

**TABLE 12.3** Mood, Self-Relevant Experiences, and Helping

Mood and Self-Concept Variables	Reasons Why Variable Promotes Helping
Happiness	<ul style="list-style-type: none"><li>• Primes positive thoughts and interpretations</li><li>• Increases social concern and sociability</li><li>• Creates a desire for mood maintenance</li></ul>
Sadness	<ul style="list-style-type: none"><li>• Creates a desire for mood improvement</li></ul>
Success	<ul style="list-style-type: none"><li>• Creates happiness</li><li>• Instills self-confidence and perceived competence</li></ul>
Failure	<ul style="list-style-type: none"><li>• Creates sadness</li><li>• Produces a need for self-image repair</li></ul>
Embarrassment and guilt	<ul style="list-style-type: none"><li>• Creates sadness</li><li>• Generates a need to restore a positive self-image</li></ul>