

## HELPING BEHAVIOR

Reading. Franzoi, Chapters 14

### Terms You Should Know

Prosocial Behavior .....  
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Diffusion of Responsibility .....  
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Bystander Effect .....  
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Confusion of Responsibility .....  
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Pluralistic Ignorance .....  
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Altruism .....  
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Egoism .....  
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Empathy .....  
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Altruistic Personality .....  
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Overhelping .....  
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Belief in a Just World .....  
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**Social Norms**

    Norm of Social Responsibility .....  
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    Norm of Reciprocity .....  
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    Personal Norms .....  
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    Norm of Noninvolvement .....  
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    Norm of Social Justice .....  
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## Concepts You Should Master

1. What are the five choice points in helping behavior?
2. Why might people not help or take action in an emergency?
3. What are the elements in the Altruistic personality?
4. What impact do social models have on our helping behavior?
5. What is the impact of mood on helping behavior?
6. What characteristics of the victim influence helping behavior?
7. What are the things that can be done to increase helping behavior?