

Andy Hertel
Introduction to Social Psychology

**Psychology 3201:
Introduction to Social
Psychology**

Elliot Hall Room N119
Monday, November 28
2:30-4:25 PM

Today

- Kitty Genovese murder movie
- Prosocial Behavior
 - What are the motivational, personal, and situational variables that contribute to helping behavior?

Motivational Factors

- Evolutionary Approach
 - We help to the extent that doing so ensures proliferation of “our” genes

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 - We help to the extent that doing so ensures proliferation of “our” genes
 - Kinship selection
 - Preferential helping of genetic relatives
 - E.g., Greenberg (1979)

Motivational Factors

- Evolutionary Approach
 - We help to the extent that doing so ensures proliferation of “our” genes
 - Kinship selection
 - Preferential helping of genetic relatives
 - E.g., Greenberg (1979)
 - Group selection
 - Preferential helping of in-group members

Motivational Factors

- Altruism vs. Egoism
 - Altruism
 - Selfless action done with no expectation of reward
 - ultimate motive
 - may be unintended consequences

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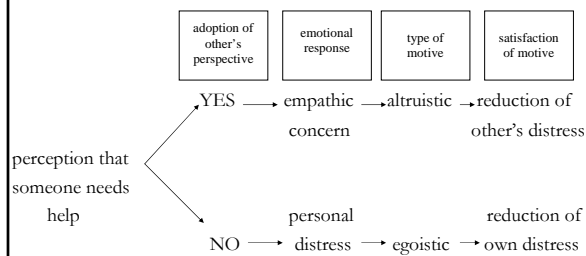
Motivational Factors

- Altruism vs. Egoism
 - Egoism
 - Selfish action done with the expectation of receiving something in return
 - instrumental motive
- Is there such a thing as a truly altruistic motive?

Motivational Factors

- Batson's empathy-altruism hypothesis
 - Empathic concern produces altruistic motive
 - Perspective taking
 - Self-oriented concern produces egoistic motive
 - Focus on your own feelings

Motivational Factors



Motivational Factors

- Batson's empathy-altruism hypothesis
 - How do we know if people experience empathic concern or personal distress?
 - How easy is it to escape from the helping situation?

Motivational Factors

- Batson's empathy-altruism hypothesis
 - Batson (1981)
 - task performance under unpleasant conditions
 - one would receive shocks, the other observes
 - IV: similarity to other (empathic concern) and 2/10 trials needed (ease of escape)
 - DV: willing to trade places with confederate

Motivational Factors

- Batson's empathy-altruism hypothesis
 - Batson (1981)
 - High empathic concern: 80% were willing to trade place, regardless of ease of escape
 - Low empathic concern: only 20% in the easy escape condition were willing to trade places

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Motivational Factors

- Batson's empathy-altruism hypothesis
 - Criticisms
 - Situations create feelings of guilt or negative mood
 - Self-interest is at the core of helping behavior
 - No clear divide between self and other (e.g., Cialdini et al., 1997)

Situational Factors

- Social Norms
 - Norm of reciprocity

Situational Factors

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 - Norm of reciprocity
 - Norm of equity

Situational Factors

- Social Norms
 - Norm of reciprocity
 - Norm of equity
 - Norm of social responsibility

Situational Factors

- Social Norms
 - Barnes, Ickes, & Kidd (1979)
 - "Tony Freedman" cold called intro to psych students asking for help in preparing for an upcoming exam
 - Poor note taking ability
 - Poor note taking motivation
 - Participants were more likely to help Tony the unable note taker

Situational Factors

- Social Norms
 - Norm of reciprocity
 - Norm of equity
 - Norm of social responsibility
 - Norm of social justice

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Situational Factors

- Social Norms
 - Bickman & Kamzan (1973)
 - Female confederates begged for money to buy things at a grocery store
 - Money for milk
 - Money for chilled cookie dough
 - Milk money beggars more likely to receive money

Situational Factors

- Social Norms
 - Norm of reciprocity
 - Norm of equity
 - Norm of social responsibility
 - Norm of social justice
 - Norm of minding your own business

Situational Factors

- Social Norms
 - Shotland & Straw (1976)
 - Confederate man "attacked" confederate woman
 - "I don't know you!"
 - "I don't know why I married you!"
 - Many more people helped out in the "I don't know you" condition

Situational Factors

- Bystander effect
 - Does the presence of others make it less likely that help will be offered?
 - Less likely to interpret as emergency
 - Less likely to feel responsible for helping

Factors that Inhibit Helping

- Time constraints
 - Darley & Batson (1973)
 - Time constraint was a better predictor of helping than either personality or salience of the need to help
 - Cannot rely solely on disposition and temperament

Factors that Inhibit Helping

- Costs to the helper
 - Social exchange theory -- likely to help only when perceived benefits outweigh the costs
 - Costs of helping may be quite high
 - e.g., Kitty Genovese

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Helping Process

- 1. notice that something is happening
 - Lots of people or other distractions
 - Norm of minding your own business

Helping Process

- 2. interpret the situation as an emergency
 - Pluralistic ignorance
 - e.g., smoked filled room

Helping Process

- 3. take responsibility for providing help
 - Diffusion of responsibility
 - e.g., seizure study

Helping Process

- 4. decide how to help
 - Direct or indirect aid

Helping Process

- 5. provide help
 - Audience inhibition
 - Confusion of responsibility

How Can We Increase Helping Behavior?

- Reduce the ambiguity make the need clear
- Enhance feelings of personal responsibility
- Teach norms supporting helpful behavior