

Altruism

Week 12

1

Plan

- 1) When do we help?
- 2) Why do we help?
- 3) How to facilitate altruism
- ...

2

When do we help?

- 1) Recognizing the need
 - a- Noticing the need
 - b- Judging deservingness
- 2) Deciding to act

3

When do we help?

NOTICING THE NEED

- Presence of noise or distractions
- Emotional state (+ vs -, outward vs inward)
- Non-reaction of others (pluralistic ignorance)

4

When do we help?

JUDGING DESERVINGNESS

- Norm of social responsibility (obligation to help those who cannot take care of themselves- i.e. old, young, sick, helpless or dependent)
- Causal attribution (responsibility/control)
 - (1) somebody is unconscious: illness or drunkenness?
 - (2) AIDS
 - (3) employment-equity policies and social programs

5

When do we help?

DECIDING TO ACT

- Diffusion/focalisation of responsibility
 - (1) Simulated epileptic seizure
1 bystander (85/100%) vs 5 bystanders (30/62%)
 - (2) Density of the population
- Norm of family privacy
 - (1) I don't know you (65%) vs
I don't know why I ever married you (19%)
 - (2) Implications for M → F violence

6

When do we help?

DECIDING TO ACT

- Exposition to altruistic models (norms)
 - (1) History/self-identification
 - (2) Presence
 - (3) Recent activation
 - (4) Religious commitment
 - (5) Normative cues (e.g. "We already received...")

7

Why do we help?

- 1) Expected rewards and costs
- 2) Empathy and altruism

8

Why do we help?

EXPECTED REWARDS AND COSTS

Rewards

- Gratitude of the victim
- Help in return bc of the norm of reciprocity
- Cheers of a crowd of onlookers
- Status
- Self-esteem

9

Why do we help?

EXPECTED REWARDS AND COSTS

Costs

- Effort
- Loss of time and other resources
- Dealing with the unexpected
- Commitment
- Physical danger
- Possibility of failure

10

Why do we help?

EXPECTED COSTS AND BENEFITS

Notion of self-efficacy

- Gender and helping behaviours

Emotions and self-esteem

- Helping reduces negative feelings
(to stay happy or escape negative emotions)
- The effect of guilt (Roman catholics before and after confession)

11

Why do we help?

EXPECTED COSTS AND BENEFITS

The negative-state relief model

- Help is generally egoistic
- The goal is to reduce personal distress
- Thus, escape is also an adequate solution!

12

Why do we help?

THE EMPATHY-ALTRUISM MODEL

Knowing that someone is in need can trigger two kinds of reaction:

- 1) Personal distress (alarm, anxiety, fear) which triggers:
 - a- an egoistic helping behaviour (or)
 - b- an escape

- 2) Empathic concern (sympathy, compassion, tenderness) which triggers:
 - altruistic behaviour

13

Why do we help?

THE EMPATHY-ALTRUISM MODEL

EX: A male participant observes a female confederate receiving light electric shocks and he is asked if he would agree to replace her

- Ease of escape (need to observe 2 or 10 shocks)
- Empathic concerns (similar vs different values and interests)

RESULTS: Without empathy (20/65%)
With empathy (80/90%)

IMPORTANCE OF SOCIAL IDENTIFICATION!!

14

How to facilitate altruism?

TARGETING THE POTENTIAL RECIPIENT

- 1) When a favor cannot be returned
- 2) Unequal power relationship bt helper and recipient (power, competence and control are attributed to the helper)
- 3) Perception of the helper's perceptions (Am I seen as worthy or helpless by the helper?)
 - Help as self-supportive or self-threatening for self-esteem

EX: Why do men never want to ask for directions?

15

How to facilitate altruism?

TARGETING THE POTENTIAL HELPER

- 1) Reduce ambiguity / Clarify the situation
- 2) Increase internal attributions for helping and cooperation (altruism and effect)
- 3) Teach prosocial norms and be a prosocial model (e.g. moral inclusion)
- 4) Activate prosocial norms (e.g. soc. responsibility)
- 5) Focalize responsibility
- 6) Promote identification with those in need

16

How to facilitate altruism?

TARGETING THE POTENTIAL HELPER

- 7) The door-in-the-face technique
Using the norm of social reciprocity
Initial request followed by a concession
Cialdini et al. (1975)
 - A) Request to accompany a group of delinquent children on a zoo trip for 2h (17%)
 - B) Request to commit two years as a volunteer counsellor to delinquent children (0%) and then request A (56%)

17