

ISDC 2026 Chain of Happiness

From Linear Charity to Feedback-Driven Generosity

The Problem

- ▶ Linear charity: Donor → Organization → Recipient
- ▶ Weak feedback / poor transparency
- ▶ Middle-income under-participation
- ▶ Psychological barriers

Limited participation and isolated acts of generosity.

Dynamic Hypothesis

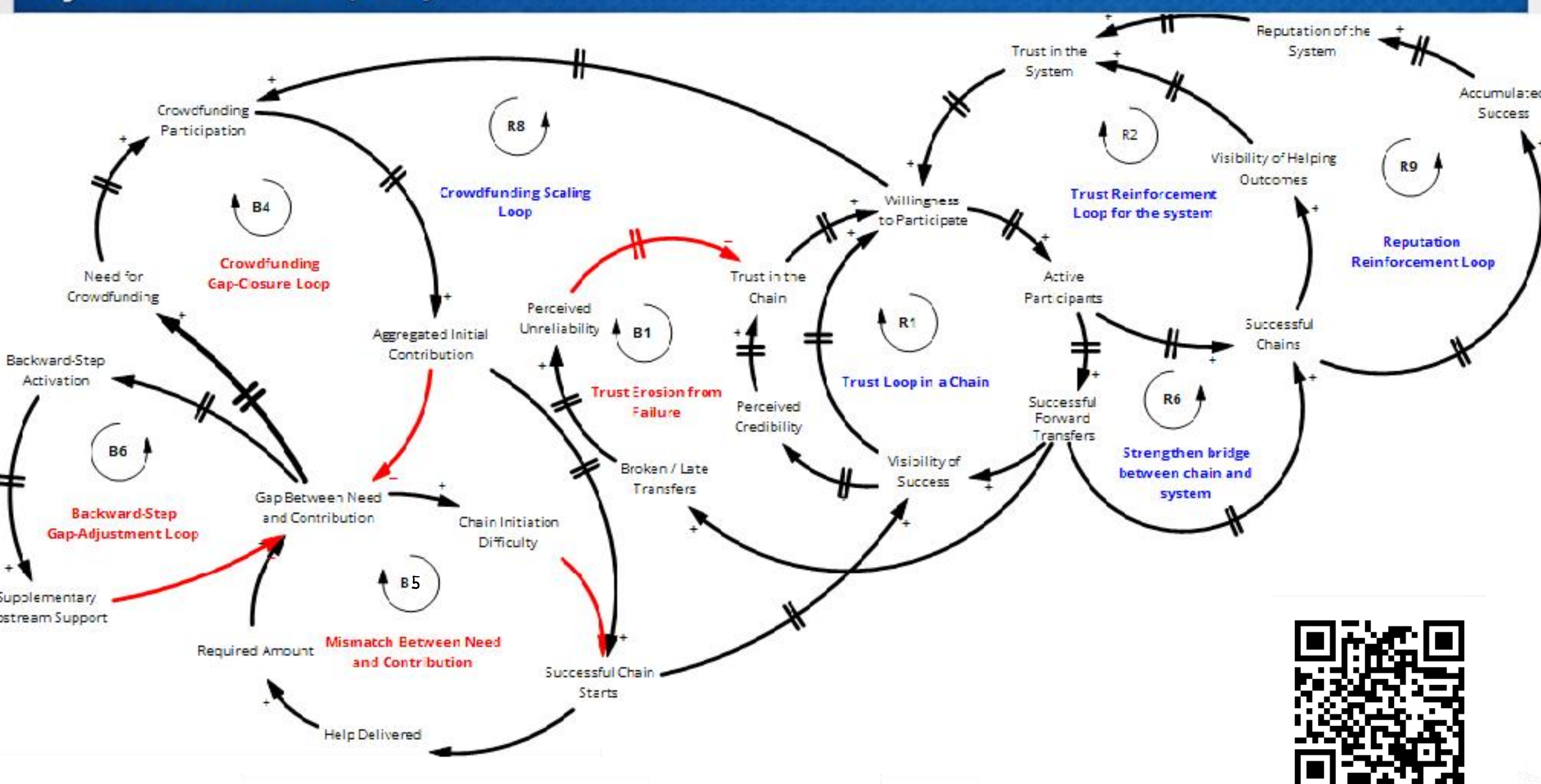


The Idea

- ▶ $A \rightarrow B \rightarrow C \rightarrow D$
- ▶ Help becomes a chain
- ▶ Recipients become future contributors
- ▶ Psychological barriers in receiving help



System Structure (CLD)



Results & Insights

- ▶ Increased participation
- ▶ Reduced stigma of receiving
- ▶ Trust-driven propagation of generosity
- ▶ Visible chains expand naturally

Structure can transform behavior.

Prototype Platform

ChainofHappiness.com

- ✓ Start a chain
- ✓ Invite participants
- ✓ Track progression



Next Steps

- ▶ System Dynamics modeling & simulations
- ▶ Network analysis of generosity propagation
- ▶ Expand beyond money: Mentorship & Education

Towards a distributed, participatory system of helping behavior.