



Prosocial Behaviour

Session 2

What would you do?

<http://www.youtube.com/watch?v=KlvGIwLcluw>

Pro-social behaviour :

- Has positive social consequences
- Contributes to the physical or psychological well being of another person

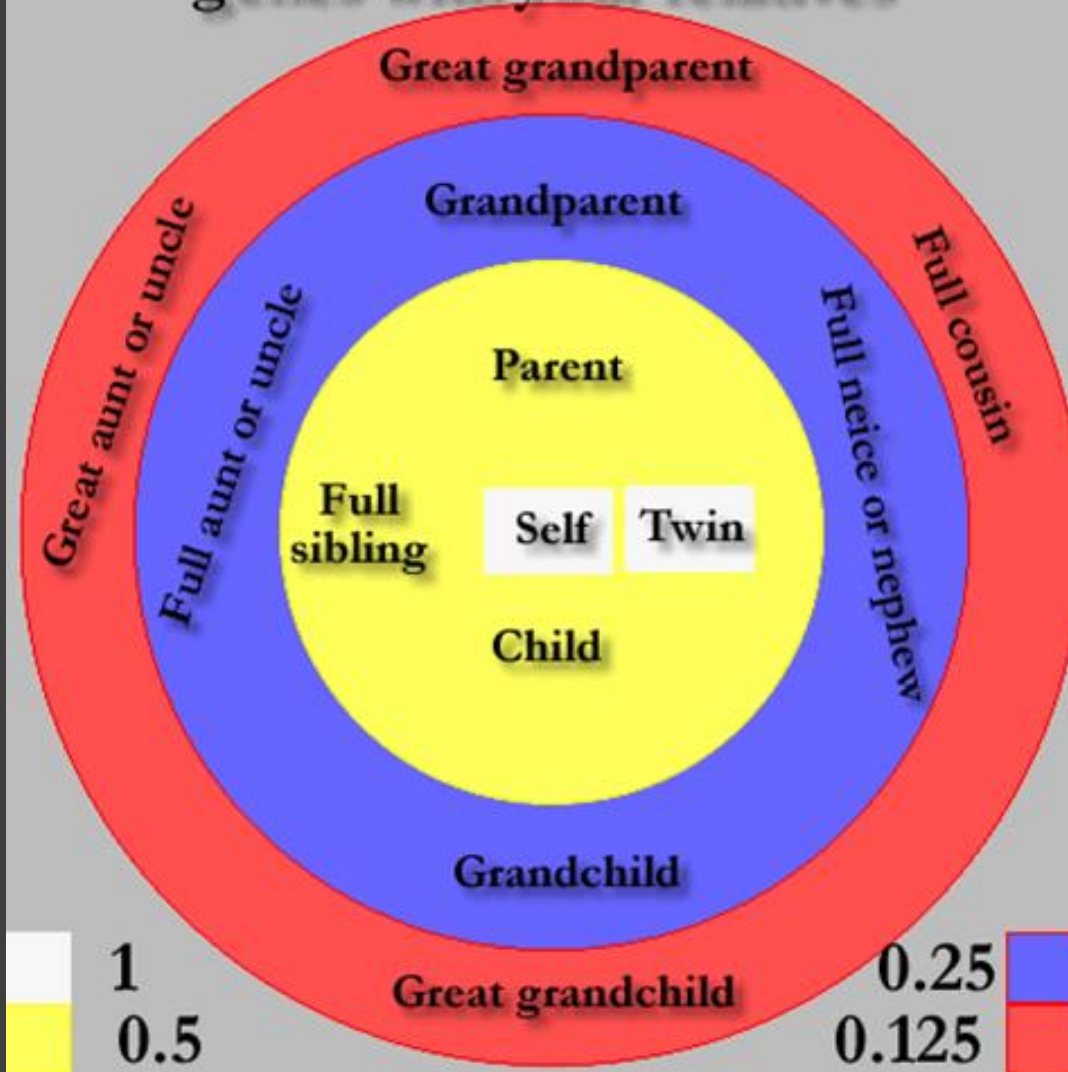
Helping behaviour:

- Pro-social behaviour defined as an *intentional* act that benefits another living being.

Altruistic behaviour (Altruism)

- Subcategory of helping behaviour
- An act which is motivated by the desire to benefit another rather than oneself
- Does altruism exist?

You share a proportion of your genes with your relatives



The Biological approach

e.g.

