What is "Pay it Forward"?
When one's response to kindness is to continue being kind.

Try it out!

Quick findings

- Individuals that interacted with PIF smiled more than those who had not
- PIF givers have reported increased positive affect, life satisfaction, optimism, gratitude and overall joviality

Did you know

- In one study approximately 40% of PIF recipients reported paying a good deed forward themselves

Monday
- [ ] Ask someone about their day
- [ ] Wave at a neighbor
- [ ] Buy someone's coffee for them

Tuesday
- [ ] Compliment someone
- [ ] Leave 30% + tip
- [ ] Pick up trash and throw away

Wednesday
- [ ] Donate books to a library
- [ ] Hold the elevator
- [ ] Leave a nice note for someone

Thursday
- [ ] Give up your spot in line
- [ ] Pay for someone's bus fare
- [ ] Put money in someone's parking meter

Friday
- [ ] Smile at someone
- [ ] Sponsor a child
- [ ] Hold the door open for someone

Saturday
- [ ] Make Food for a loved one
- [ ] Volunteer
- [ ] Bring in neighbor's garbage

Sunday
- [ ] Walk a neighbor's dog
- [ ] Pay for a stranger's meal
- [ ] Donate to a charity

Created by PSY 377 students: Dimitri Angelidis, Baylee Bamford, Sierra Jammerman and Stephanie Todd
What is "Pay it Forward"?
Pay it forward (PIF) is when a beneficiary of a kind act pays the act back to someone besides the original benefactor. This form of kindness, 'upstream reciprocity', is generated by gratitude. Chang, Lin and Chen proposed that the gratitude felt towards the benefactor is consequently felt towards strangers. It is this transfer of gratitude that then inclines the beneficiary to pay the kind act forward. Now, what would a PIF campaign look like? We are providing this poster which outlines a variety of kind acts, to complete for people you know or complete strangers, each day, for a week. Ultimately, we hope to start the kind of gratitude chain proposed by Chang, Lin, and Chen.

Why should I "Pay it Forward"?
Research shows that while prosocial acts may seem small, they are not insignificant. Studies suggest that both givers and receivers of PIF reap the same benefits. These benefits include adopting a more positive outlook on life, reporting higher life satisfaction and increased happiness. Studies have also found that receivers of PIF report as much as a 3% increase in their own prosocial behavior. The benefits of PIF multiplies within groups and not only affects givers and receivers but observers as well.

When did you last pay it forward?

Resources

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