

“Love cures people- both the ones who give it and the ones who receive it.”

Chapter 12: Helping



Why Do We Help?

■ Social Exchange and Social Norms

- *Social exchange theory: human interactions are transactions that aim to maximize one's rewards and minimize one's costs.*
 - After wrongdoing, people often become more willing to offer help.
 - Sad people tend to be helpful.
 - Feel good-do good effect: happy people are helpful people.
- *Rewards*
 - We give to get
 - We are more eager to help someone attractive to us or whose approval we desire
 - Helping also increases our sense of self worth
 - Egoism: a motive to increase one's own welfare

Why Do We Help?

- *Internal rewards*
 - Guilt: a negative emotion we act to reduce and avoid
 - *Our eagerness to do good after doing bad reflects our need to reduce private guilt and restore a shaken self image*
 - *We redeem ourselves with helpful behavior when others know of our misdeeds*
 - Exceptions to the feel bad-do good scenario
 - *Negative mood does not produce compassion*
 - *Profound grief*
 - *Losing a loved one results in self preoccupation which restrains giving to others*
 - Feel good, do good
 - *Happy people are helpful people*
 - *Helping softens a bad mood and sustains a good mood*
 - *Positive mood-positive thoughts-positive behavior*

Why Do We Help?

- Video (What would you do?)

<https://www.youtube.com/watch?v=OSUVuxAZgdk>

- Advertisement :

https://www.youtube.com/watch?v=mUj_8VyY75w

- British Airways: Fuelled by Love:

<https://www.youtube.com/watch?v=ZFb01yTR9bA>

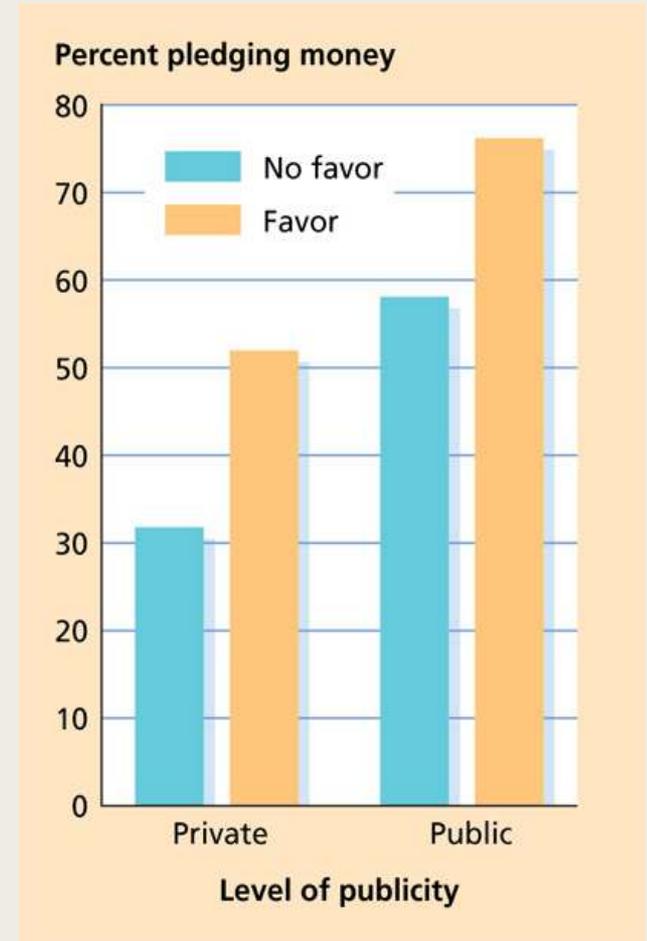
- Good Samaritan Study - Social Psychology of Helping

<https://www.youtube.com/watch?v=V-rt2X2JaDk>

Why Do We Help?

