

UNIVERSITY OF
BIRMINGHAM



THE
JUBILEE CENTRE
FOR CHARACTER & VIRTUES

IS GRATITUDE THE PARENT OF ALL VIRTUES?

www.jubileecentre.ac.uk/gratitude





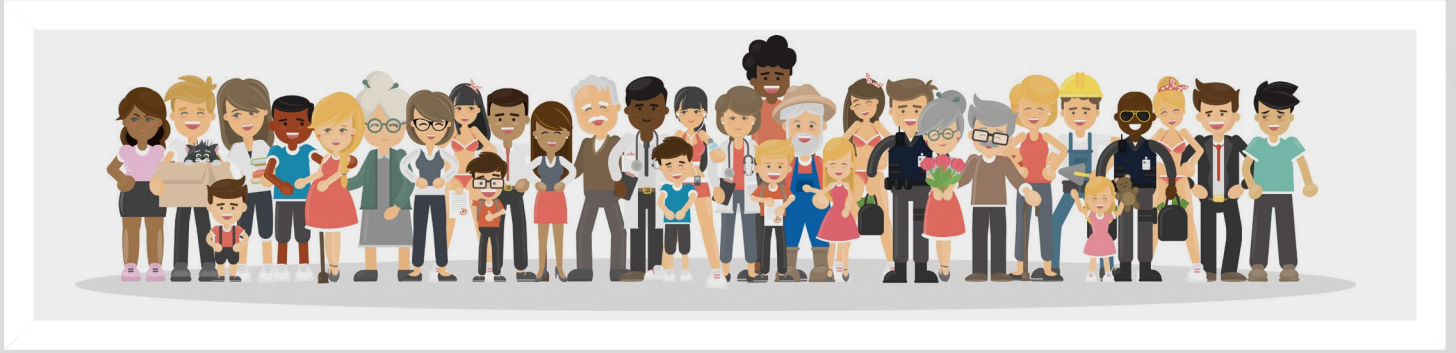
Exploring how gratitude is understood by the British public

The Jubilee Centre for Character and Virtues has undertaken significant research into the virtue of gratitude, with its flagship study *An Attitude for Gratitude* being the largest ever exploration of the British public's perception of gratitude. The Jubilee Centre has also undertaken work in the community, considered links between gratitude and service, and extended its focus to examine the conceptual links between gratitude and related virtues.

For more information on the Jubilee Centre's research on gratitude please visit:

www.jubileecentre.ac.uk/gratitude

PARTICIPANTS



The different components that make up the virtue of gratitude have been explored through surveys and semi-structured interviews. Perceptions of gratitude have been captured through public engagement, film and case studies.

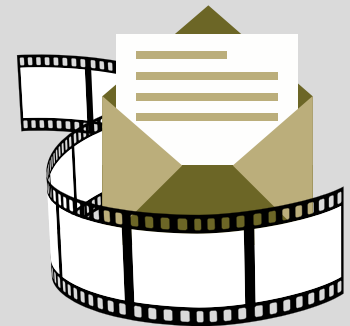
OVER
12,000

RESEARCH PARTICIPANTS



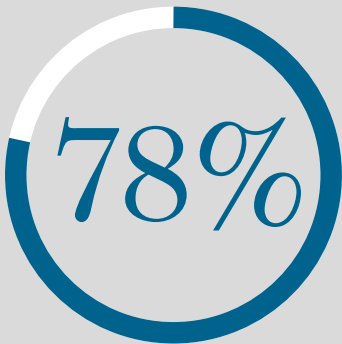
80%

OF BRITISH PEOPLE
IDENTIFIED A LACK OF
GRATITUDE IN SOCIETY



OVER
150,000

YOUNG PEOPLE PARTICIPATED
IN THANK YOU AWARDS
2012-17



FELT GRATITUDE
SHOULD BE MORE
WIDELY PROMOTED,
PARTICULARLY IN
EDUCATIONAL AND
WORKPLACE
CONTEXTS

'I think it is important to show gratitude to others and acknowledge their help and kindness although in a busy world this is often overlooked.'