Campbell (1975)

Krebs and Miller (1985)

Altruism might be a trait that has evolutionary survival value

Kin Selection - behaviours that help genetic relatives are favoured by natural selection

But:

Few strong studies with humans have supported the biological explanation of helping behaviour

Lack of consideration of social learning



Social Learning approach

Pro-social behaviour originates in the socialisation processes

Classical conditioning

Operant conditioning

Observational learning

Attribution processes

Just-world hypothesis

(Lerner and Miller, 1978)



<http://www.youtube.com/watch?v=2OdKow7IAuw>

Social Norms

The **RECIPROCITY** norm (Gouldner, 1960)

We should help those who help us.

The **SOCIAL RESPONSIBILITY** norm
(Berkowitz, 1972b)

Help should freely be given to those in need
without regard to rewards

Exchange Perspective

We look to maximise benefits and minimise costs

Help is rewarding because ...

- We may need help in future (reciprocity)
- It relieves distress of seeing someone suffer
- We get positive feedback



Costs and Rewards

(Piliavin, Piliavin and Rodin, 1969)

A 'victim'

A model

Two women observers

Victim with the cane helped in 62 of the 65 trials.

'Drunk' was helped on 19 of 38 trials

If 'ill', more likely to be helped than if 'drunk'
Race of victim had little effect on the helping
Expected diffusion of responsibility effect did not occur



Costs and Rewards Theory

COSTS

FOR HELPING

Short-term loss of time (e.g., late to appointment)
Long-term loss of time (e.g., court appearance)
Potential injury to self, immediate (e.g., in assault case)
Legal liability if injured person further hurt by self
Person who was aided becomes dependent on self
Potential injury to self, long-term (e.g., assailant seeks revenge)

REWARDS

Improved self-esteem
Social approval by witnesses
Avoidance of legal liability for failure to help
Helping behavior promoted
Monetary rewards available in some cities
Favorable publicity for self in some cases
Criminals brought to justice in some cases

FOR NOT HELPING

Loss of self-esteem
Social disapproval from witnesses who helped
Legal liability (in some states, person who knows first aid must help or risk suit)
Not helping promoted, increasing the likelihood oneself will not be helped

Avoidance of short-term time loss
Avoidance of long-term time loss
Avoidance of injury to self, immediate
Avoidance of injury to self, long-term
Avoidance of dependency by victim
Avoidance of liability for further harming victim

Does Pure Altruism Exist?

Batson (1991)

