



Importance of Pro-social Behavior

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Abstract: Altruism can be defined as an unselfish desire to help other individuals. The issue of whether or not true altruism exists has been studied by social psychologists for a number of years. A brief summary of both sides of this argument will be provided. Each side as described by Jason Nier will be evaluated. One individual’s perspective on the subject will be explained. Understanding both perspectives on this issue will enable professionals in the field of social psychology to develop their own opinions of the issue and in turn provide a better quality of care to those they serve. In this article mainly secondary data used for define the prosocial behavior.



Introduction: Over the last decade, prosocial behavior becomes increasingly importance in the social context. Prosocial behavior is influenced by the family strength. Based on Bronfenbrenner’s (1992) Ecological System Theory, prosocial is divide into two major factors that is contextual (family and friends) and personal (personal characteristic and sex). Therefore, personal and family characteristic will contribute to family strength and adolescents’ prosocial behavior. Family process which includes of family caring and connectedness is correlated with prosocial behavior involvement of adolescence (Resnick, Harris, & Blum, 1993). In addition, the quality of parental attachment within child will contribute to the type and frequency of adolescents’ prosocial behavior (Eberly & Montemayor, 1999). In fact, prosocial behavior is one of the actions that made with the intention of benefiting others (Eisenberg & Fabes, 1998). The issues of prosocial behavior becomes more frequently as the growing population increases. In Malaysia, the population of our nation is increasing over year. Since there is increasingly of the population, the quality of prosocial behavior has to give priority in discussing. The prosociality in an individual is very importance during the development stage. This is because prosocial behavior is the foundation in social interaction with family, peers, and friends. It also encourages the helping behavior to be nurtured in between human. Therefore, social behavior of adolescence is so significant and should be discussed in the study and in future research. Family strength increasingly important in determine the prosocial behavior of adolescents. Family strength can be defined as a physical bond among the family members. The interaction that conducts from family members will give significant influence on adolescence current or future prosocial behavior. This is because an individual’s behavior will change as the changes in their surroundings. Hence, family strength is very importance in determining the prosocial behavior conducted by the adolescents. In general, family strength is the quality of relationship and bond among the family members which allow promoting well-being of family (Moore, Whitney, & Kinukawa, 2009). There are six types of family strength, caring and appreciation, commitment, communication, communities and family ties, working together, and flexibility and openness to change (Goddard, 1999). When one of the family members is facing problems or challenges outside, the other family member will give full support, love, caring, and concern to him or her. There is nothing in the world could make human life happier than to greatly increase the number of strong families (Mace, 1985). In addition, adolescents are chosen to undergo this research is because of they are the second largest population group in Malaysia. Adolescent can be defined as the transitional stage of development which is between childhood and full adulthood.



Prosocial Behavior Definition: Prosocial behavior is voluntary behavior intended to benefit another. Thus, it includes behaviors such as helping, sharing, or providing comfort to another. Prosocial behavior is evident in young children but changes in frequency and in its expression with age. Individual differences in prosocial behavior are caused by a combination of heredity, socialization, and situational factors. Prosocial behaviors can be preformed for a variety of reasons, ranging from selfish and manipulative reasons (e.g., helping get something in return) to moral and other-oriented reasons (e.g., helping because of moral principles or sympathy for another’s plight). Prosocial behavior that is not performed for material or social rewards (e.g., rewards, approval), but is based on concern for another or moral values, is usually labeled “altruism.” Read more about Prosocial Behavior.

Prosocial Behavior Importance: Prosocial behavior is relevant to both the quality of close interpersonal relationships and to interactions among individuals and groups without close ties. People, as individuals or as members of a group, often assist others in need or distress, as well as others whose needs are relatively trivial. Charities and societies depend on people helping one another. In addition, prosocial behavior has benefits for the benefactor. For example, children who are more prosocial tend to be better liked by peers, and adults who engage in helping activities tend to have better psychological health.

Prosocial Behavior Facts: A particular kind of motivation is built in the human’s mind when they are about to show prosocial behavior (actions for well being of others):

- There is no doubt with this fact that philanthropic sector is actually linked to the prosocial behavior. The philanthropists actually experience altruism. That certain motivation developed with the feeling of altruism result in building up the prosocial behavior.
- Helping, giving, donating and other related activities are directly related to the actions developed as a result of prosocial behavior.
- The self-worth is neglected by the people who want to help others. They make a sincere effort to benefit others in an ideal manner.
- With the passage of time, the selflessness is diminishing in the people because of more interest in money and love to the life.

The Prosocial Behavior Research Is Ideal to Influence People: The study conducted about any subject related to prosocial behavior is conducted by keeping the perspective of readers in mind. Collecting few theories and quotes are not enough to generate a new research paper on prosocial behavior. It requires you to come up with some unique concepts and points.

