B.Sc PSYCHOLOGY

5th SEM CORE COURSE

UNIVERSITY OF CALICUT

PSY5B02-SOCIAL PSYCHOLOGY

2019 ADMISSION

Prepared by

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COURSE CODE	PSY5B02
TITLE OF THE COURSE	SOCIAL PSYCHOLOGY
SEMESTER IN WHICH THE COURSE TO BE TAUGHT	5th
NO. OF CREDITS	2
NO. OF CONTACT HOURS	48 (3hrs/week)

Objectives of the course:

- To equip the students with basic aspects of social psychology
- To introduce the psychological aspects of various social phenomena
- To create awareness about the management of human behaviour in group settings

Course Details

MODULE NO.	NAME OF MODULE	MODULE HOURS
1	Introduction to Social Psychology	10
2	Social perception and Attitudes	13
3	Group, Leadership and Social Influence	13
4	Interpersonal attraction and prosocial behavior	12

Module 1: Introduction to Social Psychology

- **Origin and Development of Social Psychology**

  ➢ Dawning of a Scientific Discipline: 1862-1895

    o German psychologist Wilhelm Wundt, who is widely regarded as the founder of psychology, had a hand in the early development of what would become social psychology. Beginning in the 1870s, European and North American scholars and students came to the University of Leipzig to learn about Wundt's research on the components of the conscious mind.

    o Wundt devoted the first half of his career to physiological psychology and the second half to social psychology, with his study of language and the group mind preparing the ground for later collaborative work between psychologists and social anthropologists. Largely due to Wundt's influential writings and the works of philosopher Moritz Lazarus and humanist Heymann Steinthal, by 1900 Germany's annual bibliography of the psychological literature listed more than 200 articles per year under the heading "social psychology."

  ➢ The Early Years: 1895-1935

    o An American psychologist at Indiana University, Norman Tripled; is credited with conducting the first empirical social psychological study in 1895.

    o Credit for establishing social psychology as a scientific discipline is traditionally given to the first authors of textbooks bearing that title, namely, English psychologist William McDougall and American sociologist Edward Ross, who each published separate texts in 1908.

    o Allport's conception of social psychology

- ➢ The Coming of Age: 1936-1945

- o During the first three decades of the 20th century, Allport's conception of social psychology emphasized basic research, with little consideration given to addressing specific social problems or broader issues bearing on reform

- ➢ Rapid Expansion: 1946-1969

- o Stanley Milgram experiment

- o The groundbreaking research of Elaine Hatfield and Ellen Berscheid on interpersonal and romantic attraction

- ➢ Crisis and Reassessment: 1970-1984

- o Involvement of federal govt

- ➢ Expanding Global and Interdisciplinary View: 1985-Present

- o By the 1970s, both European and Latin American social psychological associations had been founded, and in 1995, the Asian Association of Social Psychology was formed.

- **Definition**

  The scientific field that seeks to understand the nature and causes of individual behavior, feelings, and thought in social situations.

- **Social Psychology Is Scientific in Nature**

  Focus on the core values that all fields must adopt to be considered scientific in nature. Four of these are most important:

  1. Accuracy
  2. Objectivity
  3. Skepticism
  4. Open-mindedness

- **Scope of Social Psychology**

  (1) It tries to see how the thoughts, feelings and behaviors of individuals are influenced by the actual, imagined, or implied presence of others. This includes social perception, social interaction, and the many kinds of social influence.

  (2) Second, it tries to understand the influence that individual perceptions and

behaviours have upon the behaviour of groups. This includes looking at things like group productivity in the workplace and group decision making.

(3) Third, and finally, social psychology tries to understand groups themselves as behavioural entities, and the relationships and influences that one group has upon another group.

- **Goal of Social Psychology**

The goal of social psychology is to understand cognition and behavior as they naturally occur in a social context, but the very act of observing people can influence and alter their behavior.

- **Methods of social psychology**

  - **Systematic Observation**

    Naturalistic Observation

    Survey method

  - **Correlation**

  - **Hypothesis**

  - **Experimentation**

- **Nature of social psychology**

Social Psychology as a Science

Social Psychology: Focus on Individual Behaviour

Understand Causes of Social Behaviour and Thought

Module 2: Social perception and Attitudes

- **Social Perception-Definition**

The process through which we seek to know and understand other people.

