

The Effects of Prosocial Behaviour on Life Satisfaction Levels Overall

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Thesis Presented in Partial Fulfillment of the Requirements for the Bachelor of Arts (Hons)
Degree in Psychology, Submitted to the National College of Ireland, March 2023.

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Acknowledgements

First and foremost, I would like to thank my friends and family for the support they have granted me with over the past three years of my degree. I'd like to thank all of the NCI lecturers for their invaluable assistance along this rewarding journey. I would next like to thank Dr. Michelle Kelly and Dr. Ger Loughnane for the knowledge, guidance and time that they have provided me with during the process of writing my dissertation. I'd also like to offer my heartfelt appreciation to everyone who participated with this research study and made this thesis a reality. Finally, I'd want to convey my appreciation to my Mother and Father, Hazel and Sam for their continued support of my dreams over the last 21 years, their constant encouragement, kindness and faith in me throughout my life, and without which this would not have been possible.

Abstract

Aims: The current study examined the relationship and effects that prosocial behaviour has on individuals overall life satisfaction levels. Previous research has investigated various aspects of prosocial behaviour, mostly surrounding college/ university students. Although, very little quantitative research has examined its effects on life satisfaction regarding all age groups. There is also limited research surrounding the relationship between altruistic behaviour and prosocial behaviour in general. The aims of this study is to address the gap in the literature which is finding the effects of prosocial behaviour on life satisfaction levels overall on all ages (over 18).

Method: A questionnaire was distributed to participants ($N=200$) by a social media platform (Facebook). This questionnaire consisted of questions regarding life satisfaction levels, altruistic personality scales and behavioural intention scales. All participants were 18 years old and above. There was no limit on the age of those participating in our study. The online survey included demographic information, Baumsteiger and Siegels's (2019) Prosocial Behavioural Intentions Scale, Lyubomirsky & Lepper's (1999) Subjective Happiness Scale and Rushton, J. P., Chrisjohn, R.D., & Fekken, G. C. (1981) Altruistic Personality Scale. The data was then analysed using an ANOVA analysis on SPSS (a statistical analysis software).

Results: A strong relationship was found between prosocial behaviour and its effects on life satisfaction levels overall.

Conclusion: The meaning of life satisfaction is unique for everybody. The findings help improve our comprehension of the prosocial behavior process in individuals of all ages. Furthermore, the findings call into question the widely held belief that only negative/unsatisfied people engage in prosocial behaviors to compensate for their own lack of life satisfaction. On a practical level, the findings have significant implications for altruistic

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behavior.

Keywords: Life satisfaction, prosocial behaviour, altruistic behaviour.

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Literature review

“The happiest person is the person doing good stuff for good reasons.”- Kennon Sheldon

1.1 Introduction:

Prosocial behaviours are described as activities taken purposefully to improve the well-being of a person(s). This may include charity giving, volunteering, or providing support to others (Penner et al., 2005). While prosocial activities, by definition, improve the well-being of others, they may also provide advantages for the performer's own well-being that outweigh the gains of self-interested activity (Klein, 2016). Prosocial behavior is defined as any deliberate behavior that serves someone else or fosters healthy relationships with others (Fabes, 1999). Human satisfaction is critical to the long-term evolution of society (Portney, 2005). Additionally, for society to thrive effectively, individuals must contribute to both the community and society. According to research, those who are happy care more about societal issues than people who are unhappy (Kushlev et al., 2019). Additionally, satisfied individuals have a higher likelihood of volunteering and offering money to charity (Lyubomirsky et al., 2005).

This type of empathic temperament has numerous variations, all of which represent altruistic, proactive, or reactive roles. Assisting someone without seeking anything in return, such as supporting the homeless, is an example of altruistic pro social behaviour. Self-benefiting behaviors, such as contributing to charities for public praise, are associated with proactive pro social behaviour. Reactive prosocial behaviour entails assisting someone who is in need, that might arise in elevated scenarios, such as when an old person slips (Findley-Van Nostrand, 2018). After studying the available literature on prosocial behavior measurement, the Prosocial behaviour scale and the altruistic personality scale, the prosocial behaviour

intentions scale was determined to be the most appropriate instrument to measure this subjective notion in the context of the current study.

Performing prosocial activities may be important to numerous types of well-being; nevertheless, one particular aspect of well-being on which prosocial acts may have a notably significant influence is satisfaction in life. There are compelling possible explanations as to why participating in prosocial acts may increase one's sense of purpose, particularly the aspects of ultimate meaning and significance that compose the majority of satisfaction in life (Martela & Steger, 2016). This thesis was developed with the support of essential developmental research, which simply demonstrates how prosocial behavior is largely shown in behaviors like as sharing, assisting, empathizing with, and caring for others (Caprara, 1997). Prosocial behaviors are complicated, context-dependent behaviors impacted by an individual's ideas, emotions, and feelings.

Furthermore, prosocial behaviours can result in enhanced social relationships with recipients, which can assist in meaning-making (Van Tongeren, 2016). To summarize, if individuals believe that producing a good difference in other peoples lives makes their existence meaningful and satisfactory (Martela, 2020), then participating in prosocial behaviours will be a strong strategy to boost an individuals overall life satisfaction.

