

Prosocial Behavior

Wednesday, Friday, and Monday, April 13, 15, & 18, 2005

- I. The Egoism/Altruism Debate
 - A. *Altruism*: Prosocial behavior is *selflessly* motivated to benefit the *recipient*.

 - B. *Egoism*: Prosocial behavior is *selfishly* motivated to benefit the *helper*.

 - C. In psychology, notions of “altruism” fell out of favor.
 1. There is no such thing.

 2. We will never know.

 - D. Replaced by more *neutral concepts*.
 1. Prosocial Behaviors

 2. Helping Behaviors

 3. Bystander Intervention

E. The “Big Question”: What situational factors encourage or inhibit helping in emergencies?

II. Sociobiological Perspectives: The Selfish Gene

“I would give up my life for two brothers or eight cousins.”

J.B.S. Haldane
Evolutionary Biologist

“Real, honest-to-God altruism simply doesn’t occur in nature.”

David Barash
Sociobiologist

A. Focus on evolutionary or genetic origins of prosocial behavior

B. Kin Selection and Self-Sacrifice

1. Similarity signals common genes.

2. Close proximity signals common genes.

C. But humans have

1. A complex self, attitudes, and values

2. Culture as a vehicle of value and attitude transmission.

III. A Comprehensive Process Model of Prosocial Behavior (Schwartz, 1977)

A. Motivation to help must be activated.

1. Asking for change: Is help really needed? (Bickman & Kamzan, 1977)
2. Can *anyone* help?
3. Can *I* help?
4. Personal responsibility

B. Personal and Social Obligations

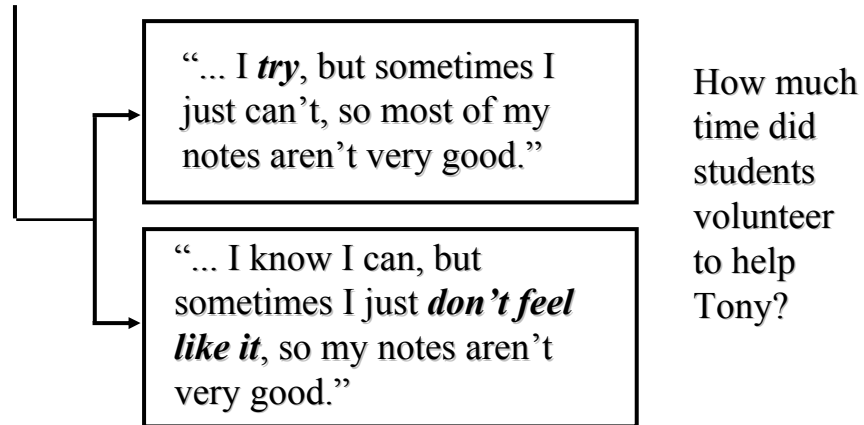
1. *Moral Obligation*: Personal values and the self-concept
2. *Social Obligation*: Social norms and Sanctions

Reciprocity Norm

Social Responsibility Norm

Social Responsibility Norm: Barnes, Ickes, & Kidd (1979)

Tony Freedman randomly calls Intro Psychology students.



C. Countervailing Forces: Costs and benefits

IV. Enhancing Prosocial Behavior

A. Reduce ambiguity of need: Shoplifting (Bickman et al., 1970s)

B. Enhance personal responsibility.

C. Socialize prosocial behaviors:

1. Righteous Gentiles (Oliner & Oliner, 1988)
2. The Power of *Mr. Rogers* (Friedrich & Stein, 1973)
3. Teach about impediments to helping (Beaman et al., 1978)
4. Target the appropriate motivations (*VFI*; Clary & Snyder, 1991)

Social Motives

Value-Expressive Motives

Career Motives

Knowledge Motives

Esteem Motives

Ego-Protective Motives