Helping reflects both self-serving and selfless goals

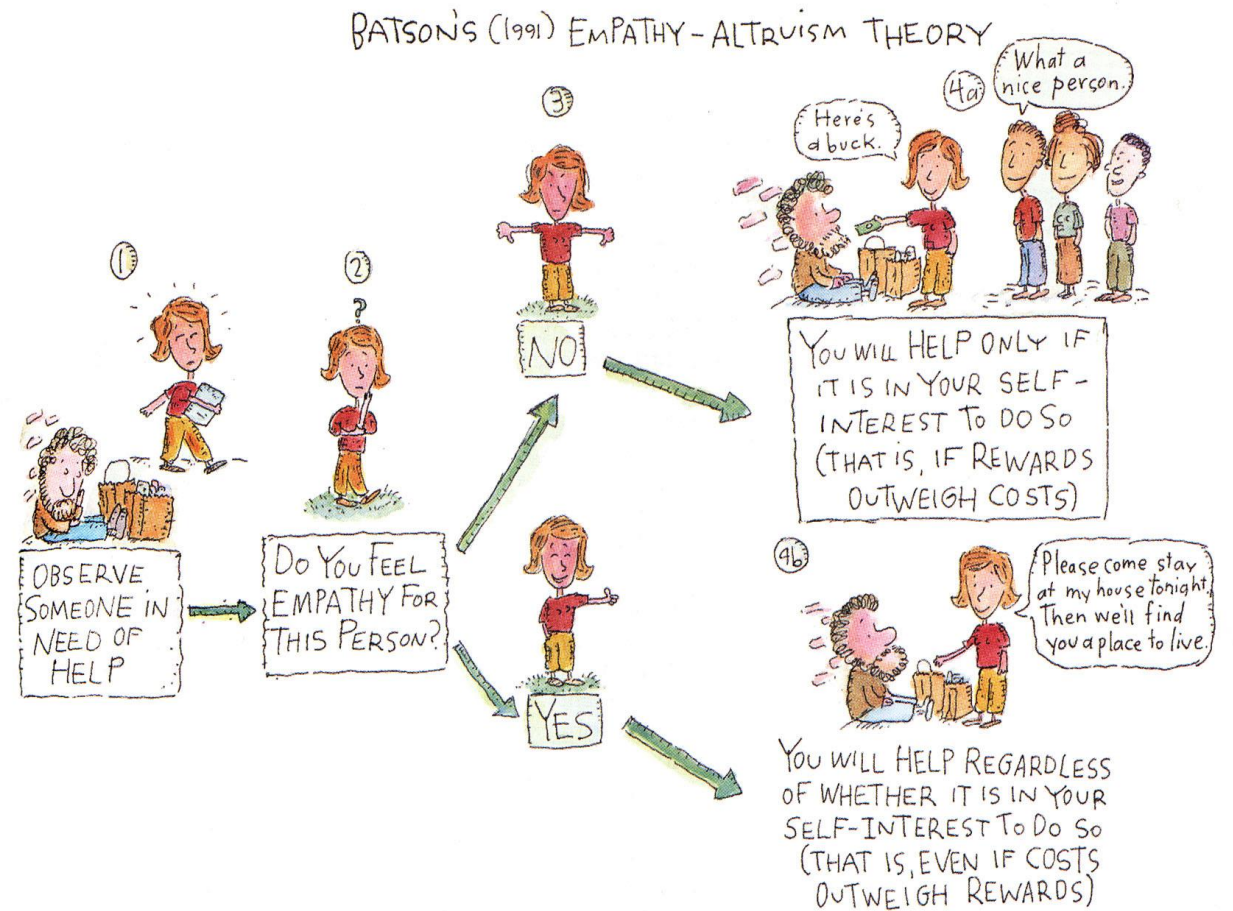


FIGURE 11.1 Batson's (1991) empathy-altruism theory.



Characteristics of person in need

More likely to help those who:

- We perceive as being similar to us
- Less able to help themselves
- We are physically attracted to

Less likely to help those who:

- We see as unattractive
- Those we see as responsible for their own plight

Men are more likely than women to help a member of the opposite sex - but women willing to help other females



Characteristics of helper/ Individualistic Approach

Good moods

- less preoccupied with self
- more sensitive to the needs of others

Good news, pleasant smells, music

Cunningham (1979)

More likely to help (and leave bigger tips) on a pleasant day

Baron (1997)

More likely to provide help to a stranger when in the presence of fresh cookies

BUT if helping is likely to spoil our good mood, we might not help (Isen, 1984)

Bad moods

- inner-focused
- less concerned about the welfare of others, help less (Wyatt, 1978)

- **Mood management:**

Cialdini et al. (1987)

Negative-state relief model/hypothesis - helping may relieve a bad mood

e.g. if the bad mood is guilt and helping can relieve that – we might help



- **Alcohol**

Consumption of alcohol – reduces inhibitions and awareness of potential dangers

- **Fear of embarrassment**

Less likely to help

- **Need for approval**

If people have a high need for approval they're more likely to help in front of others



- **Characteristics of the situation**

Stimulus overload (Milgram, 1970) - urban-overload hypothesis

- people in cities more likely to keep to themselves to avoid being overloaded by information
- not due to their upbringing





Time pressure

Good Samaritan study (Darley & Batson (1973))

- Seminary students give speech about Good Samaritan OR summer job
 - Either a few minutes late (or on time)
 - As they reach building, they see someone slumped in the doorway
-
- RESULTS
 - On time, 45% helped
 - Few minutes late, only 10% helped
 - Speech content had no effect



Gender

Males more likely to help when

- victim is a stranger
- in the presence of an audience
- there is potential danger
- victim is female

Females more likely to help when ...

- victim is a friend
- help involves caretaking

Bystander effects - Decision Model (Darley and Latané)

- Might not notice the situation
- Might not interpret as emergency (ambiguity)
- Might expect someone else to take responsibility
- Might not be trained or competent
- Might be against our interests to help

Noticing the Situation



- Clark & Word (1972)
 - Man falls off a ladder. For some participants, the man cries out
 - Having a cue (i.e., noticing situation) affected behaviour
 - Without cue, 35% help
 - With cue, 100% help



Is It An Emergency?

- Darley & Latané (1968)
 - Students doing study in lab
 - An apparent emergency – smoke
 - Few people took action → did not perceive event as emergency
 - Interpreted as leaky air con., chemistry lab, steam pipes, truth gas!

Taking Responsibility

- Moriarity (1975)
 - While at beach, woman near you goes for a swim
 - She asks you to watch her belongings (or not)
- When watching belongings, 95% intervene
- Control condition, 20% intervene



Weighing Costs and Benefits

- Shotland & Straw (1976)
 - Male participants witness staged fight
 - Condition 1 – F says “Get away from me ... I never saw you before in my life”
 - Condition 2 - “Get away from me, I don’t know why I married you”
- RESULTS
 - 3x as much intervention in condition 1



How Can I Help?