- **Non-Verbal Communication**

  - **Facial expression**

The face is an important communicator. It is commonly said that the face is the index of the mind. It expresses the type of emotions or feelings such as joy, love, interest, sorrow, anger, annoyance, confusion, enthusiasm, fear, hatred surprise, and uncertainty.

  - **Gazes**

Gazing is simply the act of looking intently. It is a powerful nonverbal signal which concerns the act, the duration, and the manner of, looking.

  - **Stares**

Staring is a continual or fixed gaze on someone or something of visual interest, for a prolonged period of time.

  - **Body language**

Body language is the communication of personal feelings, emotions attitudes, and thoughts through complex mixture of body movements, gestures, postures, and tone of voice, either consciously or involuntarily, more often subconsciously, and accompanied with spoken language, or in isolation.

  - **Touching**

Touch is a widely used form of non-verbal communication tool. By touching, one can express a wide range of emotions. However, the accepted modes of touch vary depending on the gender, age, relative status, intimacy and cultural background of the persons.

  - **Deception**

Deception refers to the act—big or small, cruel or kind—of encouraging people to

believe information that is not true. Lying is a common form of deception—stating something known to be untrue with the intent to deceive.

➤ **Micro expressions**

Micro expressions are involuntary facial expressions that occur within a fraction of a second.

Attribution

Attribution refers to our efforts to understand the causes behind others' behaviour and, on some occasions, the causes behind our behaviour.

▪ Correspondent Inference Theory

▪ Kelley's theory of causal attributions

Applications of attribution theory

- ▪ **Attribution and Depression:**

- ▪ **Attribution and Prejudice:**

Errors in attribution

- ▪ **The Correspondence Bias/The Fundamental Attribution Error**

  (1) Perceptual salience

  (2) Discounting

  (3) Mental shortcuts

  (4) Salience

- ▪ **The Actor-Observer Effect**

- ▪ **The Self-Serving Bias**

- • **Attitude and behavior**

An attitude refers to a set of emotions, beliefs, and behaviors toward a particular object, person, thing, or event. Attitudes are often the result of experience or upbringing, and they can have a powerful influence over behavior.

➤ **Components of Attitude**

- ▪ Cognitive Component

- - Affective Component

  - Behavioral Component

- Explicit attitudes are those that we are consciously aware of and that clearly influence our behaviors and beliefs.

- Implicit attitudes are unconscious but still have an effect on our beliefs and behaviors.

- **Nature of Attitude**

- **Formation of Attitudes**

  1. Direct Personal Experience

  2. Association

  3. Family and Peer Groups

  4. Neighbourhood

  5. Economic Status and Occupations

  6. Mass communication

- **Functions of Attitude**

  • **The adaptive (or instrumental) function;**

  • **The knowledge function;**

  • **The value-expressive (or ego-expressive) function;**

  • **The ego-defense function.**

Module 3: Group, Leadership and Social Influence

Group

- A collection of people who are perceived to be bonded together in a coherent unit to some degree
- A group is organized system of two or more individuals who are related to one another so that it performs some functions.

Nature of groups

- ➢ It is a collection of two or more individuals
- ➢ It has its own standard of norms and behavior.
- ➢ It provides motivation and satisfaction of needs of the members
- ➢ It has its goals and objectives
- ➢ It performs some specific functions
- ➢ There is a feeling of belongingness in the members of the group
- ➢ It has a definite structure consisting of values, goals and role assignment.

Functions of groups

- ➢ The group functions may be categorized into two divisions:
  1. The achievement of some specific group goals
  2. The maintenance or strengthening of the group itself

Leadership

Leadership is the ability of an individual or a group of individuals to influence and guide followers or other members of an organization.

Types of leadership:-

Autocratic leadership: - Autocratic leadership is a management style wherein one person controls all the decisions and takes very little inputs from other group members.

Democratic leadership:-Democratic leadership is a leadership style in which members of the group participate in the decision-making process.

Delegative leadership: - Delegative leadership, is a type of leadership style in which leaders are hands-off and allow group members to make the decisions.

Transactional leadership: - Transactional leadership is a style of leadership whereby leaders draw in their followers through a scheme of rewards and punishments.

Transformational leadership:-Transformational leadership is defined as a leadership approach that causes change in individuals and social systems.

