

Can a rock band playing for charity be thought of as being altruistic

WHY DO WE HELP?

Social Exchange

Social exchange theory

- the theory that HUMAN INTERACTIONS are transactions that aim to MAXIMIZE one's REWARDS and MINIMIZE one's COSTS
- calculation of COSTS and BENEFITS of helping

Are we conscious about these calculations when we help other people?

- rewards may be INTERNAL or EXTERNAL

What are the most recent conditions wherein we felt good after helping other people?

- EXTERNAL: to gain APPROVAL or POSITIVE IMAGE
- INTERNAL: often functions TO REDUCE GUILT
- increase SELF-WORTH

Do internal rewards actually reinforce our helping behavior?

BF Skinner: "we credit people for their good deeds only when we can't explain them.... when external explanations are obvious, we credit the causes, not the person."

- SOCIAL CONDITIONING also plays a role
 - society REINFORCES ALTRUISTIC behavior
 - also self-reinforcing; INTERNAL REWARDS
 - *EXPECTANCIES*
 - we calculate whether a particular behavior would lead to rewards or something aversive

Begs the question: all altruistic acts are then selfish? - we free ourselves from the guilt of not helping

- Are we not essentially egoists?
 - Importance of SELF
- REWARDS may be DIRECT OR INDIRECT
 - COLLECTIVISM
 - we act thinking about the welfare of the group
 - BUT the welfare of the group, includes OUR OWN welfare – is it truly altruistic?

What is our motivation for altruistic behavior?

1. Instrumental Goal
 - a means towards some other goal
 - ulterior motive
 - selfish
2. Unintended Consequence
 - not knowing that one would benefit
 - accidental (positive) consequences
3. Ultimate Goal
 - sought as an end in itself

What defines the Mother Theresas?

Should self-sacrifice be an element for altruistic behavior?

Enlightened Self-interest

- comes about when one is able to LOOK BEYOND the IMMEDIATE SITUATION to consider long-term CONSEQUENCES and the INTANGIBLE BENEFITS of one's actions
 - we know that EVENTUALLY, altruistic behavior, BENEFITS us DIRECTLY or INDIRECTLY

EX: sacrificing immediate rewards of having fun, for studying

- our consideration of the welfare of others OVERRIDES UNINTENDED CONSEQUENCES of our altruistic BEHAVIOR: feeling good about one's self (INTERNAL REWARDS)

<focus on what we know from experiments; philosophy>

- we are more likely to help those WE KNOW and IDENTIFY with
 - our ingroups
 - kababayans abroad
 - same race
 - regional origin
 - same alma mater
- helping behavior INCREASES when:
 - we are distressed
 - to alleviate our negative feelings[?]
 - sympathetic/empathic
- helping behavior DECREASES when we are ANGRY

Social Norms

Reciprocity Norm/*Utang ng loob*

- EXTENDS to several GENERATIONS within the family
 - DEPENDS on gravity/CONTEXT
 - usually, *utang ng loob* is evoked during life threatening/critical moment; SERIOUS HELP is needed

EX: a doctor saving one's child

Is there a difference from debt of gratitude?

- Unspoken
 - AUTOMATICALLY UNDERSTOOD
- The DEBT is NEVER truly PAID in full
- sometimes you DON'T EVEN KNOW that you have it with another person
- one can ACQUIRE the debt WITHOUT CONSENT
 - SOCIAL NORMS dictate that one has to ACKNOWLEDGE/RECEIVE that DEBT whether one likes it or not
 - insults = *walang utang ng loob, sumbatan*
- we are LESS LIKELY to ACCEPT help from SUBORDINATES
 - receiving help, may DEGRADE our SELF-ESTEEM

Social Responsibility Norm

- we are expected by society to HELP those that are IN NEED
- we HELP mostly those who we think have been VICTIMS of CIRCUMSTANCE

How do we view the impoverished, beggars, street children?

Evolutionary Psychology

Kin protection

- our GENES predispose us to HELP RELATIVES
- PARENTS have MUCH MORE at STAKE than their children
 - parents are generally more devoted to their children than they are to them
- we are PROGRAMMED to help our RELATIVES

Reciprocity Norm

- we help because we EXPECT something in RETURN

Bayanihan

Is Bayanihan an altruistic act?

A uniquely Filipino phenomenon?

- Difference between the actions of RED CROSS VOLUNTEERS
 - affiliation is needed[?]
- Are Filipinos sensitive to very SUBTLE CONNECTIONS [?]
 - collectivism
 - AFFILIATIONS in the Philippines may be MORE SUBTLE than others
 - which are already ABLE to BREED LIKING, similarity, resulting in INCREASED HELPING behavior

EX: having a friend who lives in Cavite, you are probably affiliated then with their neighborhood, ENOUGH AFFILIATION already for them to HELP YOU

WHEN WILL WE HELP

Situational Influences: Number of bystanders

1. Noticing

- we are LESS LIKELY to NOTICE when in a BUSY street or DENSELY populated CITY
 - we are more likely to HELP motorists stranded in a PROVINCIAL HIGHWAY than in the city

Why do cities bring about apathy?