- Cramer et al. (1988)
 - More likely to help if feel competent
 - High competence participants (nurses) helped more than low competence participants after hearing person fall from ladder



Latane and Darley's cognitive model (1968)

Kitty Genovese murder

Witnesses may not have helped because answer was 'no'
at any of these stages

Because there were so many possible witnesses people
did not help

Diffusion of responsibility

Responsibility to help:

One person present = 100%

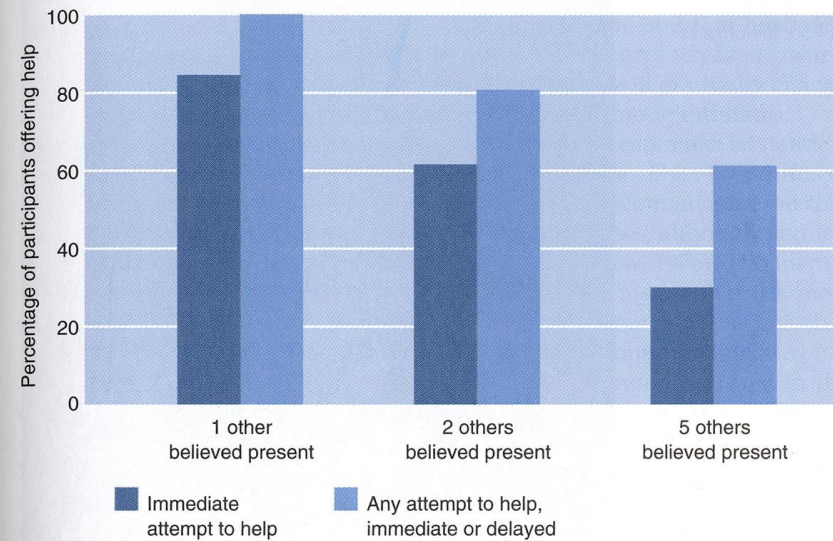
Two people – 50%

Three...

Ten...

One hundred...

FIGURE 14.1 Diffusion of responsibility: Lost in the crowd



■ In this experiment, participants heard another participant having a "seizure" in what they believed was a group of two, three, or six people. (They actually heard recordings of other voices.) The more people participants believed to be present, the less likely the real participants were to help. (Data from Darley & Latané, 1968.)

Lady in distress (Latane and Rodin, 1969)

Male subject filling out questionnaire

Heard woman in another room struggle to open a filing cabinet

Loud crash followed by a cry of pain, and moans and groans

Alone – helped 70% of the time

In pairs – only 40%

With a passive confederate who suggested that the situation wasn't critical – only 7%

Pluralistic ignorance

We look to others to make up our minds about helping.

The presence of others can provide us with information as to whether to help

<http://www.youtube.com/watch?v=OSsPfbup0ac>

Piliavin et al (1981) – Arousal-Cost model

3 stages:

1. Physiological arousal
2. Labelling the arousal – what kind of arousal?
3. Evaluating the consequences (costs/benefits)

The greater the victim's need, the greater the costs of not helping

Critique of bystander models

- Genovese story has been mythologised
- Bystanders are not as inactive as classic work suggests (Manning, Levine and Collins, 2007).
- Social group membership and group size can encourage as well as inhibit bystander intervention (Levine & Crowther, 2008).

‘As horrific as the accounts were of the rape and ultimately fatal beating of a 23-year-old student on a bus in New Delhi, they were made worse in some ways by her male companion's depiction of what happened after the two of them were thrown off the bus.

As reported in an Indian newspaper, when the rapists dumped the bleeding and naked bodies of their victims onto the roadside, they both waved and called to passersby, but no one stopped. "They slowed down, looked at our naked bodies and left," the man said. "My friend was grievously injured and bleeding profusely. Cars, [autorickshaws] and bikes slowed down and sped away. I kept waving for help. The ones who stopped stared at us, discussing what could have happened. Nobody did anything.”

This event occurred on 16th December **2012**

Quoted from http://www.huffingtonpost.com/peter-occhiogrosso/kitty-genovese_b_2424893.html

Useful Reading

Gross, R. (2010). *Psychology: The science of mind and behaviour* (6th ed). London: Hodder Education. (Chapter 30).

Hogg, M. A., & Vaughan, G. M. (2008). *Social Psychology*. Harlow, Essex: Pearson Prentice Hall. (Chapter 14)

Kassin, S., Fein, S., & Markus, H. R. (2011). *Social psychology* (8th Edition). Belmont, CA: Wadsworth. (Chapter 10)

Manning, R., Levine, M., Collins, A. (2007). The Kitty Genovese murder and the social psychology of helping: The parable of the 38 witnesses.

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Levine, M., Crowther, S. (2008). The responsive bystander: How social group membership and group size can encourage as well as inhibit bystander intervention.

Journal of Personality and Social Psychology, Vol 95(6), 1429-1439.