

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
- _____
- 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

		Planned	Spontaneous
Direct	Volunteerism Big Brother/Sister Tutoring a fellow student Helping a friend move	Emergency Aid Rescue attempts Giving emotional support	
	Indirect	Philanthropy “Checkbook Activism” Organ donation Blood donation	Indirect Aid Lending a cell phone so someone can call for help

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

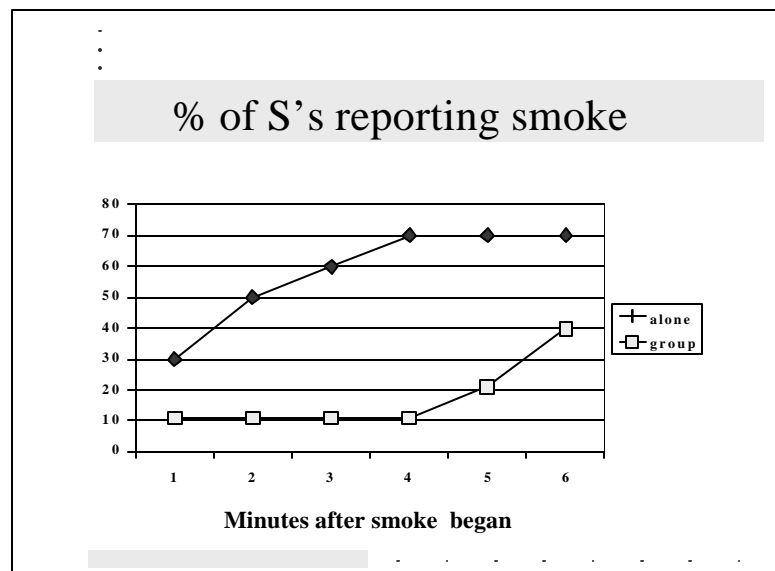
- What they found was that people are less likely to help when there are _____
- One reason for this is _____
- This means that people do not help because they (mistakenly) think someone else will do so

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 _____



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

	FOR HELPING	FOR NOT HELPING
REWARDS	<p>Social approval</p> <p>Possible cash rewards</p> <p>Boost to self-esteem</p>	<p>Avoidance of time lost</p> <p>Avoidance of danger</p> <p>Avoidance of liability</p>
COSTS	<p>Loss of time</p> <p>Danger to self</p> <p>Liability (if helping results in injury)</p>	<p>Loss of social approval</p> <p>Liability (in some states)</p> <p>Feeling guilty</p>

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