



What is "Pay it Forward"?

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When one's response to kindness is to continue being kind.

Try it out!

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

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

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.

paying it forward creates a chain of kindness

When did you last pay it forward?

Why should I "Pay it Forward"?

Research shows that while prosocial acts may seem small, they are not insignificant. Studies suggests 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.

Resources

Pressman, S. D., Kraft, T. L., & Cross, M. P. (2015). It's good to do good and receive good: The impact of a 'pay it forward' style kindness intervention on giver and receiver well-being. *Journal of Positive Psychology*, 10(4), 293-302

Chancellor, J., Jacobs Bao, K., Lyubomirsky, S., & Margolis, S.(2018). Everyday prosociality in the workplace: The reinforcing benefits of giving, getting, and glimpsing. *Emotion*, 18(4), 507-517

Chang, Y., Lin, Y. & Chen, L.H. (2012). Pay It Forward: Gratitude in Social Networks. *J Happiness Stud* 13, 761-781

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