

Helping Part 2

Some additional factors that affect helping

- I. Positive mood
 - A. Pay phone example
 - B. How does mood maintenance and mood's affects on perceptions affect helping?

- II. Negative mood
 - A. How does mood repair affect helping?
 - B. What negative moods are most likely to increase helping?

- III. Aspects of the situation – the number of bystanders
 - A. Fallen experimenter example (Latane & Rodin, 1969)
 - B. 3 factors affected by # of bystanders
 1. Whether we notice the potential emergency
 - a. Experiment with smoke coming through vent (Latane & Darley, 1968)
 - b. Why do other people affect this?
 2. Whether we interpret the situation as an emergency
 - a. The role of informational social influence
 - b. Pluralistic ignorance
 3. Whether we assume responsibility
 - a. Diffusion of responsibility

- IV. How do we use this information to increase helping?
 - A. Decrease the ambiguity of the situation
 - B. Personalize the request for help
 - C. Model prosocial behavior