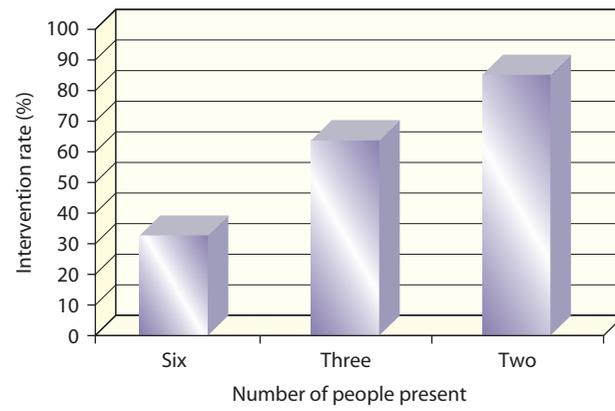
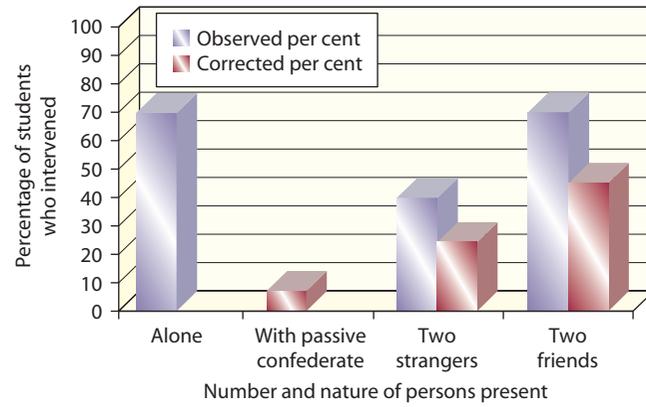


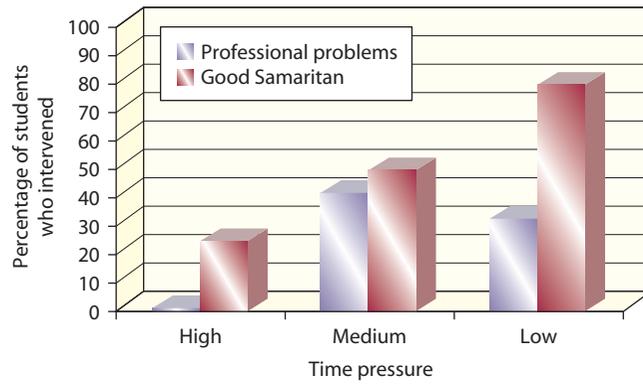
**Figure 9.1** Relationship between the concepts of helping, prosocial behaviour and altruism.



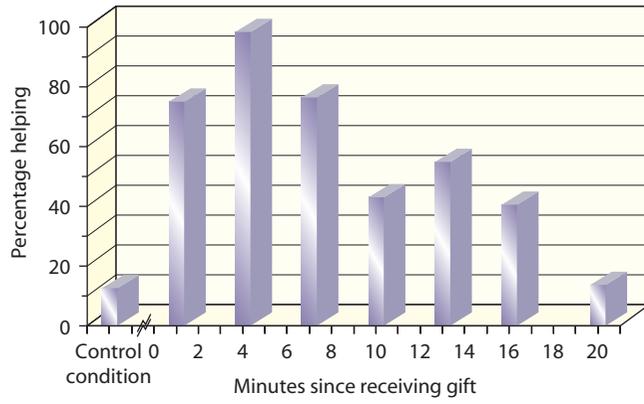
**Figure 9.2** *Helping as a function of number of people present (from Darley & Latané, 1968).*



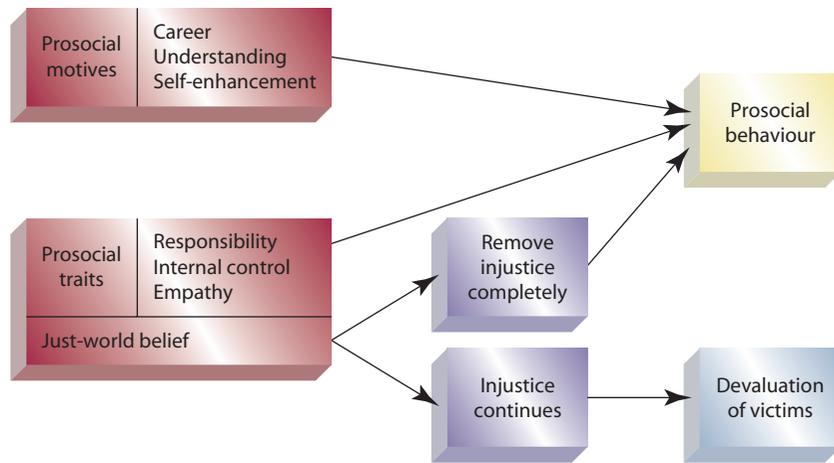
**Figure 9.3** Effect of a second bystander (confederate, stranger or friend) on emergency intervention (from Latané & Rodin, 1969).



