

# Acts of kindness

**“No act of kindness, no  
matter how small, is  
ever wasted.”**

— Aesop

# Research

Communication Currents



Communication in Random Acts of Kindness

What does an act  
of kindness mean?

Although they may be impromptu and brief, random acts of kindness should be viewed as meaningful interactions. [Random acts of kindness](#) are gestures that are completed for a stranger or acquaintance with the expectation that nothing will be received in return. Random acts of kindness should not make either individual feel uncomfortable. Examples include holding the door for someone, returning a shopping cart for a stranger in a parking lot, helping a neighbor find her dog, letting a stranger ahead of you in line, helping a stranger change a tire, and helping another customer retrieve an item from a top shelf at a grocery store. In many instances strangers and acquaintances must work quickly to offer help and be helped. This is accomplished using verbal and nonverbal communication.

To complete random acts of kindness we must be aware of our surroundings. This includes making a decision about whether or not to help another person. In addition, before a random act of kindness can be performed the other person needs to be receptive to being helped. Recently I visited a public library with my four children. Another mother asked me if I needed help getting my kids upstairs for a children’s library program. I was not receptive to her kind gesture because I thought that she was viewing me as not having control of my kids and I was embarrassed. Certainly she may not have viewed me negatively. I was caught off guard and quickly responded with “No thanks, I’ve got it.” She perceived that I was in need of help and that I would be open to her offer. A random act of kindness would have occurred if I had accepted her offer. I could have responded with a smile and said, “Sure, can you help my daughter up the stairs?” It would then have been appropriate for us to engage in small talk and for me to thank her for her help.

When completing random acts of kindness or if you find yourself the recipient of a random act of kindness, consider the following:

- Perception: What was it about the other person that made you perceive that he or she needed help and would be receptive to a random act of kindness? For example, while shopping at a mall you notice that another shopper drops her glove. You quickly pick up the glove and hand it to her saying, “Is this your glove?” You have stopped what you were doing and approached the other shopper. In this instance, based on your perceptions, you believe that this stranger would be appreciative of your random act of kindness.
- Eye-contact: Did you share direct eye-contact with the other person? If so, did this help to enhance the interaction? Did you or the other person avoid eye-contact? Depending on the situation, eye contact can enhance the interaction and help establish rapport between strangers. For example, direct eye gaze when thanking a stranger for holding an elevator door can show sincere appreciation.
- Proxemics: How did you and the other person use space? Did you consider the use of space appropriate and comfortable? Why or why not? For example, a random act of kindness that I’ve noticed at restaurants is strangers giving up their seats or moving over on a bench when waiting to be seated.