Theories of leadership

Great Man Theory

- This approach emphasized that a person is born with or without the necessary traits of leaderships.

- Early explanations of leadership studied the "traits" of great leaders.

- Belief that people were born with these traits and only the great people possessed them.

- Great Man approach actually emphasis "charismatic"leadership.

- Charisma being the Greek word for gift.

- No matter what group such a natural leader finds himself in, he will always be recognized for what he is.

- According to the great man theory of leadership, leadership calls for certain qualities like commanding personality, charm, courage, intelligence, persuasiveness and aggressiveness.

Trait theories of leadership

Theories that consider personality, social, physical, or intellectual traits to differentiate leaders from non - leaders.
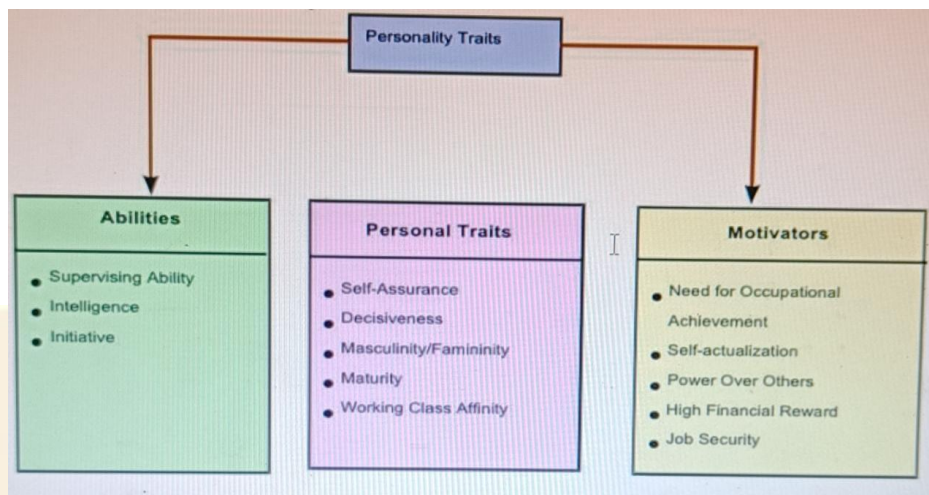
- Trait view has little analytical or predictive value.

Behavioural Theory

- In contrast with trait theory, behavioural theory attempts to describe leadership in terms of what leaders do, while trait theory seeks to explain leadership on the basis of what leaders are.

- Leadership according to this approach is the result of effective role behaviour.

- Leadership is shown by a person's acts more than by his traits. This is an appropriate new research strategy adopted by Michigan.

- Researchers in the sense that the emphasis on the traits is replaced by the emphasis on leader behaviour (which could be measured).

- Theories proposing that specific behaviors differentiate leaders from non-leaders.

- Pattern of actions used by different individuals determines leadership potential

- Examples

  - Autocratic, democratic and laissez-faire

  - Michigan Studies: Employee centered versus task centered

- Theories that attempt to isolate behaviors that differentiate effective leaders from ineffective leaders

- Behavioral studies focus on identifying critical behavioral determinants of leadership that, in turn, could be used to train people to become leaders.

Contingency Theories

- While trait and behavior theories do help us understand leadership, an important component is missing: the environment in which the leader exists.

- Contingency Theory deals with this additional aspect of leadership effectiveness studies.

1) Identifying Leadership Style

- Fiedler believes a key factor in leadership success is the individual's basic leadership style. So he created the Least Prefer Co-worker (LPC) Questionnaire.

  LPC: An instrument that tells to measure whether a person is task or relationship oriented.

2) Defining the Situation

- Fiedler identified three contingency dimensions that define the key situational factors

  1. Leader-member relations:

  The degree of confidence, trust, and respect, members have in the leader.

  2. Task structure:

  The degree to which the job assignments are procedurized.

  3. Position Power:

  The degree of influence a leader has over power variables such as hiring, firing, promotion etc.

3) Matching leaders and Situations

After knowing the leadership style through LPC and defining all the situations, we will chose the leader who will fit for the situation.

Two ways in which to improve leader effectiveness:

1) Change the leader to fit the situation

2) Change the situation to fit the leader

Cognitive Resource Theory

A theory of leadership that states that stress unfavorably effects the situation, and intelligence,

and experience can lessen the influence of stress on the leader.

