

## **ABSTRACT:**

This dissertation investigates the implementation of surveyed subjective measurements in three separate cases. The first chapter studies the evolution of aspirations for university attendance by gender. Aspirations for post-secondary education (PSE) at ages of 15 and 17 are a self-reported subjective measurement. It is discovered that the gender imbalance of university participation rate could be explained through the differences on aspiration formation and updating for males and females. Females are more likely to have higher aspiration levels conditional on their school performance. The second case deals with the comparison income effect on subjective well-being, where today's life satisfaction is the subjective measurement. We only find weak evidence of a relative income effect. Conditional on an individual's previous periods' satisfaction level, there is no robust result of feeling "better" by having a higher income level compared with other individuals who have similar characteristics. The third chapter explores the determinants of marriage survival based on some satisfaction levels of different life aspects. It is shown that individuals with better health and working conditions are more likely to divorce as either they feel more fulfilled at work, or that they have more "outside opportunities" from the existing marriage. It also investigates whether separate gender and regional subgroup divisions display different behavioural patterns.