## HAPPY PEOPLE BECOME HAPPIER THROUGH KINDNESS: A COUNTING KINDNESSES INTERVENTION

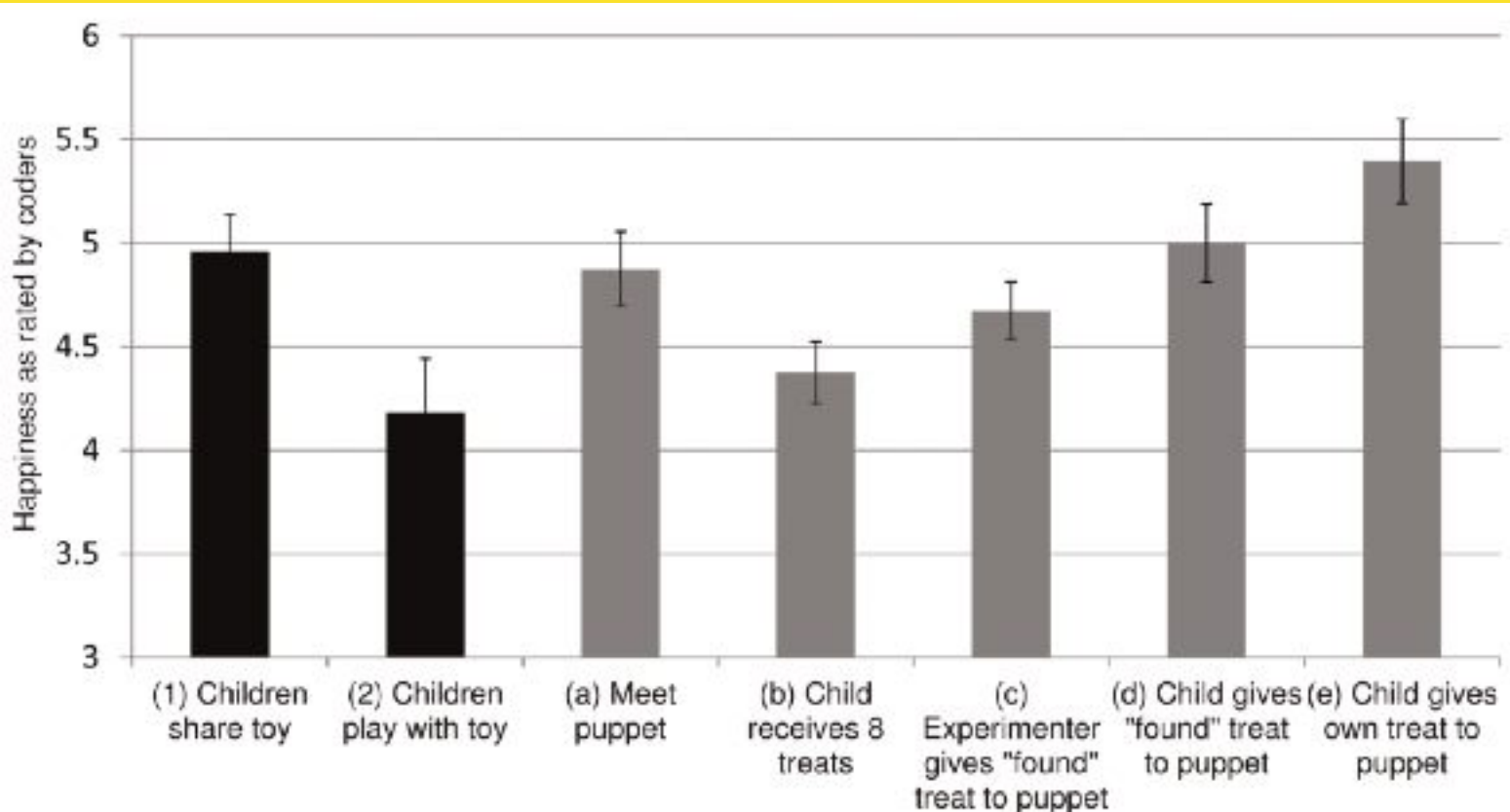
### Advantages.

**ABSTRACT.** We examined the relationship between the character strength of kindness and subjective happiness (Study 1), and the effects of a counting kindnesses intervention on subjective happiness (Study 2). In Study 1, participants were 175 Japanese undergraduate students and in Study 2, participants were 119 Japanese women (71 in the intervention group and 48 in the control group). Results showed that: (a) Happy people scored higher on their motivation to perform, and their recognition and enactment of kind behaviors. (b) Happy people have more happy memories in daily life in terms of both quantity and quality. (c) Subjective happiness was increased simply by counting one's own acts of kindness for one week. (d) Happy people became more kind and grateful through the counting kindnesses intervention. Discussion centers on the importance of kindness in producing subjective happiness.

# Being Kind Makes Kids Happy

By Delia Fuhrmann | August 1, 2012 | 1 Comment

A new study is the first to show that kids get a happiness boost from sacrificing for others, suggesting our strong inclinations for altruism.



These results suggest that children might not need much encouragement to be kind. "While the role of socialization can almost never be completely ruled out," the authors write, "the present results support the argument that humans have evolved to find prosocial behavior rewarding."

294

THE SOCIAL SCIENCE JOURNAL Vol. 37/No. 2/2000

viduals act to maximize their own interests even at the expense of others. Still, we know that there are some individuals who are likely to assist others without receiving compensation or a reward for their kindness. We define a random act of kindness as a something one does for an unknown other that they hope will benefit that individual. Examples of acts of kindness include: paying a toll for the next driver, putting money in a parking meter for someone one does not know after the meter expires, or giving a stranger a flower.

Kohn (1990) and McGarry (1986) believe that individuals are more likely to aid strangers if, as children, they witnessed their own parents and other significant adults setting an example of human kindness. Children observe those around them and learn how to be human. If children regard adult behavior as indifferent to the suffering of others, then they are not likely to reach out themselves (see McGarry, 1986).

