

## Last Time

- Sociobiological explanation of helping
- Altruism vs. Egoism
- Norms and helping
- Video on Bystander Intervention

## What Factors Inhibit Helping

- Seizure Study (Latane & Darley, 1968)
  - When Ps were alone- much more likely to help (85%)
  - than when they were 1 of 5 bystanders (31%).
- The conclusions: the more bystanders, the *less* likely the victim will be helped --- *bystander effect*
- *Why?*

## What Factors Inhibit Helping

- Good Samaritan Study (Darley & Batson, 1973)
  - Time Constraint

## Factors that Inhibit Helping

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

## 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

## 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

## Sustained Helping

- Volunteerism
  - Functional approach to helping behavior (Snyder & Omoto, 1995)
    - People volunteer for different reasons
    - More likely to volunteer the more helping satisfies their needs

## Sustained Helping

- Functional approach to volunteerism
  - Social adjustment
    - Norms set by close, important others
    - Allows people to fit in and get along with others
    - "People I'm close to want me to volunteer."

## Sustained Helping

- Functional approach to volunteerism
  - Value expressive
    - Allows people to act on or reaffirm values or convictions
    - “I feel it is important and valuable to help others.”

## Sustained Helping

- Functional approach to volunteerism
  - Career
    - Allows people to learn more about their career of by enhancing their resumé
    - “Volunteering will help me succeed in my chosen profession.”

## Sustained Helping

- Functional approach to volunteerism
  - Knowledge
    - Allows people to learn more about themselves and learn new skills
    - “I can learn more about the cause for which I am working.”

## Sustained Helping

- Functional approach to volunteerism
  - Esteem
    - Allows people to feel better about themselves
    - “Volunteering makes me feel better about myself and the type of person I am.”

## Sustained Helping

- Functional approach to volunteerism
  - Ego-Protective
    - Allows people to fend off bad feelings
    - “Volunteering is a good escape from my own troubles.”

## Sustained Helping

- Functional approach to volunteerism
  - Does any of this matter?
    - Potential volunteers respond better to advertisements that target their motives
    - tend to be more satisfied with their experience, which drives further service (Clary et al., 1999)