

Effect of a persuasive message on prosocial behavior among adolescents

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Abstract - Helping others is a character choice, however many times, outside elements have an effect on our selection to help others. A small message or video can maximum of the time impact human beings to be concerned in greater prosocial sports like donating cash for a social cause, agreeing for organ donation, blood donation, etc. The researchers attempted to discover the impact of the persuasive message on teenagers' selection for pro-social behavior. To gain the reason of the take a look at a hundred and twenty teenagers had been randomly decided on and 60 had been assigned to the manipulated organization and 60 had been assigned to the experimental organization. The teenagers withinside the manipulated organization had been requested to donate cash for a meal plan with no persuasive message. Adolescents withinside the experimental organization had been proven to have a video associated with prosocial behavior, and then they had been assessed for pro-social behavior. Results discovered that the experimental organization turned into inclined to assist greater than the manipulated organization ($p < .00$). The study unveiled that the helping mentality in adolescents can be influenced by messages framed in a manner to appeal to them.

Keywords: pro-social behavior, adolescents, persuasion

I. INTRODUCTION

Pro-social behaviors are the ones supposed to assist different human beings. Daniel C. Batson explains that pro-social behaviors refer to "a huge variety of movements supposed to gain one or greater human beings aside from oneself – behaviors along with assisting, comforting, sharing and cooperation". Prosocial conduct has long posed a venture to social scientists in search of to recognize why human beings interact in assisting behaviors this is useful to others, however highly-priced to the man or woman acting. In a few cases, human beings may also position their personal lives in danger to assist different human beings, even strangers. Psychologists propose that there are numerous motives why human beings interact in pro-social conduct. In many cases, such behaviors are fostered at some point in the formative years and early life as adults inspire kids to share, act kindly, and assist others (Buss, 2004).

Evolutionary psychologists frequently give an explanation for pro-social behaviors in phrases of the ideas of hereditary choice. Putting your protection in chance makes it much less possible that you'll continue to exist to skip in your genes. However, the concept of relatives choice shows that assisting participants of your personal genetic own circle of relatives makes it much more likely that your relatives will continue to exist and by skip on genes to destiny generations (Buss, 2004; Hamilton, 1964). Researchers had been capable of producing a few proofs that human beings are frequently much more likely to assist the ones to whom they're carefully related. The norm of reciprocity shows that after human

beings do something beneficial for a person else, that character feels forced to assist in return (Penner & Orom, 2010).

Essentially, supporting others approach that they may assist us in go back. This norm developed, evolutionary psychologists advocate due to the fact individuals who understood that supporting others would possibly result in reciprocal kindness have been much more likely to continue to exist and reproduce. Prosocial behaviors are regularly visible as being forced via way of means of numerous elements which include egoistic reasons (doing matters to enhance one's self-image), reciprocal benefits (doing something exceptional for a person in order that they will someday go back the favor, and extra altruistic reasons (acting moves merely out of empathy for every other individual) (Gian Vittorio Caprara, & Patrizia Steca 2005).

Hastings, Rubin, and Laura DeRose (2005) observed prosocial conduct encompasses sympathetic, helpful, and worrying responses toward others. Temperamental traits and reviews of child-rearing are related to kids' pro-social conduct. However, few studies have tested the institutions among pro-social conduct and both temperamental inhibition and paternal child-rearing. This takes a look at testing the contributions of maternal and paternal parenting and inhibition at 2 years to show pro-social conduct towards moms and strange adults via way of means of forty-six male and forty-two lady preschoolers. There have been no direct hyperlinks between little one inhibition or fathers' parenting and pro-social conduct 2 years later, despite the fact that

protecting maternal parenting anticipated pro-social conduct. Toddlers' inhibition and gender moderated the hyperlinks between maternal parenting and pro-social conduct. Maternal parenting changed into maximum strongly predictive of the pro-social conduct of extra particularly inhibited girls, suggesting there can be temperament- and gender-precise pathways

OBJECTIVES

1. To understand the effect of persuasion messages on pro-social behavior.
2. To understand the effect of gender, area, educational status, income, and institutions on pro-social behavior among adolescents.

HYPOTHESIS

1. There will not be a significant difference between adolescents who received persuasive messages and those who did not receive persuasive messages in pro-social behavior.
2. There will not be a significant difference between males and females in terms of pro-social behavior.

II. METHOD

Sample

The sample consisted of 120 students from different colleges and universities in Punjab. The sample consisted of 60 females and 60 males.