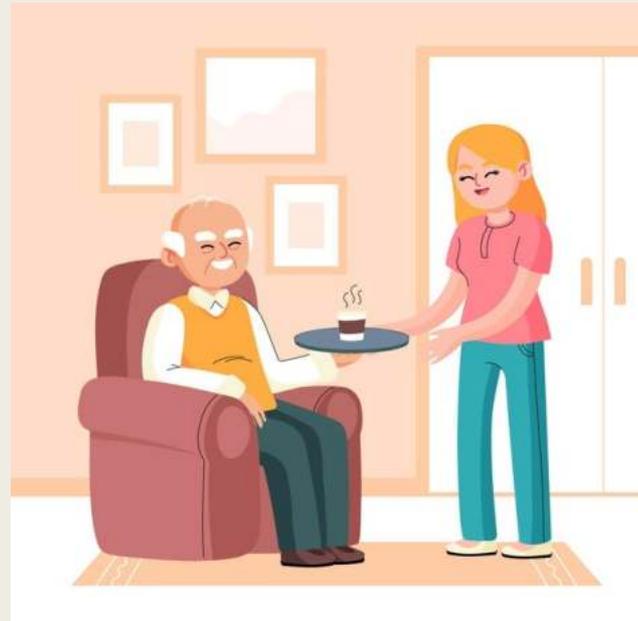
■ Social norms

- *We ought to help*
- *Norms are the oughts of life*
- *The reciprocity norm: to those who help us, we should return help, not harm.*
- *Mutual support and cooperation enabled by a social network*
 - Neighbors, friends
- *Helps define the social capital*
 - *Supportive connections, information flow, trust, and cooperative actions—that keep a community healthy*
- *The social-responsibility norm*
 - Balance giving and receiving
 - People will help those needing help



Why Do We Help?

- *Gender and receiving help*
 - Women offer help equally to males and females
 - Men offered more help when the person in need were females



Why Do We Help?

■ Evolutionary psychology

- *The essence of life is gene survival*
- *Kin protection*
 - Our genes dispose us to care for our relatives
 - Evolution has selected altruism toward one's close relatives to enhance the survival of mutually shared genes
- *Reciprocity*
 - An organism helps another because it expects help in return
 - Works best in small isolated groups

■ Genuine altruism

- *When we feel empathy, we focus on the person suffering and not on our own distress*
- *Empathy is the vicarious experience of another's feelings; putting oneself in another's shoes*
- *Genuine sympathy and compassion motivate us to help others for their own sakes.*

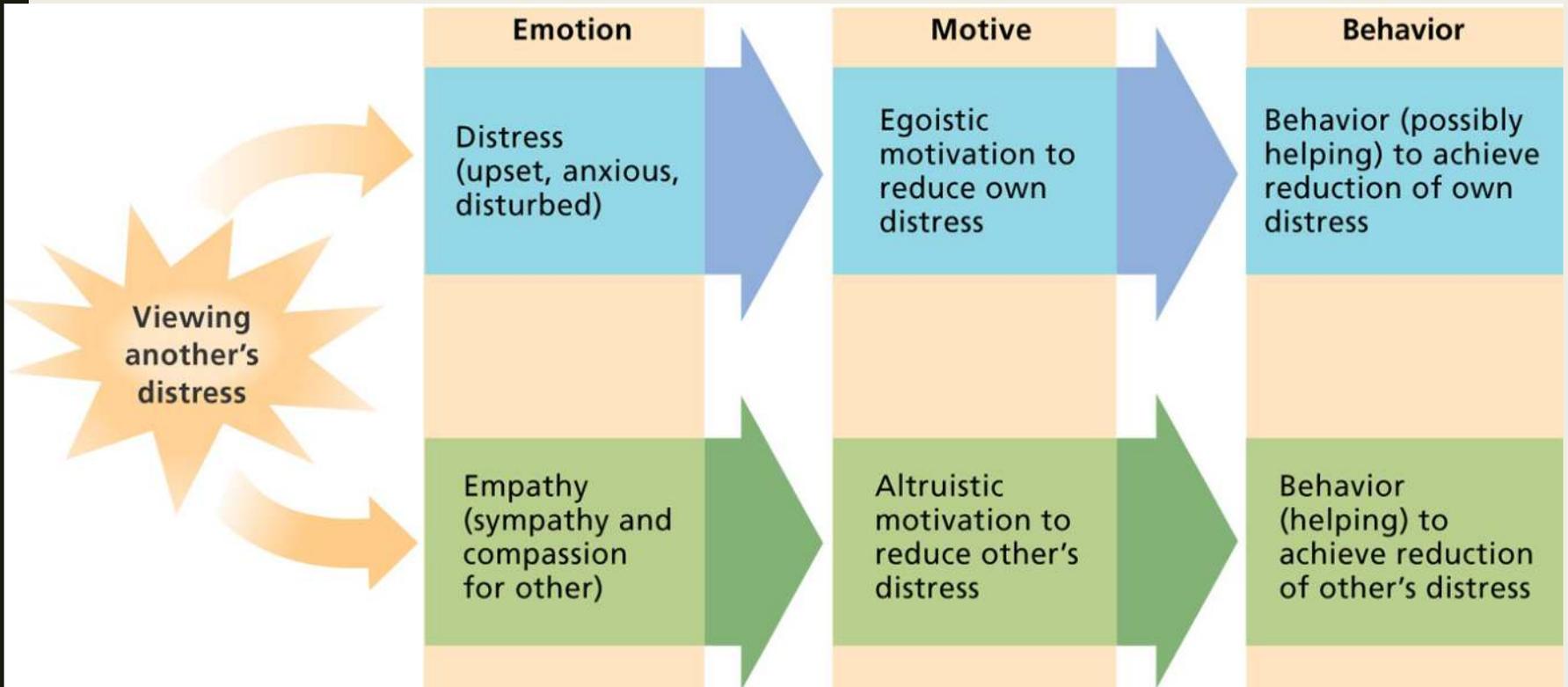
Comparing and evaluating theories of helping

