

## Prosocial Behavior

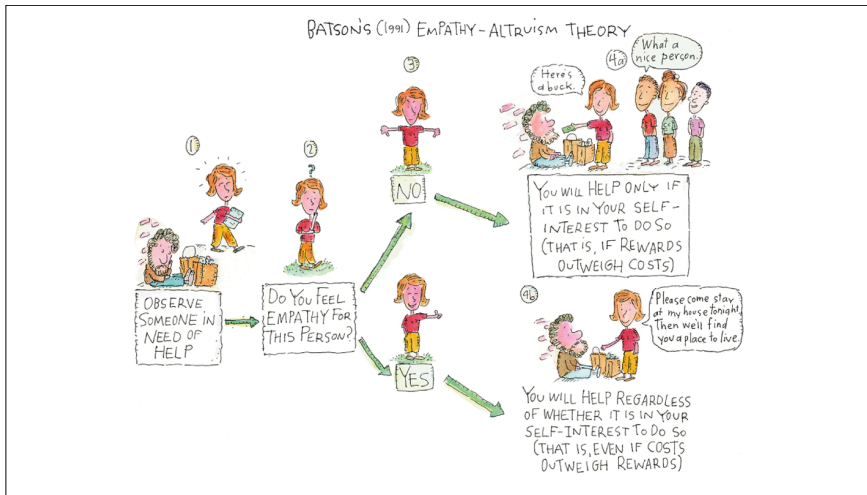
- Prosocial behavior
- Altruism

## Is it true altruism?

- Mary, an attorney, stops to aid an automobile accident victim
- Bill notifies the bookstore manager when he sees a customer attempt to shoplift some notebook paper
- Sally buys a raffle ticket from a charitable organization
- Sam attempts to save his 3-year-old from drowning
- Jim agrees to donate his eyes for transplant in the event of his death
- Millie anonymously donates \$500 to a local charity
- Wanda, a police officer, arrests a bank robber who is fleeing the scene of a crime
- Jill, a college student, gives a pint of blood in exchange for \$10

## Altruism vs. Egotism

- The empathy-altruism hypothesis
- The negative-state relief hypothesis



- After seeing a play or movie, I have felt as though I were one of the characters.
- Before criticizing somebody, I try to imagine how I would feel if I were in their place.
- When I see someone being taken advantage of, I feel kind of protective towards them.
- Being in a tense emotional situation scares me.

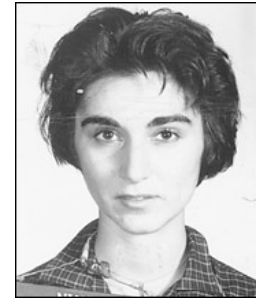
## Evolutionary Psychology

- Kin selection
- Norm of reciprocity

## The Bystander Effect



## Kitty Genovese



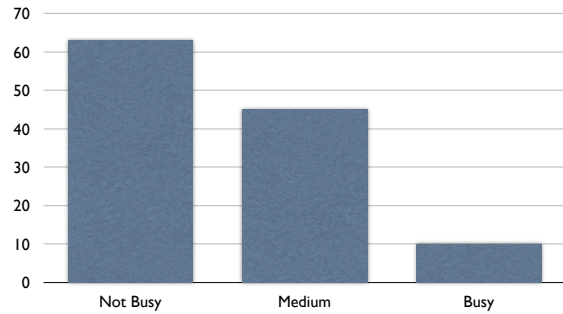
## Steps in helping

1. Notice the event
2. Interpret the event as an emergency
3. Assume responsibility
4. Know appropriate form of assistance
5. Implement decision

## I. Noticing an event

- Milgram's Urban Overload Hypothesis
- Darley & Batson (1973) "Good Samaritan study"

