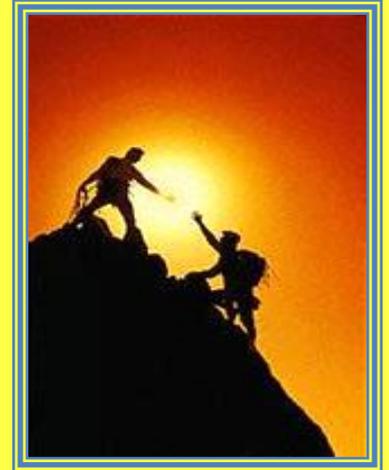


# Our Actions Toward Others: Pro-Social Behavior

- **Prosocial behavior** (broadest term)
  - Action intended to benefit another
  - Can be done to gain either external or internal reward
- **Benevolence** (slightly narrower term)
  - Action intended to benefit another, but **not to gain external reward**)
- **Pure altruism**
  - Action intended to solely benefit another
  - No external reward to the helper
  - No internal reward to the helper
- Some (like your psychology teacher,) argue there is no such thing as **pure altruism**



# *Defining Prosocial Behavior*

Type of Behavior

**Definition**

**Example**

**Prosocial  
Behavior**

**Any action  
intended to  
benefit  
another  
(regardless  
of motive)**

**Giving a  
large tip  
to a  
waiter to  
impress  
your boss  
with your  
generosity**

**Benevolence**

**Pure  
Altruism**

Type of Behavior

**Definition**

**Example**

**Prosocial  
Behavior**

**Benevolence**

**Pure  
Altruism**

**Benefits  
another  
intentionally  
for no  
external  
reward**

**Sending  
\$20 to a  
charity to  
make  
yourself  
feel good  
inside**

# Defining Prosocial Behavior

Type of Behavior

**Definition**

**Example**

**Prosocial  
Behavior**

**Benevolence**

**Pure  
Altruism**

**Benefits  
another  
intentionally  
for no  
external *or*  
internal  
reward**

**Jumping on  
a railroad  
track to  
help a  
stranger  
who has  
fallen**

# Headlines

**New York passers-by leave good Samaritan to die**



**This report includes  
graphic content.  
Viewer discretion is advised.**

# Bystander Apathy

The reluctance of people to “get involved” in an apparent emergency affecting a stranger in public.

- Central Factors

- Many emergencies appear ambiguous and the fear exists that a true emergency may not be occurring.
- The size of the group present

