Prosocial Behavior

• Social psychologists have spent more time studying what’s wrong with human behavior, compared with what is right
• But as a species, we are unique in our ability to feel empathy, band together in common cause, help those who are less fortunate than we, and rescue those who are in dire need

Empathy
• “It is a feeling common to all mankind that they cannot bear to see others suffer...this feeling of distress is the first sign of humanity.”
  - Mencius (Chinese philosopher)

• Examples: Jessica McClure, Reginald Denny

The Andrew Carnegie Hero Fund Commission
• Founded to reward acts of heroism, more than 8,000 recipients have been honored

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• These are acts of __________ – behavior aimed at increasing another’s welfare _________ conscious consideration of our own needs
• When (and whom) do we help?
• Why do we help?
• These are questions that have peaked social psychologists’ interest

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<tr>
<th>Taxonomy of Helping Behaviors</th>
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<td><strong>Planned</strong></td>
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<td>Direct</td>
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<td>Volunteerism</td>
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<td>Tutoring a fellow student</td>
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<td>Helping a friend move</td>
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<td>Indirect</td>
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<td>Philanthropy</td>
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<td>“Checkbook Activism”</td>
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<td><strong>Spontaneous</strong></td>
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<td>Emergency Aid</td>
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<td>Rescue attempts</td>
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<td>Giving emotional support</td>
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<td>Indirect Aid</td>
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<td>Lending a cell phone so someone can call for help</td>
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Kitty Genovese

- Your text discusses the event that triggered social psychologists’ interest in helping behaviors
- Genovese was brutally stabbed outside of her apartment while several residents heard her cries for help
- Nobody helped her - they did not even call 911
- Horrified, researchers wondered why

The _____________ effect

- What they found was that people are less likely to help when there are __________ _________
- One reason for this is ________________________________
- This means that people do not help because they (mistakenly) think someone else will do so

Classic research

- The first studies sought to model the Genovese event
- I’ll discuss two (smoke in the room, and the seizure study)
- In each case, personal _____________ is either heightened or diminished by the absence or presence of others

The smoke study

- Researchers had Princeton subjects fill out questionnaires in a room
- Some S’s were alone, others in groups of 3
- They piped in smoke through a wall vent
- It started out slowly, but gradually got thicker and thicker
- Would subjects report the problem? Yes, but only if they were ________

% of S’s reporting smoke

![Graph showing percentage of subjects reporting smoke over minutes after smoke began. The graph shows that subjects in groups are less likely to report smoke compared to those who are alone.](image-url)
The epileptic seizure study
• Subjects thought they were listening to another subject in a separate room, over headphones
• In one condition, they thought they were the only listener
• In another, they were told that five others were also listening in
• They were actually always alone, listening to a woman (on tape) describe herself
• At one point, she started to have a “seizure” (choking, coughing, constricted breathing)
• Would subjects put down their headphones and rush to help her?

The bystander effect
• These studies illustrate the bystander effect
• Like social loafing, it is thought to be due to diffusion of responsibility
• But in the smoke study, subjects were _______ if others were helping (or not), so diffusion of responsibility alone can’t explain the results
• What else might explain the bystander effect?

The ________________
• The tendency to ____________ our ability to read others’ emotional states (and for them to read ours)
• Because we experience our feelings vividly, we assume they “leak out” and are easily read
• But in fact, most of us are expert at appearing to “keep cool”

If we all remain cool when something strange happens, this can lead to

– The tendency to believe that everyone feels or thinks ____________
– As a result, we might (collectively) interpret the situation as something benign

Explanations for smoke
• Indeed, S’s in groups did not think the smoke was a symptom of fire
• Thus, in order to help, we have to make the attribution that something is wrong and feel _________________ for fixing the problem
So what helps us to help?
• ________________ situations (unlike smoke study) – we need a “clear and present danger”
• Being able to see other people’s faces (unlike seizure study) – unless everyone is pretending to keep cool
• Being the ________________ (and hence, feeling responsible)

Situational effects on helping
• Bystanders will not help when the situation is ambiguous, they cannot read one another’s reactions, they assume others are already helping, or (as you’re about to see) ________________
• These are all situational effects – you may wonder if personality matters
• For example, having ________________

