



Notes

PRO SOCIAL BEHAVIOR

Have you ever helped a blind person cross road? Or have you ever shared your food with a dog? Both these acts are examples of prosocial behaviours. Prosocial behaviour refers to a set of positive form of behaviours which may benefit others and facilitate greater cooperation and cohesion in society. Helping is an ethical value taught to us by our elders; it is a valued quality of an individual. Humans are social beings, living in groups, their survival depends on each other. Prosocial behaviour is an important social skill that leads to reciprocity. Just like our evolutionary ancestors – monkeys, they reciprocate to each other by scratching each other’s backs; humans also live in a setup where they are dependent on each other. Prosocial behaviour also improves the chances of survival of our own species. We tend to extend help more readily to the members of our own species, and even more so to our kin.



LEARNING OUTCOMES

After studying this lesson, learner :

- describes the various forms of pro-social behavior;
- states how to develop pro-social behavior;
- understands the need to exhibit pro-environmental and pro-social behaviors;
- applies the strategies for promoting pro-environmental behavior; and
- explains the benefits of pro-social and pro-environmental behaviour for individual and society.

Social Processes and Behavior



Notes

21.1 FORMS OF PROSOCIAL BEHAVIOUR

Prosocial behaviors is “a broad range of actions intended to benefit one or more people other than oneself—behaviors such as helping, comforting, sharing and cooperation.”

Broadly, prosocial behavior requires three components: (1) the ability to take the perspective of another person and recognize that they are having a problem; (2) the ability to determine the cause of that problem; and (3) the motivation to help them overcome the problem.

There is no one way of extending help. We might indulge into various forms of helping, depending on the demand of the situation and our intentions.

Major forms of prosocial behaviour are:

1. Helping
2. Sharing
3. Comforting
4. Cooperating
5. Volunteering
6. Donating

21.1.1 Helping

Helping refers to assisting an individual in fulfilling his/her *instrumental need*, where an individual has difficulty completing goal directed behavior. Instrumental need refer to the need to get day to day things done and achieve short and long term goals, for example, getting information we need.

Research states that helping behaviour can begin within the first two years of life. By their second birthday, children have developed the social cognitive skills required to support the recognition of instrumental need and the ability to produce helping behaviors (Dunfield, 2014).

Helping can be further divided into two sub categories, namely, egoistic helping and altruism.

- Egoistic helping refers to acts where people help others not solely for benefiting others but also for personal gain. We might, for example, donate money to a

charity because we want to help, but also because it makes us feel good about ourselves.

- Altruism is helping others while not expecting to have any personal benefits. For example, sharing your lunch with a classmate who forgot his/her lunch box.

Altruism is connected to empathy. Empathy is the ability to feel the plight of the another person by imagining ourselves in this person's tough situation. When we feel empathy for a particular person, we will attempt to help purely for altruistic reasons, that is, regardless of what we have to gain in the process. Empathy motivates the people to reduce other person's distress. If there is low empathy, people will reduce their own distress by escaping from the situation. If there is high empathy, the emotional response corresponds to the feelings of the other person.

21.1.2 Sharing

Sharing can be defined as offering, showing, allowing use of an object, or turn-taking. It requires the ability and willingness to fulfill other's unmet material desire. Examples of sharing include giving some food from your lunchbox to a hungry friend, giving your cricket ball to play for few days.

Research suggests that the ability to identify the need for sharing emerges over the course of the second year of development.

While sharing, a child gives up something tangible to benefit someone else. For preschool-aged children, sharing often involves a physical resource or a tangible object, such as toys, stickers, and food.

21.1.3 Comforting

Comforting requires the ability to understand other's negative emotional state. Alleviating other's emotional distress requires the ability to differentiate and identify the various emotional experiences of others.

Research suggests that necessary emotional understanding is in place in the first year of life, however the ability to explicitly identifying the particular type of distress do not emerge until later toddler hood.

In mature comforting behavior, it is not enough to simply recognize other's negative emotions. It is important to be able to identify the cause of other's emotional state so as to truly understanding their plight and comforting them.



