Figure 12.2 Does altruism exist?

Percentage of subjects volunteering to take the place of the shock victim.

Subjects who did not feel empathy:
- Escape was difficult: [Bar 1]
- Escape was easy: [Bar 2]

Subjects who did feel empathy:
- Escape was difficult: [Bar 3]
- Escape was easy: [Bar 4]
Identification and AIDS Volunteerism

Gay Men

HIV positive/ PWA

Heterosexual Volunteers
(Recipient of Help is Outgroup Member)

Identification with Ingroup

Identification as Individual

Gay Volunteers
(Recipient of Help is Ingroup Member)

Identification with Ingroup

Identification as Individual

Volunteerism/Helping

+ −
### Table 4
Regression Analysis with Willingness to Volunteer as Criterion (Homosexuals)

<table>
<thead>
<tr>
<th>Identification as Individual</th>
<th>Identification with Homosexual Ingroup</th>
<th>Identification with AIDS Volunteer Service Organization (DAH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>( \beta )</td>
<td>-.29</td>
<td>.41</td>
</tr>
<tr>
<td>( t (42) )</td>
<td>-2.11*</td>
<td>3.06**</td>
</tr>
<tr>
<td>( M )</td>
<td>4.1</td>
<td>3.9</td>
</tr>
<tr>
<td>( SD )</td>
<td>0.8</td>
<td>0.7</td>
</tr>
</tbody>
</table>

* \( p < .05 \)  ** \( p < .005 \) (Because predictions were a priori directional, t-tests are one-tailed)

\( R^2 = .27, F (3, 42) = 5.16, p < .005 \)

### Table 5
Regression Analysis with Willingness to Volunteer as Criterion (Heterosexuals)

<table>
<thead>
<tr>
<th>Identification as Individual</th>
<th>Identification with Heterosexual Ingroup</th>
<th>Identification with AIDS Volunteer Service Organization (DAH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>( \beta )</td>
<td>.24</td>
<td>-.20</td>
</tr>
<tr>
<td>( t (50) )</td>
<td>1.85*</td>
<td>-1.44(*s)</td>
</tr>
<tr>
<td>( M )</td>
<td>4.0</td>
<td>3.3</td>
</tr>
<tr>
<td>( SD )</td>
<td>0.7</td>
<td>0.7</td>
</tr>
</tbody>
</table>

\( t^* \) \( p < .10 \)  * \( p < .05 \) (Because predictions were a priori directional, t-tests are one-tailed)

\( R^2 = .16, F (3, 50) = 3.16, p < .05 \)
Figure 12.1 Multiple effects of mood on helping

**Good mood**

- Increased attention to social environment raises likelihood of noticing needs
  - More helping
  - More helping in ways that maintain mood
- Desire to remain in good mood
  - Less helping if help would destroy mood

**Bad mood**

- Self-focused attention reduces likelihood of noticing needs
  - Less helping
- Desire to improve mood
  - More helping