- Hersey & Blanchard's Situational Leadership (SLT)

  - A model that focuses on follower "readiness" followers can accept or reject the leader.

  - Effectiveness depends on the followers' response to the leader's actions.

  - "Readiness" is the extent to which people have the ability and willingness to accomplish a specific task.

  - **A paternal model:**

  - As the child matures, the adult releases more and more control over the situation.

  - As the workers become more ready, the leader becomes more laissez-faire.

Situational leadership theory

Leader-Member Exchange (LMX) Theory:

- Leaders create in-groups and out-groups, and subordinates with in-group status will have higher performances ratings, less turnover, and greater satisfaction with their superior.

➤LMX Premise:

Because of time pressures, leaders form a special relationship with a small group of followers:

-This in-group is trusted and gets more time and attention from the leader (more "exchanges")

-All other followers are in the "out-group" and get less of the leader's attention and tend to have formal relationships with the leader (fewer "exchanges")

-Leaders pick group members early in the relationship.

Social facilitation

Social facilitation refers to improvement in performance induced by the real, implied or imagined presence of others.

Two types of social facilitation have also been defined co- action effect and audience effects.

☐ **Co- action effect:** A co - action effect refers to your performance being better on a task, merely because there are other people doing the same task as you

☐ **Audience effects:** An audience effect refers to your performance being better because you

are doing something in front of an audience

In addition, social facilitation is thought to involve three factors: physiological factors, cognitive factors, affective factors

- **Physiological factor:** This refer to a higher arousal level and drive to perform that results from your physiological arousal in a situation involving social facilitation.
- **Cognitive factors:** This refers to the role of attention and distraction in social facilitation.
- **Affective factors:** finally, affective factors refers to how anxiety and self - presentation influence social facilitation.

Yerkes- Dodson law

The Yerkes- Dodson law relates to the theory that performance will vary depending on how easily/ difficult a task is (or how familiar you are with a task) that are complex or for which you have no "dominant response" your performance will be lower. If plotted on a graph, this is thought to like an "upside down U".
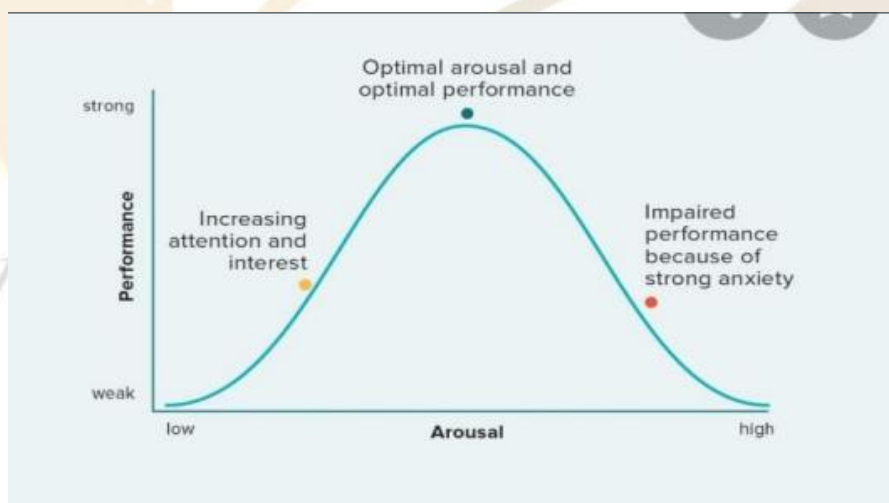
Theories on social facilitation

We've already touched on the various theories of social facilitation, but we can review these again here all in one place.

Activation Theory

This is the theory proposed by Zajonc, which explains social facilitation as the result of arousal

that is triggered by the presence of others.

Alertness Hypothesis

Related to the activation Theory is the alertness hypothesis, which proposes that you become more alert when you have observed and therefore perform better.

Evaluation Apprehension Hypothesis

The evaluation Apprehension Hypothesis posits that it is the evaluation of others that matters rather than just their mere presence.

Social loafing

Social loafing refers to the concept that people are prone to exert less effort when working collectively as part of a group compared to performing a task alone.

- Social loafing is more evident in tasks where the contribution of each group member is combined into a group outcome, making it difficult to identify the contribution of a single person.

