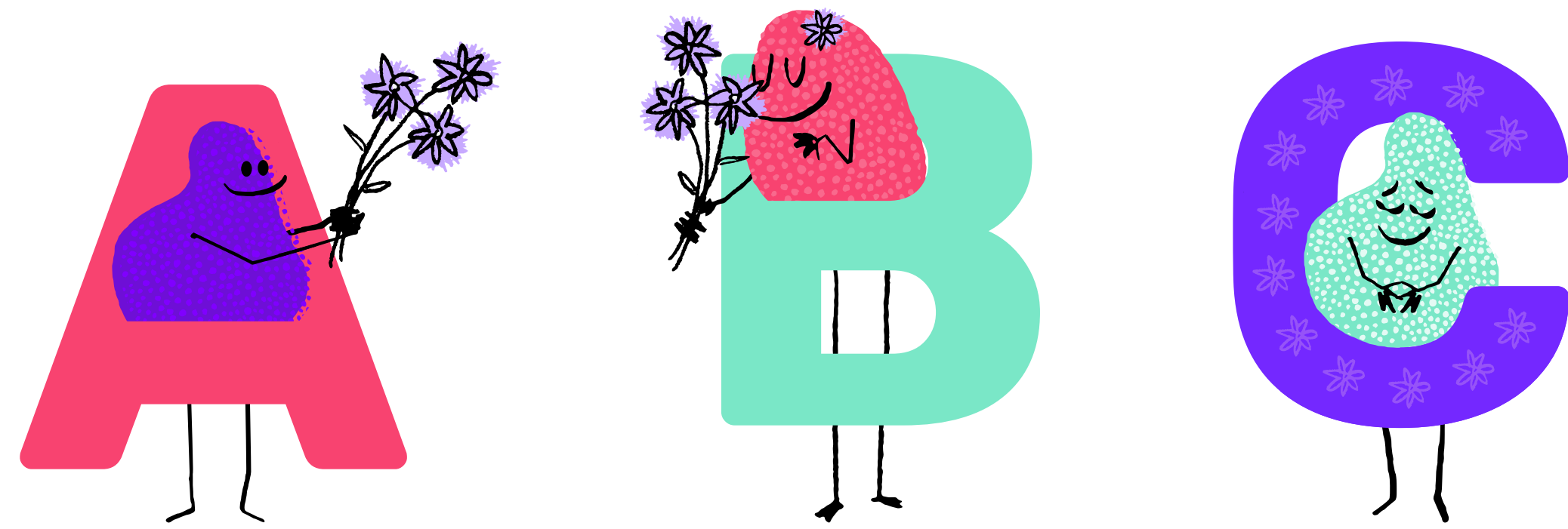


THE SCIENCE OF KINDNESS

LEARN
KIND

WHAT IS KINDNESS?

The ABC of kindness:



KINDNESS IS AN

ACTION

INTENDED TO

BENEFIT

TYPICALLY ACCOMPANIED BY AN

EMOTIONAL COMPONENT

WHAT IS KINDNESS?

Kindness comes in many shapes and sizes:

Kindness can look like:

