

## 1. PRO-SOCIAL BEHAVIOUR

### Meaning / Definition

**Pro-social behaviour** refers to **voluntary actions intended to benefit others**, such as helping, sharing, donating, cooperating, and volunteering.

It is a central topic in **Social Psychology** because it studies how and why people help others.

### Types of Pro-social Behaviour

1. **Altruism** – Helping without expecting any reward.
2. **Helping behaviour** – Providing assistance to someone in need.
3. **Cooperation** – Working together for mutual benefit.
4. **Sharing** – Giving resources to others.
5. **Volunteering** – Offering services without payment.

### Characteristics

- Voluntary
- Intentional
- Aimed at benefiting others
- May or may not involve personal cost

### Motives Behind Pro-social Behaviour

#### 1. Biological Explanations

- **Kin Selection** – We help relatives to ensure survival of shared genes.
- **Reciprocal Altruism** – Helping others with expectation they will help us later.

#### 2. Psychological Explanations

### **(a) Empathy–Altruism Hypothesis**

Proposed by C. Daniel Batson

- We help because we feel empathy for the victim.

### **(b) Social Exchange Theory**

- We help after calculating **costs and rewards**.

### **(c) Norm-Based Explanation**

- **Norm of Reciprocity** – We should return help.
- **Social Responsibility Norm** – We should help those dependent on us.

## **Factors Influencing Pro-social Behaviour**

### **1. Situational Factors**

- Presence of others
- Time pressure
- Perceived danger
- Mood

### **2. Personal Factors**

- Personality traits
- Empathy level
- Gender (women often show more nurturing help)
- Moral values

### **3. Cultural Factors**

- Collectivist cultures show more in-group helping.

## **Importance**

- Promotes social harmony
- Strengthens relationships
- Reduces conflict
- Encourages cooperation