- Social loafing can be detrimental in workplaces. When everyone does not put in their full amount of effort because they are part of a group, this can lead to reduced productivity.
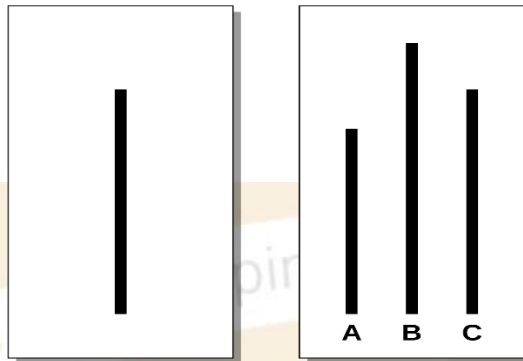
Social influence

Social influence refers to the efforts by one or more persons to change the behavior, attitudes or feelings of one or more others E.g. sending message in mobiles about recharge, plans, products etc. words by social media influencers People exert social influence for many reasons, sometimes in order to help people to stop smoking.

Conformity

Conformity refers to pressures to behave in ways consistent with rules indicating how we should or ought to behave. These rules are known as social norms that is rules indicating how individuals are expected to behave in specific situations Social norms are stated either explicitly or implicitly.

Asch's research on conformity

- Conformity can be stronger in real-life situations where stimuli are more ambiguous or more difficult to judge.

Informational Influence

When we conform to others because we believe they have accurate information.

Normative Influence

When we conform to others because we want them to like and accept us.

be perceived as "normal" by the group.

Factors affecting Conformity

☐ Response to conformity pressures varies according to many different factors.

☐ While the most intelligent group members are less likely to conform, authoritarian personalities are more likely to do so

☐ Where the membership of a group maintains both sexes, conformity levels are higher than in single-sex groups.

☐ Other variables that relate to increasing conformity are the size of majority in favour, the ambiguity of the situation, agreement among most other members and the open and decentralized nature of the group" communication systems.

- Allen (1965) suggested that apart from the problem of private and public acceptance there are ten situational factors that influence an individual's response to group conformity pressures some of them are:

1. The level of commitment to the group

2. The level of attractiveness of the group

3. Status in the group

4. The degree of interdependence within the group

Compliance

Compliance is a type of social influence where an individual does what someone else wants them to do, following his or her request or suggestion. It is similar to obedience, but there is no order – only a request.

According to Breckler, Olson, and Wiggins "Compliance refers to a change in behavior that is requested by another person or group; the individual acted in some way because others asked him or her to do so (but it was possible to refuse or decline.)"

There are many techniques a person can use to ensure compliance:

The Foot in the Door Technique

The foot in the door technique is a compliance tactic that assumes agreeing to a small request increases the likelihood of agreeing to a second, larger request.

So, initially you make a small request and once the person agrees to this they find it more difficult to refuse a bigger one.

The foot-in-the-door technique works on the principle of consistency. People prefer not to contradict themselves in both actions and beliefs. This means that as long as the request in consistent with or similar in nature to the original small request, the technique will work.

The Door in the Face Technique

The door-in-the-face technique is a compliance method whereby the persuader attempts to convince the respondent to comply by making a large request that the respondent will most likely turn down.

This technique achieves compliance as refusing a large request increases the likelihood of agreeing to a second, smaller request.

Initially you make a big request which a person can be expected to refuse. Then you make a

smaller request which the person finds difficult to refuse because they feel they shouldn't always say NO!

The Low-Ball Technique

The low-balling technique is a compliance method in which the persuader gets a person to commit to a low-ball offer they have no intention of keeping; then the price is suddenly increased. Since a person has already committed, it is hard to say no to the new higher price demand.

Obedience

Obedience is a form of social influence that involves performing an action under the orders of an authority figure. It differs from compliance (which involves changing your behaviour at the request of another person) and conformity (which involves altering your behaviour in order to go along with the rest of the group).Instead, obedience involves altering your behaviour because a figure of authority has told you to.

Obedience differs from conformity in three key ways:

- **Obedience involves an order**; conformity involves a request.
- **Obedience is obeying someone with a higher status**; conformity is going along with people of equal status.
- **Obedience relies on social power**; conformity relies on the need to be socially accepted.

