



5-23-2024

Prosocial Behavior

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Recommended Citation

Sean Fernando, Claire Leach, Danielle Haake, et al.. "Prosocial Behavior" (2024). *Psychology Student Publications*. 53.

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Copy project title here:	Prosocial Behavior
What is your topic?	This chapter seeks to unravel the intricacies of prosocial behavior and relevant concepts including the motivation behind prosocial behavior, the various types, benefits, and potential counterarguments.
Authors:	Sean Fernando, Claire Leach, Danielle Haake, Debra Bigelow-Davis, Jillian Stokes, Aj Kalawai'a, Nore Heinitz, Grace Bates
Learning Objectives (at least 3):	<ul style="list-style-type: none"> a. Understand the motivation behind prosocial behavior b. Distinguish the various types of prosocial behavior c. Discuss the benefits of prosocial behavior d. Understand potential caveats to prosocial behavior
Include at least 3 “key words” that could theoretically be used to search for this chapter in a database..	“prosocial behavior”, “altruism”, “activism”, “egoism”

Prosocial Behavior

Introduction

Prosocial behavior is a widely researched area of social psychology. It can be defined as the voluntary actions performed with the goal of benefiting others. This concept of helping others includes a wide range of actions, from simple acts such as holding the door open for someone to larger acts like donating money to charity (Peetz & Howard, 2022). This chapter will explore the topic of prosocial behavior by identifying the main types of prosocial behavior and the measure used to assess them, explaining the motivation behind prosocial behavior, and discussing various benefits and counterarguments to prosocial behavior.

Types of Prosocial Behavior

There are several types of prosocial behavior that have been widely acknowledged. One of the six most recognized types of prosocial behavior is public. Engaging in **public prosocial behavior** means that a person is likely to help others when there is an audience or when other people are around. It is thought that helping others in public is partially motivated by the desire to gain approval and respect from others, or to enhance self-esteem and be viewed as a good person. An exception to this, however, is the bystander effect which produces the opposite result. (Xiao et al., 2019; Carlo & Randall, 2002).

Compliant prosocial behavior is when a person helps someone in response to a direct request for help. The request can either be a verbal request or a nonverbal one (Carlo & Randall, 2003). Compliant behavior requires a willingness to conform to social behavioral norms, since it involves a feeling of sympathy for others. A negative link between compliant prosocial behavior and antisocial behaviors was found, meaning that a person must be able to socially conform in order to participate strongly in compliant behavior (Carlo et al., 2014).

Emotional prosocial behavior is the act of helping another person when they are in an emotional state of need. This may include helping someone who is physically or emotionally hurt or someone who

is in distress. The likelihood of this type of prosocial behavior may depend on the relationship between the one who is in need of help and the one considering providing the help (Carlo & Randall, 2003).

Examples of providing emotional help include offering emotional support such as being understanding, listening, consoling, spending time with someone, and checking in on someone (Peetz & Howard, 2022).

Another type of prosocial behavior is anonymous. **Anonymous prosocial behavior** takes place when a person provides help without identifying themselves or allowing others to know who provided the help. In this type of behavior, there is no expectation of praise or acknowledgement from others (Carlo et al., 2003; Carlo & Randall, 2002).

Dire prosocial behavior is another of the six main types. This type of behavior consists of helping in crisis or emergency situations (Xiao et al., 2019). Like emotional prosocial behavior, dire behavior is strongly linked to feelings of sympathy for others. Since a person needs to be able to adapt socially to feel sympathy and act on it, people who display antisocial characteristics are less likely to engage in dire prosocial behavior (Carlo et al., 2014).

Perhaps the most widely researched type of prosocial behavior is **altruism**. Unlike public and compliant prosocial behavior, altruistic behavior is exhibited without any expectation of reward, recognition, or reciprocity (Xiao et al., 2019). Altruistic behavior is strongly linked to empathy, and empathy may even predict altruism and compliant behaviors (Mesurado et al., 2019). True altruism is shown in situations where a person decides to help even when they do not expect to gain anything personally from it; the choice to help is based on care for the needs of others. There is also much debate about whether true altruism actually exists. Critics may argue that helping others always has some self-interest in mind, but proponents of altruistic behavior indicate that perspective-taking and internalized norms about helping others allow for true altruism to occur (Carlo et al., 2003; Carlo & Randall, 2002).