Notes

Social Processes and Behavior

Notes

21.1.4 Cooperating

Cooperation refers to working together to achieve goals. In a society, it is important to adjust in accordance with each other for harmonious relationships. Cooperation posits acting together for mutual benefits as opposed to competition where people act selfishly for individual benefits.

A common example of cooperation is cooperative learning where in, students help each other by explaining study material to one another, explaining class lectures, helping one another in difficult topics, mutually take turns in explaining what one has understood better. Cooperative learning is also helpful in diverse classrooms where students of different intellectual levels are taught together. In such classrooms, students learn cooperation and helping behaviour. Cooperative learning is helpful for the students as it leads to higher achievement, increased retention, positive relationships and a wider circle of friends, Greater intrinsic motivation, Higher self-esteem and Greater social support.

Cooperation is important for maintaining social order. It encourages the adherence to societal norms, so that social order is maintained. For example, not playing loud music at night is a form of cooperation.

21.1.5 Volunteering

Volunteering is an altruistic contribution of providing services without any personal gain or monetary reward. For example, getting affiliated to an NGO to help injured street animals, without receiving any payment is form of volunteering.

Volunteering has multiple benefits such as, connecting us to others, it is good for our mind and body, it can advance our career and it brings fun and fulfillment to our life. Volunteering differs from culture to culture and is more common among societies where social involvement is appreciated.

21.1.5 Donating

Donation is to give others in need. It is closely linked to the prosocial behaviour of sharing. Donation can be monetary, of clothes, food, blood, organs and so on. It eases the lives of others and helps them survive.

Donating is a noble act of sharing. It is also beneficial for the donor as it can help bring a meaning to life and also provides a feel good factor. Monetary donation also helps in tax deduction and makes one learn that every bit matters.

In India, The concept of 'Daan' is the practice of cultivating generosity which is emphasized a lot.



DO YOU KNOW

Organ Donation Day is observed every year on 13th of August. Due to lack of awareness, there are myths and fears in peoples' mind about organ donation. The aim of this day is to motivate normal human beings to pledge to donate organs after death, and to spread awareness about the importance of organ donation.

Organ Donation is donating a donor's organs like heart, liver, kidneys, intestines, lungs, and pancreas, after the donor dies, for the purpose of transplanting them into another person who is in need of an organ.

According to a survey in India every year about 500,000 people die because of non-availability of organs, 200,000 people die due to liver disease, and 50,000 people die because of heart disease. Moreover, 150,000 people await a kidney transplant but only 5,000 are able to get successful transplants.

The organ donor can play a big role in saving others' life. The organ of the donor can be transplanted to the patient who needs it urgently.

Facts about Organ Donation

- Anybody can be an organ donor irrespective of their age, caste, religion, community etc
- There is no defined age for donating organs. The decision to donate organs is based on strict medical criteria, not age.
- Tissues such as cornea, heart valves, skin, and bone can be donated in case of natural death but vital organs such as heart, liver, kidneys, intestines, lungs, and pancreas can be donated only in the case of 'brain death'.
- Organs such as the heart, pancreas, liver, kidneys and lungs can be transplanted to those recipients whose organs are failing because it allows many recipients to return to a normal lifestyle.



Notes

Social Processes and Behavior



Notes

- Anyone younger than age 18 needs to have the agreement of a parent or guardian to be a donor.
- Having a serious condition like actively spreading cancer, HIV, diabetes, kidney disease, or heart disease can prevent you from donating as a living donor.

NOTTO (National Organ Tissue Transplant Organization) has a website www.notto.nic.in where detailed information about organ donation can be obtained. Another website for the same cause is www.organindia.org



INTEXT QUESTIONS 21.1

State which of the following statements are ‘true’ and which are ‘false?’

- 1) In altruistic helping we expect something in return
- 2) Cooperation is important for maintaining social order.
- 3) Blood donation is unhealthy.
- 4) One should only help humans and not animals.
- 5) Volunteering can help in choosing a career path.



ACTIVITY

Find the right volunteer work for yourself

Ask yourself the following:

- Would you like to work with adults, children, animals, or remotely from home?
- Do you prefer to work alone or as part of a team?
- Are you better behind the scenes or do you prefer to take a more visible role?
- How much time are you willing to commit?
- What skills can you bring to a volunteer job?
- What causes are important to you?