Personal Characteristics Associated with Prosocial Behavior: As is evident in everyday life, some people are more prosocial than others. Prosocial children and adults tend to be prone to sympathize with others. They also are more likely to understand others’ thoughts and feelings and to try to take others’ perspectives. In addition, people who tend to assist others often hold other-oriented values (e.g., value others’ well-being) and tend to assign the responsibility for actions such as helping to themselves. Prosocial children tend to be positive in their emotional expression, socially competent, well adjusted, well regulated, and have a positive self-concept. In both childhood and adulthood, people who reason about moral conflicts in more mature ways (e.g., use more abstract moral reasoning, with more sophisticated perspective taking and a greater emphasis on values) are also more likely than their peers



are to help others. Of particular note, preschool children who engage in spontaneous, somewhat costly prosocial behaviors (e.g., sharing a toy they like) engage in more prosocial behavior as adolescents and tend to be sympathetic and prosocial as adults. Thus, there appears to be some continuity in prosocial responding from a fairly early age.

Situational Factors and Prosocial Behavior: Even though some people are more prone to help than are others, situational factors also can have a powerful effect on people's willingness to help. For example, people are less likely to help when the cost of helping is high. They also are more likely to help attractive people and to help if they are the only ones available to help (e.g., there are no other people around who see an individual who needs assistance). People in good moods are likely to assist others more than are people in neutral moods, although sometimes people in bad moods seem to help others to raise their moods. People also are more likely to help if they are exposed to models of prosocial behavior. Moreover, the interaction of situational factors with personality characteristics of potential helpers is important; for example, sociable people seem more likely to provide types of helping that involve social interaction whereas shy individuals often may tend to help in situations in which they do not need to be outgoing or socially assertive.

Origins of Prosocial Behavior: Prosocial behavior is a complex behavior affected by numerous factors, both biological and environmental. Findings in twin studies support the view that heredity plays a role: Identical twins (who share 100% of their genes) are more similar to each other in prosocial behavior, as well as sympathetic concern, than are fraternal twins (who share only 50% of their genes). Heredity likely affects aspects of temperament or personality such as self-regulation, emotionality, and agreeableness, which contribute to people engaging in higher levels of prosocial behavior.

Considerable evidence also indicates that individual differences in prosocial behavior also are linked to socialization. For example, adults are more likely to help others if, as children, their parents were models of prosocial behavior. Warm, supportive parenting, especially if combined with the use of positive discipline (e.g., the use of reasoning with children about wrongdoing), has also been linked to prosocial tendencies in children, whereas punitive parenting (e.g., parenting involving physical punishment, the deprivation of privileges, or threats thereof) has been inversely related. Parents who help their children to attend to and understand others' feelings tend to foster prosocial tendencies in their offspring. Appropriate levels of parental control, when combined with parental support, prosocial values, and behaviors that help children to attend to and care about others' needs, seem to foster prosocial responding

Age and Sex Differences in Prosocial Behavior: Even very young children, for example, 1-year-olds, sometimes help or comfort others. However, the frequencies of most types of prosocial behavior increase during childhood until adolescence. It currently is unclear if prosocial tendencies increase or not in adulthood. This increase in prosocial behavior with age in childhood is likely caused by a number of factors, including increased perspective-taking skills and sympathy, internalization of other-oriented, prosocial values, greater awareness of the social desirability of helping, and greater competence to help others.

There also are sex differences in sympathy and prosocial behavior. In childhood, girls tend to be somewhat, but not greatly, more likely to engage in prosocial behavior. Girls also are more empathic or



sympathetic, albeit this sex difference is small and depends on the method of assessing empathy or sympathy. Women are perceived as more nurturant and prosocial, although they likely help more only in certain kinds of circumstances. Indeed, men are more likely to help when there is some risk involved (e.g., interactions with a stranger on the street) or if chivalry might be involved.

Conclusion: In combination, the studies reported here provide strong evidence that gratitude plays an important role in facilitating costly helping behavior in a manner distinct from that of a general positive state or simple awareness of prosocial norms. To our knowledge, these studies provide the first direct experimental evidence of gratitude's causal force in shaping prosocial behavior. Thus, they add to the emerging literature documenting the roles played by positive social emotions in adaptively shaping human sociality, economic exchange, and morality. Given this clear demonstration of gratitude's ability to facilitate prosocial behavior in the moment, several related questions arise. For example, we (and other researchers) argue that gratitude aids in the ongoing construction of a relationship. Therefore, examining how gratitude affects the relationship between a recipient and benefactor at a time distant from the initial experience of this emotion may offer insight into its long-term effects. Also, continued focus on understanding the mechanisms by which gratitude may generate positive personal outcomes is merited. Indeed, a growing body of research has provided evidence that focusing on events for which one is grateful leads to increased life satisfaction and optimism, among other benefits.

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