Love

Bravery

Empathy

Fairness

Compassion

Forgiveness

Friendship

Generosity

Gratitude

Respect

Sympathy

Understanding

Tolerance

Giving

Helping

Sharing

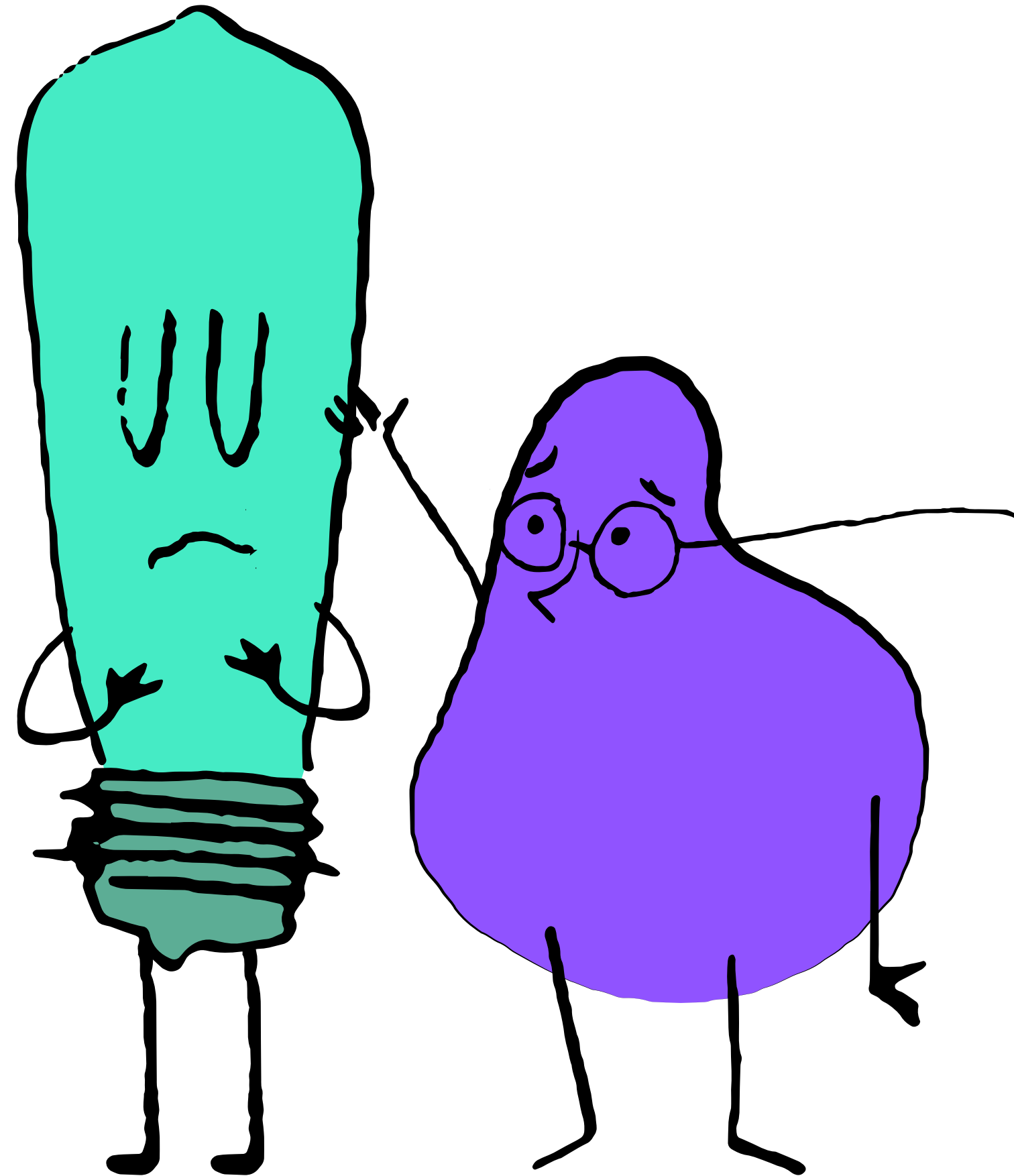
Including

Volunteering

Caring

KINDNESS IS ANCIENT

Humans evolved to be kind not just to family, but also friends, community members, and even strangers.



Kindness kickstarts cooperative relationships, the supportive social networks that were crucial to our survival.

KINDNESS IS A PART OF HUMAN NATURE

"Nice guys finish first."

In a series of social experiments, people who were kind were more likely to gain the respect of their peers, and more likely to be chosen as leaders, than selfish individuals.

(Hardy and Van Vugt, 2006)

Kindness is beautiful

Kindness is beautiful. People who are generous are considered more attractive than those who are not.