After answering these questions, you would have a clear picture about the kind of volunteer work is suitable for you.

Mahatma Gandhi once said “The best way to find yourself is to lose yourself in the service of others”.

21.2 DEVELOPING PROSOCIAL BEHAVIOUR

There is no right or wrong age to learn prosocial behaviour. However, adolescence is the phase of adjustment and adaptation which is ideal to develop prosocial behaviour. Children tend to start developing prosocial understanding during school, where they learn to share and work in teams. As we grow, we develop moral behaviours and ethics based on our learning through interactions with elders and peers.

To be prosocial doesn't require effort, it is embedded in our value system. Values are basic and fundamental beliefs that guide or motivate attitudes or actions. Few ways of developing prosocial behaviour are:

1. Encouraging prosocial behaviour in children by using techniques such as reinforcement.
2. Experiencing a helper's high, that is, learning to pat your back whenever you indulge in a good deed. One should feel accomplished and hence euphoric after a helping act. You deserve to feel good!
3. Teaching moral behaviours to people around us, especially children and peers.
4. Paying attention to activities going around us. This keeps us alert to help in an emergency situation.
5. Remember you are as responsible as anyone else to help a stranger in need.
6. Be willing to take a chance or risk in order to help others. Government of India gives bravery award to children who have helped other in need while risking their own lives.



ACTIVITY

Tick the prosocial activities you have done from the following:

1. Helped a blind person cross the street/write an exam etc.
2. Helped an old person by spending time with him/her.
3. Gave food to a hungry animal.
4. Shared your clothes with someone.
5. Helped a child study.



Notes

Social Processes and Behavior



Add five more pro social actions you have ever done in life. If you are unable to recall even five past pro social behaviours, it is time to buckle up and give back to the society. And if you are able to recall, keep up the good work. Don't stop!

21.3 PRO ENVIRONMENT BEHAVIOUR

Prosocial behaviour is incomplete without being compassionate towards mother Earth. We all know about the degrading state of our environment. Be it pollution, deforestation, extinction of animals, plastic menace, oil spills or climate change, acting proactively to save the environment is the need of the hour.

21.3.1 Need to Exhibit Pro Environment Behaviour

Saving the environment will help us enhance our own survival. Currently the pace at which the nature is being destroyed by us, is a cause of concern and needs urgent attention. Seven Biggest Environmental Threats:

1) Climate Change/ Global Warming

Earth's climate is now changing faster than at any point in the history of modern civilization, primarily as a result of human activities. The temperature of Earth is rising due to activities such as deforestation. Climate change is increasing the frequency and intensity of natural events like droughts, wildfires, heat waves, rainstorms, tropical cyclone, and hurricanes which could disrupt food production and cause famines. The industrial activities that our modern civilization depends upon have raised atmospheric carbon dioxide levels. Other causes are burning fossil fuels and intensive agriculture.

2) Species Extinction and Biodiversity Loss

Intensive agriculture, unsustainable fishing, wildlife poaching, habitat degradation and destruction, acid rain, and climate change are threatening thousands of species. Humans are clearing forests for raising livestock, agriculture or establishing industries as a result of which animals are losing their home. Every species has a role to play in the environment, and extinction of even one of them disrupts the food chain and overall balance of the ecosystem.

3) Air and Water pollution

There are various types of pollution, but air and water pollution have most alarming consequences. Air pollution is caused by industries, automobiles and waste burning. Water pollution is at a rise due to plastic pollution. The Global

Risks Report 2018 indicates that plastic pollution has increased so much that micro-plastics can be found in 83% of tap-water in the world. Chemical pollution is caused by industries and fertilizers used in agriculture, when these chemicals are dumped in lakes, rivers and ponds.

4) Water Crisis

Though the Earth's surface is covered 70% by water, only 2.5% is fresh water that people, plants and animals can use to survive. Water shortage is occurring due to careless overuse. People are extracting water from groundwater-reservoirs and rivers, and demand is growing. Expanding agriculture alone uses 70% of this resource. Large lakes are drying up which impacts not just people but also vegetation and wildlife.

