



PROSOCIAL BEHAVIOR

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The background features a dark blue-grey color with vertical stripes on the left side. The stripes include a thin orange line, a wider grey line with a fine grid pattern, and another thin orange line. To the right of these stripes, there are several orange circles of varying sizes arranged in a descending staircase pattern. The text "DOES PURE ALTRUISM EXIST?" is written in a yellow, serif font, positioned to the right of the circles.

DOES PURE ALTRUISM EXIST?

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- Pure altruism: a prosocial action that is motivated only by the concern for the other's welfare.
- Empathy: tendency of observers to project themselves into what they saw (Edward Bradford Titchener, 1909): place ourselves into the shoes of another.
- Perspective taking: putting yourself in another's shoes: mentally putting oneself in another's position
- People who assume the perspective of a needy other are more likely to help



PERSPECTIVE TAKING

- First component: cognitive activity
- Second component: emotional experiencing
- With the empathy motivation for helping shift from selfish(egoistic) to selfless(altruistic) Altruistic

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BATSON'S EMPATHY ALTRUISM HYPOTHESIS

Instigating conditions

