



Prosocial Behaviour (Social Psychology: A Modular Course (Paperback))

By Hans-Werner Bierhoff



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How can social bonds in society be strengthened? How do we learn and develop prosocial behaviour?

This comprehensive textbook provides up-to-date coverage of the social phenomenon of prosocial behaviour, incorporating all the major developments in the fields of developmental and social psychology. The first section identifies different forms of prosocial behaviour, including estimates of prevalence in everyday situations and the controversy between biological and cultural perspectives as explanatory models of prosocial behaviour. The second and third sections focus on learning and development, with emphasis on social learning, responsibility, empathy and guilt. The fourth section explores the prevalence of prosocial behaviour, in particular the situational and personality factors which inhibit urgently needed prosocial behaviour. The final section is devoted to practical applications, such as how to increase the likelihood that people will work as volunteers in community organisations and how to heighten the willingness to offer first aid.

This book will be an invaluable resource for both undergraduate and postgraduate students of social psychology and sociology, as well as anyone with an interest in social services and voluntary organisations.

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Editorial Review

Review

"This book represents perhaps the most exhaustive coverage of the topic of prosocial behavior within any single text. . . . I shall recommend it highly to students and colleagues alike."

-Tom Farsides, University of Sussex

"This is a timely book for the interested scholar who wishes to access an overview of prosocial behavior."

-Gustavo Carlo, University of Nebraska

About the Author

Hans-Werner Bierhoff is a Professor of Psychology at Ruhr-University Bochum.

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