Research Participant



ADULTS DEEMED GRATITUDE
TO BE MORE IMPORTANT WHEN
COMPARED WITH RESPONSES
OF ADOLESCENTS OR CHILDREN

MEASURING GRATITUDE

The research has led to the development of a new multi-component gratitude measure (MCGM), the first measure to incorporate a conceptual component alongside three other dimensions of gratitude (emotional, attitudinal and behavioural). The measure has been shown to be psychometrically robust and offers a more nuanced way of tapping different aspects of gratitude than is offered by any other measure currently in use.

DEMOGRAPHIC DIFFERENCES IN PERCEPTIONS OF GRATITUDE



- British participants tended to associate gratitude with negative features more often than their American counterparts

For example:

- 29% of UK students cited 'obligation' or 'indebtedness' in comparison to 9% of US students
- 17% of UK students cited 'guilt' in comparison to 0% of US students

- When asked to rank gratitude in terms of its importance in comparison to other virtues, 76% of women ranked gratitude as a high priority virtue compared with 66% of men
- 75% of Christians ranked gratitude as a high priority virtue compared with 65% of Atheists



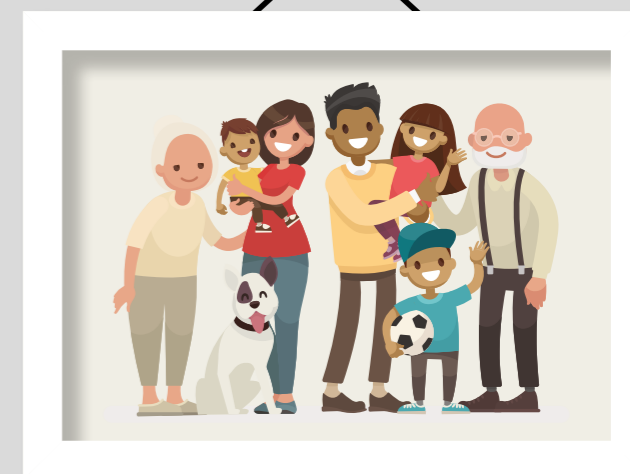
WHAT ARE PEOPLE GRATEFUL FOR?

In an exploration of what people are grateful for, *people and relationships* infused almost all responses.

- In films created by young people to express their gratitude for something or someone important to them, secondary school pupils tended to be grateful for benefits which went beyond their own immediate individual gain. Primary school pupils, on the other hand, focussed on benefits which were self-orientated.

Family, material items and the emergency services were the three most common subjects in 'thank you' films.

Young filmmakers considered inspirational behaviour to be central to their motivation for expressing gratitude.



'Initially it was a bit weird, a bit abstract, it wasn't a conversation you'd normally have. But doing it regularly, focussing on it regularly, it became a habit: asking that question, wanting to know what you're thankful for.'

Paul Wright, Worth Unlimited Project Team

DEVELOPING GRATITUDE IN YOUNG PEOPLE

The Jubilee Centre has developed a range of teaching resources to enable teachers and parents to encourage gratitude in young people. The resources, which have been widely used throughout the UK and internationally, feature a number of activities that have demonstrated success in promoting gratitude in a variety of settings. A key aspect of the activities is time for young people to reflect on the meaning of gratitude in their own lives.

www.jubileecentre.ac.uk/charactereducationresources





JOHN TEMPLETON
FOUNDATION

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About the Jubilee Centre

The Jubilee Centre is a pioneering interdisciplinary research centre focussing on character, virtues and values in the interest of human flourishing. The Centre promotes a moral concept of character in order to explore the importance of virtue for public and professional life. The Centre is a leading informant on policy and practice in this area and through its extensive range of projects contributes to a renewal of character virtues in both individuals and societies.



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