TABLE : 12.1 Comparing Theories of Altruism

How Is Altruism Explained?

Theory	Level of Explanation	Externally Rewarded Helping	Intrinsic Helping
Social-exchange	Psychological	External rewards for helping	Distress → inner rewards for helping
Social norms	Sociological	Reciprocity norm	Social-responsibility norm
Evolutionary	Biological	Reciprocity	Kin selection

Why Do We Help?



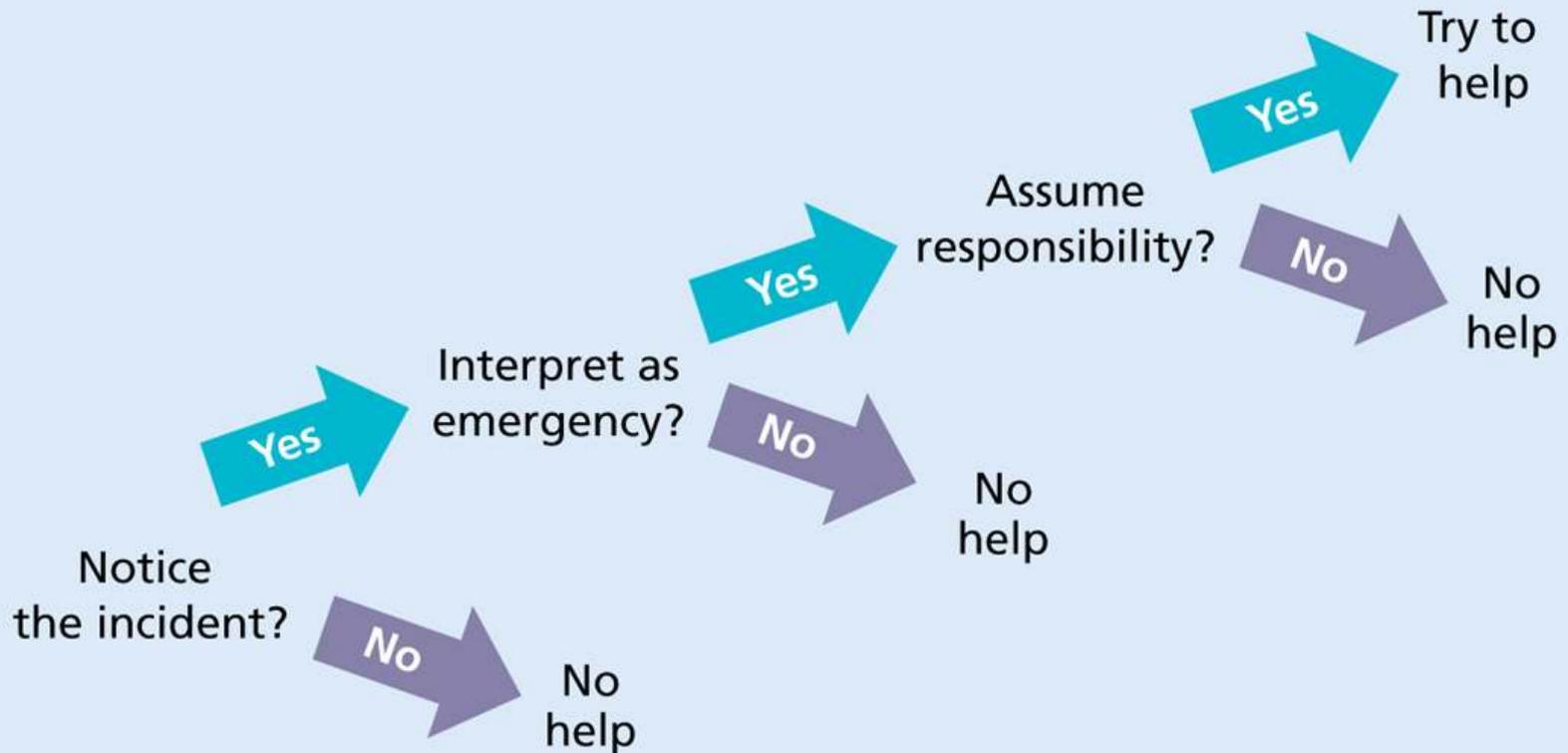
When Will We Help?

