



Importance of Pro-social Behavior

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Abstract: Altruism can be defined as an unselfish desire to help other individuals. The issue of whether or not true altruism exists has been studied by social psychologists for a number of years. A brief summary of both sides of this argument will be provided. Each side as described by Jason Nier will be evaluated. One individual’s perspective on the subject will be explained. Understanding both perspectives on this issue will enable professionals in the field of social psychology to develop their own opinions of the issue and in turn provide a better quality of care to those they serve. In this article mainly secondary data used for define the prosocial behavior.

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Introduction: Over the last decade, prosocial behavior becomes increasingly importance in the social context. Prosocial behavior is influenced by the family strength. Based on Bronfenbrenner’s (1992) Ecological System Theory, prosocial is divide into two major factors that is contextual (family and friends) and personal (personal characteristic and sex). Therefore, personal and family characteristic will contribute to family strength and adolescents’ prosocial behavior. Family process which includes of family caring and connectedness is correlated with prosocial behavior involvement of adolescence (Resnick, Harris, & Blum, 1993). In addition, the quality of parental attachment within child will contribute to the type and frequency of adolescents’ prosocial behavior (Eberly & Montemayor, 1999). In fact, prosocial behavior is one of the actions that made with the intention of benefiting others (Eisenberg & Fabes, 1998). The issues of prosocial behavior becomes more frequently as the growing population increases. In Malaysia, the population of our nation is increasing over year. Since there is increasingly of the population, the quality of prosocial behavior has to give priority in discussing. The prosociality in an individual is very importance during the development stage. This is because prosocial behavior is the foundation in social interaction with family, peers, and friends. It also encourages the helping behavior to be nurtured in between human. Therefore, social behavior of adolescence is so significant and should be discussed in the study and in future research. Family strength increasingly important in determine the prosocial behavior of adolescents. Family strength can be defined as a physical bond among the family members. The interaction that conducts from family members will give significant influence on adolescence current or future prosocial behavior. This is because an individual’s behavior will change as the changes in their surroundings. Hence, family strength is very importance in determining the prosocial behavior conducted by the adolescents. In general, family strength is the quality of relationship and bond among the family members which allow promoting well-being of family (Moore, Whitney, & Kinukawa, 2009). There are six types of family strength, caring and appreciation, commitment, communication, communities and family ties, working together, and flexibility and openness to change (Goddard, 1999). When one of the family members is facing problems or challenges outside, the other family member will give full support, love, caring, and concern to him or her. There is nothing in the world could make human life happier than to greatly increase the number of strong families (Mace, 1985). In addition, adolescents are chosen to undergo this research is because of they are the second largest population group in Malaysia. Adolescent can be defined as the transitional stage of development which is between childhood and full adulthood.