

Abstract

In this study, two moderated mediation models were developed to investigate the underlying factors between social cynicism and subjective happiness. Data from 387 university students in Hong Kong were computed in SPSS and SPSS PROCESS Marco. The finding supported that self-control and loneliness mediated the inverse relationship between social cynicism and subjective happiness respectively. The first moderated mediation model was established, whereby the indirect effect of social cynicism on subjective happiness via self-control was contingent upon one's level of neuroticism, especially for people high in neuroticism. However, the second moderated mediation model was insignificant, suggesting extraversion did not significantly moderate the indirect effect of social cynicism on subjective happiness through loneliness. The research suggests that cynical individuals are not doomed to be unhappy, but there are other underlying psychological constructs contributing to the level of happiness.