

**FIGURE 12.2****Testing the Evolutionary Model of Helping**

Panel A shows that genetic similarity plays a rather small role in everyday helping situations, but a large role in situations involving life-or-death decisions. Panel B shows that people will help those who are unable to help themselves in everyday helping situations, but they help the young and healthy in life-or-death situations. These findings suggest that when the costs and benefits of helping are high, people take a person's reproductive potential into account when deciding whether or not to help.

Source: Burnstein, Crandall, and Kitayama (1994).