



PROSOCIAL BEHAVIOR

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LEARNING TO BE HELPFUL

- The several ways of prosocial behavior can be learned are:
 1. Giving Instructions
 2. Using Reinforcement
 3. Exposure to Models
 4. Attribution Processes
 5. Normative Influences



A MOTIVATIONAL APPROACH

- There are a total four ultimate goals for helping people identified by Baston. The four goals are:
 1. Egoism (self benefit)
 2. Altruism (benefiting someone else)
 3. Collectivism (benefiting a group)
 4. Principlism (upholding a moral principle)