Destructive Obedience

Destructive obedience is the act of obeying a command to harm another. This type of obedience is seen in criminal relationships, sometimes influenced by substance abuse, where one partner has immense emotional sway over the other. This type of obedience is also seen in some cults, religions, and other group relationships where followers have an intense emotional devotion to a leader.

Module 4: Interpersonal attraction and Prosocial behavior

Interpersonal attraction

This is refers to positive feelings about another person. It can take many forms, Including liking, love, friendships, lust and admiration and including the three components conventionally observed to attitudes:-

- Behavioral :- tendency to approach the person
- Cognitive:- positive beliefs about the person
- Affective :- positive feelings for the person

The principles of attraction is similarity, proximity, reciprocity and stress. The definition of their four principles of attraction is based on a study focused on interpersonal relationships.

Beginning of attraction

Although meeting someone is an essential first step, simply being around another person also increases liking. People tend to become better acquainted with, and more found of each other when the social situation brings them into repeated contact which is the basic principle of proximity liking.

Proximity

Research suggests that one of the best predictors is how close people live to each other. Being in close proximity to someone is likely to promote friendship.

Familiarity: - Proximity also promotes familiarity and familiarity also increases liking for something or someone.

Affiliation need

It is a positive, sometimes intimate personal relationships. Affiliation can include concern over establishing, maintaining, or restoring a positive affective relationship with another person or persons.

Becoming acquainted

Although meeting someone is an essential first step, simply being around another person also increases liking. People tend to become better acquainted with and more found of each other

when the social situation brings them to repeated contact.

Situational determinants

An environmental condition that exists before and after an organism's response and influences the elicitation of this behavior. It is one of the four variables considered in behavioral analysis.

Emotions:-

- Positive evaluations a person makes are led by positive affect while negative evaluation a person makes are led by negative affect.

- We tend to like people who make us feel good and dislike those who make us feel bad. Emotions also affect attraction indirectly.

- This is known as the associated effect of emotions. This happens when another person is simply present at the same time that when a person's emotional state is aroused by someone or something.

- We evaluate that person positively when we are in a good mood and negatively when in a bad mood.

- Examples of this phenomenon can be found in experiments on subliminal perception of pleasant versus unpleasant pictures.

- The explanation for this is based on classical conditioning. The relationship between affect and attraction also has implications for social influence. The attempts at persuasion use the strategy of arousing positive mood states whether it is the advertisers or sales persons who want us to buy a particular product, or politicians who want us to vote for them.

Love

Love is often thought of as an intense and positive emotion that can be experienced for a variety of close others. Including or romantic partner or spouse, close friends, children, parents, and other relatives. For more than three decades, social psychologist and other social scientists have been studying love.

Triangular theory of love

The Triangular theory of love explains the topic of love in an interpersonal relationship.

Psychologist ROBERT STERNBERG'S theory describe types of love based on three different scales:-
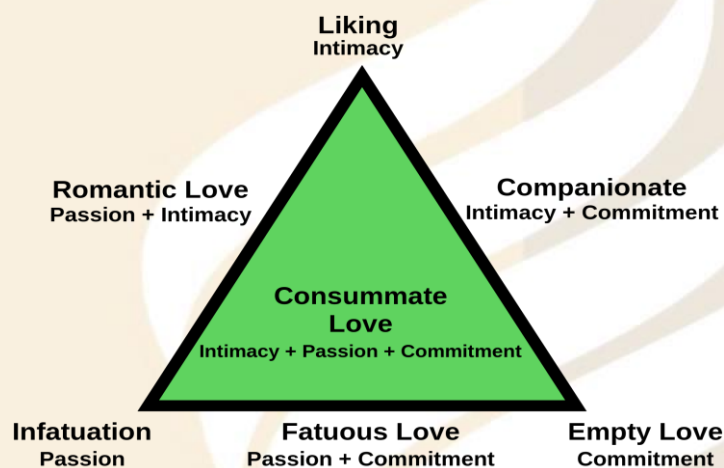
1: Intimacy

2: Passion

3: Commitment

Different stages and types of love can be explained as different combination of these three elements.

Eg: - The relative emphasis of each component changes over time as an adult romantic relationship develops.

1. Liking: The case is not used in a trivial sense. Sternberg says that this intimate liking characterizes true friendships.