The Prosocial Tendencies Measure (PTM and PTM-R)

One of the most common ways to measure the types of prosocial behavior is called the Prosocial Tendencies Measure (PTM) and the revised version, the PTM-R. The PTM-R is an updated version of the PTM and allows the test to better assess younger age groups (Xiao et al., 2019). The six types of prosocial behavior that the PTM-R identifies include the previously mentioned types: public, compliant, anonymous, emotional, dire, and altruistic. The PTM-R is composed of 25 items and it asks participants to self-report how well the items describe themselves on a scale from 1 (does not describe me at all) to 5 (describes me greatly) (Carlo & Randall, 2002). The results are then scored and an overall understanding of the participant's willingness to help others is gained for each of the types of prosocial behavior (Carlo & Randall, 2003). A sample set of items from the PTM-R can be found in the table below (Carlo et al., 2003):

Table 1

PTM-R Example Items

1: Does not describe me at all	2	3: Neutral	4	5: Describes me greatly
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1. I can help others best when other people are watching me.
2. I think that helping others without them knowing is the best way to help.
3. I tend to help people when they are in a crisis or emergency.
4. I respond to helping others when the situation is very emotional.
5. When people ask me to help, I do not hesitate.
6. I often help people even when I don't think I will get anything out of it.

Nature vs Nurture Perspective of Prosocial Behavior

In chapters 7 and 8 of *The Righteous Mind*, Haidt proposed the concept of innate moral foundations. People are born with a set of moral foundations that are revised through life's experiences (Haidt, 2012). Prosocial behaviors are often seen as a reflection of strong moral character, suggesting that certain people could be predisposed to higher levels of prosocial tendencies. Researchers on the subject of prosocial tendencies have focused on the interaction between environmental and genetic influences with the intention of understanding why some people are more likely to engage in prosocial behaviors than others. Understanding how prosocial behavior has evolved will help differentiate between altruism and instances of self-serving behavior.

Research conducted by Knafo-Noam et al., (2018) was done with the intention of reviewing previous research that has been done on prosocial tendencies in children and the influence of both the environment and genetics on these types of behaviors. Children show varying degrees of prosocial behavior which is reflected in actions such as sharing and sacrificing from a young age (Knafo-Noam et al., 2018). A common method used in past research on prosocial behavior is twin studies. In these studies, monozygotic twins, who share 100% of their genes, are compared with dizygotic twins, who share 50% of their genes. If both twins grew up in the same household and relatively similar upbringings, significant differences that are observed between the two groups would likely be due to genetics and nonshared environmental influences (Knafo-Noam et al., 2018). The results of these studies have implied that shared environment seems to have a greater impact in early childhood and the genetic component does not come into play until age three (Knafo-Noam et al., 2018). One of the potential reasons for why prosocial behavior shows so much variability is because there are unique genetic components for different types of prosocial behavior. This suggests that the environment will always play some type of role in prosocial tendencies but the types of behaviors that are observed will differ due to variations in genetic predisposition.

A specific example of a twin study that was done to measure the extent to which individual differences in prosocial behavior are due to genetic, shared environmental, and nonshared environmental

factors was research done by Rivizzigno & Brendgen (2018). The research was a longitudinal study of monozygotic and dizygotic twins who were recruited at birth. A variety of environmental and family-related factors were taken into account (Rivizzigno & Brendgen, 2018). The results of the study support the preexisting notion that variance in children's tendencies to engage in prosocial behaviors are largely due to the interplay between genetic and nonshared environmental factors (Rivizzigno & Brendgen, 2018). Shared environmental factors appeared to have the least significance effect on children's prosocial leadership. An example of a nonshared environmental factor that makes twins different from one another are friendships. If the twins do not share the same friends, this becomes a nonshared environmental influence. Children who regularly interact with friends who display altruistic behaviors are more likely to display prosocial leadership themselves (Rivizzigno & Brendgen, 2018). These findings suggest that positive social interactions, combined with genetics, could be the strongest indicator of prosocial tendencies.

Motivation

Comprehending the motives behind prosocial behavior, or actions meant to benefit others (APA 2018), is crucial to appreciating the complexities involved in social interaction. Prosocial behavior is a wide spectrum of actions that includes straightforward deeds of kindness to elaborate expressions of generosity. Researchers have explored a range of motivational elements that propel individuals to participate in this kind of behavior.

