



Prosocijalno ponašanje i altruizam

Socijalna psihologija, 25. mart 2024.

Prosocijalno ponašanje i altruizam

- **Altruizam** - Želja da se pomogne drugoj osobi čak i ako to uključuje lične gubitke
- **Prosocijalno ponašanje** – svako ponašanje čiji je cilj da donese dobro drugoj osobi
 - Pojam uključuje niz ponašanja poput pomaganja, saradnje, deljenja, doniranja...

Da li altruizam zaista postoji?

- **Zašto ljudi pomažu?**
- Tri vrste objašnjenja prosocijalnog ponašanja i altruizma:
 - Evolucijski mehanizam
 - Recipročno pomaganje
 - Nesebično pomaganje

EVOLUCIONA PSIHOLOGIJA

Altruizam - genetski determinisano ponašanje koje je *adaptivno* u datim sredinskim uslovima tj. povećava verovatnoću opstanka

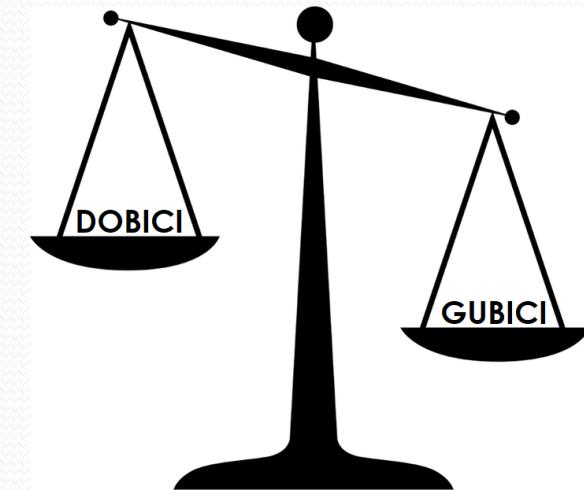
- Oni koji pomažu drugima imaju veću šansu za opstanak i veću šansu da ostave brojno potomstvo
- *Ako je najvažniji cilj da osiguramo sopstveno preživljavanje, zašto bismo pomagali drugima?*

Tri objašnjenja:

- Selekcija srodnika – pomažemo biološkim srodnicima da bismo održali svoje gene
- Norma uzajamnosti – pružanje pomoći povećava verovatnoću da će i nama biti pružena pomoć u budućnosti
- Učenje socijalnih normi

