ATTITUDES TOWARD HELPING OTHERS SCALE (AHO)

Reference:


Description of Measure:

A 4-item measure of helping attitudes. The authors define AHO as “global and relatively enduring evaluations with regard to helping or assisting other people (pp. 303).” Respondents answer each item using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Note: this scale was published along side the Attitudes toward Charitable Organizations scale (see the ACO page on this website for a description).

Abstracts of Selected Related Articles:


The purpose of this research was to develop a multidimensional attitude scale which measures beliefs, feelings, and behaviors related to helping. Four-hundred and eight undergraduate students took part in one of four studies used to evaluate the psychometric properties of the Helping Attitude Scale (HAS). These preliminary studies suggest that the HAS is a reliable and valid measure of helping attitudes. The results also indicated that women had a more positive attitude toward helping.


A field study of altruistic behaviour is presented using a modification of the dictator game in a large random sample survey in the Netherlands (n=1,964). In line with laboratory experiments, only 5.7% donated money. In line with other survey research on giving, generosity increased with age, education, income, trust, and prosocial value orientation.

The relationship between altruism and antisocial behavior has received limited attention because altruism and antisocial behavior tend to be studied and discussed in distinct literatures. Our research bridges these literatures by focusing on three fundamental questions. First, are altruism and antisocial behavior opposite ends of a single dimension, or can they coexist in the same individual? Second, do altruism and antisocial behavior have the same or distinct etiologies? Third, do they stem from the same or from distinct aspects of a person’s personality? Our findings indicate that altruism and antisocial behavior are uncorrelated tendencies stemming from different sources. Whereas altruism was linked primarily to shared (i.e., familial) environments, unique (i.e., nonfamilial) environments, and personality traits reflecting positive emotionality, antisocial behavior was linked primarily to genes, unique environments, and personality traits reflecting negative emotionality and a lack of constraint.

**Scale:** Contact author for permission to use items.