

Motivational conflict provoked by presenting the victim as one among others.

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Different motives have been proposed in order to explain prosocial behavior. But one unanswered question is how these different motives interact. In three studies, we tested whether presenting the person in need as “one-among-others” evokes a motivational pattern that involves the presence of at least two motives: altruism and justice.

Topic Areas: Prosocial Behavior & Motivation/Goals