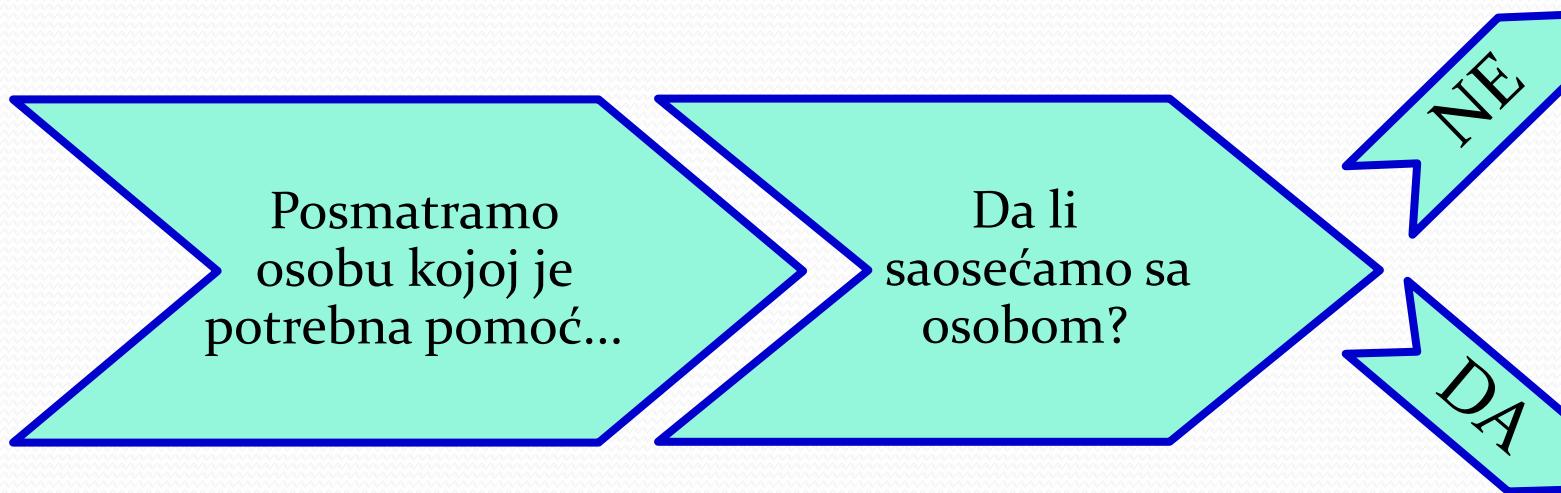
Teorija socijalne razmene

- Ljudi se ponašaju u skladu sa procenjenom koristi, odnosno **upoređuju dobiti i gubitke** koje bi imali ako izvrše neku akciju
- NE POSTOJI pravi altruizam!
- **NAGRADA/DOBIT OD POMAGANJA**
 - Dobijanje materijalnih ili nematerijalnih nagrada (socijalno odobravanje, osećaj lične vrednosti...)
 - Verovatnije da će nama biti pružena pomoć - norma uzajamnosti
 - Norma uzajamnosti postoji, ali **nije genetski determinisan adaptivni mehanizam**
 - Otklanjanje lične nelagodnosti
 - ljudi su uznemireni kada vide drugu osobu kako pati, pa pomaganje redukuje stres
- **GUBICI OD POMAGANJA**
 - Fizička ugroženost
 - Bol, nelagodnost
 - Gubitak vremena



HIPOTEZA EMPATIJA-ALTRUIZAM

- Batson (1991): **hipoteza empatija-altruizam**
- POSTOJI altruizam kao nesebično pomaganje!
- Pomažemo **ako saosećamo sa osobom**, čak i ako gubici premašuju dobitke



POMAGANJE:
Dobitak > Gubitak
(Teorija socijalne razmene)

