Lecture Outline

Theories of helping:

- Socio-biological theory
- Kin protection
- Perceived similarity
- Norms
Why do People & Animals Help?

1. Socio-Biological Theory

Behavior understood in terms of reproductive success
Why do People & Animals Help Strangers?

Kin Protection

Predisposed to help others who share our genes
Kin Protection

Identical Twins

Fraternal Twins

More helpful to one another
Kin Protection

After natural disasters...

1. Family members
2. Friends & neighbors
3. Strangers
Kin Protection Study
Burnstein et al. (1994)

Predictions:

1. Help family over non-family

2. Help is proportional to relatedness

3. Help young over old
Kin Protection Study
Burnstein et al. (1994)

Life & Death Situations

More likely to help relatives than non-relatives
Kin Protection Study
Burnstein et al. (1994)

Tendency to Help

Sibling
Cousin

Relatedness

Tendency to Help

0
0.5
1
1.5
2
2.5
3

cp
Kin Protection Study
Burnstein et al. (1994)

Tendency to Help

Age of Victim

1 yr. 10 yrs. 18 yrs. 45 yrs. 75 yrs.
Why do People & Animals Help Strangers?

2. Perceived similarity

Help others who appear similar to oneself
Why do People & Animals Help Strangers?

3. Norms

a) Reciprocity Norm
b) Social Responsibility Norm
Why do People & Animals Help Strangers?

Reciprocity Norm

Give help to receive help
Reciprocity Norm

People will help those who:

1. Recognize them
2. Live close enough to return the favor
3. Have the recourses to return the favor

People are less likely to help another if doing so puts their life in danger.
Why do People & Animals Help Strangers?

Social Responsibility Norm

Help others because they **should**
Social Responsibility
Norm

Help those who can’t help themselves

children
disabled
poor
Social Responsibility Norm Study
Barnes et al. (1979)

- Doesn't feel like taking good notes
- Family Emergency
  - More willing to help