

With Step 4, we must know the appropriate form of assistance. Even if we are not medically trained, we can dial 000.

With step 5, there can be a danger to the self, legal concerns, embarrassment, all must be checked before intervening and offer assistance.

Influences on helping behaviour

Social Relationships

Liking and Loving: o Attraction (physical attractiveness, proximity, familiarity, reciprocity, similarity)

There are cross-cultural standards of beauty and all of these factors are determined by being a signal of health and fertility. It is important to have a physically attractive partner to both men and women. Features desired in women tend to be exaggerated features of children. Symmetry is also a key feature as it is a good indicator of health. Averageness is the mathematical average of the features of faces and the average is more attractive. These are more prototypical and thus familiar. They rate the faces which are most similar as those which are better.

The misattribution of arousal paradigm used male participants who were approached on a bridge. In Study 1, the experimenter was either male or female and the bridge was either fear-arousing or not. In Study 2, it was either in the middle of the bridge or after they had crossed the bridge. They found that participants in the experimental conditions were far more likely to call the female experimenter than with those in the control condition. Those who were physically aroused misattributed it to attraction.

Proximity (propinquity) shows that we are more likely to see and interact with those who live and work close to us. The more we see and interact with them, the more we like them. Festinger, Schacter and Back found that those in rooms closer to each other were more likely to be close friends whilst those further away were less likely to be close friends. Despite this, the most friends were seen through those who were near staircases on the ground floor as they could interact with all the people on the top floor through the staircase, and also the bottom floor.

In terms of familiarity, the mere exposure effect is that repeated exposure to an object results in a greater attraction to it, be it positive or negative. In the classroom, they found that as the number of visits increased, so did attractiveness ratings.

Reciprocity is that we like those who like us and dislike those who dislike us. Similarity draws people together, be it in terms of similar opinions, interests or experience. Personality characteristics do not have to be similar for romantic partners but is possible for friends.

Similarity promotes attraction as similar people have qualities we like, validate our beliefs, facilitates smooth social interaction and allows us to make negative inferences about those who disagree with us.