- being more CONGESTED

- more “bystanders”

- people are busy; FAST PACED

- we are less likely to help when in a hurry
 - we are preoccupied with our thoughts that we fail to process the information properly; NOTICING

2. Interpreting

- EXPRESSIONS that communicate a SENSE of EMERGENCY also prompts us to help
 - CONFIRMS that there is an EMERGENCY; action is needed

3. Assuming Responsibility

- people are LESS LIKELY to help when there are OTHER PEOPLE AROUND; *bystander effect*
 - the RESPONSIBILITY is DIFFUSED among the bystanders
 - evaluation apprehension [?]
- we are more likely to help when ALONE
 - we BEAR all the RESPONSIBILITY
- we are more likely to help when in the COMPANY of our FRIENDS
 - comfort

- FREE to ACT; no INHIBITIONS
- we are also likely to MODEL those that we see HELPING others
 - GOOD to KNOW that we do NOT only MODEL BAD BEHAVIOR

Personal Influences: Feelings

Guilt

- when feeling GUILTY, we are MORE LIKELY to HELP
 - this MAKES us FEEL BETTER, however remote the connection
 - even when the GUILT is PRIVATE, more so when our public IMAGE is at STAKE

Negative Mood

- adults who are in a bad mood help more; children do not
 - ADULTS are CAPABLE of understanding the INTERNAL REWARD one attains from altruistic behavior
 - CHILDREN lack SOCIALIZATION skills/experience to unable them to UNDERSTAND the SOCIAL REWARDS of helping behavior
- it PAYS one's self to DO GOOD
 - we FEEL better

Exceptions to Helping Behavior

- emotional states that direct our ATTENTION towards INNER FEELINGS
 - anger
 - depression
 - self-preoccupation
 - familial loss
 - in such conditions, it would be DIFFICULT to PAY ATTENTION to OTHERS
 - we are CONSUMED by our SELVES
- positive mood = positive thoughts = positive feelings = positive behavior
 - when feeling bad, we could help ourselves by helping others

True?

Personal Influences

Personality Traits

- researchers have pointed out that SITUATIONAL FACTORS play a more SIGNIFICANT ROLE in helping behavior; much like CONFORMITY
 - religiousness also only strongly predict helping behavior in long-term commitments
- IMPORTANCE of establishing a BASELINE for EXPERIMENTAL DATA

Who are the helping people:

- high in emotionality
- empathy
- self-efficacy
- high self-monitoring people
 - more attuned to their inner feelings
 - attuned to how others might judge them

WHOM DO WE HELP

Do we choose whom to help?

- old people

- people with disabilities
- women

Gender

- women do receive MORE HELP than men
 - attractiveness
 - there is probably a MOTIVE in MEN helping women
 - whether alone or with someone else??
- women are also more likely to ask for help[?]
 - interdependence vs independence of males and females

Similarity

- we are BIASED towards those who are SIMILAR to us
 - we like those who are like us; we HELP THEM
- overt discrimination/bias to help people of color is less likely
 - whites help others especially when the circumstances are not deniable
 - being discriminatory/BIAS against people of different ETHNIC ORIGIN has a NEGATIVE IMPLICATIONS
 - we do not like that

Increasing Helping

Reduce Ambiguity, Increase Responsibility

- personalization
 - interpreting shoplifting
 - ➔ people want to make sure, before they would act on something; avoid embarrassment
 - looking people in the eye when asking for help
 - physical contact; a tap on the shoulder, etc...
 - asking for their names
 - anticipation of REPEATED interaction
 - people wearing IDENTIFICATION/uniforms
 - ➔ identifies them
 - making people self-aware increases congruence between attitude and behavior
 - when people are deindividuated, they are not so much likely to help, as they are to beat down somebody to death

Guilt and Concern for Self-image

- INCREASING one's AWARENESS of MISTAKES, increases GUILTY feeling, increases HELPING BEHAVIOR
 - door-in-the-face
 - makes people RETRIEVE their positive SELF-IMAGE from not adhering to the earlier (larger) request = GUILT
 - making people realize "it's such a small favor" may also elicit guilty feelings
- EX: asking for very small favors
- POSITIVE LABELING people BOOSTS their SELF-IMAGE and increases helping behavior

Socializing Altruism

Teaching Moral Inclusion

Moral Exclusion

- perception that not all individuals are subject to one's own sense or morality and concern

Moral Inclusion

- teaching people to treat others as *brother's and sister's*
 - extending the bias of kin to others
- raising children who are secure about themselves
 - for them not to be threatened by social diversity

Modeling Altruism

- Bandura's *Social Learning Theory*
 - if children would IMITATE AGGRESSION, they would too HELPING BEHAVIOR

Behavioral Modification

- principles of conditioning
 - reinforce prosocial/good behavior

Attributing Helping Behavior to Altruistic Motives

Overjustification Effect and Intrinsic Motivation

- better to give INTRINSIC REWARDS
 - praise, positive labeling
- allows people to SEE THEMSELVES as being TRULY ALTRUISTIC and NOT responding to EXTERNAL REWARDS
 - works for better INTERNALIZATION and future REPETITION of altruistic behavior

Learning about altruism/SOCIAL PSYCHOLOGY

- learning about the different FACTORS that INFLUENCE the way we THINK, FEEL and ACT should ENLIGHTEN us or CHANGE the way VIEW our everyday EXPERIENCE. KNOWING what situational factors INFLUENCE our behavior should EMPOWER us to ACT DIFFERENTLY than how EXPERIMENTS would predict AVERAGE BEHAVIOR.