



PROSOCIAL BEHAVIOR

Choo Chian Hou

Ahmad Azuan B. Abd Aziz

Hamidah bt. Hamdan

Pegah Athari

Atefeh Ahmadi

Lecturer: Assoc. Prof. Azizi Yahaya



**PERSONAL AND SITUATIONAL
FACTORS IN HELPING**

MODELING EFFECTS

- A behavioral model shown that an important factor that promotes helping the presence of someone else who is helping.
- Tends to increase helping for several reasons:
 - a) demonstrates what kind of actions are possible or effective in the situation.
 - b) conveys the message that to offer help is appropriate in the particular situation
 - c) provides information about the costs and risks involve



GENDER DIFFERENCES IN HELPING

- (Eagly & Crowley 1986) stated that man would preferred be helpful in a state of heroism, when the women is also like to help in the maintenance, care, education and long term commitment.