Additional factors that influence intervention of strangers include the number of other people around, the feeling of control over one's own life, how assertive one is, and how good one feels about one's self (Kohn, 1990). Others (Levin and Isen, 1975; Shaffer, 1985) argue that differences in kindness are not mood-induced. In the past, some argued that people experiencing negative moods might act kindly to others in order to brighten their own disposition. Benevolence associated with positive moods, though, is less self-serving and cannot be understood through these negative mood-induced models. Our moods vary and it is too simplistic to reduce explanation of kindness to these temporary states (see Shaffer, 1985).

Other researchers (Straw and Deegan, 1981; Batson et al., 1978) find that if individuals

Parents influence.

Emotional Intelligence.

What kind of people are more likely to indulge in this kind of behaviour?

## It Pays to Be Emotionally Intelligent



Reading people is a handy skill to have, and according to a new **paper** in the *Journal of Organizational Behavior*, if you're good at **discerning other people's emotions**, you are probably bringing home a bigger paycheck than your emotionally stunted colleagues.

The researchers, who are from the University of Bonn in Germany, showed the study volunteers a series of images and voice recordings and asked them to identify the emotions being expressed. "On average, the participants succeeded in 77 percent of the cases," lead author Gerhard Blickle, a psychology professor at the university, said in the press release. "People who succeeded in 87 percent of the cases were considered to be good, and people who succeeded in more than 90 percent of the cases were considered really good. Those below 60 percent, in contrast, were seen as not so good in recognizing emotions."

Blickle and colleagues also sought information about the careers of their study participants, including basic facts like income along with more subjective information gathered from interviews with people who worked with the participants. Those who scored higher on the emotions task were also rated as more socially skilled by their colleagues and supervisors, and they tended to make more money than people who scored lower on the emotion-reading task. The finding makes intuitive sense; people who are more socially adept are likely better at navigating the hierarchy at work and keeping the boss happy. At any rate, this work suggests that it literally pays to be emotionally intelligent.

Perks of being  
emotionally intelligent.



## Turns Out, Happiness Is Sorta Like A Muscle. And Here's How You Can Exercise It.



Curator: Carly Gillis



Check this out: Your meaningful-video addiction has some major health benefits. But don't take my word for it. Pay close attention at 4:44 and see if you can't relate.

BONUS: He also gives us a happiness brain hack at 7:15 that totally works!

**Rise in the level  
of oxytocin the  
love hormone.**

**Vagus nerve in the brain  
is responsible for our  
compassionate behavior.**

50% of our  
happiness come  
from genetics.

10% gained  
from  
Materialistic  
possession.

40% from our  
own actions.

# THE HOW OF HAPPINESS

A New Approach to  
Getting the Life You Want



*This much  
happiness  
—up to 40%—  
is within  
your power  
to change*



**Sonja Lyubomirsky**

*"A guide to sustaining your newfound contentment."—PSYCHOLOGY TODAY*

Change for the better  
of your future.

## SOCIAL PSYCHOLOGY

# It's Time to Get Acquainted With Your Future Self

By **Melissa Dahl** [Follow @melissadahl](#)



