

**Poster proposal:**

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Title: Analyzing and managing the motivational conflict provoked by presenting the individual in need as one among others.

**Abstract**

According to the one-among-others effect, presenting an individual in need together with other individuals with similar needs does not reduce the empathy-induced altruism but it introduces other prosocial motives that may conflict with it. In two experiments the manipulation of the target in need (i.e., presenting her as either one-individual or one-among-others) did not reduce the empathy felt for the individual. However, results revealed that the one-among-others presentation (a) increased the conflict between wanting to help the individual and being fair with the others (Experiment 1), and (b) decreased the offered aid when the beneficiary of help was the individual but increased it when the beneficiary was a group of individuals (Experiment 2). It is concluded that one-among-others presentation produces a motivational conflict, and that the occurrence of prosocial behavior depends on whether the situation does or does not allow solving such conflict.

Key words: One-among-others effect, Altruism, Motivational Conflict.

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