

Plate 9.1 The Indian Ocean tsunami of late December 2004 evoked an unprecedented willingness to help all over the world.

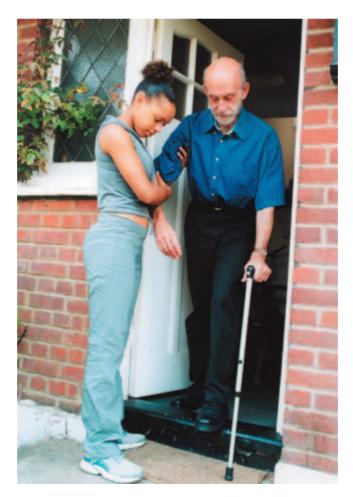


Plate 9.2 Helping refers to actions intended to improve the situation of the recipient, e.g. an elderly person.



Plate 9.3 Oskar Schindler (shown here in the film) took great personal risks and invested both time and money to help Jews escape from the Nazis.



Plate 9.4 Bob Geldof's organization of emergency aid for the starving people of Africa is a public example of prosocial behaviour.



Plate 9.5 Altruistic motives have been found to be the best predictors of length of service in AIDS organizations.