**Chapter 12: Helping - Lecture Outline for May 14, 2012**

1. Why do we help?
   1. **Egoistic** and **altruistic** helping (versus ***prosocial behavior***)
   2. Helping and evolutionary theory
      1. Kin selection
      2. Reciprocal helping
   3. Social norms and helping
      1. norm of reciprocity
      2. norm of social responsibility
      3. norm of social justice
2. Who helps?
   1. Gender differences in helping
   2. Feeling **empathic concern** or **personal distress**?
   3. Learning helping: involves **observation** and **direct reinforcement**
3. When do we help?
   1. **Bystander Intervention** is a 5-step process with a series of decisions
   2. **Audience inhibition effect** occurs because of *pluralistic ignorance* and *evaluation apprehension*
   3. **Diffusion of Responsibility** increases with number of bystanders
   4. Arousal: cost-reward model
   5. Mood is also important
   6. Empathy-Altruism hypothesis
   7. Attributions are important
      1. just world belief
4. Hidden costs for recipients?
   1. reciprocation distress
   2. threat to self-esteem