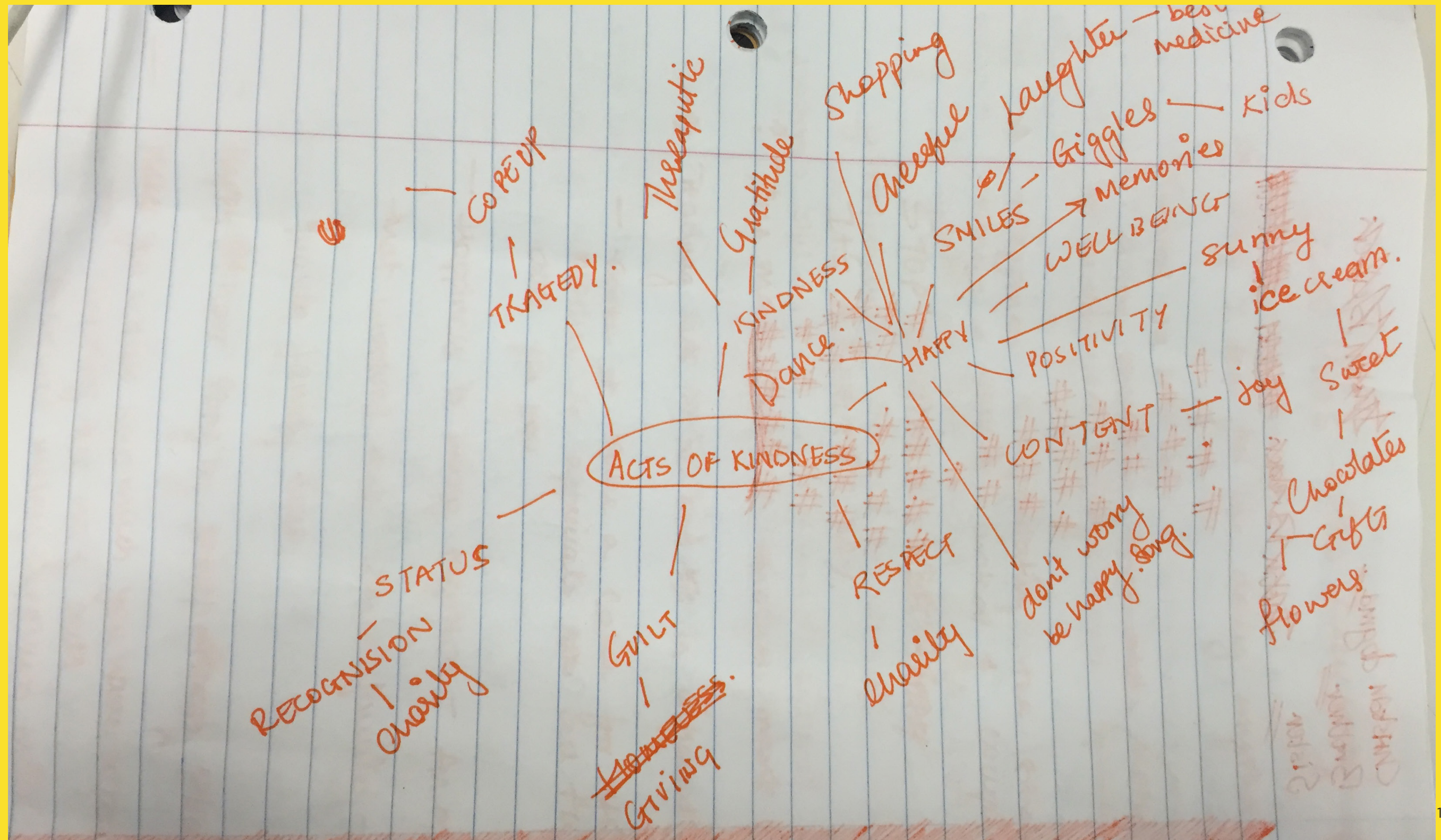
Photo: FOX

There is one person whose wants and needs you routinely ignore, opting instead to tend to your own immediate desires, and that person is future you. When it comes to making decisions that will have some effect on your long-term health or happiness — for example, whether or not to go to the gym today, in keeping with your New Year's resolution — current you is always finding a new way to steal from future you. It's time the two yous got better acquainted.

This concept in itself may not come as a great surprise, but the reason *why* this happens is the subject of some new and pretty fascinating research in social psychology, which suggests that most people think of their future selves as an entirely separate person from their present selves. We

