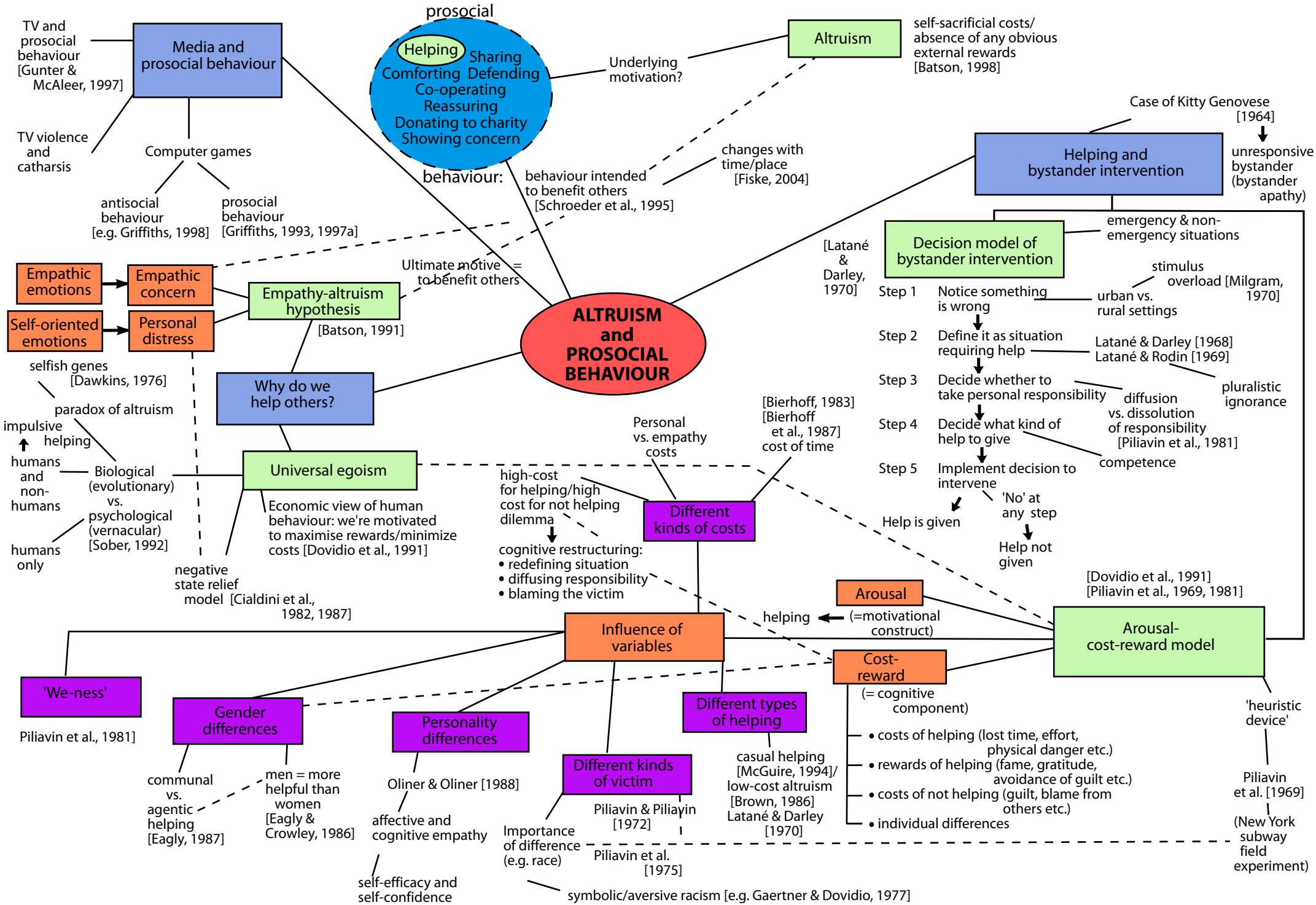
ALTRUISM and PROSOCIAL BEHAVIOUR
prosocial behaviour:
Helping
Sharing
Comforting
Defending
Co-operating
Reassuring
Donating to charity
Showing concern
Underlying motivation?
Altruism
self-sacrificial costs/ absence of any obvious external rewards [Batson, 1998]
behaviour intended to benefit others [Schroeder et al., 1995]
changes with time/place [Fiske, 2004]
Media and prosocial behaviour
TV and prosocial behaviour [Gunter & McAleer, 1997]
TV violence and catharsis
Computer games
antisocial behaviour [e.g. Griffiths, 1998]
prosocial behaviour [Griffiths, 1993, 1997a]
Helping and bystander intervention
Case of Kitty Genovese [1964]
unresponsive bystander (bystander apathy)
Decision model of bystander intervention
emergency & non-emergency situations
[Latané & Darley, 1970]
Step 1 Notice something is wrong
urban vs. rural settings
stimulus overload [Milgram, 1970]
Step 2 Define it as situation requiring help
Latané & Darley [1968]
Latané & Rodin [1969]
Step 3 Decide whether to take personal responsibility
diffusion vs. dissolution of responsibility [Piliavin et al., 1981]
pluralistic ignorance
Step 4 Decide what kind of help to give
competence
Step 5 Implement decision to intervene
Help is given
'No' at any step
Help not given
Empathic emotions
Empathic concern
Self-oriented emotions
Personal distress
Empathy-altruism hypothesis
[Batson, 1991]
Ultimate motive = to benefit others
Why do we help others?
selfish genes [Dawkins, 1976]
paradox of altruism
impulsive helping
humans and non-humans
Biological (evolutionary) vs. psychological (vernacular) [Sober, 1992]
humans only
Universal egoism
Economic view of human behaviour: we're motivated to maximise rewards/minimize costs [Dovidio et al., 1991]
negative state relief model [Cialdini et al., 1982, 1987]
Personal vs. empathy costs
[Bierhoff, 1983] [Bierhoff et al., 1987] cost of time
high-cost for helping/high cost for not helping dilemma
cognitive restructuring:
• redefining situation
• diffusing responsibility
• blaming the victim
Different kinds of costs
[Dovidio et al., 1991] [Piliavin et al., 1969, 1981]
Arousal
(=motivational construct)
helping
Influence of variables
Arousal-cost-reward model
Cost-reward
(= cognitive component)
• costs of helping (lost time, effort, physical danger etc.)
• rewards of helping (fame, gratitude, avoidance of guilt etc.)
• costs of not helping (guilt, blame from others etc.)
• individual differences
'heuristic device'
Piliavin et al. [1969]
(New York subway field experiment)
'We-ness'
Piliavin et al., 1981]
Gender differences
communal vs. agentic helping [Eagly, 1987]
men = more helpful than women [Eagly & Crowley, 1986]
Personality differences
Oliner & Oliner [1988]
affective and cognitive empathy
self-efficacy and self-confidence
Different kinds of victim
Piliavin & Piliavin [1972]
Piliavin et al. [1975]
Importance of difference (e.g. race)
symbolic/aversive racism [e.g. Gaertner & Dovidio, 1977]
Different types of helping
casual helping [McGuire, 1994]/ low-cost altruism [Brown, 1986] Latané & Darley [1970]