group consistently and significantly manifested a higher level of gratitude and happiness immediately after the 29-day lecture-training and during the one-month, and two-month follow ups. This increase in the level of gratitude and happiness of the experimental group can be attributed to the Law of Attraction's 28 practices/steps to harness positive thinking and gratitude towards happiness which the control group was not oriented with.

By inference, the 29-day lecture-training on the Law of Attraction's 28 practices/steps to harness positive thinking and gratitude towards happiness has caused the significant difference in the level of gratitude and happiness between the experimental and control groups. Therefore, the Law of Attraction's visualization or positive thinking and gratitude are conduits through which happiness is attracted by constantly holding into the mind the things that one wants to be, do and have, and by being grateful always.

The Law of Attraction, through visualization (or positive thinking) and gratitude, is essential to secure with mathematical exactitude the persons and circumstances necessary to build one's happiness.

## RECOMMENDATIONS

The present study used only one population (university instructors) over a relatively brief period (3

months – this is longer though compared with other previous studies). The generalizability of the findings may be improved through replication in other diverse populations and much longer period. Positive activities or interventions that have optimal features are more likely to promote durable happiness or well-being. However, attributes of the person engaging in the activity or intervention have also to be measured. Future research, at least in the Philippine setting, may focus on measuring: (1) the effort of the person to engage in the activity; (2) the motivation of the person to become happier; and (3) the belief that the person's effort will pay off.

In order to validate the findings of George (1995) as cited in Lyubomirsky (2005) that service departments with happy leaders were more likely to receive high ratings from customers, and that the positive affective tone of the sales force was an independent predictor of customer satisfaction, it is recommended that a study may be conducted to determine the ratings from students of faculty-participants who were part of the present study on positive thinking and gratitude towards happiness.

Lastly, to further support the general recommendation in personality psychology to include external measures besides self-report, allowing external observers (e.g., close friends, marital partners, among others) to also rate the level of gratitude and happiness of a person may be considered for some future directions in the gratitude interventions research.

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