5) Natural Resources Drain

Growing population places more demands on the earth's natural resources year after year. A prime example of higher consumption demands can be found in the fishery industry where 63% the world's marine life is over-fished with few to no renewable methods in place.

6) Deforestation

Deforestation disrupts the natural balance of ecological systems. It is a major cause for extinction of various species of flora and fauna as forests are home to 80% of animals. It increases soil erosion leading to landslides. It also is a major contributor to global warming as trees are the only source of oxygen.

7) Soil Degradation

Soil degradation results due to soil erosion, soil compaction and application of agricultural chemicals. Erosion of soil can happen due to wind or water, when the protective cover of forests and other vegetation is removed, and the topsoil is lost. Soil compaction occurs due to over-grazing and destruction of the soil structure due to heavy tillage that is a characteristic part of industrial agriculture.

It decreases the ability of the land to absorb and hold rainfall, which can cause soil drought and a decrease in recharge of groundwater reservoirs and rivers, affecting the hydrology of an area. Further, the soil gets deposited as sediments downstream, excessive quantities of which can be polluting and harmful to fish and other aquatic life.



Notes

Social Processes and Behavior



21.3.2 Pro Environment Behaviours and Actions

What is required is that at least all of us become aware of the need to be environment friendly and contribute in whatever ways possible.

There is only one Earth and we cannot afford to lose it. There are many ways in which we can contribute to a healthy environment. The threats to the environment, as given in section 21.3.1, can be reduced by our little actions.

- 1) **Plant Trees :** Planting trees reduces air pollution by releasing oxygen. Forest cover is important to protect Earth. Wherever we see a vacant land where trees can be planted, do not hesitate. Take help of an adult and plant a tree, nurture it and see it bloom.
- 2) **Help reduce air pollution :** Do not burst crackers – Carbon fumes that are released by burning crackers are highly hazardous for the environment. The gases released in the atmosphere harm the ozone lining of Earth, in turn causing climate change. Find a substitute to crackers for celebrations – enjoying at the expense of Earth’s health should not be acceptable to you. Even the government is trying to curb pollution by policies such as odd-even traffic movement.



- 3) **Switch of the lights :** Electricity is mostly produced by burning coal, which in turn contributes to air pollution. By conserving electricity we can reduce the amount of the coal being burnt. Thus, switching of lights and fans when not required, turning off the TV button, removing phone chargers from sockets when not in use, and not leaving the refrigerator doors open for long, among other things can help curb air pollution.
- 4) **Save Water :** Water is a nonrenewable resource. Overuse of water can lead to depletion of the water table which can lead to water crisis. Further, water is purified for human consumption which requires a lot of resources such as coal burning. Therefore it is important to save water while bathing, brushing teeth, and cleaning utensils. We should also mind that water is not wasted in public places.
- 5) **Say no to Plastic :** Plastic is choking our planet. It is non bio-degradable and thus once used, stays on Earth for thousands of years. Plastic is making the entire planet a dust bin, including our oceans. It is consumed by the wildlife and results in a large number of diseases. We should avoid using disposable plates, spoons, straws, glasses made of plastic, also known as one time use plastic products. The water bottles that we often buy without giving a second thought are one of the most common form of plastic waste. Hence it is in our best interest to avoid plastic products as much as possible.
- 6) **Reduce meat consumption :** Meat requires raising of livestock such as goats, buffaloes and pigs which in turn requires pastures for grazing, leading to ranching, that is, clearing of forests for making pastures. Meat is one of the most common reason for deforestation. Also it requires gallons of water which impacts the water table. If the demand for meat will reduce, the supply will also reduce, as a result the meat industry will lead to lesser deforestation and lesser depletion of valuable resources like water.
- 7) **Don't waste food :** Just like meat, agriculture also require huge amount of space. With increasing demand for food, the land for agriculture has to be increased through deforestation, which means cutting through forests for land. We can reduce the effect of deforestation by reducing the food wastage. Food is directly proportional to clearing of forests, thus, more food we consume, more is the deforestation.



