

# Prosociality and religion

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Although self-reports suggest that religious individuals consider themselves universally prosocial, behavioral measures suggest a more limited prosociality and priming studies suggest a small causal relationship. Recent research has uncovered new moderators, with religiousness being more strongly related to prosociality under self-image threat, and when faced with a needier recipient. One major moderator remains the identity of the recipient: religious prosociality often favors religious ingroups over outgroups. Mechanisms of religious prosociality include supernatural monitoring and moral identity, with secular analogues such as priming civic institutions also having comparable effects. Further research is needed on determinants of parochial versus universal religious helping, and the circumstances under which each type of helping might be most adaptive.

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**Current Opinion in Psychology** 2021, 40:67–72

This review comes from a themed issue on **Religion**

Edited by **Vassilis Saroglou** and **Adam B Cohen**

For a complete overview see the [Issue](#) and the [Editorial](#)

Available online 10th September 2020

<https://doi.org/10.1016/j.copsyc.2020.08.025>

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## Introduction

Does religion encourage prosociality? Theories of cultural evolution suggest that religion proliferated because of its ability to encourage cooperation between non-kin, creating larger, well-functioning societies where people could successfully engage in agricultural and other work that smaller groups could not [1]. This suggests a positive relationship between religion and prosociality. Religious doctrines from major world religions mirror this suggestion; for example, some version of the ‘Golden Rule’ (treating others as you would like to be treated) exists in several religions across cultures. Yet research suggests that this relationship may be parochial rather than universal in nature [2]. The question, ‘Does religion encourage prosociality?’ appears to be overly broad; instead, research suggests we should be asking, ‘Under what circumstances does religion encourage prosociality?’

and ‘Toward whom?’ To address these questions, we review recent research on religiousness and prosociality, with an emphasis on behavioral research conducted in the past two to three years.

## Self-report measures: what do religious people say?

Studies utilizing self-report measures suggest a positive relationship between religiousness and prosociality. Recent research shows that various aspects of religion such as religious affiliation [3<sup>•</sup>,4,5<sup>•</sup>], frequency of religious attendance and practice [4,6–8], and religious commitment [9,10,11<sup>•</sup>] are positively associated with self-reported charity donations [6], kindness and generosity [7,9,11<sup>•</sup>], empathy [10,12<sup>•</sup>; *c.f.* 13], emotional support [10], and reported volunteering [3<sup>•</sup>,5<sup>•</sup>,8,14].

Yet, self-report studies of religious prosociality are confounded by self-presentation [15,16]. Because religions strongly advocate for prosociality, religious individuals may desire to portray themselves as more helpful than they actually are. Consistent with this idea, religiousness is positively associated with socially desirable responding [17,18]. Self-reports are easily biased by social desirability because surveys are often transparent, and self-reports are a low-cost way to self-present as helpful [15]. To get a clearer understanding of religious prosociality, other methods are needed.

Peer-reports are one alternative to self-reports. Friends, family members, and acquaintances of religious individuals report that they display greater empathy [12<sup>•</sup>], agreeableness [19] and prosociality [20]. Although religious individuals may truly be more prosocial, another possibility is that peers are answering based on stereotypes about the helpfulness of religious people [21<sup>•</sup>,22,23,24<sup>•</sup>]. We therefore need behavioral measures to address issues of stereotypical and socially desirable responding when studying religious prosociality.

## Behavioral measures: what do religious people do?

Behavioral measures address social desirability and religious stereotypes by providing costly and covert assessments of prosociality. Some behavioral studies find relationships between religiousness and behaviors such as donating to charity [5<sup>•</sup>], completing uncompensated online work [5<sup>•</sup>], and allocating resources [25<sup>•</sup>,26,27<sup>•</sup>,28,29<sup>•</sup>].

However, the positive relationship between religiousness and prosocial self-reports is less consistent in behavioral

research [11<sup>••</sup>,30<sup>••</sup>,31<sup>••</sup>,32<sup>••</sup>,33<sup>••</sup>]. For example, Galen *et al.* [30<sup>••</sup>] found intrinsic religiousness was positively related to self-reports of agreeableness, but religious participants gave significantly less money in a social dilemma, and were no more likely to engage in prosocial punishment or compensate a victim than were nonreligious individuals.