# Mindmap





# Visual Research



Social Awareness

SCAD

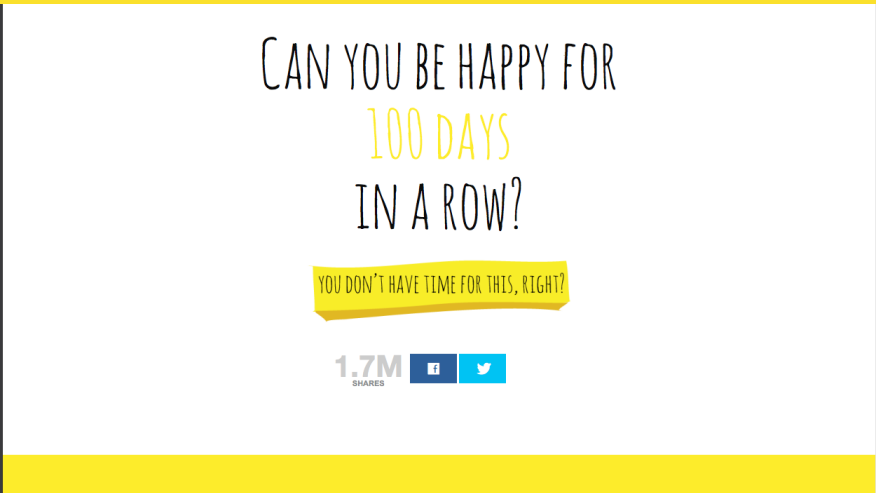
Saloni Dangarwala

Topic

Random acts of kindness :  
Inducing Happiness

Lisa Babb  
Professors

Winter 2015





Social Awareness

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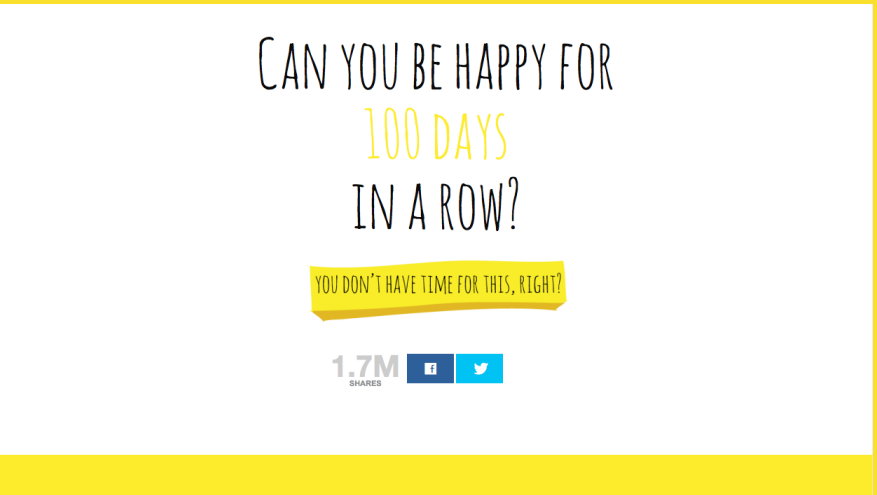
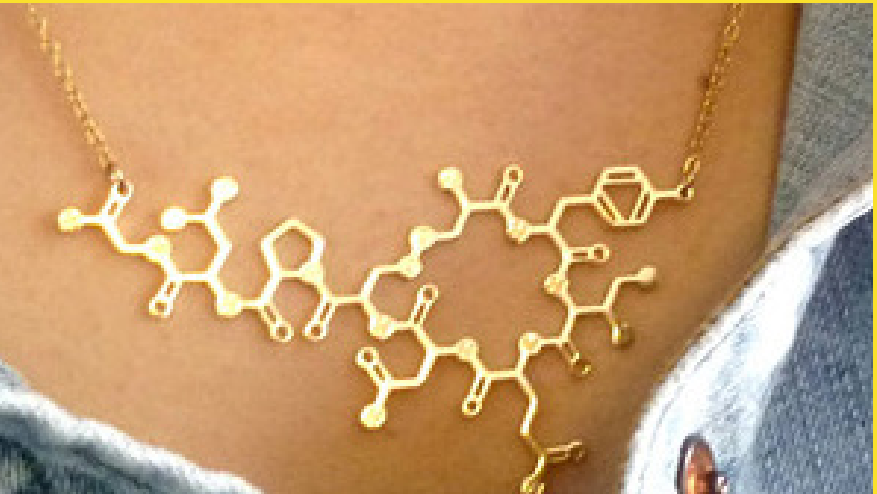
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# Social Awareness

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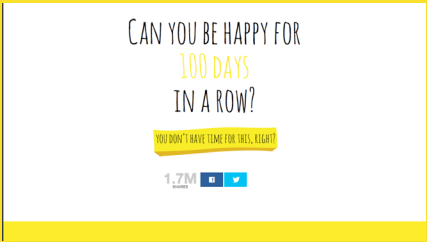
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# Positioning Matrix