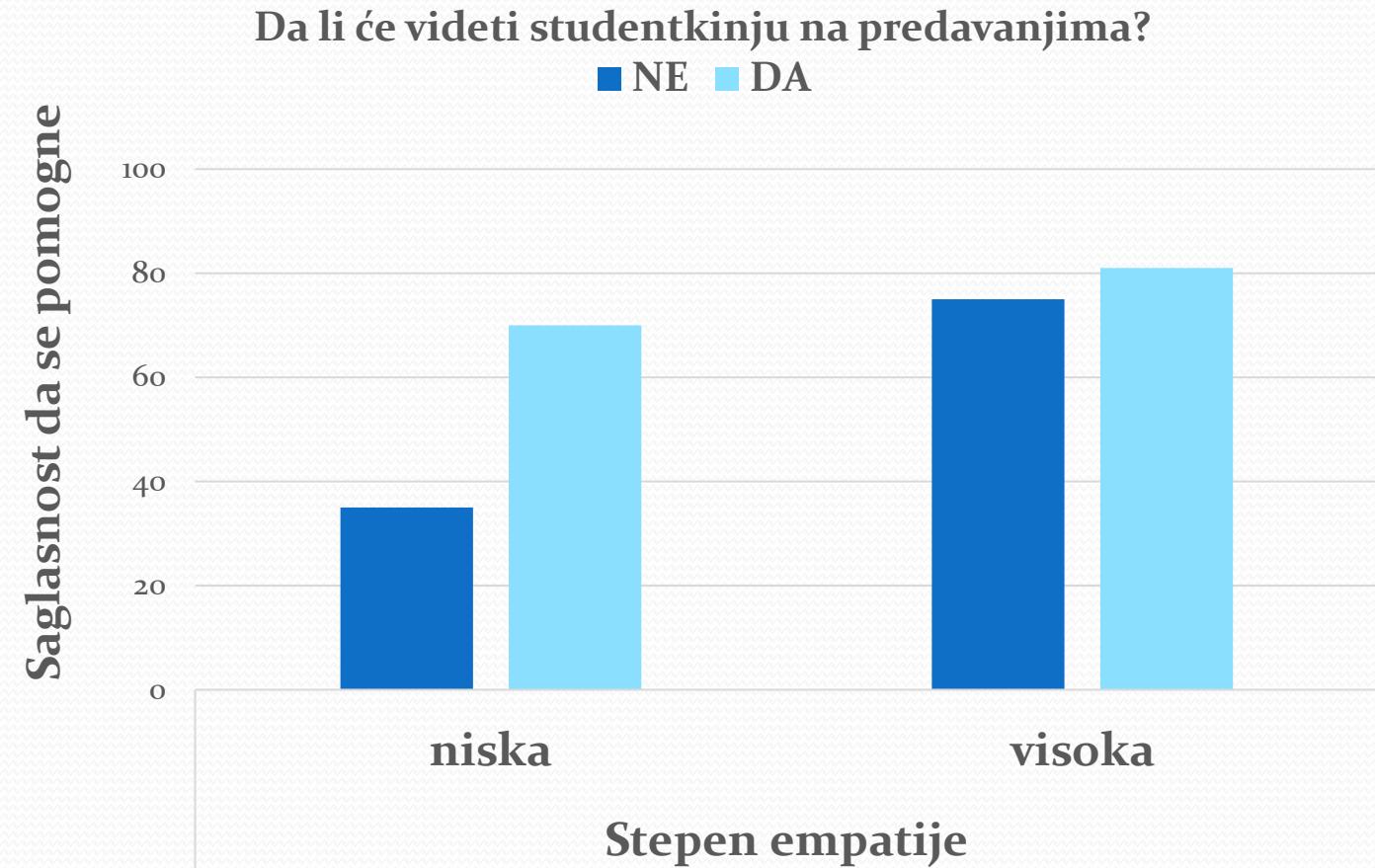
POMAGANJE:
**Nezavisno od odnosa
dubitaka i gubitaka**

HIPOTEZA EMPATIJA-ALTRUIZAM

- Batson (1991): **hipoteza empatija-altruizam**
- **PROBLEM:** *Kako ispitati prave motive ponašanja?*
 - Kako znamo da je pomaganje zaista altruistično i rezultat empatije?
- **Toi & Batson (1982):**
 - Studenti slušaju radio emisiju o studentkinji sa njihovog fakulteta koja je zbog saobraćajne nesreće završila u invalidskim kolicima. Studentkinja je zbog toga u zaostatku sa gradivom na fakultetu.
 - Variranje stepena **empatije**:
 - Zamislite kako se ona oseća zbog toga što joj se dogodilo.
 - Pokušajte da budete objektivni i da ne razmišljate o tome što joj se dogodilo.
 - Variranje stepena **nelagodnosti** (uvodenje gubitaka):
 - Studentkinja će početi da sluša kurs sa vama.
 - Studentkinja će učiti kod kuće, neće dolaziti na predavanja.
 - *Da li biste želeli da pomognete ovoj studentkinji oko učenja?*

HIPOTEZA EMPATIJA-ALTRUIZAM

- **Toi & Batson (1982):**



- Pravi altruizam postoji kada ljudi dožive empatiju sa patnjom druge osobe!

Šta utiče na verovatnoću pomaganja?

Postoje dve grupe faktora koje utiču na verovatnoću pomaganja:

- **Stabilne karakteristike pomagača**
- **Specifičnosti situacije** – u kojim okolnostima ljudi pomažu?
 - Sredinski faktori
 - Promenljivi faktori vezani za pomagača
 - Karakteristike osobe u nevolji

LIČNI FAKTORI I POMAGANJE

- **Altruizam kao karakteristika ličnosti**
 - Nema jasnih rezultata
 - Osobe koje su sklonije altruizmu u jednoj situaciji nisu neminovno sklone pomaganju i u drugim situacijama
 - Svako može biti altruista u nekoj situaciji, kao što ni najveći altruista nije sklon pomaganju baš u svim situacijama
 - Više uticaja ima **SITUACIJA** nego karakteristike ličnosti!