Notes

Social Processes and Behavior



Notes

- 8) **Save Wildlife :** Deforestation is a common cause for habitat loss and wildlife extinction. Every species has a role to play in the ecosystem. And extinction of even one species can impact our survival on this planet. We need to be sensitive towards the wild life and their needs. Help animals, don't abuse them. They have an equal right on earth!

These are just few ways in which we can contribute to a healthy environment. There are many more ways such as using family planning methods to control population explosion, switching off the car while waiting on traffic signal and making others learn the importance of such pro-environment action.

Prosocial behaviour is not exclusively in helping fellow humans, but also in helping our planet and other species survive.



INTEXT QUESTIONS 21.2

Match the following:

- | | |
|-----------------------------|---------------------------|
| i. Cutting Trees | 1. Natural Resource Drain |
| ii. Bursting Crackers | 2. Water Crisis |
| iii. Over Fishing | 3. Deforestation |
| iv. Leaving the tap running | 4. Species Extinction |
| v. Hunting/Poaching | 5. Air Pollution |

Multiple Choice Questions

Global Warming is:

- Increase in temperature of Earth
- Decrease in Temperature of Earth
- No change in temperature of Earth
- A healthy phenomenon

**ACTIVITY**

First activity - Among the Pro environment behaviours and actions explained in section 21.3.2, select at least 2 actions you find most important. Explain their importance to a close friend. You have to convince your friend!

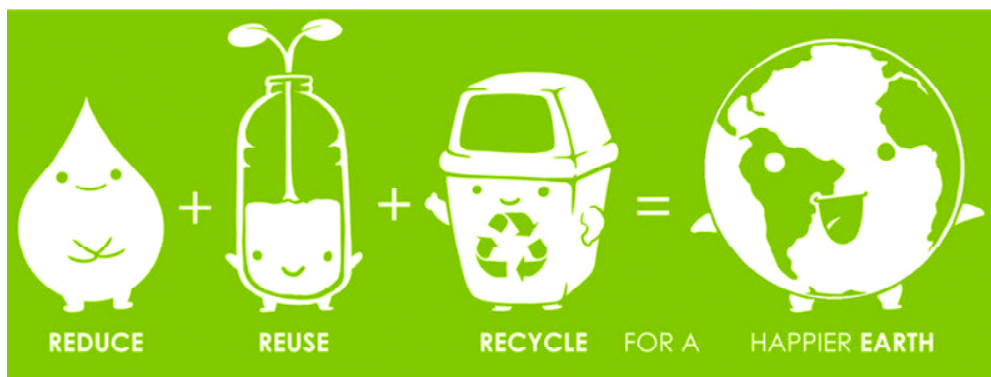
Second Activity – Time to Practice what we preach. Practice the 2 actions selected for the above activity for atleast a week’s time. For instance, if you choose water conservation, close any running tap you notice, do not keep the tap running while brushing or washing utensils, do not waste drinking water and so on.

Let’s contribute to a healthy environment!

**DO YOU KNOW**

There are three Rs of sustainability.

- **Reduce:** To use fewer resources in the first place. It takes resources to manufacture, transport, and dispose of products, so reduction minimizes the use of new resources.
- **Reuse:** Use materials more than once in their original form instead of throwing them away after each use. Reuse keeps new resources from being used for a while longer, and old resources from entering the waste stream.
- **Recycle:** Converting waste materials into new products, changing them from their original form by physical and chemical processes. Although recycling uses energy, it helps to prevent new resources from being used and old materials from entering the waste stream.



For example, Plastic Menace can be partially handled by the three Rs.

Social Processes and Behavior

Notes

Social Processes and Behavior



Notes

- We should REDUCE buying plastic products such as disposable utensils and mineral water bottles.
- Once bought, the plastic products should be REUSED rather than being thrown immediately.
- At the time of disposing the plastic products, one should be careful to throw them in dustbins where they have a chance of being RECYCLED. If littered around, these harmful plastic products get mixed with soil or get dumped in water bodies.

21.4 BENEFITS OF PRO SOCIAL AND PRO ENVIRONMENT BEHAVIOR

Humans are social creatures, spending much of their lives in the company of others and these social connections are the greatest sources of human well-being.

