



# PROSOCIAL BEHAVIOR

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# WHY DO PEOPLE HELP?

## HELPING: A NATURAL PHENOMENON OF NATURE

- Helping is only uniquely to the human species.
- Stevens, Cushman & Hauser (2005), listed a number of explanations for the cooperative behavior on either humans or animals. The explanations are as listed below:
  - 1) Mutualism – cooperative benefits everyone involved.
  - 2) Kin Selection – The one cooperating will definitely be inclined towards blood relatives.
  - 3) Reciprocity – “You scratch my back and I’ll scratch yours.”
  - 4) Sanctioning – The likeliness of cooperation to be made and cheating deterred will increase by taking action against defector.