One prominent motivator is intrinsic motivation, which refers to engaging in an activity for its own sake, without external rewards or incentives. Researchers wanted to understand the effects of autonomous prosocial behavior, which refers to helping others because of genuine feelings of wanting to help rather than an obligation to do so. They found that when people engaged in prosocial behavior because they genuinely want to, they experienced positive emotions and satisfaction, increased motivation to continue helping others, and a shift in their overall attitude towards helping others (Kelley et al., 2023). This intrinsic desire to contribute to the well-being of others can manifest early in life and persist

throughout development. In a study conducted by Söldner & Paulus (2024), longitudinal research was administered to preschool-aged children to understand how beliefs about themselves as moral beings ("moral self-concept") are connected to their actions of helping others ("prosocial behaviors"). What they found was children who had a strong belief in themselves as being moral were more likely to engage in helpful behaviors towards others. In other words, kids who thought of themselves as good or caring were more likely to act in ways that showed kindness or helpfulness. The implications of this study suggests that individuals who see themselves as "kind" and "empathetic" are more likely to behave in a manner that is befitting of their own self-image.

Culture also plays a significant role in shaping the motivation behind prosocial behavior. Gherghel et al. (2020) found that cultural factors interact with prosocial behavior motivations to influence the emotions of individuals. In cultures that prioritize communal values and interdependence, individuals were more motivated to engage in prosocial behavior to maintain social harmony and strengthen interpersonal relationships whereas individuals from individualistic cultures may experience more positive emotions from actions that highlight personal achievement and success. In an attempt to understand how different parenting approaches, influenced by both Mexican and American cultures, shape the way children behave towards others, Streit et al., (2021) found that certain aspects of parenting, like warmth and support, were linked to higher levels of prosocial behavior. This suggests that parenting styles and cultural values work together to shape how Mexican-American youth behave towards others. When parents provide a supportive and caring environment that reflects both Mexican and American cultural values, it tends to foster prosocial behavior in their children.

To summarize, culture shapes an individual's understanding of prosocial behavior through its values and norms, and intrinsic motivation provides the internal drive to act in ways that benefit others. While there are other factors that may contribute to prosocial behavior, cultural influences and intrinsic motivations tend to be the most prominent. It is also essential to understand that an individual's reasons for engaging in prosocial behavior may not always be static, but dynamic and subject to change over time.

Benefits of Prosocial Behavior

Think about a time when you went out of your way to help someone. You carried in the elderly neighbors' groceries. The neighbor was given relief from a physical task that may have been hard for them to complete. Was there a time you shared your food with someone who had nothing to eat? A person was shown compassion and relieved of their hunger. Remember that charity you volunteered for? You were one more person helping for the greater good of the cause. These are all examples of prosocial behavior and while you most likely expected nothing in return, not only did the recipient receive help but there was some benefit for yourself as well.

One research found that when individuals help others voluntarily, they experience a greater well-being due to an increased autonomy, relatedness, and competence (Weinstein & Ryan, 2010). Helping others voluntarily can lead to a person feeling good about themselves, it helps with their self-esteem, and it gives a person a chance to connect with people from their community and feel a sense of accomplishment. Being helpful can foster relationships within a community and a person's social network leading to a positive reputation where trust and respect can be built not only personally but in a professional sphere as well.

It is not surprising that people feel better about themselves after helping others. It is not a foreign concept to feel complacent after helping someone you think is in need. But the concept of prosocial behavior, or the intent to benefit others or society goes deeper than just making us feel better about ourselves. It genuinely enhances our well-being. Well-being refers to an individual's perceptions that their life is desirable, pleasant, and good, including happiness, life satisfaction and positive affect (Chen 2024). Individuals have three basic psychological needs to reach well-being including autonomy (sense of volition and self-endorsement), competence (sense of mastery), and relatedness (sense of belonging). This notion of prosocial behavior satisfies these needs. It leads to high levels of satisfaction in multiple needs. It satisfies the first need of autonomy by allowing individuals to make decisions based on their own choices and voluntarily shift their focus from self-centered behavior to prosocial behavior. It fulfills competence because people have the efficacy to complete prosocial goals and tasks and are aware of the

positive impact they are having on the recipient. Relatedness is met by the person building and facilitating social relationships with the recipient and feeling a sense of belonging and connectedness. When these needs are satisfied individuals experience higher levels of well-being, including greater vitality and satisfaction in various life domains (Chen 2024). Even when just one of these three needs is met, one alone is sufficient to raise well-being. On the reverse side, deprivation of prosocial behavior actually lowers well-being by obstructing basic psychological need satisfaction (BPNS). Prosocial behavior not only leads to higher well-being, but not participating in it negatively affects our well-being.