Priming religiousness is another covert and experimental way to test the relationship between religiousness and prosociality. Priming research suggests that salience of religious concepts may be causally related to prosociality [26,29<sup>••</sup>, *c.f.* 31<sup>••</sup>,34], but the effect is small and needs further replication [26,35].

Moderators may explain some of the inconsistency in behavioral study findings. On a country level, Guo *et al.* [36] found that economic development moderated the relationship between national religiosity and helping, with religiousness related to self-reports of helping in less affluent nations. Other moderators relate to aspects of the helper. For instance, individual differences in initial levels of prosociality and religious belief are important moderators of religious primes, with increased prosociality emerging for those who are initially selfish [29<sup>••</sup>], and those who report higher belief in the religious concept being primed [26,29<sup>••</sup>,34]. For example, Friedman and Jack [37<sup>•</sup>] demonstrated that dogmatism was positively related to prosocial intentions and empathic concern among religious individuals, but negatively related to prosociality in the nonreligious.

Situational moderators also exist: religiousness is more strongly related to prosociality after self-image threat [38<sup>••</sup>], and spirituality is related to prosocial attitudes about money after mortality salience [39<sup>•</sup>]. Other moderators relate to the person needing help. Sabato and Kogut [40<sup>••</sup>] found in children aged 7–11, religiousness was related to increased generosity only when presented with a needy recipient, compared to one who was not needy.

### Parochial helping: who do religious people help?

The most consistent moderator of religious prosociality is group membership. Several studies suggest some aspects of religiousness relate to prosociality toward ingroups over outgroups [2,3<sup>••</sup>,41<sup>••</sup>,42,43<sup>••</sup>, *c.f.* 44; see Refs. 45, 46; 47 for reviews]. Especially in economic games, where the person in need is often a stranger and the need is unspecified, religious individuals tend to help members of religious ingroups over outgroups. Relatedly, religiousness is associated with valuing benevolence more and universalism less [2,45,46,47].

It is important to note that much of what is known regarding religion and prosociality is based in WEIRD

(Western, educated, industrialized, rich, democratic; [48]) populations. However, some findings regarding parochial helping extend to other cultural contexts. Willard [49<sup>••</sup>] also found complex patterns of parochial helping in indigenous Fijians and Indo-Fijians. Participants distributed more resources in an economic game to individuals sharing their religion, over those sharing their ethnicity. Additional studies utilizing non-WEIRD populations suggest preferences for local over distant co-religionists [43<sup>••</sup>], another manifestation of parochialism. Some research suggests that contextual religious primes, such as the presence of a Bible, can increase prosociality to outgroups [27<sup>••</sup>]. Others find that despite displays of parochial helping, religious individuals believe that God endorses universal helping, regardless of group membership [41<sup>••</sup>].

Religious parochial helping may itself be moderated by other variables. Preston and Ritter [42] noted that ‘religion’ primes lead to parochial helping, whereas ‘God’ primes increase helping toward outgroup members. Recent research suggests that this difference might be due to different construal levels of the terms ‘God’ and ‘religion’. Karataş and Gurhan-Canli [50<sup>••</sup>] demonstrated that God primes increased helping for abstractly described groups, whereas religion primes increased helping for concretely described groups, regardless of ingroup or outgroup status.

Individual differences, such as God concept, might also moderate parochial helping. Shepherd *et al.* [51<sup>••</sup>] found that although religious individuals gave more to ingroup charities, those with traditional God concept showed an increased relationship between religious attendance and endorsement of the fairness moral foundation, which was related to increased giving to a religious outgroup. Thus, research reveals a complicated relationship between religion and helping, with certain aspects of religion related to parochial helping, but others related to more universal helping.

Yet, even parochial prosociality should not be dismissed off-hand. Parochial prosociality might be similar to pro-group sacrificial behaviors arising from identity fusion [52], sacred values [53], and the quest for personal significance [54]. Research in these areas suggests that, under certain circumstances, individuals are willing to make extreme self-sacrifices on behalf of their group, from giving resources [54,55] to enduring familial suffering [53], even to a willingness to fight and die for the group [52,53,55].

