

# Thirst for career happiness is bumming us out

July 11, 2011

***MSNBC:***

Finding career happiness seems to be what everyone wants these days.

The shelves in bookstores are lined with books on how to find career happiness, and an endless stream of life coaches are trying to help workers attain it. Twitter is rife with advice and corny quotes about finding job joy.

But is happiness a wise career goal? There is growing evidence that our thirst to find happiness, especially during tough economic times, is actually bumming us out.

“People who are striving to pursue happiness have a need to maximize their happiness, and those people are the ones who actually feel less happy and more disappointed,” said June Gruber, one of the co-authors of a recently released study titled “A Dark Side of Happiness? How, When, and Why Happiness Is Not Always Good” published in *Perspectives on Psychological Science*.

Read the whole story: [\*MSNBC\*](#)