The benefits extended to the recipient as well, the benefit for them were more from the help provided and the feelings of closeness and quality assistance. (Weinstein & Ryan, 2010). When a person is the recipient of an act of kindness, they tend to feel emotionally connected to their helper leading to a sense of belonging and support. The support shown leads to a well-being in the recipient. This research may suggest that helping and giving can promote wellness, social support, and a connectedness within our communities. Being the recipient may also lead to the pay it forward mentality, where the recipient may engage in similar acts of kindness towards others in their community who may then continue the cycle of kindness and generosity to others.

The Bystander Effect

The **bystander effect** happens when an event occurs, and the individuals who witness it do not respond proactively. For example, someone is getting robbed in a public square, and no one reports it. The reason for this happening is the assumption that another bystander called to inform authorities. Psychology Today agrees with this, stating, "The greater the number of bystanders, the less likely it is for any one of them to provide help to a person in distress." (Anonymous, 2024) Secondly, the perception that the same people who should call 911 might not because it is not an actual emergency. The Righteous Mind, Why Good People Are Divided By Politics and Religion, describes the pressure to follow suit. Where group tribes justify actions that are crimes through group norms; an example of this would be NFL

fans feel a part of a group/tribe just like a sorority (Hadidt, 2020). The same is true in the bystander effect; one person in the community watching the crime does not deem it a crime, and the other members do nothing to be part of the tribe.

Society norms become more critical, and with the help of dissidence theory, we fall subject to peer pressure. The bystander effect is a dangerous aspect of society because it displaces responsibility. It is essential for individuals to recognize that you can break this norm by saying simple things like, 'I see an officer coming.' This might stop the event from progressing, and it is not an action; it is a false observation that could defuse the situation. If you feel comfortable intervening, you should. There can be consequences as bystanders have had lawsuits filed against them. Many states created the Good Samaritan Act to counteract the court cases. This should be enough to give you cause if you see a crime or act of violence happening that you do not fall subject to the bystander effect.

With the bystander effect being such a negative thing among our peers, how can we create trust? The answer is the reciprocal effect. This effect is simple: be kind and treat people nicely. When the person you are kind to responds positively, there is a reciprocal effect in full force. The reciprocal effect is how we grow together in our cultures. It creates positive bonds among neighbors and friends. The more positive interactions we have with each other, the more likely we are to be a strong community. If a culture is vital in the reciprocal effect, it has the potential to offset the bystander effect. Many elders describe their time growing up with such positive interaction among neighbors that started with a friendly smile and good morning. This is precisely what a reciprocal society that is working its way towards altruism would look like.

The reciprocal effect is a positive thing among cultures, though it is likely done for selfish reasons. It goes as far as animals that use it to create their communities and keep their packs safe. See Table 2 below. (Schweinfurth, 2019)

Table 2

Reciprocal Effects

	Catch phrase	Strategy (time scale)	Information	Processing	Species example
Hard-wired reciprocity	I help you because donations immediately and automatically follow gifts	Generalized, direct reciprocity (immediate)	/	No processing involved	Plants and their mycorrhizal fungal symbionts
Attitudinal reciprocity	I help you because someone did something nice to me	Generalized reciprocity (short-term)	What?	Substitution	Norway rats, brown capuchin monkeys
	I help you because you did something nice to me/others	In-, direct reciprocity (short-term)	Who? / What? / To whom?	Substitution	Norway rats, brown capuchin monkeys
Emotion-based reciprocity	I help you, because I like	Direct reciprocity	Who? / Associated	Accumulating	Common vampire bats,

	you	(long-term)	emotion?		brown capuchin monkeys
Calculated reciprocity	I help you because you helped me XY times over XY encounters, worth the value XY	(In-), direct reciprocity (short-term)	Who? / What? / When? / How much? / To whom? / (...)	Computing	Adult humans

The prosocial behaviors, even when done to benefit the community, are still likely done for personal gain, just like the bystander effect, which is a way for us to reject responsibility for members of our communities. The more we use the reciprocal effect, regardless of the selfish reasonings, the more likely we will create a stronger society that moves towards altruism.

Counterarguments of Prosocial Behavior

While many believe that prosocial behavior is an entirely positive, altruistic act for the benefit of the greater good, some have opposing views. Altruism would refer to any voluntary behavior with the sole intent to benefit others, regardless of the impact it may have to ourselves (Batson, 1987). Some researchers have discovered that there is potential evidence that serves as a counterargument of prosocial behavior. This section will aim to discuss some of the possible counterarguments of this theory, such as debate between altruism and egoism, the concept of inauthenticity, moral balancing, social exchange theory, and social responsibility norms.

