



PROSOCIAL BEHAVIOR

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**PERSONAL AND SITUATIONAL
FACTORS IN HELPING**

EMPATHY

- Empathy is the ability of individuals to put themselves in positions of others. If a person sees another person in distress, empathy acts to help others who involve in the problems



GUILT AND HELPING

- an emotional warning sign that most people learn through their normal childhood social development
- Guilt from transgression of this type has led to helping regardless of whether the transgression were intentional or unintentional, public or private, in the laboratory or in the field.



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- One problematic finding, however is that helpfulness induced by guilt is often directed, not just toward the injured victim but towards unrelated parties who may need help.