Services / Programmes



Materialstic



Non - Materialstic

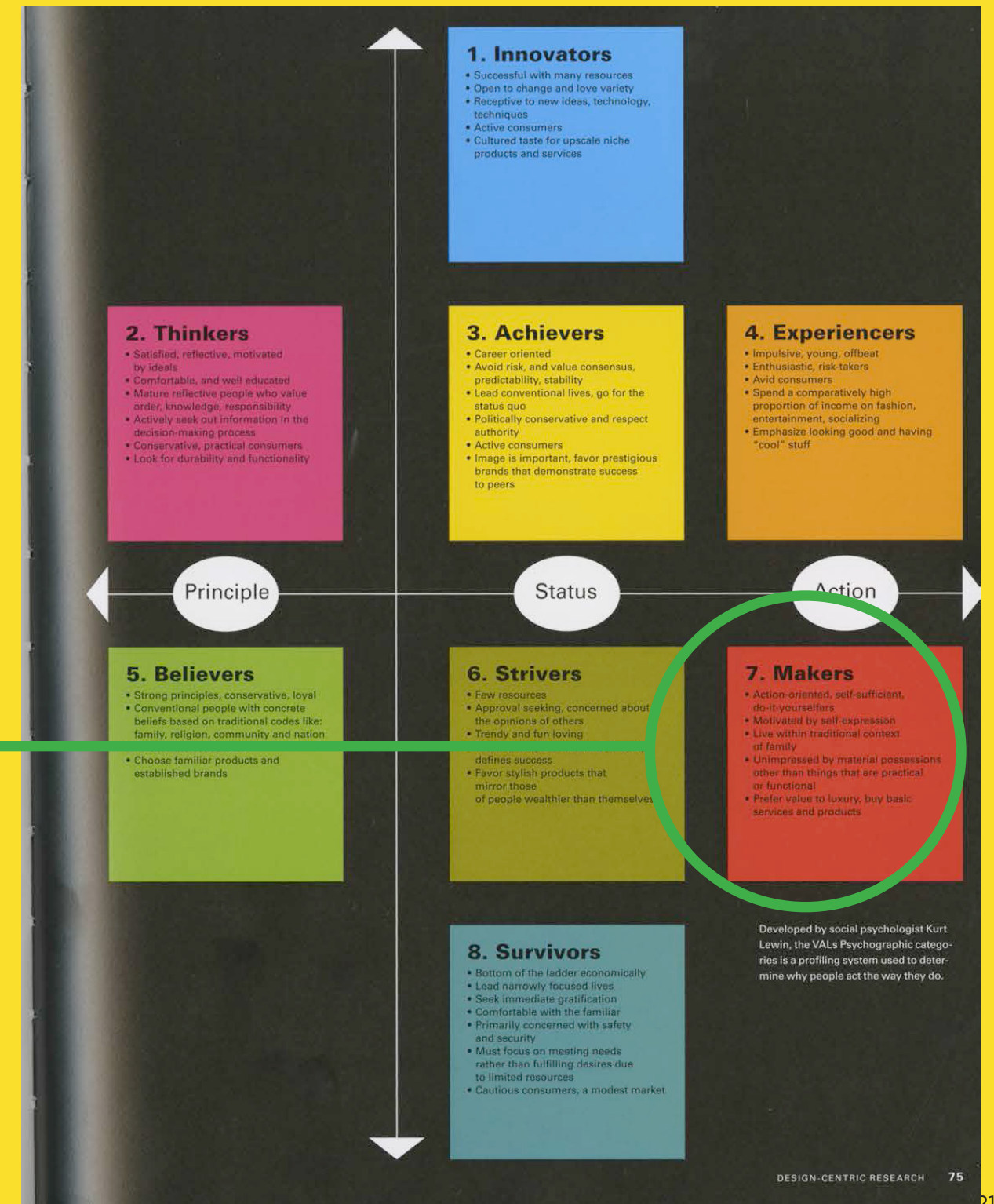


Instruments

# Values and Lifestyle



- Action Oriented, Self Sufficient.
- Motivated by self-expression.
- Unimpressed by materialistic possessions.
- Prefers value to luxury.
- Lives within the traditional context of family.



# Creative Brief

## Creative Brief

### Background

I am my client and I am the designer,  
I will be designing for a social cause which is  
related to being happy and living a happier life.  
In today's time we are so busy that we cannot  
notice and appreciate small things in life; nature,  
our own selves, and others.

### Overview

The project is about coming up with a clever  
design solution for the society we live in  
targeted towards the well being of humanity and  
spread more happiness and positivity.

### Drivers

To change the perception of how we behave  
in our daily lives and to take some time out for  
ourselves to make ourselves happy.