The debate of the divide between altruism and egoism is one that has been frequently discussed in many pieces of literature. Contemporary psychologists hold the belief that prosocial acts, aside from however honorable the act, come from an egoistic motivation. **Egoism** refers to the way in which people may enact prosocial behaviors to better or only serve themselves (Zlatev & Miller, 2016). Examples of this could include acts to boosting one's own self-esteem, gaining social support or approval, or attempting to relieve personal guilt (Zlatev & Miller., 2016). Altruistic acts may not be authentic, and serve egoistic drives of motivation, like internal satisfaction or for social recognition (Batson, 1987; Zlatev & Miller, 2016).

Self-interest may also influence the number of prosocial tendencies that an individual may enact. The social exchange theory argues that individuals only partake in prosocial interactions when the anticipated benefits will outweigh the perceived costs (Pfattheicher et al., 2022). This position suggests that acts of kindness or helpfulness are indefinite and inconsistent, and are not derived from true concern for others, but instead hold an expectation of returned benefits and avoid cost of one's resources, either material or psychologically (Zlatev & Miller, 2016). Empirical evidence has been found to support this theory (Volz et al., 2017), showing that when faced with a moral dilemma, many people will choose to preserve themselves or things they care about over altruistic values. Results such as these promote the nuanced view that prosocial behaviors do not always stem from places of true selflessness.

Some scientists might argue that prosocial behaviors may serve dual purposes to an individual; to fulfill societal obligation, and to maintain moral equilibrium within themselves. The social responsibility norm says that people help others due to their need to fulfill their social duties and to uphold moral and societal standards (Boileau et al. 2021). Moral balancing theory, on the other hand, suggests that individuals likely partake in prosocial behaviors to compensate for previous acts of immoral or antisocial actions, and maintain their self-perception of their own goodness (Sussewind & Walkowitz, 2020).

Inauthenticity, or other's perceived inauthenticity, of one's actions can create difficulty in fully understanding prosocial behaviors. People can put on a face and feign acts or beliefs of altruism to feed their own self-interests and agendas (Boileau et al. 2021). How genuine one is with their actions may pose the question of just how much they may reflect one's personal, intrinsic values, compared to the pressures of their external environment.

Each of these different positions displays the complexity of the relationship between altruism and prosocial behaviors. Altruism can be described as an idealized form of prosocial tendencies that is driven by genuine concern for others. In an opposite fashion, intent, social norms, intrinsic values and choice evaluation influence the individuals' behaviors. By integrating many different perspectives, one can gain a more rounded understanding of human altruism and its intricacy, and pave the way for scientists to delve deeper into the motivational aspects of prosocial behavior.

Promoting Prosocial Behavior

Reinforcement, both positive and negative, can promote prosocial behavior. Positive reinforcement involves using a reward to increase the likelihood of a behavior and negative reinforcement involves using a punishment to decrease the likelihood of a behavior. The use of rewards is essential to establish and promote prosocial behavior whereas the use of punishments can be essential for maintaining prosocial behavior (Wu et al., 2022). The use of positive and negative reinforcement plays an important role in promoting prosocial behaviors and encouraging behaviors that are beneficial to others. Research suggests that reinforcement through rewards and punishment are most effective in promoting social behavior when used together, but if used separately rewards may be more likely than punishment to promote prosocial behavior (Wu et al., 2022). Over time, consistent reinforcement leads to promoting prosocial behavior.

The practice of mindfulness has been found to promote prosocial behavior. Mindfulness is often defined as a non-judgmental awareness of the present moment. Mindfulness can develop naturally but it can also be fostered through engaging in mindfulness meditation (Hafenbrack et al., 2020). Mindfulness

cultivates qualities such as self-regulation, empathy and perspective taking. These qualities stem from an increased awareness and they shift the focus onto the needs of others. Research suggests that one session of mindfulness practice can promote prosocial behavior, breath-based and loving kindness mindfulness practices promote more prosocial behavior through increased perspective taking and empathy (Hafenbrack et al., 2020). Overall, mindfulness promotes a heightened awareness of the needs and feelings of others and increases the likelihood of engaging in prosocial behaviors.

