

Norms of Helping

Social Exchange Theory

- focus on what people put into relationships and what they get out of it
- everything we do has costs (to be minimized) and rewards (to be maximized) associated.

Reciprocity Norm

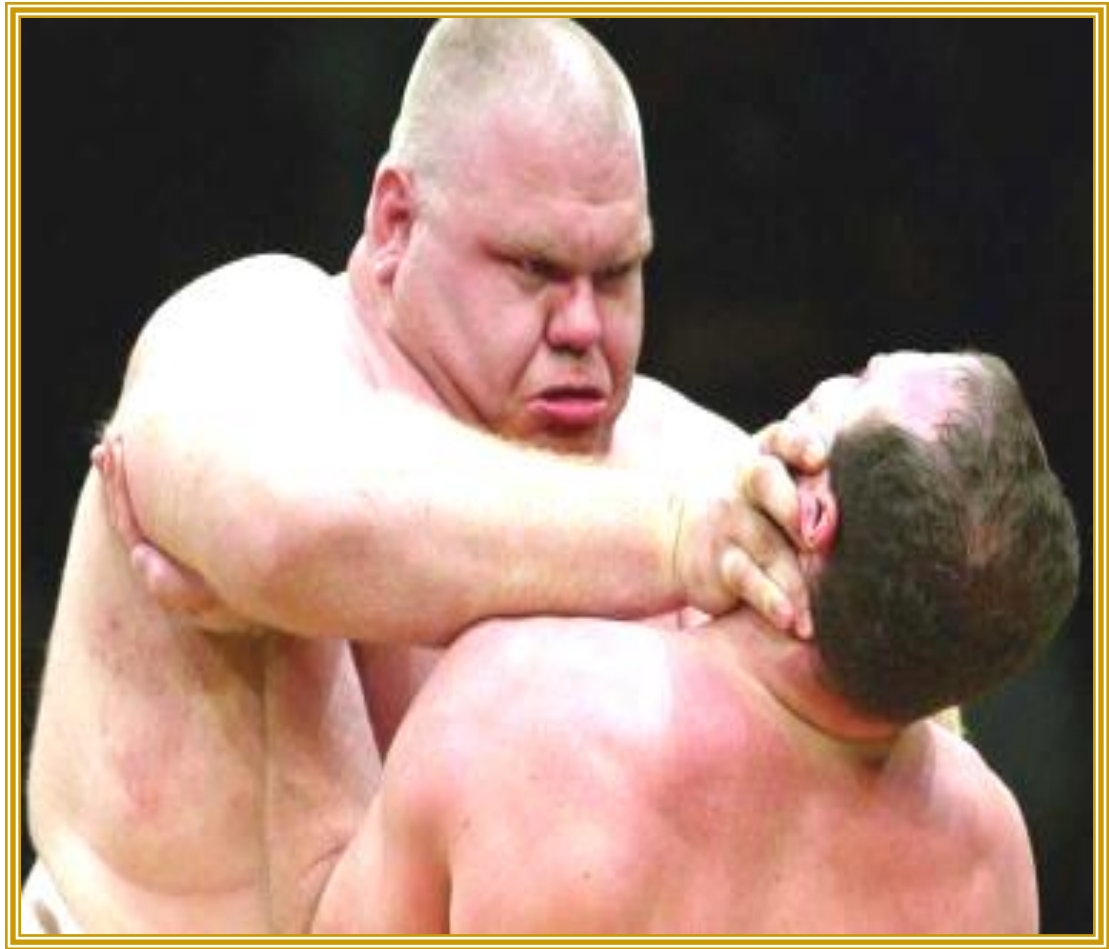
- We should help, not harm those who help us.

Social-responsibility norm

- We should help those who cannot help themselves

Our Actions Toward Others: Aggression

- Can be any physical or verbal behavior intended to hurt or destroy.
- It may be done reactively out of hostility or proactively as a calculated means to an end.



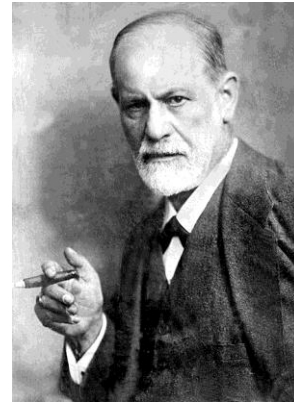
Research shows that aggressive behavior emerges from the *interaction of biology and experience*.

Three biological influences on aggressive behavior are:

1. Genetic Influences
2. Neural Influences
3. Biochemical Influences

Genetic Influences:

-Freud said that the drive for violence arises from a basic instinct, and human aggression cannot be eliminated.
(Destructive and disruptive)



Genetic Influences:

Genes

- Twin studies suggest that genes influence aggression
- If one identical twin admits to having a temper, the other will often admit to having one. This admission occurs independently.
- Fraternal twins are less likely to show this similarity.
- One well known genetic marker that may predict aggressiveness is the Y chromosome.



Neural Influences on Aggression



Aggressive behaviors in human beings, as well as in the lower animals, are associated with an area in the core of the brain called the **amygdala**.

- When the amygdala is stimulated, docile organisms become violent.
- Similarly, when neural activity in that area is blocked, violent organisms become docile.
- The frontal lobe inhibits aggression





Chemical Influences on Aggression



Certain chemicals have been shown to influence aggression.

Serotonin, a chemical substance that occurs naturally in the midbrain, seems to *inhibit* impulsive aggression. (negative correlation)

Testosterone, a male sex hormone, seems in to increase aggressive tendencies. (positive correlation)

- What is "roid rage" (No, I didn't mean to say road rage.)
- What is the main ingredient in anabolic steroids?

Chemical Influences on Aggression

Alcohol and Aggression



“Oh that wasn’t me talking, it was the alcohol talking.”

Chemical Influences on Aggression

Alcohol and Aggression

Why can alcohol increase aggressive behavior?

1. Alcohol often serves as a disinhibitor—it reduces our social inhibitions, making us less cautious than we usually are.
2. It appears to disrupt the way we usually process information.
 - intoxicated people often respond to the earliest and most obvious aspects of a social situation and tend to miss the subtleties.
3. When individuals ingest enough alcohol to make them legally drunk, they tend to respond more violently to provocations than those who have ingested little or no alcohol.