LIČNI FAKTORI I POMAGANJE

- **Rodne razlike?**

- Muškarci su skloniji gestovima junakstva, džentlmenskog ponašanja
- Žene su sklonije pomaganju koje podrazumeva dugotrajnu posvećenost – volontiranje, pomaganje bliskim osobama...



SITUACIONI FAKTORI I POMAGANJE

• Raspoloženje

• Osećaš se dobro, činiš dobro

- Eksperiment: ispitanik u telefonskoj govornici pronađe (E grupa) ili ne pronađe (K grupa) novčić
- Da li će pomoći osobi kojoj je ispala fascikla?
- Pomoglo je 4% onih koji nisu pronašli novčić; 84% onih koji su pronašli novčić
- **Druga istraživanja:** nije samo uticaj novca, nego i postignutog uspeha, dobijanja poklona, prijatne muzike... tj. i drugih stvari koje popravljaju raspoloženje

• Osećaš se loše, činiš dobro – ZAŠTO?

- Krivica – dobra dela poništavaju loša
- Tuga – da bi poboljšali raspoloženje (samo ako nas pomaganje može oraspoložiti)
- **Hipoteza oslobođanja od negativnog raspoloženja** – koja teorija pomagačkog ponašanja predviđa ovo?



SITUACIONI FAKTORI I POMAGANJE

- **Grad naspram sela** – Ko je altruističniji? Zašto?

- Da li ljudi iz grada pomažu kada se nađu na selu i obrnuto?
- **HIPOTEZA URBANE PRENASLJENOSTI** – u većim sredinama mnogo veći broj draži od kojih ljudi imaju potrebu da se odbrane
- Gustina naseljenosti važnija od veličine mesta (tj. broja stanovnika)



SITUACIONI FAKTORI I POMAGANJE

- **Karakteristike osobe kojoj treba pomoć**
 - **Stepen bespomoćnosti** (deca, žene, bolesni...)
 - **Percepcija odgovornosti** osobe za sopstvenu situaciju (atribuiranje odgovornosti)
 - **Sličnost** sa osobom kojoj je potrebna pomoć (npr. pripadnost istoj grupi)



Slučaj Kitty Genovese



**“37 WHO SAW
MURDER DIDN’T
CALL THE POLICE”**

- The New York Times

March 27, 1964



Nisam hteo da se mešam.

ALL THE CITY'S NEWS DAILY NEWS
NEW YORK'S HOMETOWN NEWSPAPER

Kin see Kitty's killer

THE KITTY GENOVESE FILE

PAST This is how the Daily News covered the famous murder case in 1964.

Crowd Applauds As Queens Jury Dooms Moseley

Knifed Barmaid Dies in Mystery

A Nighttime Urge to Slay: Held in Killing of 2 Women



PRESENT Her brothers Vincent (left) and William showed up at Brooklyn Federal Court to confront their sister's killer.

He asks new trial amid their glares

By ROBERT GRANITY and CORKY SHENASZKO

After yesterday's hearing, Kitty Genovese's brothers glared at Winston Moseley — the man they say killed their sister — as he testified in Brooklyn Federal Court that his killing of the 32-year-old Genovese, slaying her in her apartment, was not effective.

Moseley, wearing blue prison clothes, had been called to testify during the testimony of Genovese's older brother, William, former lawyer, Sidney Sparrow, who had been in contact with his victim's brother, Vincent, 52, who had represented Genovese in a criminal trial.

Moseley confessed to killing Genovese on March 12, 1964, in Kew Gardens, Queens, but claimed he had ignored her cries for help.

Sleeker but powerfully built, with close-clipped hair, Moseley sat yesterday in the witness box, his hands clasped behind his head, with his chin resting on his chest, his eyes looking directly at the jury.

"I was struck in the face, but I didn't feel any pain or a mark," he said. "I was also struck in the back, but I did not have enough strength to make a mark."