### Audience

Male-Females 18 and above

### Competitors

Play it forward campaigns, other campaigns

working around acts of kindness.

### Tone

Happy, Positive, and Motivating

### Message

To motivate people to be happy and notice  
small happiness around them and further  
enhance happy behavior.

### Plan

The plan is to make the people aware of the  
time they spend doing something good for  
themselves and thinking positively. This project  
would be funded by Atlanta Beltline inc. and  
Mailchimp.

### Details

No restrictions.

### People

The person to be reported to is Prof. Lisa Babb.

# Method of Persuasion



## Reason

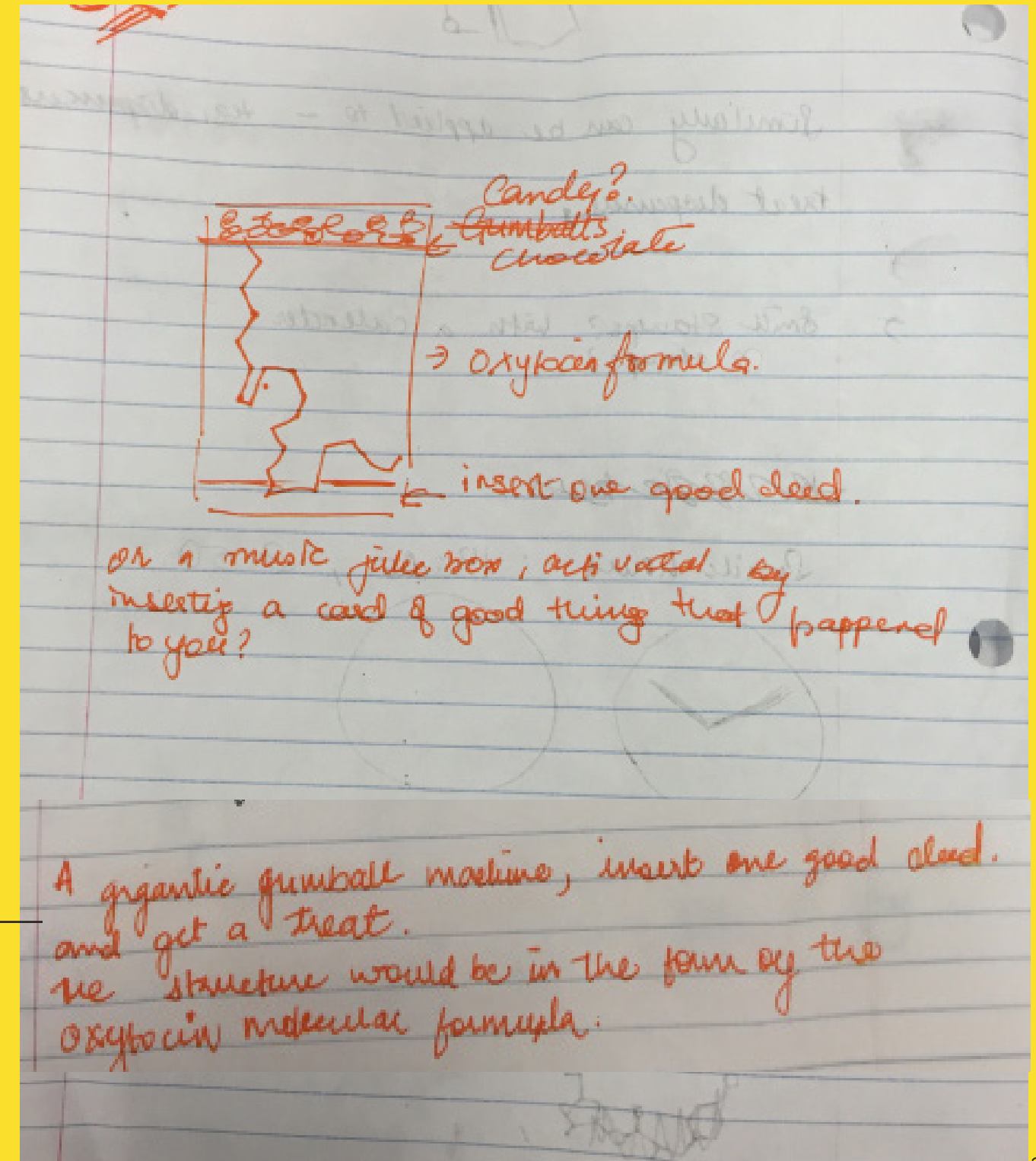
- Previous agreement
- Logical argument
- Valid premise
- Critical arrangements
- Truth statements

