

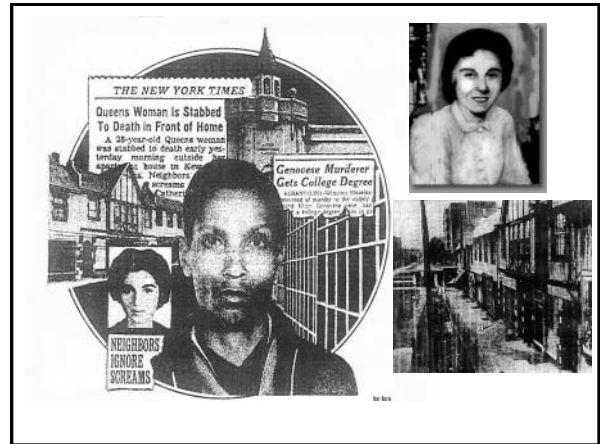


# Helping & Cooperation

Psychology 320  
Social Psychology

Listen to the audio lecture while viewing these slides

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Psyc 320 – Social Psychology

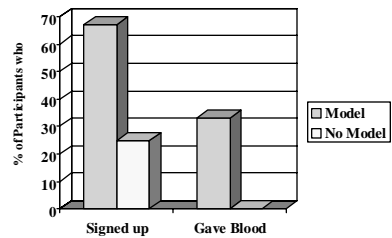
## Social Learning Theory

- Helping is rewarded
- Norm of social responsibility
- Norm of reciprocity
- Norm of equity

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Psyc 320 – Social Psychology

## Blood donation Rushton & Campbell (1977)



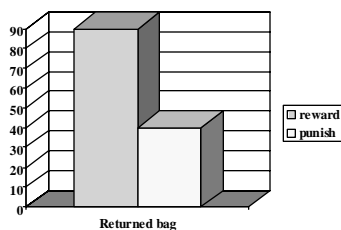
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Psyc 320 – Social Psychology

## Learning Moss & Page (1972)

Participant was either Thanked or Insulted for helping.

Participant then encounters purse dropper.



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Psyc 320 – Social Psychology

## Steps to Helping

- Notice → There is something happening.
  - Interpret
  - Responsibility
  - How to help
  - Can or Do I do that?
  - Helping
- } Diffusion of Responsibility

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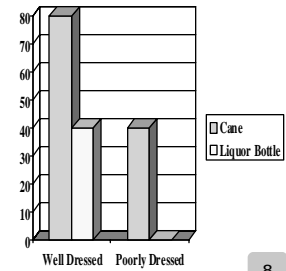
Helping w/o Deliberation

- Emotional helping
- No steps → just do it.
- Biological basis → Evolutionary reasons
  - Helping species survive
  - Doesn't explain helping animals

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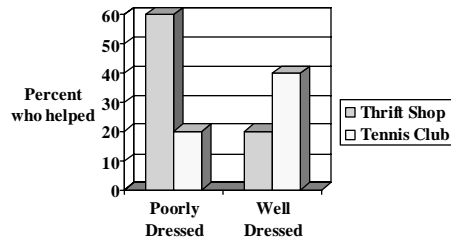
Who gets help?

- Attractive others
- Similar others
- Attribution
  - Dressed well or Shabbily
  - Cane or Liquor bottle



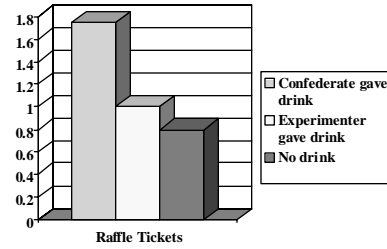
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Contextual Attractiveness & Helping Effects  
Juhnke, Barmann, Cunningham, & Smith 1987



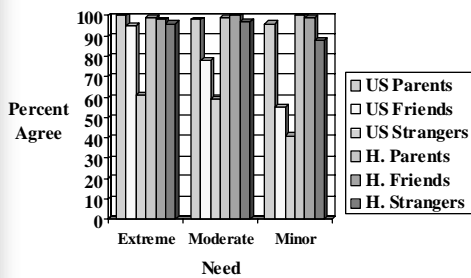
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Coke and Raffle tickets  
(Regan, 1968)



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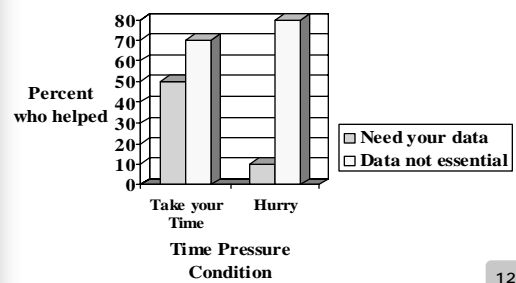
Cultural differences in WHO should help.  
Miller, Bersoff, & Harwood (1990)



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Time Pressure  
Darley & Batson (1973)

- Theology students



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### Mood and Helping

- Negative State Relief Model
  - Alleviate your own negative mood via helping others.
- Mood Maintenance Hypothesis
  - Positive moods may lead to less helping if it would bring you down.

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### Help the Deserving

- Loan money for rent to ill friend, but not lazy friend. (Meyer & Mulherin, 1980)
- Lend notes to classmate if poor lecturer rather than the classmate not taking good notes. (Weiner, 1980)

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### Being helped

- Attribution theory: Why am I being helped?
  - External reasons → cared about
  - Internal reasons → decrease in self-esteem
- Children shown video of teacher helping one and not another student. Helped student seen as incompetent.

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### Receiving Help

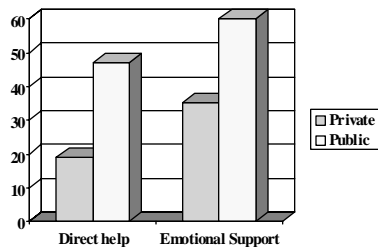
- Social Exchange Theory
  - Equity → can reciprocate
  - unable to reciprocate → imbalance in power and lowers self-esteem.
- Reactance Theory
  - Maximize personal freedom
  - Welfare families → 70% no complaint about surprise illegal visits, and 67% would feel obligated to go to marriage counseling if asked to do so.

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### Thank You?

Baumeister & Ilko (1995)

- Gratitude is largely a public display



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