The Genovese family — except for an uncle — stayed away from the courtroom, but all because of the emotional trauma and media glare.

Family sees nightmare in the flesh

The side chair opposite and Susan Genovese's bed were the same time the man who had been cornered in the room by her sister 21 years before. She was sitting on the bed, her back to the wall, when she started to look directly at the door.

Susan watched from behind unblinking, not blinking, until the man crossed the room and she could see his face.

"It somebody had called, she might have done something."

In those days that followed, Susan and three brothers were persecuted by the police.

They were not in the courtroom when Moseley was convicted and condemned to death.

"Susan's chin rose straight up, her eyes crossed and she never once moved. She loved hard. She had a very strong will."

Her son, Michael, 28, was a young man, but his own wife was smooth stone."

Genovese's chin rose straight up, her eyes crossed and she never once moved. She loved hard. She had a very strong will."

Her son, Michael, 28, was a young man, but his own wife was smooth stone."

"The family went silent screaming. Genovese had been murdered. The 32-year-old Kitty's final cry had been

Judge Preslie Black is expected to decide in the next few weeks whether to grant Moseley a new trial.

Genovese's family has filed the hearing because he was condemned to death without the statement Sparrow made to the jury as it considered Moseley's 15-year prison sentence over.

It didn't help that in various newspaper stories, Genovese objectively, calmly, just as a law-abiding citizen, was described as a "murderer." The transcript quoted Sparrow as saying that he had been shocked by numerous citizens, but none of them had been able to do anything about it.

Sparrow had been trying to get Moseley to confess to the killing, but Moseley had repelled him.

Moseley testified that he had only recently learned that he had killed Genovese. He denied Sparrow's claim that he had told Moseley to keep Genovese from testifying earlier.

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EFEKAT BROJA POSMATRAČA

Slučaj Kitty Genovese je inspirisao Latane-a i Darley-a za njihovo istraživanje:

<https://www.youtube.com/watch?v=BdpdUbW8vbw>

Latane & Darley (1970) - Eksperiment:

- Ispitanici su razgovarali sa drugim osobama preko slušalica (svi su bili u odvojenim prostorijama)
- U jednom momentu jedan od sagovornika doživljava epileptični napad
- 3 eksperimentalne situacije:
 - 2 osobe razgovaraju (1 svedok/posmatrač, 1 "žrtva")
 - 3 osobe razgovaraju (2 svedoka/posmatrača, 1 "žrtva")
 - 5 osoba razgovara (4 svedoka/posmatrača, 1 "žrtva")
- Da li će ostali sagovornici pozvati pomoć? Koliko brzo?
- **REZULTAT:** što je manje bilo sagovornika (svedoka), to je brže pozvana pomoć
 - Kad su bila samo 2 sagovornika (1 žrtva i jedan posmatrač) – 85% pozvalo pomoć za 60 sekundi
 - Kad je bilo 5 sagovornika (4 posmatrača) – 31% pozvao pomoć za 60 sec, a 62% za 6 minuta

EFEKAT BROJA POSMATRAČA - Što je veći broj posmatrača (svedoka nesreće), to je manja verovatnoća za pomaganjem

Kako ljudi donose odluku da li će intervenisati u slučaju nesreće?

ODLUKA O PRUŽANJU POMOĆI

- Pravne posledice, neugodnost, lična ugroženost...

ZNANJE O TOME KAKO PRUŽITI POMOĆ

PREUZIMANJE ODGOVORNOSTI

- Podela (difuzija) odgovornosti – sa brojem posmatrača se smanjuje verovatnoća da će konkretna osoba preuzeti nešto

TUMAČENJE DOGAĐAJA KAO OPASNE

- Ignorisanje u mnoštvu (pluralističko neznanje) – prepostavka da je sve u redu ako ni drugi ne reaguju

PRIMEĆIVANJE DOGAĐAJA

- Žurba, ometenost, urbana sredina (preopterećenost dražima)...

