Positive Psychology is the scientific study of the strengths and virtues that enable individuals and communities to thrive. The Positive Psychology Center promotes research, training, education, and the dissemination of Positive Psychology. This field is founded on the belief that people want to lead meaningful and fulfilling lives, to cultivate what is best within themselves, and to enhance their experiences of love, work, and play.

Positive Psychology has three central concerns: positive emotions, positive individual traits, and positive institutions. Understanding positive emotions entails the study of contentment with the past, happiness in the present, and hope for the future. Understanding positive individual traits consists of the study of the strengths and virtues, such as the capacity for love and work, courage, compassion, resilience, creativity, curiosity, integrity, self-knowledge, moderation, self-control, and wisdom. Understanding positive institutions entails the study of the strengths that foster better communities, such as justice, responsibility, civility, parenting, nurturance, work ethic, leadership, teamwork, purpose, and tolerance.

Some of the goals of Positive Psychology are to build a science that supports:
- Families and schools that allow children to flourish
- Workplaces that foster satisfaction and high productivity
- Communities that encourage civic engagement
- Therapists who identify and nurture their patients' strengths
- The teaching of Positive Psychology
- Dissemination of Positive Psychology interventions in organizations & communities

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