CHAPTER 19: PROSOCIAL BEHAVIOR


14. Abbé Pierre famously stormed into a national radio station on a very cold winter in 1954 to give blankets for the homeless, some of whom had died in the street (thousands of blankets were delivered to collecting points within hours).


39. Since then, the psychologists Elisabeth Dunn, Lara Aknin, & Michael Norton have amply demonstrated this phenomenon, first in North America, then in many other countries. See Dunn, E. W., Aknin,