Although self-sacrifice for a group is not uniquely religious, religious groups show these same effects [54,56]. Extreme pro-group behaviors can lead to negative outcomes, like intergroup violence, but other forms of pro-group behavior can be oriented toward care [55]. Parochial

helping might be similarly framed as a pro-group, self-sacrificial behavior, which from the perspective of the ingroup would clearly be considered prosocial. Such helping may present itself in similar ways, but intrinsic motivations and mechanisms may vary.

### Mechanisms: what helps religion be helpful?

What mechanisms underlie religious prosociality? Researchers have identified several variables which help explain this relationship [see Refs. 2,57 for reviews] including: emotions (i.e. gratitude and awe [13], empathy [c.f. 13,58], social connectedness [59]), role modeling of spiritual exemplars [60,61], supernatural monitoring and punishment [62], and characteristics such as submissiveness [63]. For example, Van Cappellen *et al.* [59] found that increases in social connectedness and love felt after Sunday Mass mediated the relationship between religion and sharing.

Trait-level variables may also predispose religious individuals to prosocial tendencies and values, including secure attachment [64] and personality domains associated with prosociality, such as agreeableness and the altruism facet [65]. Lastly, contextual variables are also important. Ward and King [38\*\*] found that moral identity explained the relationship between religiosity and prosocial behavior, but only when moral self-image was threatened.

Notably, prosocial mechanisms are not necessarily exclusive to religion, but often have secular counterparts [21\*,45]. For instance, secular manipulations such as civic primes [66,67], a secular benevolence prime [68], a reward prime [69], and a magnanimous values prime [70] increase prosocial behavior in ways similar to religion. Additionally, Cohen *et al.* [27\*\*] found that, in the absence of religious primes, positive attitudes toward police were associated with resource distribution to distant co-religionists. Together, this suggests that religious mechanisms of prosociality such as supernatural monitoring and religious moral identity, for example, often have secular analogues in civic monitoring and secular moral identities. Thus, the mechanisms of religious prosociality appear to be more mundane than mysterious.

### Conclusions: what next?

Is religiousness related to increased prosociality? Probably yes, but not always toward everyone. Religious individuals and their peers tend to believe that they are helpful. Behavioral assessments suggest small, possibly causal, relationships between religiousness and helping. Often, this helping favors ingroups over outgroups, although some religious dimensions encourage universal prosociality. Researchers should continue to expand research beyond Western, Christians populations to investigate prosociality in additional cultures and religions.

Fruitful areas of research might be to uncover additional boundary conditions to the religion-prosociality relationship, as well as further investigation of facilitators of universal prosociality. Concepts such as religious cultural orientation [71], God representation [72,73] and the way religiosity is conceptualized [14] may be promising areas for future research.

Additional studies might elaborate on the consequences of engaging in religious prosociality. Some work suggests religious individuals may exhibit moral licensing after engaging in ostensibly prosocial acts such as prayer [31\*\*], which then could decrease subsequent prosociality. Our lab is currently examining the effect of vicarious moral licensing on the expression of prosocial and antisocial behavior by religious individuals.

Although many religions encourage a more universal prosociality, religious prosociality often favors the ingroup. Many Western psychologists, too, might be partial to universal prosociality; yet, others may consider parochial prosociality to be just as moral [74]. Moral questions aside, the adaptability of parochial prosociality may depend on the specific circumstances. Whereas universal prosociality might be ideal for times of peace and in heterogenous populations; parochial prosociality might be more adaptive when high group cohesion is needed, for instance when a group is under threat. Perhaps an additional, group-level question is needed when approaching the puzzle of religion and prosociality: to which entity are we directing our help — the one, or the many?

### Funding

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

### Conflict of interest statement

Nothing declared.

### CRedit authorship contribution statement

**Jo-Ann Tsang:** Conceptualization, Investigation, Writing - original draft. **Rosemary L Al-Kire:** Investigation, Writing - review & editing. **Juliette L Ratchford:** Investigation, Writing - review & editing.

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