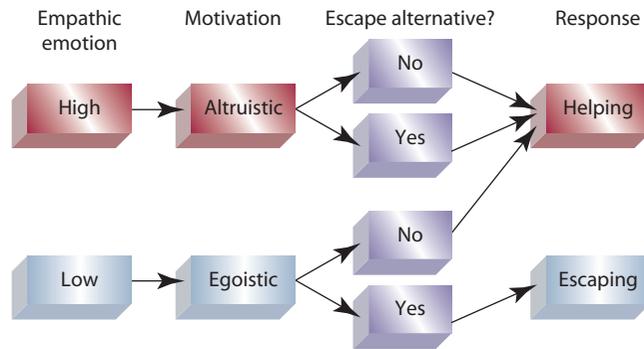
**Figure 9.4** Effect of message and time pressure on prosocial responses in an emergency situation (based on Darley & Batson, 1973; Greenwald, 1975).



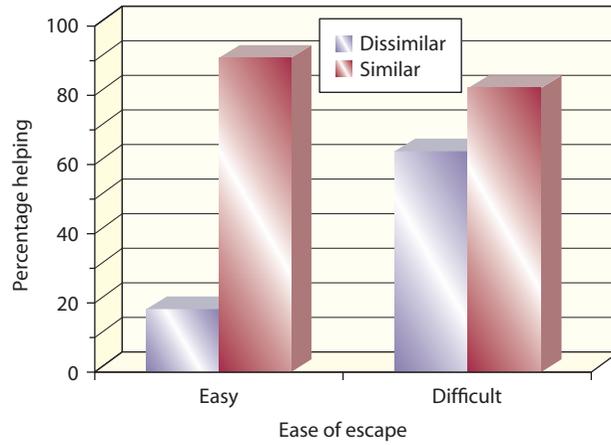
**Figure 9.5** Percentage of helpful participants depending on time elapsed between mood induction and request for help (based on Isen et al., 1976).



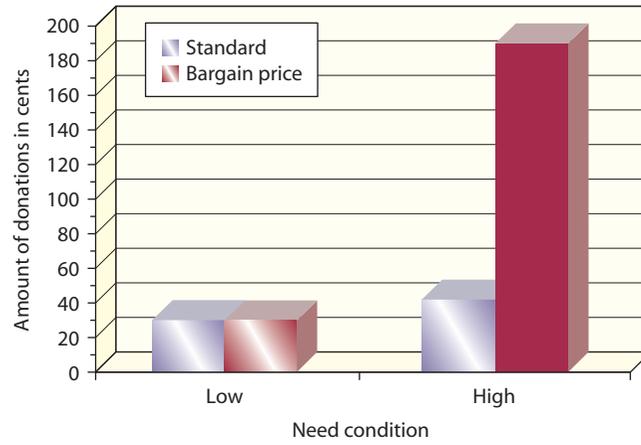
**Figure 9.6** Model of prosocial personality.  
 (based on Batson, 1991)



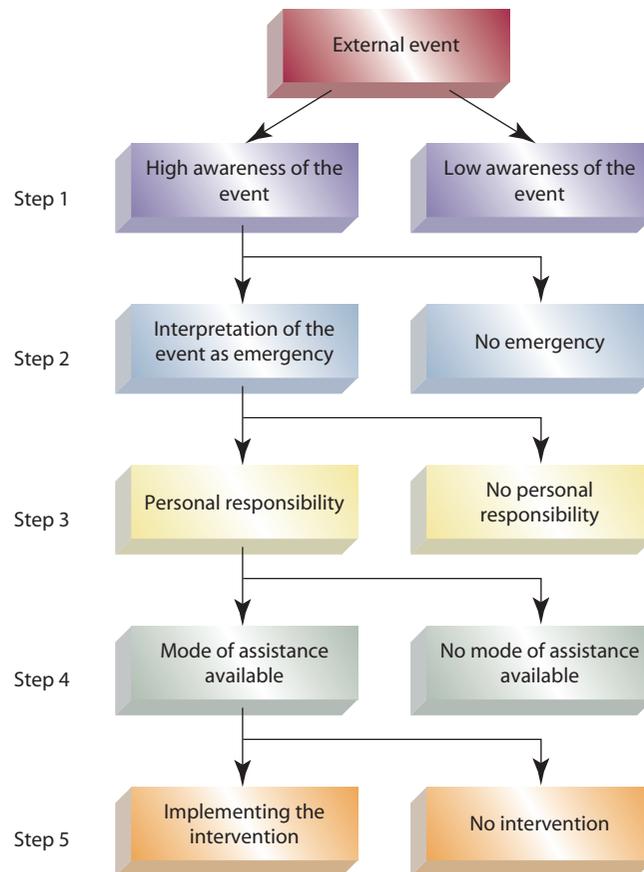
**Figure 9.7** Empathy–altruism hypothesis (based on Batson, 1991).



**Figure 9.8** *Percentage of participants who helped Elaine depending on similarity and ease or difficulty of escape (from Batson et al., 1981).*



**Figure 9.9** Donations as a function of solicitation form and level of need (from Holmes et al., 2002, Exp. 2).



**Figure 9.10** Model of the intervention process (based on Latané & Darley, 1970).