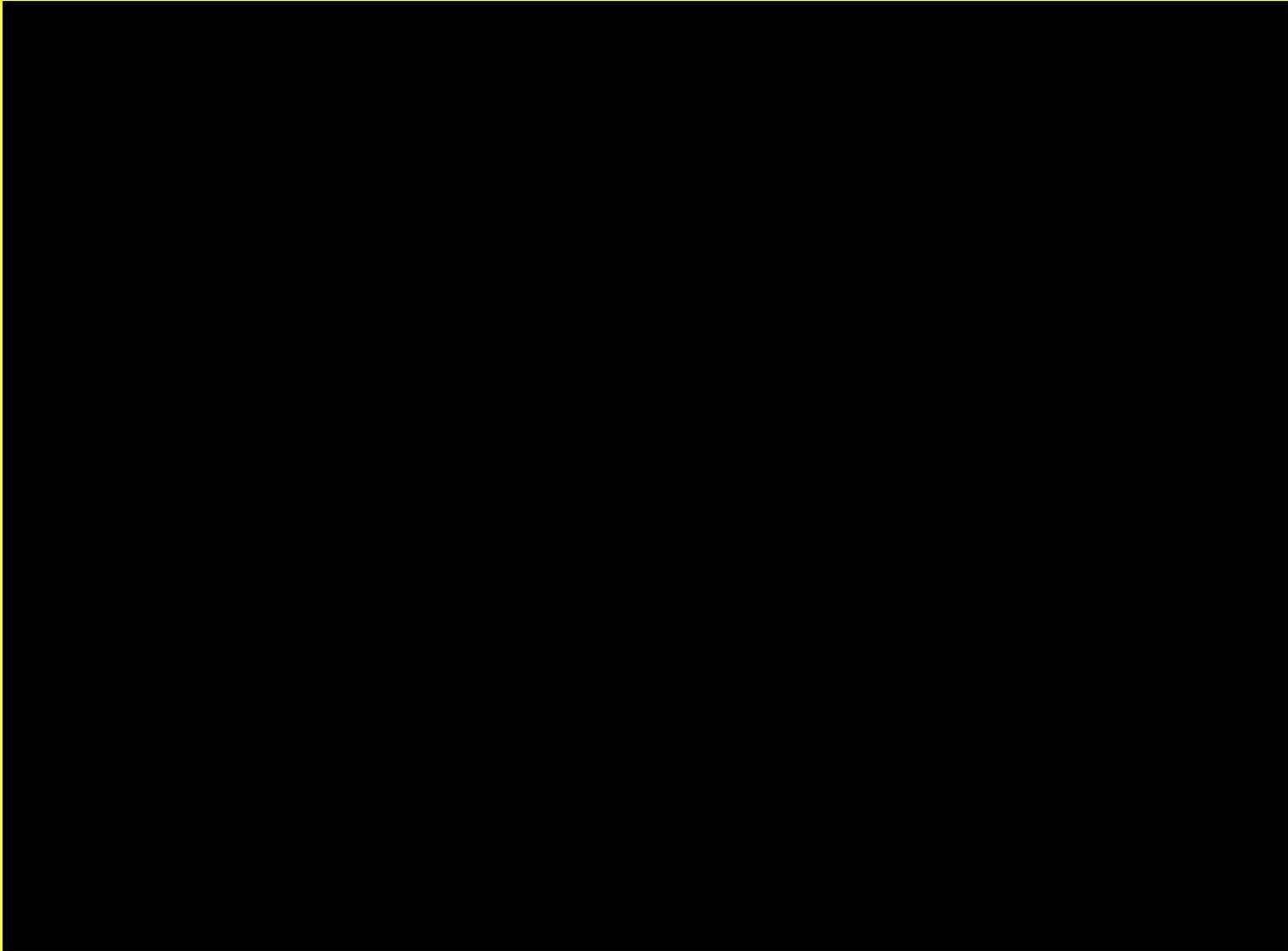
# Our Actions Toward Others

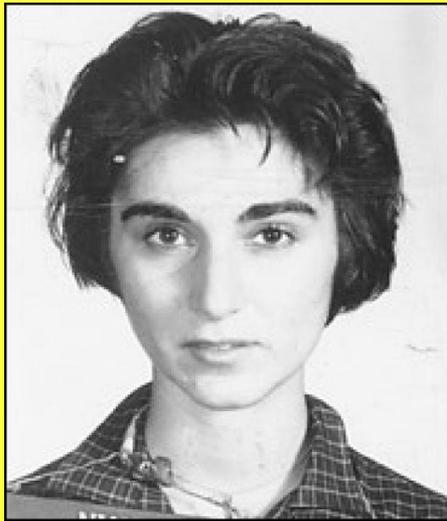
## Why Don't We Help?

- Diffusion of Responsibility  
(bystander believes *someone else* will take responsibility.)
- Kitty Genovese  
Murdered in NYC -  
bystanders did nothing



Kitty Genovese





# Kitty Genovese

Key Gardens, NY

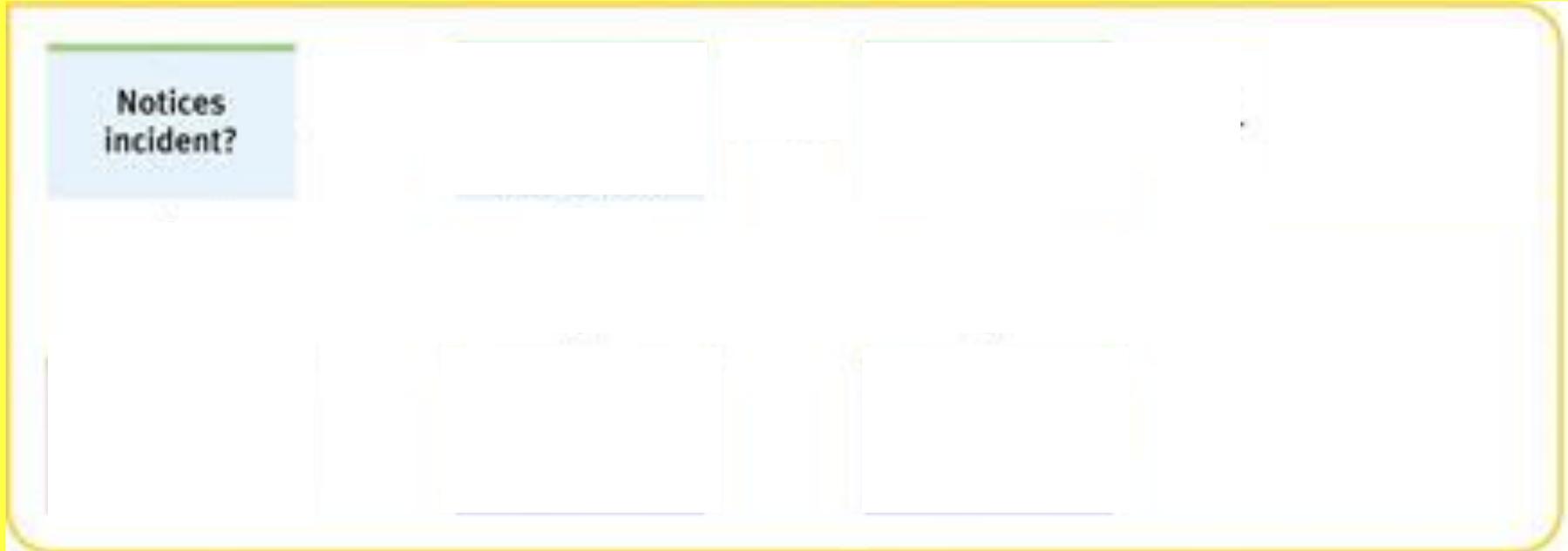


## Pluralistic Ignorance

- When individuals in a group don't know that there are others in the group who share their perception or confusion, and interpret the inaction of others' as reflecting knowledge that in truth is not there.
- Kitty Genovese's case - "If my neighbors don't react, then apparently they've decided that there's no emergency, and if there is no emergency, there is no reason for me to react."



# Darley and Latane - bystander intervention decision scheme



**Bystander Effect** - The tendency for bystanders to fail to act to help a person in need.

# 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