Positive emotions such as awe and empathy appear to promote prosocial behavior. Awe is a positive emotion felt when experiencing vast and extensive stimuli. This emotion tends to make people feel small which minimizes self-interest, encourages generosity and promotes prosocial behavior (Aknin et al., 2018). The effects of awe on promoting prosocial behavior stem from the perception of things greater than the individual self, and feelings that one's being, concerns, and interests are insignificant to an extent (Piff et al., 2015). Empathy is defined as understanding and sharing the emotions of others. Higher levels of empathy promote prosocial behavior because experiencing the emotions of others is only enjoyable if they are in a positive state, therefore empathetic individuals are more likely to engage in a helping behavior (Aknin et al., 2018). Positive emotions draw an individual's attention away from themselves and towards the needs of others, therefore promoting prosocial behavior.

Suggested Resources:

"Helping others makes us happier -- but it matters how we do it | Elizabeth Dunn" (Video):

<https://youtu.be/IUKhMUZnLuw?si=vppqE5FNHAXfMjP9>

"When Doing Good Boosts Health, Well-Being":

<https://www.apa.org/news/press/releases/2020/09/doing-good-boosts-health>

"Prosocial behavior and altruism: A review of concepts and definitions":

<https://www.sciencedirect.com/science/article/pii/S2352250X21001548?via%3Dihub>

“How Culture Drives Behaviours | Julien S. Bourrelle | TEDxTrondheim” (Video): https://youtu.be/l-Yy6poJ2zs?si=pVkJC0O2aGtL_-KC

Vocabulary Words:

Altruism: Helping without any expectation of receiving anything in return

Anonymous Prosocial Behavior: Helping without anyone else knowing who it was

Bystander Effect: The tendency for people not to provide help when others are present

Compliant Prosocial Behavior: Helping in response to a direct request for help

Dire Prosocial Behavior: Helping in times of crisis or emergency

Emotional Prosocial Behavior: Helping someone who is in an emotional state of need

Empathy: Defined as understanding and sharing the emotions of others

Egoism: Acting in a manner of self-interest rather than a morally just manner

Prosocial Behavior: actions meant to benefit others

PTM: *Prosocial Tendencies Measure*, which is a measure used to assess the different types of prosocial behavior

Public Prosocial Behavior: Helping others when there is an audience present

Practice Questions:

Critical Thinking

1. How might the findings and insights from the studies on intrinsic and cultural motivations behind prosocial behavior inform interventions and programs aimed at promoting positive social development among children and adolescents in diverse cultural contexts?
2. How might the integration of reinforcement techniques, with practices like mindfulness meditation, enhance the effectiveness of interventions aimed at promoting prosocial behavior?
3. How might the interplay between individualistic and collectivistic cultural values influence the effectiveness of reinforcement techniques in promoting prosocial behavior across diverse cultural contexts?
4. How might the presence of an audience influence individuals' motivations for engaging in public prosocial behavior, and how does this phenomenon relate to the bystander effect?

Multiple Choice

1. Which type of prosocial behavior is motivated by the desire to gain approval and respect from others, or to enhance self-esteem, and is often influenced by the presence of an audience?
 - a) Compliant prosocial behavior
 - b) Emotional prosocial behavior
 - c) Public prosocial behavior
 - d) Anonymous prosocial behavior
2. Which reinforcement technique(s) has been found to be most effective in promoting prosocial behavior according to research?
 - a) Positive reinforcement only
 - b) Negative reinforcement only
 - c) Positive and negative reinforcement used together

d) Punishment only

3. Which psychological quality is associated with promoting prosocial behavior by fostering qualities such as empathy, compassion, and altruism?

a) Mindfulness

b) Neuroticism

c) Narcissism

d) Happiness

4. What psychological phenomenon may lead individuals to refrain from helping others in an emergency situation, assuming that someone else will intervene?

a) Bystander effect

b) Confirmation bias

c) Cognitive dissonance

d) Group polarization

5. Which type of prosocial behavior involves providing help without identifying oneself or allowing others to know who helped, with no expectation of praise or acknowledgment?

a) Public prosocial behavior

b) Emotional prosocial behavior

c) Compliant prosocial behavior

d) Anonymous prosocial behavior

6. Which tool is commonly used to assess various types of prosocial behavior, including public, compliant, anonymous, emotional, dire, and altruistic behaviors, by asking participants to self-report their tendencies on a scale from 1 to 5?
- a) Prosocial Tendencies Measure (PTM)
 - b) Revised Prosocial Tendencies Measure (PTM-R)
 - c) Altruism Scale
 - d) Empathy Inventory
7. Which theory suggests that people act in a prosocial manner to compensate for their previous acts of immorality to uphold their own self-perception?
- a) Social exchange theory
 - b) Dissidence theory
 - c) Moral balancing theory
 - d) Evolutionary theory

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