

## SITUATION AND INDIVIDUAL FACTORS ASSOCIATED WITH PROSOCIAL BEHAVIOR IN YOUTH

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**Abstract:** *In this article, the prosocial behavior of young people is studied. Explanations of differences between prosocial behavior and morality based on scientific approaches are analyzed. The ideas of scientists about altruism, one of the purest forms of social behavior, and the factors influencing it are also given importance.*

**Key words:** *prosocial behavior, individual factor, altruism, bystander effect, rational motivation.*

### INTRODUCTION

Social psychologists use theories such as kin selection and inclusive fitness to explain why prosocial behavioral tendencies are passed down from generation to generation, depending on the evolutionary fitness of those who engage in prosocial behavior. It may also be necessary to reduce or eliminate undesirable social behaviors in order to encourage prosocial behavior. Although the term "prosocial behavior" is often associated with the development of desirable traits in children, the literature on this topic has been enriched by a large body of work since the late 1980s and has included adult behavior.

### RESEARCH METHODS

According to C.D. Batson [1], this term was "introduced by sociologists as an antonym of the antisocial concept." It is applied to the principle of reciprocity and altruism in encouraging social behavior. The purest forms of prosocial behavior arise from altruism - a selfless interest in helping another person. According to Santrock [2], situations that trigger altruism include sympathy for a person in need or a close relationship between the benefactor and the recipient. However, ostensibly altruistic prosocial behavior actually stems from a reciprocity

norm, an obligation to return favors for favors. People feel guilty and can get angry if they don't reciprocate. Reciprocal altruism "is determined by genetic predispositions." Thus, some experts argue that altruism may not exist at all and is based entirely on reciprocity. Reciprocity, or altruism, can motivate many important social behaviors, including exchange.

## **RESULTS AND DISCUSSIONS**

Social behavior is influenced by situational and individual factors. One of the most common situational factors is the bystander effect. The bystander effect is the phenomenon of reducing the probability of receiving help from a person if there are passive observers in a critical situation. For example, if someone leaves a stack of paper on a busy street, many people will walk by. This example can be applied to more serious situations such as a car accident or natural disaster. In the model of the observer's decision to intervene, it is shown that whether or not to provide help depends on the individual's analysis of the situation. Whether the situation calls for his help or not, it is up to him to help and if necessary, in what way. This model describes five things that cause people to intervene when they happen:

- To pay attention to the situation.
- To treat as an emergency.
- To develop a sense of responsibility.
- That they are considered to have the skills necessary to succeed.

The number of people in need is also a mediating factor in a person's decision to help. The more people there are in such a situation, the less likely it is that a person will help because of a reduced sense of personal responsibility. This phenomenon is called responsibility blurring, where the responsibility for the person(s) in need is divided by the number of observers. Another factor is the fear of judgment, which simply means the fear of being judged by other observers. Finally, pluralistic ignorance can also lead to lack of face involvement. This means that a person relies on the reactions of others before reacting to himself. In addition, as Pilavin [3] and others (1981) pointed out, people consider the

possibility of maximizing their rewards and minimizing their costs when deciding whether or not to help in a given situation more - that is, people are rationally motivated.

Researchers have also found that social isolation reduces the likelihood of antisocial behavior. In seven experiments conducted by Twenge and others (2007)[4], researchers manipulated social inclusion or exclusion by telling study participants that other participants had purposefully excluded them or that they might end up alone at the end of life.

They found that this prior social exclusion led to a significant reduction in prosocial behavior, noting: "People who were excluded from social life donated less to student funds, were less willing to volunteer for subsequent lab experiments, were more distressed helped the person less, and cooperated less with another student in the mixed motivation game" [5] prosocial behavior is again believed to be motivated by a sense of responsibility.

Another important socio-psychological determinant of social behavior is a person's personal or moral standards. For example, Sander van der Linden (2011) in his research on philanthropy found that moral norms (as opposed to social norms) were the single most important predictor of an individual's intention to donate [6]. The author argues that social behavior such as charity is often determined by personal ideas about what is the "right" thing to do in a given situation. From this point of view, social behavior is considered not external motives, but certain internal reasons. The explanation is that when a prosocial behavior such as donation occurs in a private setting (in the absence of any external social pressure), the behavior is more intrinsically moral. But it should be noted that social and moral norms are closely related: social groups have ideas about "right" and "wrong" behavior due to the fact that social norms are assimilated by a person and become his personal moral standard, it takes time. Emotional arousal is an additional important incentive for social behavior in general. Bateson's (1987) [7] model of empathy and altruism examines the emotional and motivational component of prosocial behavior. Empathy for another

person in need increases the likelihood of receiving help. This empathy is called "empathic concern" for another person and is characterized by feelings of tenderness and sympathy.

Agreeableness is the personality trait most closely related to an individual's intrinsic social motivation. Prosocial ideas and emotions can be defined as a sense of responsibility for others, as well as a high probability of experiencing affective (emotional) and cognitive empathy ("sympathy directed toward another person"). These social ideas and feelings are related to dispositional empathy and benevolence. In addition to situational and individualistic factors, there are some categorical characteristics that may influence prosocial behavior. Several studies point to a positive relationship between prosocial behavior and religion. In addition, there may be gender differences in social behavior, especially as young adults mature.

Social media can also be a catalyst for pro-social behavior. For example, during the earthquake relief efforts in Japan (2011) [8], users turned to Facebook and Twitter for financial and emotional support through their social networks. Donations directly to Japanese disaster victims were possible through the Red Cross's Facebook page and online discount sites such as Groupon and Living Social.

Similarly, prosocial behavior increases positive attitudes. Several studies show the benefits of volunteering and other social behaviors for self-esteem, life satisfaction, and overall mental health [9]. In addition, negative mood can affect social behavior. Research shows that guilt often leads to prosocial behavior, while other negative moods, such as fear, do not [10].

## **CONCLUSION**

A recent pilot study examined whether an intervention that increased prosocial behavior (good deeds) among youth with social anxiety increased positive affect or whether such an intervention reduced participants' feelings of social anxiety. Participants were randomly assigned to a four-week intervention called Good Works. It instructed people to do three meritorious deeds every day,

twice a week, for 4 weeks. Group members reported higher positivity and increased relationship satisfaction at the end of the intervention period. This intervention highlights the ways in which prosocial behavior can be beneficial in improving mood and mental health.

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