470

CHAPTER TWELVE

FIGURE 12.11

Percentage of Participants Who Agreed to Volunteer to Help an AIDS Victim before and after Magic Johnson's Disclosure That He Was HIV-Positive

Females were unaffected by Magic's announcement that he was HIV-positive, but volunteerism among males increased dramatically after his announcement and remained high four and half months later.

Source: Penner and Fritzshce (1993).

