**Study Guide: Ch. 13: Prosocial Behavior**

**Social Psychology**

**Terms**

Prosocial behavior

Altruism

Norm of reciprocity

Social exchange theory

Empathy-altruism model

Negative-state relief hypothesis

Empathy gap

Communal orientation

Bystander effect

Pluralistic ignorance

Diffusion of responsibility

Urban overload hypothesis

Altruistic personality

1. What are the basic motives for helping?

2. What is reciprocal helping?

3. Can prosocial behavior and tendencies be learned?

4. From social learning theory, in what ways does helping actually help the helper?

5. According to social-learning theory, what factors are important in people deciding to help?

6. If you don’t feel particularly connected to someone, does social exchange or empathy seem to best explain your decision to help them?

7. What if you do feel connected to them, is the answer the same? If not, what is it?

8. Do we help others similar to us more than others?

9. Has racial discrimination in how we help diminished over the last 40 years?

10. What is one way to close the empathy gap?

11. How does perceiving a person as being responsible for his/her situation affect the decision to help?

12. How do guilt and internalized morals affect the decision to help?

13. What effect does the recipient’s gratitude have on future helping?

14. How does feeling socially secure affect the likelihood of helping?

15. What are some of the feelings and thoughts that, if primed, increase the tendency to help?

16. What is the Bystander effect? How is it explained? What are five steps needed for people to actually help in an emergency?

17. Is the Bystander effect more likely to occur among strangers or friends?

18. How dos being in a hurry affect the tendency to help?

19. In an emergency, are you more likely to receive help in a city or a small town? How is this explained?

20. Do men or women help more?