

PROSOCIAL BEHAVIOUR

A N D

ALTRUISM

DISTINGUISHING BETWEEN TYPES OF BEHAVIOUR



Done for the well-being of others and is seen positively by society

Often accounted for by egoism -> positive action is done to make the person feel better about themselves
eg. putting a donation in a charity box

Opposite of antisocial behaviour, which would include acts like violence.

Whiting and Whiting: cross-cultural prosocial behaviour

Showed difference in degree of pro-social behaviour between more traditional and egoistic societies



Done solely for the well-being of others

Person doing it does not expect any benefits from doing it, and it may even have some personal costs
eg. helping someone across the street, or being an organ donor

Batson 1991:
"A motivational state, with the ultimate goal of increasing another's welfare"

It gives readers information or directions on how to do something.