Prosocial behaviours have both individual and social benefits. The act of helping can give us immediate happiness (individual benefit) as well as improve our social relationships in various realms of life (social benefits).

21.4.1 Individual Benefits

A large body of research has found that prosocial actions and pro-environment actions improve wellbeing of the giver. Some of the research findings are stated below:

- People who volunteer more frequently are both healthier and happier than those who do not volunteer.
- Individuals who volunteer report higher life satisfaction and lower depression than those who do not volunteer
- Individuals who donate money to charity report higher levels of life satisfaction, than those who do not
- Pro environment behaviour improves present and future subjective wellbeing of the individual.

21.4.2 Social Benefits

Prosocial behaviours help us develop social connections, also known as social capital. Likewise, Pro-environment behaviours bring like-minded people, seeking better environment, together. Research has proven that the resulting social capital helps us lead a smooth life. Some of the research findings are stated below:

- Meaningful connections with others lead to happiness.
- Individuals with larger and more widely used networks provide more positive life evaluations.
- Communities with high social capital have been documented to recover more quickly from natural disasters, such as the Tokyo earthquake of 1923 and the 2004 tsunami in southern India.
- Strong social connections are also related to good physical health. Researches state that building social ties helps people achieve better health status, or speedier recovery times.



Notes



INTEXT QUESTIONS 21.3

- 1) Outline two individual and social benefits of Pro social and Pro environment behavior.



ACTIVITY

Make a diary, on each page make two columns, one for activity and the other for feelings. While doing activity 2 among activities 21.3, at the end of each day fill the columns of the diary stating all the environment friendly actions you undertook on that day and how it felt.

The beautiful emotions that you will experience after indulging into pro-environment actions would be a wonderful and help you achieve positive mood.



