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