

# Help

S N X Y R A N O I T U L O V E O H  
N S T S I G O L O H C Y S P G F C  
F W T O I F Z N E O H O X S U W S  
I Q F Z J J G E V F N Z M N I F T  
F P H E F S E Z B X K R B I L D C  
U M S I U R T L A A O C Z P T W Q  
T B J Y Z W Q H V N R R P L A K R  
J R Q J P U E C L Y M M F E U H E  
M J L G L R C A R D H Q M H E I C  
C H P U B L I C I M A G E K B U I  
I X I I Y C W H E F P Z F H Q N P  
Q X E G O Z I B V Q S K E I H H R  
H K L S G K K T W F D O Q J P V O  
A M K A O V R V B S Y Q C B X B C  
N P A G C L J P W J M D G I P R I  
F I G B S O E E U X R P D C A N T  
G O O D S A M A R I T A N N H L Y

GOOD SAMARITAN

PSYCHOLOGISTS

social norms

PUBLIC IMAGE

EVOLUTIONARY

RECIPROCITY

ALTRUISM

social

GUILT

help