Abstract of thesis entitled

Benefits for the Donor and Costs for the Recipient:

Under What Conditions Will They Help Others in the Future?

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The antecedents of prosocial behaviors have been studied for a long time from several approaches. However, scant research has explored how the consequences of a helping event would influence people's tendency to help in the future. The present thesis investigated the consequences of giving and receiving help in Chinese culture and their influence on the participants' willingness to provide help in similar situations. Both studies examined how perceived self- and other's benefits would influence the likelihood to provide assistance in the future. The mediating effects of self-benefits on different antecedents were tested in the help-giving and help-receiving situations.

One hundred and forty-six participants took part in Study 1 which investigated the help-giving situation. They recalled events in which they offered help to other people and reported some cognitive evaluations and psychological consequences following the event.

The result revealed that only perceived self-benefit, not other's benefit, could predict the willingness to help others in the future. Further, the donor's perceived reciprocation and social normative support made contributions towards giving help in the future through the mediating function of the perceived self-benefit, while positive event-based self-evaluation showed no effect on the self-benefit perception or on the willingness to provide help in the future.

One hundred and forty-six participants took part in Study 2 which investigated the help-receiving situation. Participants went through the similar procedure as that in Study 1. The result showed that both perceived self- and other's benefit could increase the likelihood to offer aid to others in the future. Moreover, neither recipient's event-based negative self-evaluation nor perceived consideration from the donor could predict recipient's perceived self-benefit or the likelihood of offering help in the future, after the effect of help was taken into consideration. The relationship between the effect of help and willingness to give help in the future was mediated by perceived self-benefit.

Past research usually focused on single antecedents and we could not differentiate weak from powerful factors without bringing them together. Using multiple variables, our studies distinguished the important predictors. Moreover, the non-significant effect of self-evaluation may result from the fact that self-esteem and personal achievement are not highly valued in Chinese culture. Future studies may consider cross-cultural comparison to further capture the influence of culture.

摘要

人们已经用不同的方法对亲社会行为的前因进行了长时间的研究。然而，很少有研究去探索帮助事件的后果怎样影响人们未来的帮助行为倾向。本论文研究了在中国文化下，提供和接受帮助的后果，以及它们如何影响被试在今后相似的情景下是否愿意提供帮助。

研究一检验了提供帮助的情境，有 146 个被试参与。他们回忆了一件他们帮助别人的事件，然后报告了一些事件后的认知评价和心理结果。结果表明，只有感受到的个人利益，而不是他人利益，可以预测人们未来的助人意愿。另外，施助者感受到的回报以及社会规范的支持可以影响个人利益，然而基于该事件对自我的积极评价对此没有影响。

研究二检验了接收帮助的情境，有 146 个被试参与。研究步骤与研究一类似。结果显示，感受到的个人和他人的利益都可以增加人们在未来提供帮助的可能性。另外，在考虑了帮助的效果后，基于该事件对自我的消极评价和施助者的关心都不可以再预测受助者感受到的个人利益。

过去的研究往往只关注一个前因。而本研究采用了多个变量的方法，区分出重要的自变量。另外，自我评价对结果没有显著的影响，这可能是中国文化对自尊和个人成就没有高度重视的原因。将来的研究应该采用跨文化比较，来更好的反映文化的作用。

Self-evaluation Adjectives (Williamson & Clark, 1989)

How much did you think you were each of the following as a result of giving help?
Agreeable, friendly, amiable, generous, successful, helpful, dependable, trustworthy, considerate, useful, kind,

How much did you think you were each of the following as a result of accepting help?
Irresponsible, selfish, uncooperative, incompetent, unreliable.

提供帮助以后，你在多大程度上认为自己符合以下各项？
随和的，友好的，和善的，慷慨的，成功的，有帮助的，可依靠的，值得信任的，体谅人的，有用的，富有同情心的。

接受帮助以后，你在多大程度上认为自己符合以下各项？
不负责任的，自私的，不合作的，无能的，不可靠的。