■ Number of Bystanders

- More bystanders = Less helping behavior: As the number of bystanders at an emergency increases, any given bystander is
 - Less likely to notice the incident
 - Less likely to interpret it as an emergency
 - Less likely to assume responsibility
- *Interpreting*
 - Illusion of transparency
 - Bystander effect
 - *Finding that a person is less likely to provide help when there are other bystanders*



When Will We Help?



When Will We Help?

- Number of Bystanders
 - *Assuming responsibility*
 - Responsibility diffusion
 - *Revisiting research ethics*
 - After protecting participants' welfare, social psychologists fulfill their responsibility to society by giving us insight into our behavior
- Helping when someone else does
 - *Prosocial models promote altruism*
- Time pressures
 - *If we have a little spare time we are more likely to help*
 - *People in a hurry are less likely to help*
 - *Our mood also impacts this matter*
- Similarity
 - *We help those that we perceive as similar to us*



Who Will Help?

- Personality traits are modest predictors of helping behavior
 - *There are individual differences in helpfulness*
 - *There are certain traits that predispose people to be more helpful (i.e. high in empathy and self efficacy)*
 - *Personality influences how particular people react to particular situations (people high in self monitoring are more attuned to others ' expectations and in turn more helpful)*
 - *Some studies indicate that women respond to a friend 's problems with greater empathy and more time spent helping*
 - *Religious faith*
 - Those religiously committed have reported volunteering more hours
 - Religious faith predicts long term altruism

How Can We Increase Helping?

■ Reverse the factors that inhibit helping

- *Reduce ambiguity, increase responsibility*
 - i.e. personal appeals for blood donation are more effective than media and poster campaigns
 - Helpfulness increases when one expects to meet the victim and other witnesses again
 - Circumstances that promote self awareness
 - *Name tags, being evaluated/watched*
- *Evoke guilt and concern for self-image*
 - Reprimanding
 - Labeling people as helpful
- *Door-in-the-face technique*
 - After someone turns down a large request, the same requester counteroffers with a more reasonable request

How Can We Increase Helping?

■ Socializing altruism

- *Teaching moral inclusion: broadening the range of people whose well being concerns us*
- *Modeling altruism: seeing or reading about someone helping will likely increase our probability of helping*
- *Learning by doing: helpful actions promote the self perception that one is caring and helping, which in turn promotes further helping*
- *Attributing helpful behavior to altruistic motives: if we provide people with enough justification for them to decide to do good, they will attribute their behavior to their own altruistic motivation and therefore be more willing to help*
- *Learning about altruism: learning about altruism can prepare people to perceive and respond to others' needs.*

Why Do We Help?

- Social Norms
 - *Social-Responsibility Norm*
 - Expectation that people will help those needing help
 - *Gender and Receiving Help*
 - Women offer help equally to males and females
 - Men offer more help when the persons in need are women



How Can We Increase Helping?