## Percent Helping

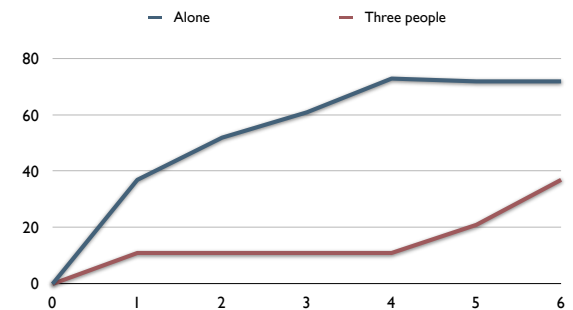


## 2. Interpret as emergency

- Pluralistic ignorance



## Percent responding to smoke

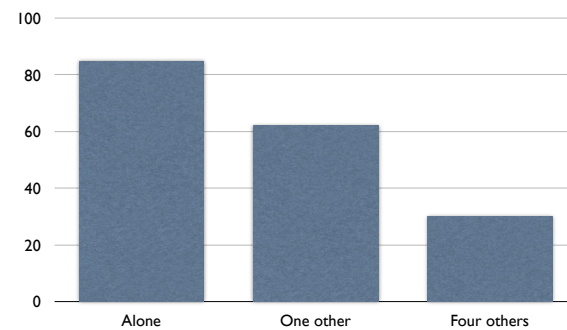


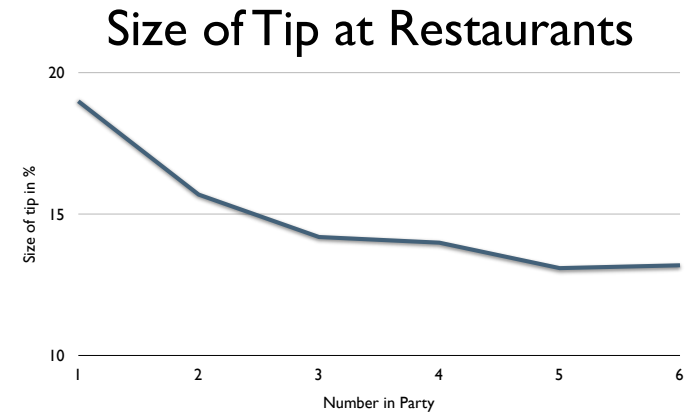
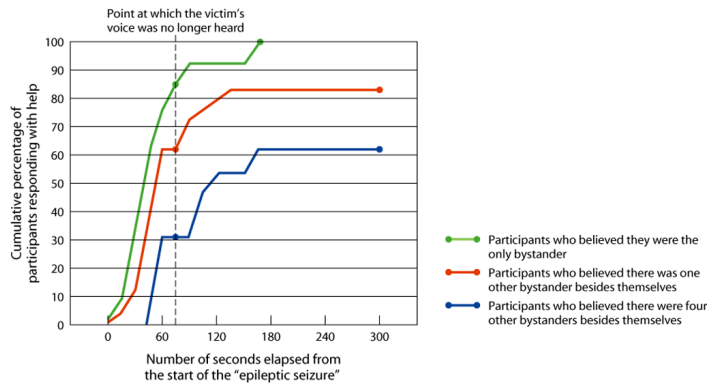
### 3. Assume Responsibility

- Diffusion of responsibility



### Epileptic seizure study



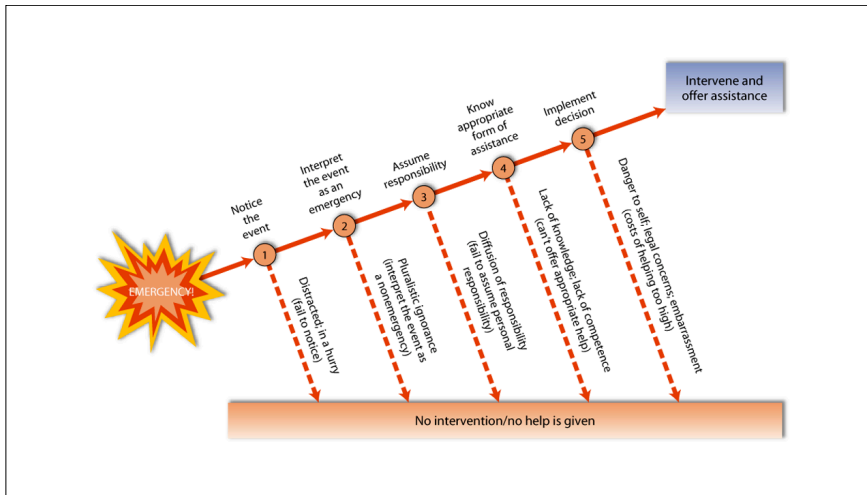


## 4. Know what to do

- Actual 911 call

## 5. Do it

- Costs
- "Good samaritan" laws



## Gender Differences

- Men: More heroic actions
- Women: More care-taking, long-term actions