What about bad moods?

➢ It depends on the mood type (E.g. Guilt or Sadness)

➢ Harris et al (1975) – Churchgoers are more likely to donate money to charity before confession than afterwards.

➢ Cialdini et al (1973; 1987; 1990) – Negative – State Relief Hypothesis:
  o The theory that people help in order to alleviate their own sadness and distress.

➢ Negative – State Relief Model:

1. Person Observes an Emergency

2. Will helping eliminate negative emotions?
   NO Help is NOT given
   YES Help is given

3. Can the emotions be eliminated without helping?
   NO
   YES

4. Negative Emotions Occur
   NO
   YES