(Arnocky et al., 2016)

Kindness is courageous

A study by psychologists at Yale University found that "a child standing up for another child being bullied" was considered one of the most heroic things you could do.

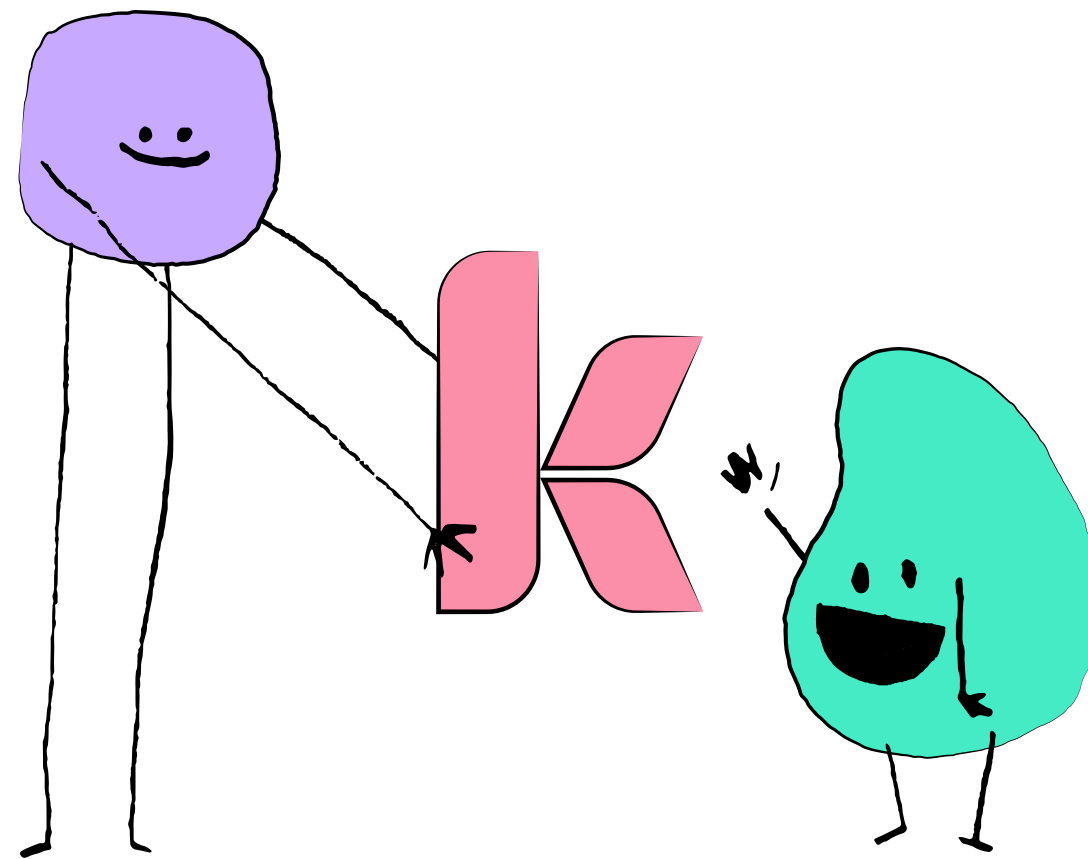
(Kraft-Todd and Rand, 2019)