# Concept

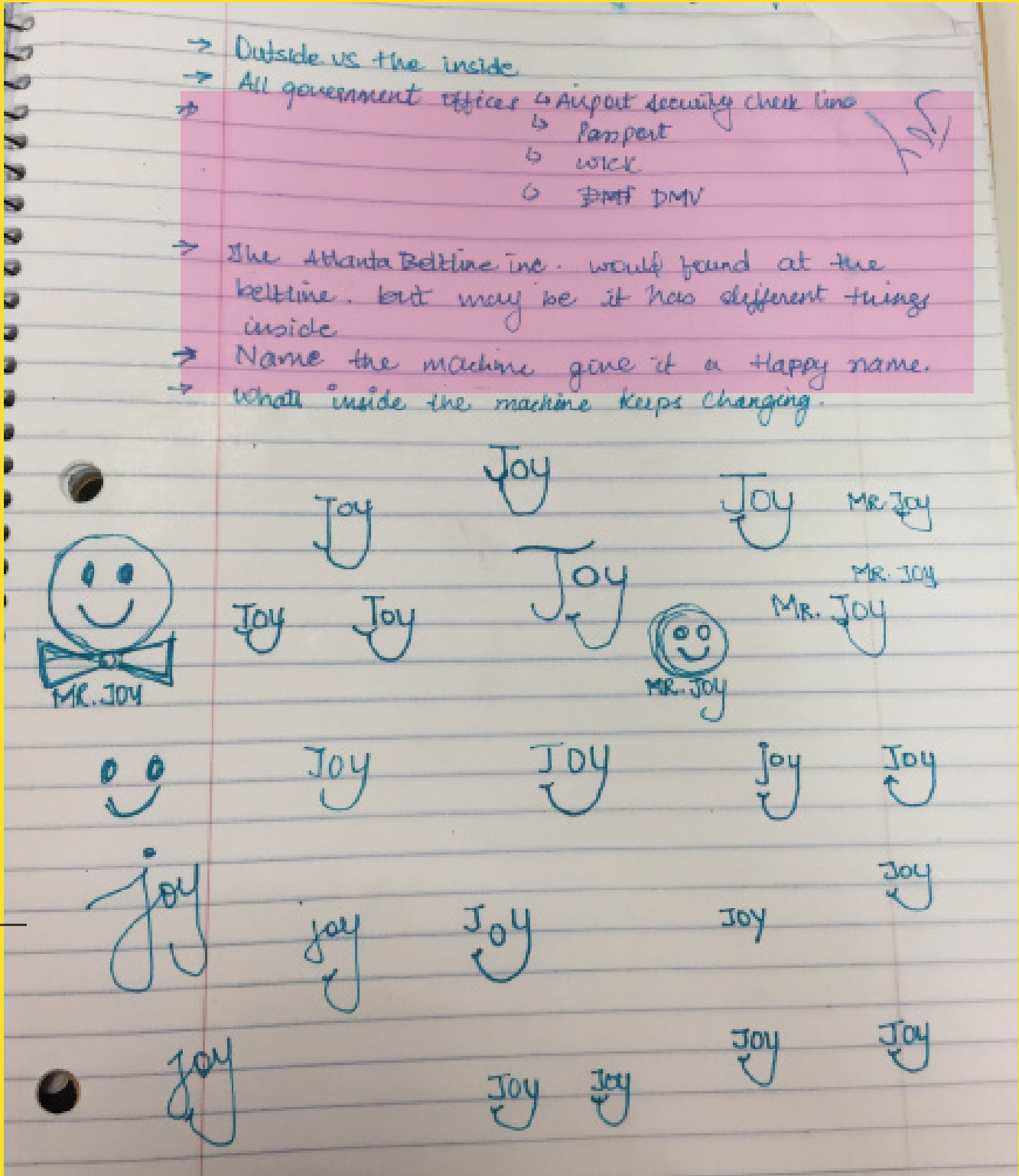
**“Happiness depends upon  
ourselves.”**

— Aristotle

Initial conceptualization



Logo Sketches



# Mock up

