



9. Explain how the attribution made by an 'actor' would be different from that of an 'observer'.

Ans: Actor observer phenomena refers to the tendency to attribute our own behaviour mainly to situational causes but the behaviour of others mainly to internal (dispositional) cause.

A distinction is found between the attribution that a person makes for actor role and observer role.

Person makes attribution for his/her own positive and negative experiences, it is actor role and the attribution made for another person's positive and negative experience is observer role.

For example, if we get good marks, we will attribute it to our own ability and hard work (actor-role, internal attribution for a positive experience). If we get bad marks, we will say we were unlucky or test was difficult (actor-role, external attribution for negative experience).

On the other hand, if our classmate gets good marks, we will attribute his/her success to good luck or easy test (observer-role, external attribution for positive experience). If same classmate gets bad marks, we are likely to feel that his/her failure was because of low ability or due to lack of effort (observer-role, internal attribution for a negative experience). The reason for the difference between the actor and observer roles is that people want to have a nice image of themselves, as compared to others.

10. How does social facilitation take place?

Ans: It is form of group influence. Social facilitation refers to a concept that performance on specific task is influenced by the mere presence of others.

Norman Triplett observed that individuals show better performance in presence of others, than when they are performing the same task alone.

Better performance in presence of others is because the person experiences arousal, which makes the person react in a more intense manner.

The arousal is because the person feels he or she is being evaluated. Cottrell called this idea evaluation apprehension. The person will be praised if performance is good (reward); is criticised if performance is bad (punishment). We wish to get praise and avoid criticism, therefore we try to perform well and avoid criticism. As in case of complex task, the person may be afraid of making mistakes. And the fear of criticism or punishment is stronger.

If the others present are also performing same task, this is called a situation of co-action. When task is simple or a familiar one, performance is better under co-action than when the person is alone.

Task performing can be facilitated and improved or inhibited and worsened by the presence of others. If we are working together in a larger group, the less effort each member puts in. This phenomena is called social loafing, based on diffusion of responsibility. Diffusion of responsibility can also be frequently seen in situations where people are expected to help.

11. Explain the concept of pro-social behaviour.

Or

Describe the factors influencing Pro-social behaviour. (CBSE 2013)

Ans: Pro-social behaviour is any positively valued behaviour that does good to another person, is done without any pressure from outside and without any expectation of a reward or a return. Humans are social beings. Most of their activities are organized with the help of others. We cannot live and grow unless there is support from others. We often engage in helping others. Such efforts are considered as pro-social behaviour. For any behaviour to be pro-social, it should fulfil the following conditions:

- There has to be an intention to benefit the other person. Any pro-social act, which one accomplishes by compulsion or as a requirement of a job, does not merit to be called 'pro-social'.
- The behaviour should be considered socially desirable by the other members of the society. Obviously, helping a thief in stealing is not a pro-social behaviour.
- If an act intended to benefit others is also expected to benefit the helper, it cannot be termed as 'pro-social'.

The intentions and the consequent positive behaviour are more important considerations of pro-social behaviour than the actual benefits.

The other term which are used interchangeably with pro-social behaviour is altruism. The literal meaning of altruism is "doing things or acting for the interest of others without any ulterior motive." It is a behaviour that reflects an unselfish concern for the welfare of others. All charitable, humanitarian, philanthropic activities, which people do without any self-interest, come under the category of altruism behaviour.

Determinants of Pro-social Behaviour: The pro-social behaviour depends on many factors.

- (i) Pro-social behaviour is based on an inborn, natural tendency in human beings to help other members of their own species.
- (ii) Pro-social behaviour is influenced by learning through modelling and positive reinforcement in the family.
- (iii) Cultural factors influence pro-social behaviour. Some cultures actively encourage people to help the needy and distressed. Individuals in cultures suffering from a shortage of resources may not show a high level of pro-social behaviour.
- (iv) Pro-social behaviour is expressed when the situation activates certain 'social norms' that require helping others. Three norms have been mentioned in context of pro-social behaviour:
 - (a) The norms of social responsibility. We should help anyone who needs help without considering any other factors.
 - (b) The norms of reciprocity. We should help persons who have helped us in the past.
 - (c) The norms of equity. We should help others whenever we find that it is fair to do so.
- (v) Pro-social behaviour is affected by the expected reactions of the person who is being helped. For example, people might be unwilling to give money to a needy person because they feel that the person might feel insulted, or may become dependent.
- (vi) Pro-social behaviour is more likely to be shown individuals who have a high level of empathy, that is, the capacity to feel the distress of the person who is to be helped, e.g., Mother Teresa.

Factors inhibiting Pro-social Behaviour:

- (a) Diffusion of Responsibility: Pro-social behaviour may be reduced when the number of bystanders is more than one. On the other hand, if there is only one bystander, this person is more likely to take responsibility and actually help the victim. It happens because each person thinks that others will take the responsibility.
- (b) Feeling State of the Individual: Person in a bad mood, being busy with one's own problems or feeling that the person to be helped is responsible for his/her problem, may not help others.

12. Your friend eats too much junk food, how would you be able to bring about a change in his/her attitude towards food?

Ans: Since my friend eats junk food, it will have some reinforcing value to him/her. In order to bring about a change in his/her attitude towards food, following techniques could be used:
First of all what needs to be targeted is 'the way he/she thinks about junk food, i.e., the cognitive aspect of his/her positive attitude towards junk food. The modification in his/ her attitude can be achieved through using rational as well as emotional appeal and, if required, help of a dietician whose credibility in this area is very high will be of great use. Attitude changes may be brought about by:

1. Encouraging him/her to read about what is required for a healthy development, e.g., minerals etc. which are not found in junk food.
2. Showing him/her the negative consequences of eating junk food like obesity, other health-related problems by exposing him/her to real life examples.
3. Request people around him/her like family-members, elders and teachers whom he/ she likes. If they provide a role model, i.e., not to consume junk food then he/she will imitate their behaviour.
4. Giving his/her choice and space to decide what is right for him/her considering both the aspects of the food and asking him/her to focus and think about the future problems associated with his/her liking.

All these things can bring about cognitive dissonance which might ultimately bring about the attitude change.

***** END *****