



**Investigating Tendency to Pro-social Behaviors in the
Context of Individual Development in Red Crescent and Non-
member Students¹**

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1. INTRODUCTION

Nowadays, volunteer activities as a potential socio-economic capital have been became a very important subject for study in academic research, The reason for this is due to their important position in meeting the needs of organizations in social psychology and human resource management. One of the areas of this voluntary participation of the people is participating in the activities of the Red Crescent Society, which is considered as a non-governmental public institution that has numerous overseas and relief activities. Many studies have shown that people's personality and psychological traits play a role in the desire to engage in voluntary activities. One of these traits is a tendency to prosocial behaviors. Prosocial Tendencies are also called prosocial behavior is defined as any voluntary and positive social act performed with the goal of benefitting another person from the smallest act to the highest act of altruism of giving one's life for others. Given the importance of prosocial behavioral tendencies in adolescence, only a few studies have examined prosocial behavior across in adolescence. additional, many studies show that women display more empathy, more kindness and most recent meta-analysis of prosocial behavior shows gender differences in prosocial behavior. However, the gap in the research literature is very noticeable when we examine the

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studies done in the country. Hence, in this study, it has been tried to examine and compare the prosocial behavioral tendencies in students who are members and non-members of the Red Crescent Society in the context of personal development.

2. MATERIALS AND METHODS

The framework of this research was casual comparative descriptive-cross-sectional research method. The statistical sample of the study consisted of 200 secondary high school female students in the city of Paveh in the academic year 2020-2021, who were selected by available sampling method and answered the questionnaire of Prosocial Tendencies (Kajbaf et al., 2010). The Prosocial behavioral tendencies is a 23-item self-reported measure developed to estimate the tendencies of students towards prosocial behavior. It is composed of six subscales; public (four items, sample item 'I can help others best when people are watching me'), anonymous (five items, for example 'I think that helping others without them knowing is the best type of situation'), dire (three items, for example 'I tend to help people who are in real crisis or need'), emotional (four items, for example 'I respond to helping others best when the situation is highly emotional'), compliant (two items, for example 'When people ask me to help them I don't hesitate'), altruism (five items, for example 'I often help even if I don't think I will get anything out of helping'). Participants were asked to rate the extent to which statements described themselves on a five-point Likert scale ranging from 1 (does not describe me at all) to 5 (describes me greatly). The minimum score that the respondent gets on this scale is 25 and the maximum score is 125. Analysis of research data using descriptive statistics including mean and standard deviation; Statistical assumptions include the Kolmogorov-Smirnov test, the Shapiro-Wilks test, the Levine test, the M box test, and analysis of variance test was done. Finally, the obtained data were analyzed using SPSS-26 software. In relation to ethical considerations, we should note that the participants were made clear about the nature and purpose of the study and the voluntary basis of their participation. They were aware that the investigation was anonymous and confidential, and if the subjects requested, the participants benefited from the research results.

3. RESULTS AND DISCUSSION

Analysis of respondents' demographic characteristics showed that in terms of age, minimum and maximum age of the participants were 15 and 19 years, so that the average and standard deviation of the age of the participants were 17/49 and 0/94, respectively. Results indicated the total score for the tendency towards prosocial behavior in volunteer students is equal to 156 and the average components of the tendency towards prosocial behavior, Public, anonymous, Dire, emotional, Compliant and altruistic were equal to 63/25, 14/32, 23/19, 21/25, 35/73 and 22/59. While, these scores in non-member students were equal to 119, 19/83, 22/31, 15/39, 18/19, 23/71 and 19/73. Also, the results of the multivariate variance analysis related to the difference between the two groups of students in the tendency towards prosocial behavior showed that In the total score of tendency towards



prosocial behavior ($F=12/88$ and $P<0/016$) and its dimensions include public prosocial behavior ($F=0/47$ and $P<0/017$), anonymous prosocial behavior ($53/53$) ($F=0$ and $P<0/032$), prosocial behavior in an dire situation ($F=6/18$ and $P<0/029$), emotional prosocial behavior ($F=0/54$ and $P<0/018$), compliant prosocial behavior ($F=2/38$ and $P<0/006$) and altruism prosocial behavior ($F=4/84$ and $P<0/032$) Statistically, there is a significant difference. Therefore, the general hypothesis of the research that there is a significant difference in the tendency towards prosocial behavior and its dimensions between two groups of students based on membership and non-membership in the Red Crescent population is confirmed. In connection with the findings of the present research, it should be acknowledged that despite gainful employment, Volunteer work can best be defined as an unpaid, non-profit activity that usually serves the common good. The aspect of voluntariness is essential and distinguishes it from other forms of work. For this reason, it is called a meaningful work. So, Volunteer work provides the opportunity to gain experience, acquire new skills and pursue their values through volunteer work. From a psychological and social point of view, one explanation for prosocial behavior is that people who help others feel a duty to do, in fact, having prosocial behavior and sociability tendencies provides the basis for friendly communication with others and causes empathy with others and compassion towards them and provides the basis for supporting the needy people.

4. CONCLUSION

Although this study is not without some limitations such as the sample was not recruited randomly and relying on a cross-sectional design, however, it has provided suggestions for the use of volunteers. Public non-governmental organizations such as the Red Crescent, in order to achieve their humanitarian goals, not only need to attract people with desirable social qualities in helping behaviors Rather, they should try to maintain them by providing the grounds for individual development. As well as, in employing people for voluntary activities, the motivations and attitudes of service volunteers should be examined.

Keywords: Altruism; Individual Development; Prosocial Behavior; Red Crescent; Student.

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