KINDNESS IS CONTAGIOUS



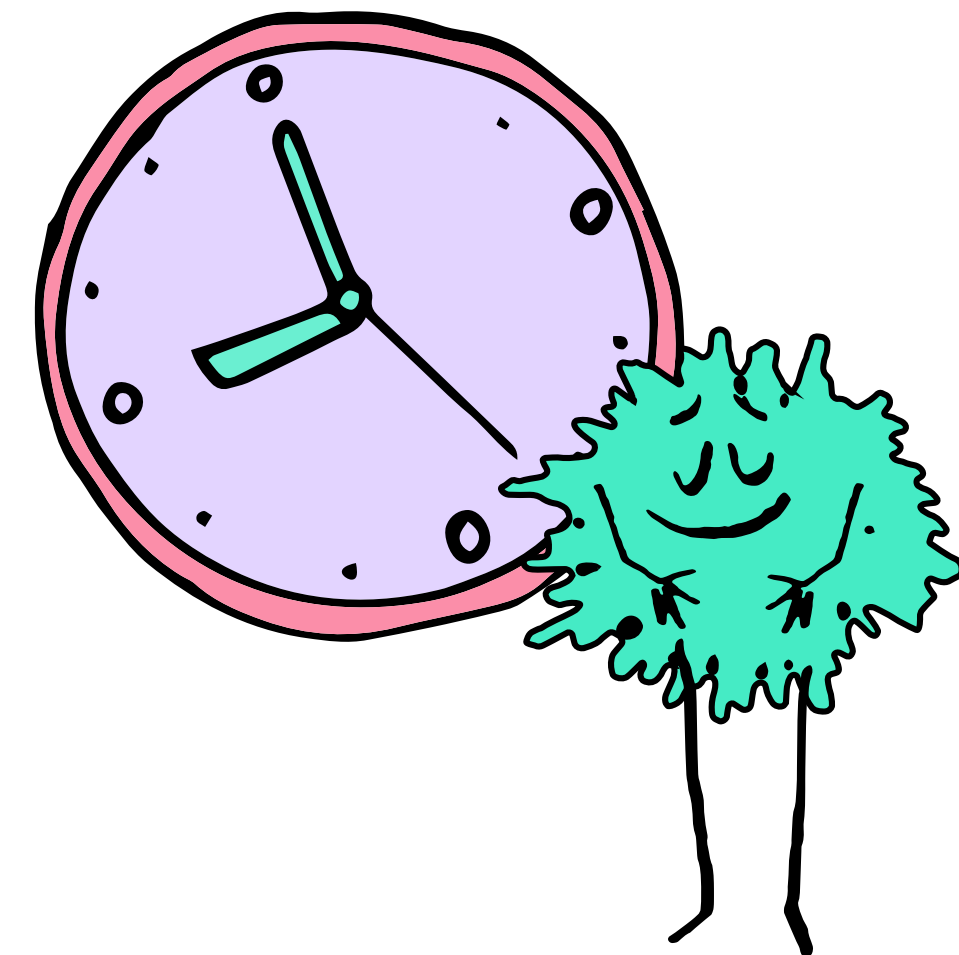
Kind acts can spread quickly through social networks; people **'pay it forward'**.

(Christakis and Fowler, 2017)



Witnessing another person perform a good deed, increases the desire to help others.

(Schnall et al., 2010)



People who spent time helping others felt that they had more time themselves.

(Mogilner et al., 2012)