FAKTORI KOJI UTIČU NA VEROVATNOĆU POMAGANJA

STABILNE KARAKTERISTIKE POMAGAČA

- Altruizam kao osobina ličnosti – **nije nedvosmisleno potvrđeno da je relevantno!**
- Rod

SITUACIONI FAKTORI (pomagača, osobe u nevolji, okolnosti)

- Empatija pomagača (situacioni faktor, jer ne empatišemo sa svima i uvek)
- Raspoloženje
- Grad naspram sela (da li ćemo primetiti događaj?)
- Karakteristike osobe kojoj je potrebna pomoć (sličnost sa nama, bespomoćnost...)
- Broj osoba koje su prisutne (posmatrača) – podeljena odgovornost i ignorisanje u mnoštvu
- Percipirani dobici i gubici
- Karakteristike osobe u nevolji

Koje faktore ste vi naveli u vašem modelu pomagačkog ponašanja?

Ako je faktor situacije tako moćan, šta možemo da uradimo kada je nekome potrebna pomoć?

nell Daily Sun

Ithaca's Only Morning Newspaper™

YORK, TUESDAY, SEPTEMBER 7, 1993

24 PAGES—25 CENTS

Bystanders Stop Suicide Attempt

By JEFF CARMONA

A Cornell student was hospitalized Sunday evening after he attempted to jump into the Cascadilla Gorge but was restrained by several passers-by, authorities reported.

The male student, whose name is not being released, reportedly ran nude through Collegetown before stopping on the sidewalk of the College Avenue bridge. When he proceeded to climb over the stone railing, some witnesses grabbed and held him to the ground until police arrived.

The episode began shortly after 6 p.m. when the Ithaca Police Department received a telephone call from a friend of the student. The student had just left his apartment and was depressed and nude, the friend told police.

Moments later the police received numerous calls that a nude male was on the bridge near 400 College Ave., directly north of the Center for Theatre Arts. When officers arrived on the scene, they learned that passers-by had subdued the subject as he attempted to jump, ac-

cording to Sgt. John B. Saul of the Ithaca Police.

The male, 21, was subsequently taken to the Tompkins County Hospital for an evaluation, Saul said. Although officials would not disclose the subject's name, they did confirm that he was registered with Cornell during the last academic year.

The student will not be charged with any crime, Saul said, adding that hospital officials will be responsible for deciding what treatment, if any, the individual might require.

Good Samaritans

Although hundreds of people saw the nude male run through Collegetown toward the bridge, only a handful chose to intervene in the matter, witnesses said.

Saul praised those who helped avert a possible tragedy, saying "they did an outstanding job."

"These people saw a situation and reacted tremendously," Saul added.

Continued on Page 2

WEATHER

Cool
High: 69°
Details, Page 2

Continued from Page 1

Pablo Salanova '96, one of those present at the scene, said he was walking along and saw the nude individual but did not immediately realize what was taking place.

"It didn't really hit me," Salanova said, adding that he decided to intervene when his friends realized that the student was about to jump.

Rob Lee '96, another witness, said he first stood back and watched as the nude student talked with what appeared to be a friend. When the student tried to climb over the railing, the friend grabbed his arm and spectators ran over to assist, Lee said.

Lee and Salanova said they grabbed the student by his arms and held him to the ground until a larger group of bystanders came over to help. Neither individual recalls hearing the nude student say anything to those who subdued him.

The two good samaritans added that they might not have intervened if not for the quick thinking of a third friend who was there. The friend, Gretchen Goldfarb '97, suggested that someone help out when she sensed the nude student was planning to harm himself.

"Something just clicked," Goldfarb said, recalling the point when she started to view the situation as a crisis rather than simply a harmless prank.

Goldfarb added, a recent psychology lesson prompted her to intervene. At a Psychology 101 lecture last Friday, Goldfarb said she was told about the phenomenon of bystander nonintervention.

Prof. James B. Maas, who teaches Psychology 101, explained that bystander nonintervention occurs when a large crowd witnesses an emergency, but no one will offer to help out.

Bystanders rationalize their nonintervention by speculating that "someone else will help" or the incident "maybe is a prank," Maas said.

Maas called those who helped the depressed student "true psychological heroes," adding that education has been shown to help prevent bystander nonintervention.

