



PROSOCIAL BEHAVIOR

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PROSOCIAL BEHAVIOR, HELPING BEHAVIOR AND ALTRUISM

- Prosocial behavior refers to the act or behavior that is positively valued by the people.
- Helping behavior is being categorized as the sub – category of prosocial behavior. Helping behavior refers to the intentional act or behavior that is done and will benefit people.
- Altruism is categorized as the sub – category of helping behavior. Altruism refers to the act or behavior that is motivated by inner desire of oneself to benefit others rather than them.

