

Prosocial Behaviour

Social Learning Theory

Social Learning Theory -> Importance of modelling behaviour through exposure -> can be linked to aggression. (Pratt et al., 2010)

Crime is learned through social interaction -> Young children are motivated and shaped by material rewards from the behaviour that they model -> Older children are motivated by social approval, willing to accepted regardless if behaviour is deemed to be harmful. -> Adolescents tend to be motivated as the task is found to be rewarding.

Prosocial Behaviour

Situational factors/ the good Samaritan/Bystander apathy

Darley & Batson (1973) -> the Good Samaritan study -> individuals in a hurry are less likely to help

Pivlin et al., 1969 -> subway samaritan -> how often people helped those who appeared to be ill or drunk -> ill individual received more help than drunk -> the more people around -> the less people help

Bystander effect -> bystanders are friends -> more likely to help than strangers

Different costs of helping -> resources, physically demanding

Prosocial Behaviour

The effectiveness of social learning theory in explaining aggression

Children imitate the behaviours -> acts that are unpunished and reinforced by reward of avoidance are more likely to be repeated -> acts that illicit a punishment are less likely to be repeated

Criminal behaviour is likely when an individual is lives and grows up in a similar environment. meta-analysis shows that social learning theories have a solid empirical foundation. -> correctional rehabilitation intervention

Child observes domestic violence -> grow up to exhibit similar behaviours

Prosocial Behaviour

The negative state relief model

Altruism doesn't exist -> we help to feel good

Cialdini et al., 1987 -> we experience sadness -> we motivate ourselves into lessening them by helping others.

Helping others purely due to egoistic reasoning

Prosocial Behaviour

Attributional and normative explanations

Attributions -> inferences about what causes of events and behaviours

Heider 1958 -> "common sense theory" -> we use our own explanations for peoples actions -> we come up with "common sense" explanations for different causes

Actor-observer bias -> explaining own behaviour as we blame outside forces for our actions instead of elements which led to the behaviour

Normative explanation -> society expects us to help -> same help would be expected in the future

Prosocial Behaviour

Empathy altruism hypothesis

Pure altruism -> helper empathises with helper
Not helping for empathetic reasons -> egoistic reasons

Batson 1991 -> empathetic concern produced altruistic motivation -> previously believed that people help to avoid feelings of guilt -> now it is as it is expected of us by society
Empathy altruism -> empathetic concern -> feeling for the other and not feeling as the other does

Empathy-punishment hypothesis -> empathy as motivation to help and does not justify for helping