Sampling method

For recruiting the samples into experimental and control groups, using a random sampling method.

Research tool

The tool used to collect the quantitative data was the Prosocial behavior scale developed by Caprera, Steca, Zelli, and Capanna (2005). It is a 17-item scale and has good psychometric properties with .8 reliability and .7 validity.

Procedure

The subjects were recruited into both experimental and control groups using a random sampling method. The adolescents in the experimental group were shown a video that involves the persuasive appeal for pro-social behavior, and a lecture on the benefits of pro-social behavior was given to the experimental group after the video streaming.

Data analysis

The method used in this study to analyze the data is one-way Anova analysis and descriptive statistics.

III. RESULTS

Table 1 : Demographic details of the sample (n=120)

Gender	f (%)	Age	f (%)	Living area	f (%)
Female	60(50)	18-21	42 (35)	Rural	48 (40)
Male	60(50)	22-25	48 (40)	Urban	72 (60)
		25 & above	30 (25)		
Educational Details	f (%)	Institution	f (%)	Family Income	
MA	42 (35)	University	65 (54.16)	High	60 (50)
MSc	37 (30.83)	College	55 (45.83)	Average	49 (41)
MBA	41 (34.17)			Low	11 (9)

Table 1 shows the demographical details of the subjects. 50% of the respondents are males and 50% of the respondents are females. 35% of the samples were pursuing M.A and 34% of the samples pursue M.Sc and the rest of the samples pursue MBA. Almost half of the samples are university students and 50% of the samples belong to the higher class family.

Table 2: Factors affecting prosocial behavior (n=120)

Variables	Mean	S.D	f-value	df	t-value
Persuasion					
Yes	15.77	5.40	168.29	1	.00**
No	1.46	.79			
Gender					
Male	16.78	1.28	11.90	1	.05*
Female	12.71	.89			
Area					
Rural	12.84	1.45	4.56	1	.90
Urban	13.04	1.87			
Income					
High	12.98	.79	3.11	2	.1
Average	13.46	.65			
Low	12.34	1.2			
Educational Details					
M.A	13.56	.87	2.80	2	.34
M.SC	12.87	.77			
MBA	11.78	.81			
Institutions					
College	12.80	.76	1.6	1	.56
University	13.09	.81			

Table 2 reveals that there is a significant difference between the adolescents who received persuasive messages and who did not receive persuasive messages on pro-social behavior, (thus Hypothesis 1 is rejected). The table also reveals that there is a significant difference in terms of gender when it comes to pro-social behavior (thus Hypothesis 2 is rejected).

IV. DISCUSSION

Analysis of the results proves that persuasion can increase pro-social behavior. Comparing the pro-social behavior before and after giving persuasive messages, it is clear that there is a significant difference between these two conditions. A study conducted by Yoo, Peña, and Drumwright, (2015) revealed that pro-social behavior can be increased by messages of persuasion through videos.

Loroz (2007) conducted a study to find out how the positive messages for persuasion can change the pro-social behavior

and revealed that persuasive appeals with positive messages can change foster pro-social behavior and improves healthy behavior among adolescents. Thus he concluded that people tend to change and develop pro-social behavior followed by a positive appeal.

The present study reveals that adolescents are vulnerable to change in positive ways if given a chance through positive affirmations or persuasive message appeals. Similar findings were yielded by Ferrari and Leippe (2009) who showed that persuasive noncompliance messages lead adolescents to give consent for organ transformation.

V. CONCLUSION

The purpose of the study was to examine whether there are any significant differences in pro-social behavior after giving persuasive messages. The study shows that there is a significant difference in the behavior of people engaging in prosocial behavior before and after getting persuasive messages, which means persuasive messages can increase the chance of pro-social behavior.

This present study concluded that some factors that influence pro-social behavior are gender, socio-economic status, previous success stories, information and self benefits, etc. Helping people is important because it's good to do good deeds for others. It is crucial to your success to help others because by helping others you will help yourself too. It has dual benefits not only does it provide support to those on the receiving end, but it also makes the helper feel better too.

It improves social interaction, distracts them from their own problems, and improves self-esteem and competence. In contemporary society, prosocial behavior is decreasing, and promoting people to engage in prosocial behavior is needed. Here, the present study proves that persuasive messages can influence prosocial behavior. That means if we conducted an awareness program about the importance of prosocial behavior and giving information through that program can successfully increase the prosocial behavior.

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