KINDNESS MAKES YOU HAPPY

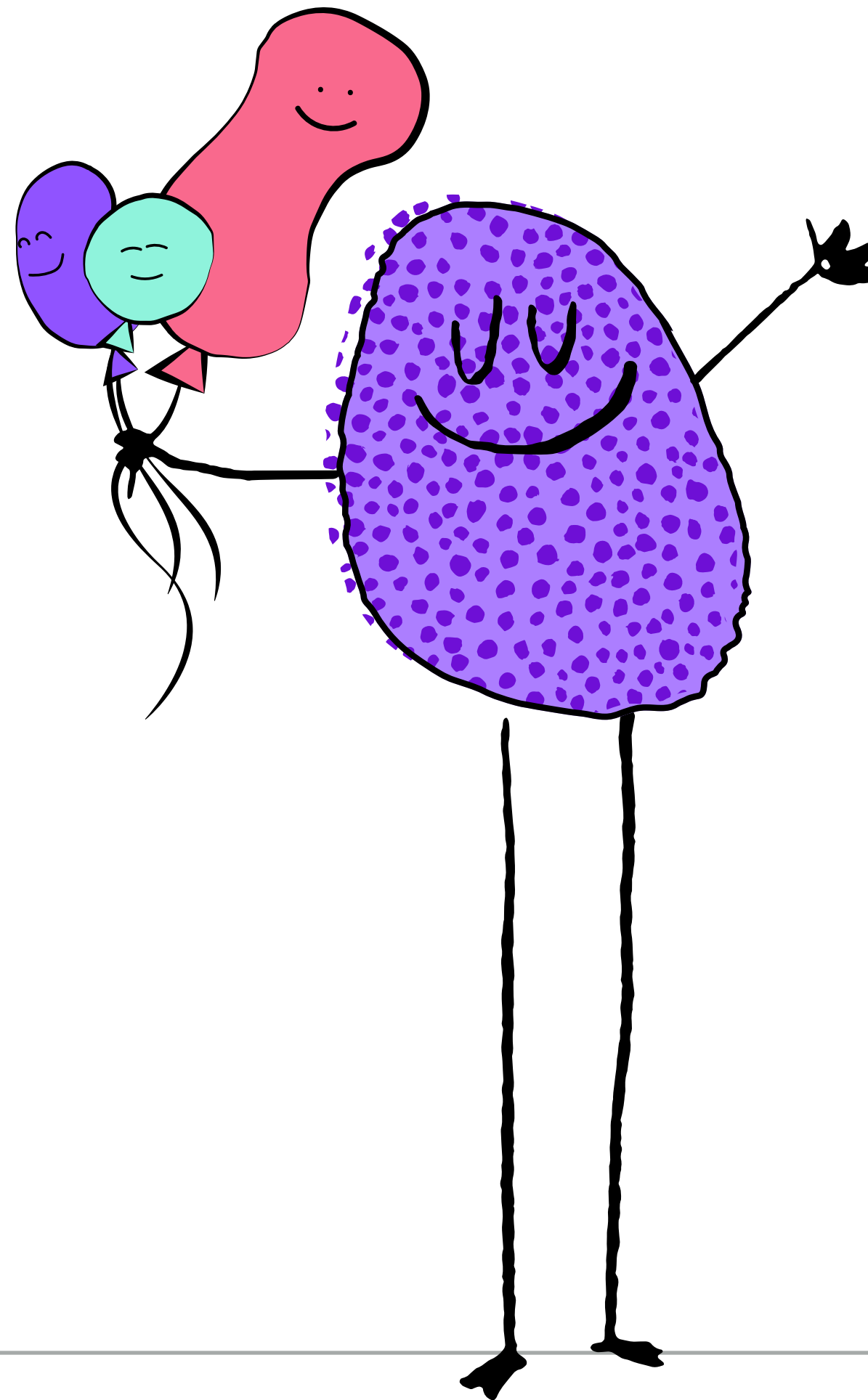
Helping makes you happy.

A review of 27 experiments found that people who helped others were happier than people who helped themselves or did nothing.

(Curry et al. 2018)

Spending money on others makes you happier than spending money on yourself.

(Dunn et al. 2008)



Kindness improves the well-being of both **the giver and the receiver.**

(Pressman et al. 2015)

Expressing gratitude ('saying thanks') improves the well-being of both expressers and recipients (and expressers undervalue its positive impact on recipients).

(Kumar and Epley 2018)