WHAT YOU HAVE LEARNT

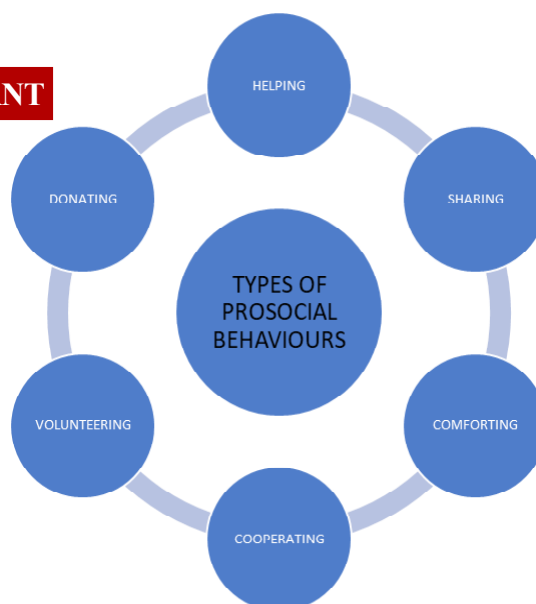


Fig 1: Types of Prosocial Behaviours

Social Processes and Behavior

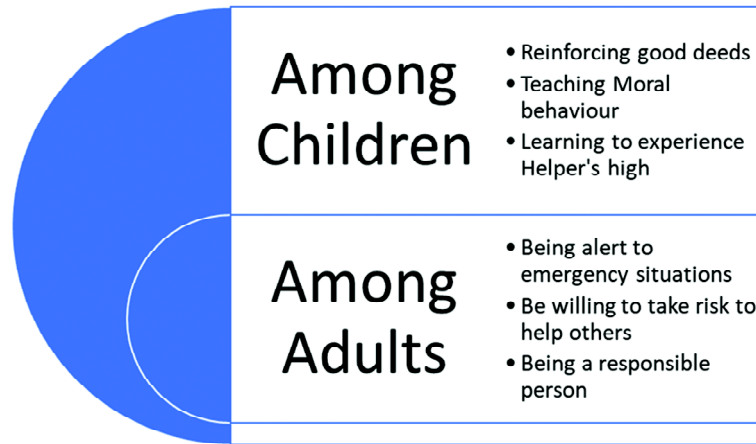


Fig. 2 Developing Prosocial Behaviour among children and adults

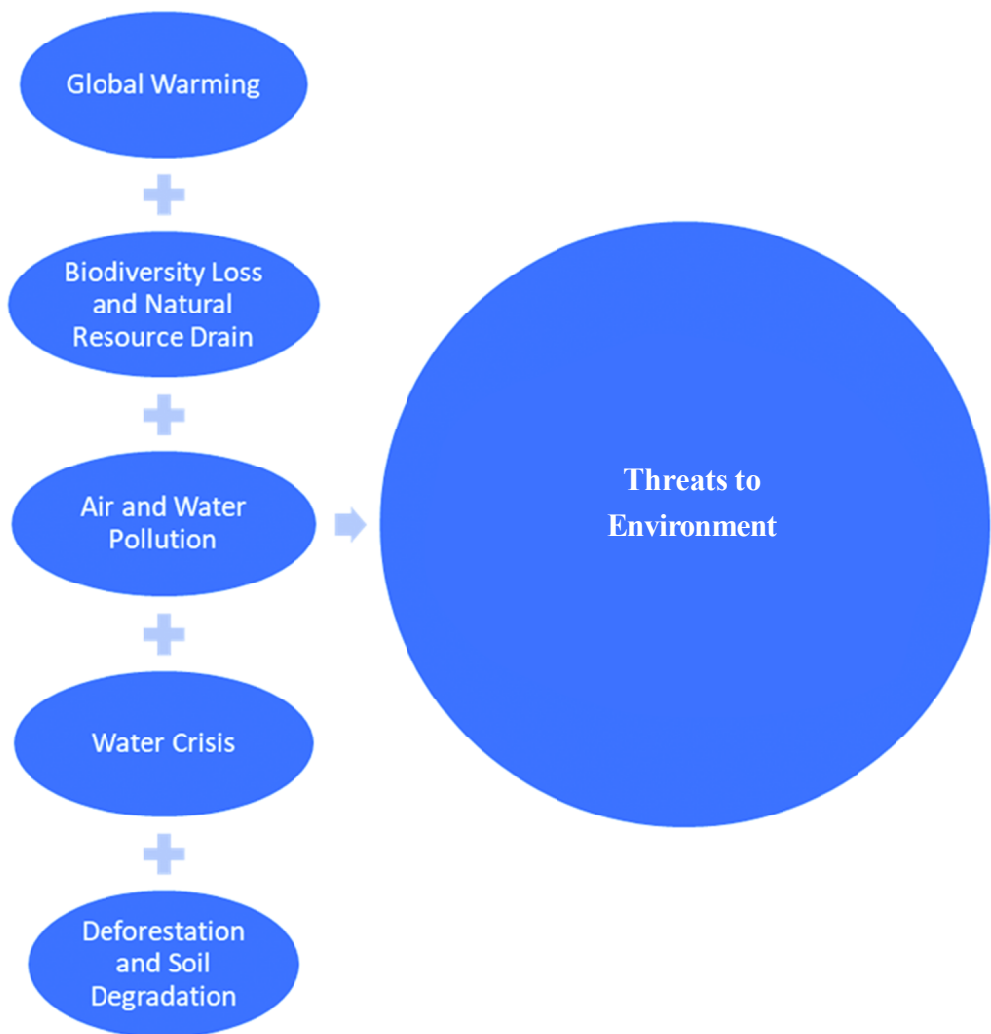
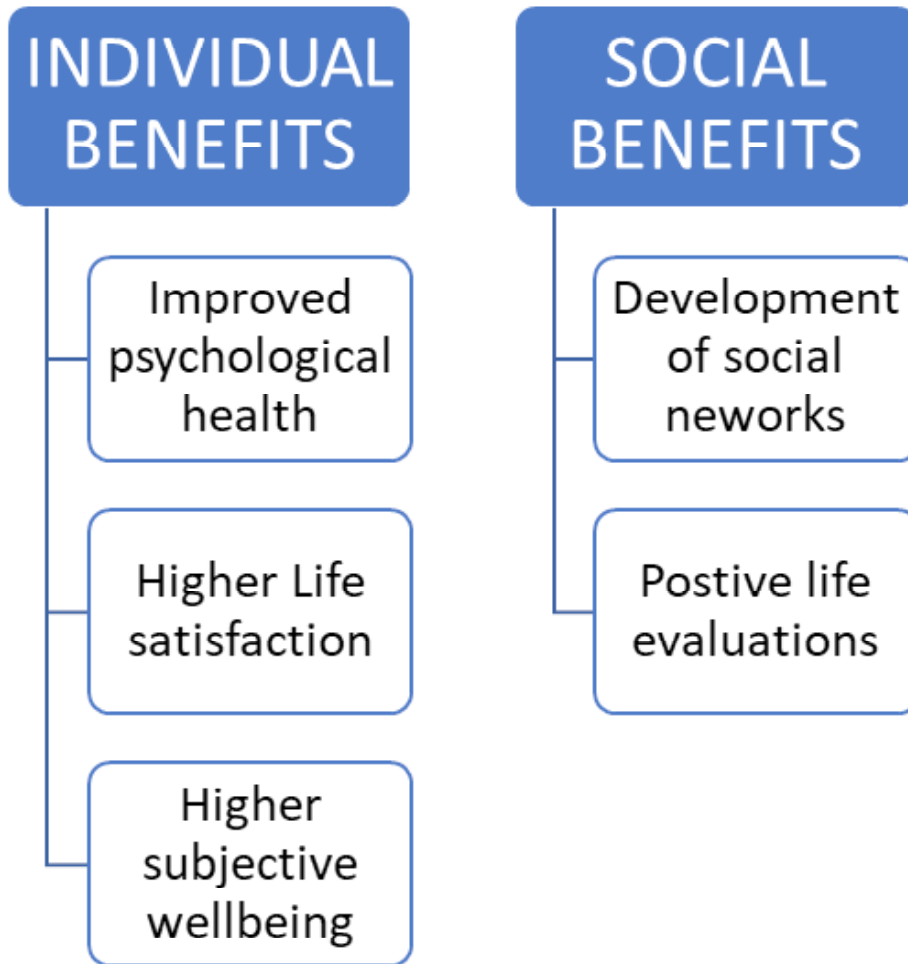


