

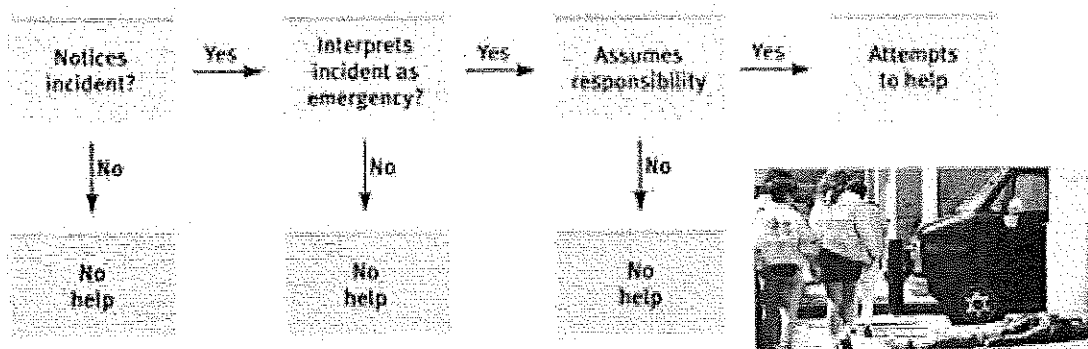
MODULE 80 ALTRUISM, CONFLICT, AND PEACEMAKING

ALTRUISM

- **ALTRUISM** is the unselfish regard for the welfare of others.
- **BYSTANDER EFFECT** is the tendency for any given bystander to be less likely to give aid if other bystanders are present. When more people share responsibility for helping when there was a diffusion of responsibility, any single listener is less likely to help.
- **SOCIAL EXCHANGE THEORY** is the theory that our social behavior is an exchange process, the aim of which is to maximize costs. Through socialization, we learn the **RECIPROCITY NORM**, the expectation that we should return help, not harm, to those who have helped us. The reciprocity norm compels us to give about as much as we receive.
- We also learn a **SOCIAL-RESPONSIBILITY NORM**: that we should help those who need our help – young children and others who cannot give as much as they receive – event if the costs outweigh the benefits.

Bystander Intervention

The decision-making process for bystander intervention.



CONFLICT AND PEACEMAKING

- **CONFLICT** is a perceived incompatibility of actions, goals, or ideas. A **SOCIAL TRAP** is a situation in which the conflicting parties, by each rationally pursuing their self-

interest rather than the good of the group, become caught in mutually destructive behavior.

- **MIRROR-IMAGE PERCEPTIONS** are mutual views often held by conflicting people, as when each side sees itself as ethical and peaceful and views the other side as evil and aggressive.
- **SELF-FULFILLING PROPHECY** is a belief that leads to its own fulfillment.
- How do we make peace after such conflict? When contact is noncompetitive and between parties of equal status, it typically helps.
- **SUPERORDINATE GOALS** bring people together by sharing a common goal that override differences among people and require their cooperation. Think of after 9/11.
- **GRADUATED AND RECIPROCATED INITIATIVES IN TENSION-REDUCTION (GRIT)** is a strategy designed to decrease international tensions. Should the enemy respond with hostility, one reciprocates in kind.

BE ABLE TO ANSWER: Why didn't anybody help Kitty Genovese (research)? What social relations principle did this incident illustrate?

PRACTICE FRQ: According to Darley and Latane, what three things must happen for a bystander to intervene?