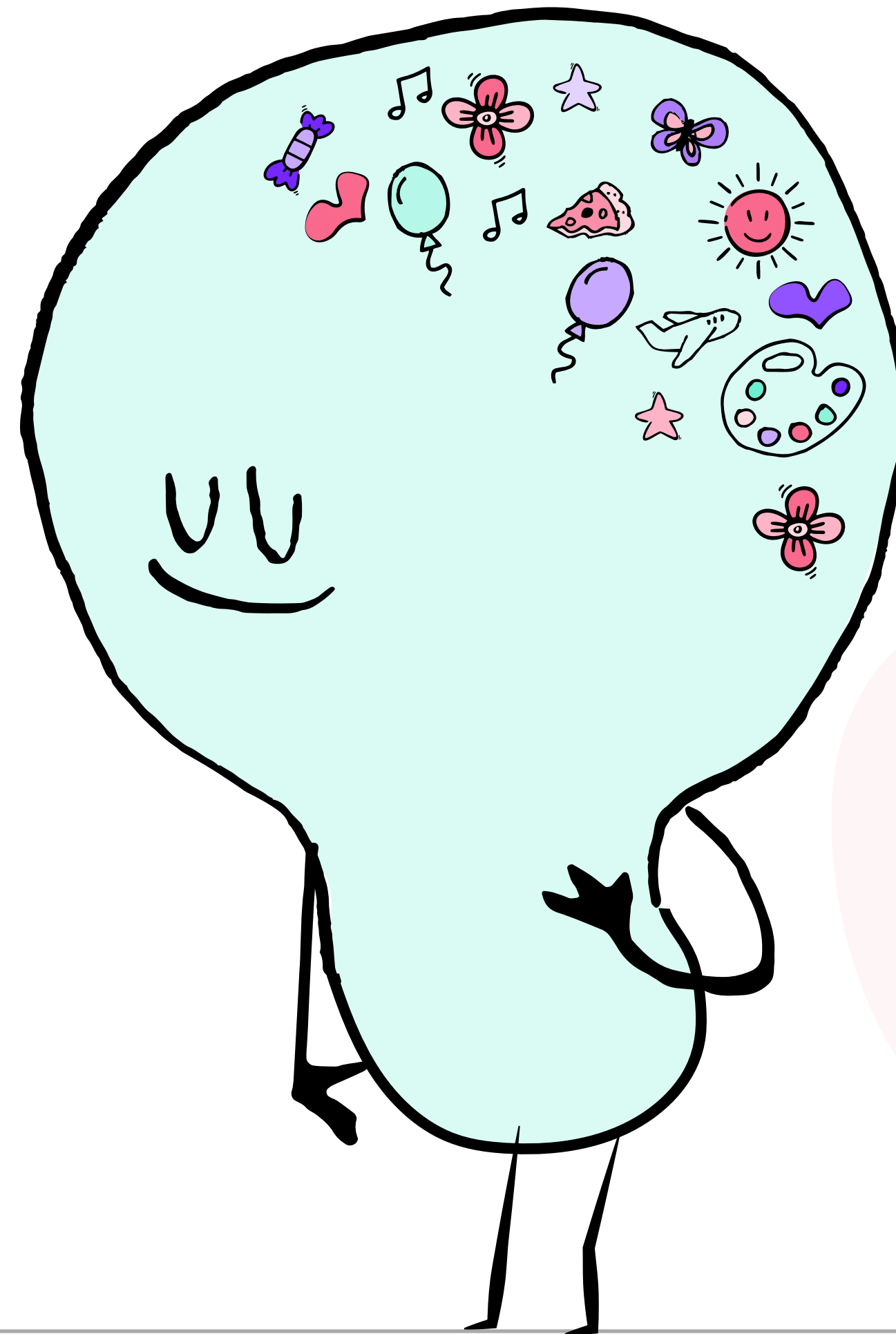
KINDNESS IS GOOD FOR YOUR (MENTAL) HEALTH

Spending money on others **reduces blood pressure** – it's similar to taking blood pressure medication or exercising.

(Whillans et al., 2016)

Forgiving others for past wrongs **increases positive feelings** (hope, optimism, and other positive emotions) and decreases negative feelings (stress, anxiety, depression).

(Lundahl et al., 2008)



Kindness can **reduce the negative effects of stress.**

A 14 day study found that people engaging in helpful behaviors had less stress than when the study began.

(Raposa et al., 2016)

Kindness **reduces social anxiety** in the giver.

(Trew and Alden, 2015)