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)

Sibling vs. Cousin

Relatedness

Tendency to Help

Kin Protection Study
Burnstein et al. (1994)

1.4
1.6
1.8
2
2.2
2.4
2.6
1 yr. 10 yrs. 18 yrs. 45 yrs. 75 yrs.

Age of Victim

Tendency to Help
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