Fig. 3 Biggest Environmental Threats



Notes



Fig. 4 Benefits for us of Prosocial behaviours and Pro-environment behaviours



TERMINAL QUESTIONS

- 1) Define prosocial behaviour.
- 2) What are the various types of prosocial behaviours?
- 3) Can we develop pro social behaviour? If yes, how?
- 4) Why is there a need for pro-environment behaviours?
- 5) How can we contribute to a healthy environment? Explain with examples.

Social Processes and Behavior

Notes

- 6) What are the benefits of pro social and pro-environment behaviours for an individual?
- 7) Outline the three Rs of sustainability.
- 8) Identify the different environmental threats.
- 9) How does pro social behaviour of cooperating is important for maintaining social order.
- 10) What will happen to the society and environment if no one develops and acquire prosocial behaviour?

**ANSWERS TO INTEXT QUESTIONS****21.1**

- 1) False
- 2) True
- 2) False
- 2) False
- 2) True

21.2

I Match the following

- i) 3
- ii) 5
- iii) 1
- iv) 2

and v) 4

II Global warming is

- a) Increase in temperature of Earth

21.3

Social Processes and Behavior

INDIVIDUAL BENEFITS

- Individuals who volunteer report higher life satisfaction and lower depression than those who do not volunteer
- Individuals who donate money to charity report higher levels of life satisfaction, than those who do not

SOCIAL BENEFITS

- Individuals with larger and more widely used networks provide more positive life evaluations.
- Communities with high social capital have been documented to recover more quickly from natural disasters, such as the Tokyo earthquake of 1923 and the 2004 tsunami in southern India



Notes

MODULE -6

Health and Well-being

This module aims at developing and understanding about the concepts of health and well being. It explains the barriers in the achievement of positive mental health and well being leading to holistic development. It also explains the concepts of stress, how to cope with it, mental health problems and concerns and positive interventions for health and well being.

22. Coping with Stress
23. Mental Health Problems
24. Psychology for holistic development