2. Infatuation: Love is often what is felt as 'love at first sight' .But without the intimacy and the commitment components of love, infatuated love may disappear suddenly.

3. Empty love: A stronger love deteriorates into empty love, in which the commitment remains, but the intimacy and passion have died.

4. Romantic love: Romantic lovers are bonded emotionally (as in liking) and physically through passionate arousal.

5. Companionate Love: Is often found in marriages in which the passion has gone out of the relationship, but a deep affection and commitment remain.

6. Fatuous love: Love can be exemplified by a whirlwind courtship and marriage in which a commitment is motivated largely by passion, without the stabilizing influence of intimacy.

7. Consummate love: The complete form of love representing the ideal relationship toward which many people strive but which apparently few achieve.

The balance among Sternberg's three aspects of love is likely to shift through the course of a relationship .A strong dose of all three components-found in consumate love-typifies, for many of us, an ideal relationship. However time alone does not cause intimacy, passion, and commitment to occur and grow. Knowing about these components of love may help couples avoid pitfalls in their relationship, work on the areas that need improvement or help them recognize when it might be time for a relationship to come to an end.

Prosocial behavior

Refers to helping that is not motivated by professional obligations and that is not based on an organization (except charities).

Responding to an emergency:

When an emergency arises, people often rush forward to provide help. But also often in some situations in which witnesses to an emergency stand around and do nothing; they take no action while victims suffer or perhaps even die.

When we are suddenly and unexpectedly faces with an emergency, the situation is often complex and hard to interpret. To figure out what is happening and provide the right help we have to go through a series of steps and many factors determine the likelihood that we help another person

Five crucial steps in deciding to help

1. Noticing, or falling to notice that something unusual is happening

2. Correctly interpreting an event as an emergency

3. Deciding that you have the knowledge and skills to act

4. Deciding that you have the knowledge and skills to act

5. Making the final decision to provide help

The altruistic personality

- The altruistic personality involves both the cognitive and the emotional responses that we experience around others.

- People with altruistic personalities tend to show empathy and sympathy for others and feel that it is appropriate and right to follow the norm of social responsibility.

- Altruism is the unselfish concern for other people—doing things simply out of a desire to help, not because you feel obligated to out of duty, loyalty, or religious reasons. It involves acting out of concern for the well-being of other people.

- All altruistic acts are prosocial, not all prosocial behaviors are completely altruistic.

- Altruistic behavior can be easily defined as a selfless concern for other people.

Types of Altruism

Genetic altruism: As the name suggests, this type of altruism involves engaging in altruistic acts that benefit close family members. For example, parents and other family members often engage in acts of sacrifice in order to provide for the needs of family members.

Reciprocal altruism: This type of altruism is based on a mutual give-and-take relationship. It involves helping another person now because they may one day be able to return the favor.

Group-selected altruism: This involves engaging in altruistic acts for people based upon their group affiliation. People might direct their efforts toward helping people who are part of their social group or supporting social causes that benefit a specific group.

Pure altruism: Also known as moral altruism, this form involves helping someone else, even when it is risky, without any reward. It is motivated by internalized values and morals.

Impact of Altruism

Better health: Behaving altruistically can improve physical health in a variety of ways. People who volunteer have better overall health, and regularly engaging in helping behaviors is linked to a significantly lower mortality.

Better mental well-being: Doing good things for other people can make you feel good about yourself and the world. Research shows that people experience increased happiness after doing good things for other people.

Better romantic relationships: Being kind and compassionate can also lead to a better relationship with your partner, as kindness is one of the most important qualities that people across all cultures seek in a romantic partner.

Volunteering

- Volunteerism is voluntary, deliberate service to others over time and without compensation. A key element of volunteer behavior is that the person freely chooses to help and has no expectation of pay or other compensation.

- The volunteer behavior must include service work, not simply a donation of money or goods.

- Give purpose to your life

- Boosts self esteem

- Belongingness

- Sense of satisfaction

- Builds confidence

- Fight depression

Empathy altruism model

- The Empathy-Altruism Theory is an explanation of why helping behavior occurs. This theory states that empathy (the ability to understand another's feelings and put yourself in their situation) leads to helpfulness in individuals.

- Helping behaviors occur because a person experiences another's emotional state, feels sympathy for them, and wants to eliminate their emotional suffering. This is called empathic concern.

