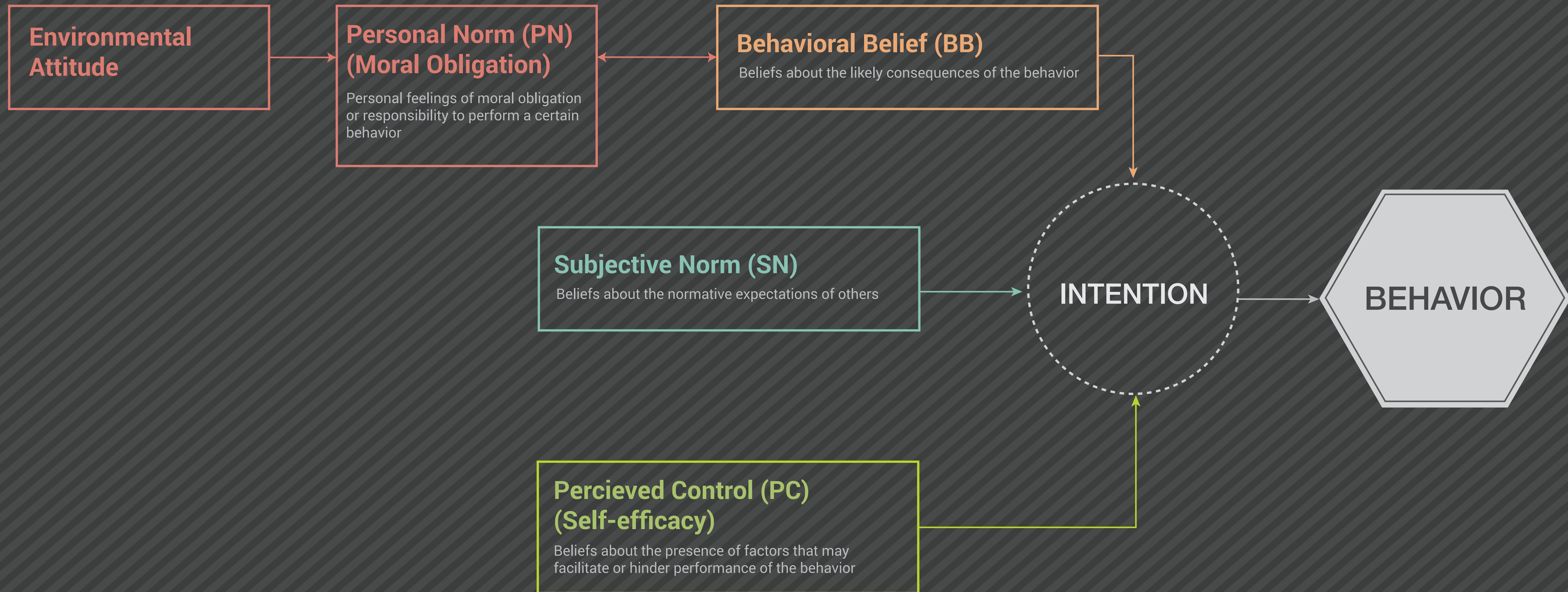


Additional Predictors



THE COMBINATIONS OF THEORIES

The Norm Activation Model (NAM; Schwartz, 1977)

People are more likely to display altruistic helping behaviors when they are aware of the consequences of their actions and when they ascribe responsibility for these consequences to themselves.

Theory of Planned Behavior (TPB; Ajzen, 1991)

People are more likely to change behavior if they feel this is a good thing to do, if they believe that they can and that others will approve of this.

Additional Predictors

