

**FIGURE 12.6****Moods and Helping as a Function of Whether Moods Can Change**

Before being given the chance to help in a blood drive, participants were placed into a happy, sad, or neutral mood, and told their mood could or could not change for a while. The data show that (1) happy participants helped more than participants in a neutral mood regardless of whether their moods could change, but (2) sad participants helped more than participants in a neutral mood only when they believed helping could improve their mood. These findings suggest that mood improvement motivates helping when people are sad.

Source: Manucia, Baumann, and Cialdini (1984).