- According to Batson, if you feel empathy towards a person, u will help regardless of what u
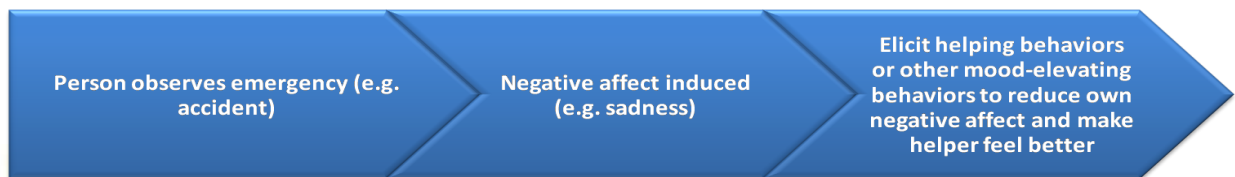
may gain from it.

- Relieving suffering becomes the most important thing.

- If a person feels no empathy, then they would consider the costs and benefits before making the decision to help

- Batson argued that adults moral development is similar to that of children and is linked to empathy

- Altruistic behavior is motivated mainly by empathy, there 2 main emotional reactions that occur when we observe someone in distress

- Empathetic concern-Focus upon the other persons needs and motivated to reduce it.

- Personal Distress – concern with one's own discomfort added with the motivation to reduce it.
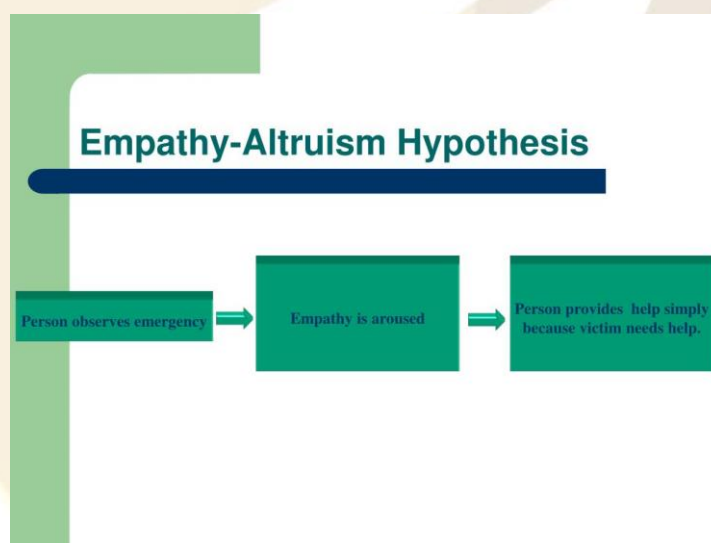
The negative-state relief

- The negative-state relief (NSR) model is a theory that attempts to describe how one situational factor— sadness—relates to the willingness to help others. Specifically, this theory predicts that at least under certain circumstances, a temporary feeling of sadness is likely to result in an increased willingness to help others.

- The negative-state relief model states that human beings have an innate drive to reduce negative moods. They can be reduced by engaging in any mood-elevating behavior, including helping behavior, as it is paired with positive value such as smiles and thank you. Thus negative mood increases helpfulness because helping others can reduce one's own bad

feelings

Person observes emergency (e.g. accident)	Negative affect induced (e.g. sadness)	Elicit helping behaviors or other mood-elevating behaviors to reduce own negative affect and make helper feel better

Empathic joy hypothesis

- The Empathy Joy hypothesis states that the reason for someone helping another in need are positive feelings associated with the altruistic behavior. Helping others is a reward in itself because it brings a person happiness and joy when they commit a helping behavior.

- When confronted with a situation in which aid is needed a person is more likely to help if the victim is similar to themselves. The empathy joy hypothesis attempts to explain another reason why someone will help another person in need.

Genetic determinism

- Genetic determinism, also referred to as biological determinism, is the principle that attributes behavior to physiology or genes.

- It conveys the ideology that mental and physical characteristics of a human being are decided at conception by genetic factors inherited by the offspring of the parent.

- Although it is known today, that an individual's personality and traits are the result of a complex interplay between the environment and gene expression, as well as *epigenetics*, some still regard the deterministic model to be true.

- Genetic determinists considered **that genetics was what explained totally or mostly how people are** and that environmental and social factors have little influence on the way of being of humans.