PROSOCIAL BEHAVIOR

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MANAGING SELF – IMAGE

RELIGIOUS AND ETHICAL CODES:

- Our self-images are influenced by the characteristics of the religious group which we belong to; also, these groups have procedures of behave that encourage prosocial action. Such as concern and sacrifice for others as important factors we can see in all religious groups.

PERSONAL NORMS

- According to shalom Schwartz (1977) , internalized beliefs and values together form an individual's personal norms, which represent the individual's internal standards for particular behavior.

- People who have strong personal norms are more likely to engage in charity, voluntary, and donate actions.

- Prosocial self-image motivate people to help; also, some situational factors encourage people to help. Two important are:

1. Labeling effect: Charles Horton Cooley(1922) state it as "looking glass self", it means that, our self-images are greatly influenced by how others see us.

2. Self-focus: most of us are value helping, so situational factors that focus us inside on that personal value, should increase our helping efforts.

- Notice that some research has shown that this factor can also decrease helping

SELF FOCUS AND DECISION TO HELP:

Self-focus

yes/no →

Are one's personal problems small?

Yes/no →

Is victim need prominent?

Yes/no ↓

Is internal focus on the value for helping?

← *Yes/no*

Is victim need legitimate?