Goal9 Realization of a mentally healthy and dynamic society by increasing peace of mind and vitality by 2050.

Maximizing well-being and agency on the basis of interpersonal comparison of brain indicators

● Project manager

(selected in 2021)

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Summary of the project

This project aims not only to improve "happiness" at the level of individuals, but also to achieve aggregation and equality at the level of society. To this end, we will provide innovative technology to measure interpersonally comparable indicators of "happiness" from brain/neural activity.

"Happiness" is enhanced not only by the experience of "well-being," which benefits each person's life, but also by the recognition of "agency," a way of life that each person has individually decided. We will study "well-being" and "agency" in future society using humanities and social science methods and virtual reality technology. Moreover, we will also achieve individual comparison of well-being and agency by elucidating brain indicators of subjective feelings "pleasure" and "aspiration". In doing so we will bridge neuroscience studies and real-world activities, such as evaluating mobility policies in smart cities.

Milestone by year 2032

Proposing a new method of policy evaluation to promote individual and group pleasure and aspiration in accordance with the times, by decoding them like body temperature from brain activity.
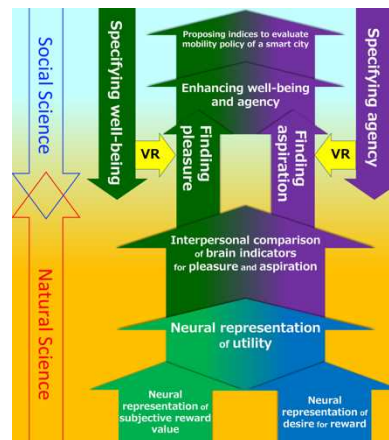
Milestone by year 2027

Identifying brain activities related to aspiration, and developing a neuroscience-based experiencing system to discover pleasure and aspiration in accordance with the times through actively moving in virtual reality world.

Project structure

9-04-00-2024