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## PROSOCIAL VS ALTRUISM



**Prosocial Behaviour:** is the voluntary behaviour of a person intended to help or benefit another individual or group of individuals. Prosocial behaviour is a type of helping behaviour that gives some benefits to the self as well. Some of these benefits are mood-boosting effects, social support and social positions, social superiority and stress-reducing benefits.

### Common prosocial behaviours are::

- Caring for others
- Sharing things with others who are in need
- Comforting others who are in pain
- Helping others who are in trouble
- Rescuing someone in danger
- Protecting someone from damage

**Altruism:** It is the opposite of selfishness. Altruism is helping a person in need purely out of concern mostly in a selfless way. If you are an altruistic person, you will help an individual intentionally and voluntarily without seeking any rewards or benefits. Altruism can be self-damaging as the altruistic person may not be bothered about any self-harm or danger when helping another person.

### Reasons for Prosocial Behaviour:

*For heroism, Feeling of obligation to help close relations, Personal benefit such as good self-image, social acceptance, return of favours, socialisation or out of sheer empathy.*

### CAN SELF HANDLE IT?

You can self-handle altruistic behaviour by applying logical empathy. You should understand that everyone has the ability to think. Give help only when asked. Try to apply analytical thinking to identify the need for help. Act only when there is a legitimate call for help.

### WHEN TO SEEK HELP?

It is better to seek help if you think that your prosocial actions are more selfish.

When you show too much altruism and as a result, your personal and family and financial lives are negatively affected.

### WHAT IS THE DANGER?

Altruism may get you into troubles of cheating, manipulation by individuals with antisocial personality disorders. You may attract trouble if your prosocial behaviour is used only for personal gains.

### Your life Your choice!

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