Method: field experiment using opportunity sample
IV: character of victim (drunk or ill victim)
DVs: frequency/speed of help, sex of helper, movement away from victim, verbal comments
Procedure:
Quantitative and qualitative data was gathered.
103 trials; 38 with the drunk victim and 65 with the sober victim with a cane.
At certain time on a subway journey, confederate would collapse to the floor and lay without moving until people arrived to help.
Findings:
- The cane victim was helped 95% of the time, while the drunk only 50%
Conclusion:
- **Victims who appear sick are more likely to receive help than those who appear drunk.** This is explained in terms of the higher costs of guilt at not helping a man who is helpless because of circumstance not under his control (i.e. sickness) and lower costs of guilt by not helping a man seen as responsible for his own situation.
- **In a mixed group, a male victim is more likely to be helped by men than women.** The costs of helping are higher for women in terms of effort to move the victim, and there are low social costs to not helping as it was perceived at the time as not appropriate for a woman to be the first to help.
- **In a mixed group, a victim is most likely to be helped by a same-race observer** because of the low costs of not helping members of different race and, possibly, fear as a cost of helping.
- **Diffusion of responsibility was not observed on trials with the cane,** presumably because it was clearly identifiable as an emergency situation in which the victim needed help. There was,
mood. If this was not the major reason, then transgressors would have been just as likely to help when they were in a better mood as a result of praise or money.

Thus both theories have been researched, and have empirical support, but there are important differences in the methodology of the research. Firstly, studies on the negative state relief model are more ethically difficult because they involve manipulations of mood. For instance, in 1984, Manucia et al put participants in either a negative mood (asking them to recall distressing childhood memories) or a neutral mood (recalling the route they took to the lab). All participants took a memory drug which was in reality tonic water. Some were informed the drug would have no effect on mood, and so their mood was changeable, and others that the drug would ‘fix’ their mood, i.e. make it constant and unchanging. A confederate then asked participants to make phone calls to help with a blood donation drive. Results revealed that participants in a negative mood state only helped when they believed that helping could improve their mood (i.e. when they believed their mood was changeable). Although the study supported the negative state hypothesis by showing people help only to enhance their own mood, ruling out genuine altruistic intentions postulated by the empathy altruism hypothesis, such studies are ethically questionable. Asking participants to recall distressing memories may have negated the duties of the psychologist to protect them from mental harm. Thus, because research into the negative state relief hypothesis may be more difficult to conduct ethically than research into the empathy altruism hypothesis because it involves mood manipulation and therefore possible psychological damage.
confounded the results.
The men were provided with clean t-shirts and told to wear it for 2 nights. Women were asked to rate the smell of 6 t-shirts each: 3 had been worn by men with dissimilar MHC and the others by men with similar MHC. The women were ignorant of which was which. They then scored the pleasantness of the t-shirts.

**Results:** Women who were not taking the pill preferred the smell of men with dissimilar MHC. However this result was reversed for women on the pill.

**Conclusion:**
Women on the pill preferred similar MHCs because from an evolutionary perspective, a pregnant woman would prefer to nest with her genetically similar relatives in order to gain help in nursing offspring and to receive protection from potentially dangerous males. Women not on the pill, however, preferred dissimilar MHC in their partners to enhance the immune systems of their offspring.

**CA:**

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
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<tbody>
<tr>
<td><strong>1. MISCARRIAGES:</strong> Supported by research showing higher incidences of miscarriages in couples with similar MHCs (the assumption being that the mothers’ bodies rejected foetuses less likely to survive).</td>
<td><strong>1. COLOGNES:</strong> Ecological validity is lowered by the fact that in the 21st century, many men wear colognes, deodorant, aftershave etc, masking their MHC, so it is difficult for women to be attracted to them on the basis of their MHC in real life.</td>
</tr>
<tr>
<td><strong>2. STRANGERS:</strong> From different</td>
<td><strong>2. LACKS MUNDANE REALISM:</strong> Smelling a t-shirt and then rating</td>
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</tbody>
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courses, the men and women did not know each other --> elimination of extraneous variable of preconceptions/existing biases

the attractiveness of the wearer is not reflective of real life.

3. **MENSTRUAL CYCLE:** Whenever possible, the testing was timed to the **second week** of the women’s menstrual cycle so that the women would be most smell-sensitive.

3. **REDUCTIONIST:** Only biological factors are considered.

4. **OTHER SMELLS:** Extraneous variables of other smells were eliminated through the proviso that men had to put the shirt in an **open plastic bag** when not wearing it. They also had to avoid foods or activities involving smells (eg. cheese, tobacco, sex) and to sleep alone in their beds. They were also given **odor-free cleaning material** for this duration.

4. **YAVIS bias**

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**b) ROLE OF TESTOSTERONE AND IMMUNE SYSTEM**

Aim: Rantala et al. investigated the correlation between male attractiveness and their testosterone, cortisol, and their immune system.

Method: **74 men** rated for attractiveness by **94 women**. Attractiveness rating was correlated with their testosterone, their cortisol levels and their response to a hepatitis B vaccine (to measure their immune system).
Results: Low cortisol (low stress) high testosterone and high immune system correlates with male attractiveness.

Conclusion: Female preferences for male faces correlated with male immunocompetence as an example of the handicap principle. That is, testosterone limits the immune system. So if a man has high testosterone and a strong immune system coexisting, it implies his immune system is strong, and that he will father healthy offspring with higher chances of survival.

CA:
Attractiveness very hard to measure in reality (mean averages used).
Handicap principle not fully supported prior to this study.
It is a correlational study, so there is no clear cause and effect relationship.
There could be 3rd variable effect.
Some ps had no response to the vaccine and there was no correlation with testosterone levels in these cases.
Testosterone shapes the face in adolescence. Therefore adult attraction may not be indicated by facial features.
Reductive: only biological factors are considered.

YOUTH
Buss (1989)
Aimed to examine the theoretical argument that men and women have different mating preferences due to evolution.
10,047 questionnaires were given to 37 cultures in 33 countries to both males and females. Participants were asked to rate the importance of 18 characteristics (good looks, chastity, earning potential and so on) a mate should possess.

In all 37 cultures, men rated good looks higher than women did. In 36 out of 37 cultures, women rated financial prospects higher than men did. In all 37 cultures, men and women both wanted the men to be older.