The Good Samaritan
• The Bible tells the parable of a Priest and a Levite who are bustling about their business, full of self-importance
• They are each approached by a person in need, only to brush him off
• Only the Good Samaritan, a person of lower status, stopped to provide the needed aid

The Good Samaritan Study
• Darley & Batson modeled their classic study on this parable
• Seminary students (future priests) thought they were on their way to give a speech (some on the topic of the Good Samaritan!)
• Half of them were told they had ________________ to get to the location
• The other half were told they had ________________

The Good Samaritan
• On the way, they encountered a woman in need (slouched in a doorway, moaning)
• Would these future priests help her?
• Yes, but only when they had ________________
  – _____% of those not in a hurry stopped to help
  – _____% of those in a rush did so
• Assuming the Seminarians were all religious, religiousness per se was not a factor
• Even the topic of the speech did not matter!
Follow-up study

• The researchers wondered if ________ of religiousness mattered
• Internals – have internalized religious principles so that they are a part of their identity
• Externals – are religious for more extrinsic reasons (e.g., they admire other religious people, or like the fellowship religion brings)

Procedure

• Subjects (Princeton students) were pre-tested as either internal or external on religiousness
• Weeks later, they were put through a similar protocol (asked to meet the Dean across campus -- some had plenty of time, others were in a hurry)
• And on their way, they encountered the slouched person in the doorway, softly moaning
• Predictions? If you had to make one, would you vote for internals helping more than externals?

Summary

• Once again, ______________ was the only factor that predicted helping behavior
• If you suspected internals would be more likely to help, this is an example of the _______________ (assuming that people’s behavior is caused by their personality, not the situation)

Is there an Altruistic Personality?

• A classic study (Hartshorne & May, 1929) observed various helping behaviors in 10,000 elementary and HS students
• If there is an “altruistic personality” these behaviors ought to be ____________
• Here are some examples of helping behaviors

Helping behaviors measured

• Giving small gifts to children in need
• Donating money to charity
• Helping find pictures and stories to give to kids in the hospital
• Visiting kids in the hospital
• Visiting old people in nursing homes
Mean correlation = .23

- Is there such a thing as an altruistic personality? _______________
- Of course, a social psychologist could have predicted this (Hartshorne & May were personality psychologists)
- They neglected the fact that the behaviors occurred under many different circumstances, each one containing its own ____________________

### Social Exchange Theory

<table>
<thead>
<tr>
<th>FOR HELPING</th>
<th>FOR NOT HELPING</th>
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<tr>
<td><strong>REWARDS</strong></td>
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<tr>
<td>Social approval</td>
<td>Avoidance of time lost</td>
</tr>
<tr>
<td>Possible cash rewards</td>
<td>Avoidance of danger</td>
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<tr>
<td>Boost to self-esteem</td>
<td>Avoidance of liability</td>
</tr>
<tr>
<td><strong>COSTS</strong></td>
<td></td>
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<tr>
<td>Loss of time</td>
<td>Loss of social approval</td>
</tr>
<tr>
<td>Danger to self</td>
<td>Liability (in some states)</td>
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<tr>
<td>Liability (if helping results in injury)</td>
<td>Feeling guilty</td>
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Cost-benefit analysis

- Social exchange theory predicts that people will help when the _______ outweigh the _________
- Because each situation is different, this analysis is in constant flux
- Add to that the opposing pressures that come from ________________, and you begin to see some of the difficulties involved with finding a stable personality trait like “altruism”

**Social norms**

- Pro-helping norms:
- __________________
- social responsibility
- Anti-Helping norms:
- __________ (minding our own business)
- __________ (respecting other’s independence)
What’s a person to do?

