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

0  0.5  1  1.5  2  2.5  3

Tendency to Help
Kin Protection Study
Burnstein et al. (1994)

![Graph showing the tendency to help over age of victim.]

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