- Particularly in urban areas, these norms _________________
- We may feel socially responsible for helping those who appear to need it (e.g., the homeless)
- At the same time, norms of privacy (maybe they just want to be left alone) and autonomy prevent our lending a hand

Candid Camera

- Norm of _________________ (“Lie for My Alibi”)
- Norm of ____________ (“Bound and Gagged”)

___________ vs. Altruism

- Social exchange theory makes it sound as if people are only helpful for ____________, not purely altruistic, reasons
- But if helping people makes you feel good, is that really bad?
- Emerson wrote:
  - “It is one of the most beautiful compensations of this life that no man can sincerely help another without helping himself”

“Helper’s high”

- Helping someone out can make us feel so great we literally feel “high” afterwards
- This suggests that our___________ can influence helping behaviors
- Researchers have found that ____________________________ moods can increase the chance that we will help a stranger

The “cheating” study

- Some subjects were told (by a confederate) prior to an experiment involving a test that “most of the answers are B”
- Other subjects were told nothing
- The experimenter then entered, gave them the test, and asked them if they “had heard anything about it” beforehand (all S’s in the confederate condition lied)
- After the test was over, the E asked S’s to help him score some questionnaires – who will help?
Results
• Subjects told the answers (and hence, felt ______) offered to help for an average of ______ minutes
• Those who did not feel ________ offered to help, on average, for _______ minutes
• These findings suggest that a _______ _______ can boost our helpfulness

___________ moods
• People in a __________ mood are also often willing to help others out
• In one study, researchers planted a quarter in a phone booth (free money) – but only for some subjects
• Later, they watched to see if S’s would help someone who had spilled their groceries

Mood & Helping
• People in a ______ mood were more than ______ as likely to help pick up the groceries
• How can we explain the fact that both bad and good moods increase our helpfulness?
• A bad mood can cause us to help as a means of ___________________
• A good mood can do so as a means of __________________________

The Brighter Side of Human Nature
• Alfred Kohn argues (in his book) that it is dangerous to view people as primarily selfish, altruism as rare – as associated only with heroes or famous role models
• It does each of us an injustice by cutting us off from a part of our human nature, making altruism seem as if it’s beyond our reach

“Saintliness is ____________”
• To dwell on saintliness communicates the reassuring message that a few, larger-than-life characters have become specialists in helping others
• The effect may be to relieve us of __________ for following suit
• We may call them exemplary, but they are not really “models” for us – they are too ______________
• If our ideas of altruism are “all or nothing” than we are certain we can never be like her (or him) – why try?
• In sum, turning helpers into icons lets the rest of humanity ____________
• We can pursue our own self-interests, secure in the knowledge that we can’t be expected to be a saint

  Despite this
• People still help – one hundred million Americans report volunteering (recent Gallup poll)
• Volunteerism, however, is suffering
• Once the role of non-working wives, there are simply less people available now as volunteers
• And while many still volunteer, on average, they put in less hours and don’t stick with it very long
  – This at a time when governmental policies have dramatically decreased aid to the underprivileged
• So it seems a good time to study the factors that promote volunteerism

  Volunteerism
• ___________ has investigated volunteerism in a number of domains, including
  • Helping People With Aids
  • Blood donation
  • Working for the environment

• Your text notes that ___________ has found that people volunteer for primarily four reasons

  Motives for Volunteering
• ___________ (to express their _________)
• ___________ (to belong, gain social approval)
• ___________ (to avoid feeling guilty)
• ___________ (to learn new skills, gain knowledge, further career, boost self-esteem)

  Can you guess which one?
• But your text fails to mention that one of these is a better predictor of remaining a volunteer than the others:

  Answer: ___________
Motive-matching hypothesis
• Snyder has also conducted research in _____________ volunteers
• Having discovered the four main motives underlying volunteerism, he reasoned that people would be most likely to volunteer when the appeal for help ________________________________

Blood-donation study
• Subjects’ reasons for volunteering in general were measured in advance
• He prepared several ads for recruiting blood donors – one for each motive
• Each one was a 30-second spot, ending with a snappy slogan

Ad examples

Behavioral Measure
• When S’s returned to the lab, they were randomly assigned to watch an ad that either
  – Matched their motive OR
  – Mismatched their motive
• After watching the ad, subjects were given a card with a number to call to find out how to donate blood
• In fact, the number was for a laboratory phone set up just for this purpose
• Much better results were found when subjects watched an ad that ________________________________ for giving blood

Read Chapter 10 for next session