Life satisfaction is thought to work as a protective psychological strength, acting as a shield from difficult life experiences resulting in a negative impact. It does this by framing possible adverse experiences in a more broadly positive perspective, resulting in much more positive emotional responses and coping mechanisms (Suldo, 2004). From gathering information on previous studies of life satisfaction such as the ones listed above, it is clear that there are many benefits to one contributing to acts of prosocial behaviour. Aside from the apparent benefit that prosocial behaviours produce for their beneficiaries, these behaviours

can have a variety of benefitting outcomes for the individual that's helping. The first is mood-boosting effects. Individuals who engage in prosocial activities are more likely to be in a pleasant mood and less negative mood swings according to research (Reposa et al., 2016). The second is social support benefits. According to studies, social interaction and support could have a major impact on many aspects of well-being, such as lessening the possibility of depressive disorders, alcoholism, and loneliness (Hosseini et al., 2014). The third is Stress-reducing effects. According to studies, performing prosocial behaviors helps to reduce the adverse emotional consequences that stress causes. Assisting individuals might be a great way to reduce the bad impacts of stress in ones own life (Raposal et al., 2016)).

While prosocial behaviour is frequently portrayed as a single, uniform aspect, some research indicates that there are several types. These groups are characterized by the grounds for their creation. These are, Proactive: They are self-beneficial prosocial behaviors, Reactive: Which are activities performed in reaction to individual needs, and Altruistic: These are actions taken to assist others without consideration for their own personal gain (Pulkkinen, 1996).

Social scientists have struggled for years to understand the causes of prosocial behavior. Researchers seek to determine why people participate in helpful acts that benefits someone else but is at the expense of the person participating in the behaviour. In rare circumstances, someone might even put their own lives in danger to aid others, even strangers. one might ask why somebody would do this. According to psychologists, people participate in prosocial behaviour for a variety of reasons. Evolutionary influences, Personal benefits, Reciprocal behaviour, and Socialization are all causes of prosocial behaviours (Pulkkinen, 1996). There have been several studies done surrounding prosocial behaviour, and alot showed that participating in these behaviours might be emotionally rewarding for the person participating in them. Personality factors (DeNeve & Cooper, 1998) and self-esteem

(Diener & Diener, 1995) have been identified as important individual determinants of subjective well being in recent research leading to life satisfaction. Notably, earlier research has linked prosociality (i.e., the inclination to conduct in favor of other) (Miller, 2022) as an other-oriented disposition to improved psychological well-being across life (Caprara & Steca, 2005).

A study in 2015 carried out by Pressman, Kraft and Cross (2015) included an intervention to assess the influence of the 'pay it forward' kindness initiative and its effects on the life satisfaction of the giver and the recipient of the act of kindness. The person engaging in the acts of kindness whether it was helping a stranger with a task or holding the door open for someone. These are comparable to the prosocial activities stated above in Baumsteiger and Siegels' (2019) Prosocial Behavioural Intentions Scale. Following up with the participants after the session revealed that the intervention resulted in a good psychological impact on them and stated they would be more inclined to participate in more prosocial behaviours more frequently. The current study also intends to use this scale to measure the individuals prosocial behavioural intentions and its effects on their life satisfaction. Although the current study will use a wider range of participants to get a reliable answer on the effects of prosocial behaviour on life satisfaction.

Nelson-Coffey, Bohlmeijer, and Schotanus-Dijkstra (2016) investigated the impact of prosocial behavior on happiness. According to the findings of this study, those who engage in prosocial behaviors on a regular basis have better life satisfaction ratings than those who do not. In this study, participants were separated into two groups. For six weeks, the first group was directed to conduct five deeds of kindness on others every week. The second group was asked to conduct five deeds of kindness on themselves every week for six weeks also. They chose what they wanted to perform as an act of kindness on their own. Throughout the procedure, participants kept a notebook in which they detailed their actions of choice. Even

though both groups' well-being increased greatly following the intervention, no notable changes were discovered whether they performed kindness for others or for themselves. This study challenges the findings of Nelson et al. (2016), who found that participating in prosocial behaviours had a stronger beneficial influence on the overall happiness than on one's self-focused behaviour.

Correlational research supplies the most evidence for a similarity/link between prosocial behaviour and life satisfaction. Life satisfaction and prosocial expenditure were both found to be connected in one Gallup World Poll research of over 200,000 individuals in 136 countries. This result was found even after controlling for criteria such as perceived corruption, social support and income (Aknin et al., 2013). In regards to concentrating on a particular aspect of Subjective wellbeing, this study studied just one aspect of prosocial behavior: charitable giving. However, as previously stated, prosocial behavior involves not just providing money, but also offering ones personal time in the manner of volunteering or supporting others. This is backed by prior research, which found that volunteering is related to increased levels of life satisfaction. (Binder, 2014). The most notable instances of prosocial behaviour in research may be listed as donating money, helping, complimenting, sharing, soothing, donating blood, and volunteering (Weinstein & Ryan, 2010).

Several studies were carried out to hypothesize that the time in which an individual participates in prosocial behaviour matters. This is because (1) They believe they have the freedom to choose whether to assist, (2) They have a personal connection to the individuals they are assisting, and (3) They can observe how their contributions are making a difference. Dunn et al (2008) showed this in a revolutionary number of studies: spending on others makes individuals happier compared to on themselves. This discovery has had a significant impact, influencing how individuals think of the implications of pro-social behavior and motivating a series of follow-up studies (Compton & Hoffman, 2019; Mogilner et al., 2018).

An experiment in the USA included 80 American university students had to decide how to share a \$5 between themselves and another participant (Weinstein & Ryan, 2010). They discovered that the greater the amount they contributed, the happier they started to feel afterwards. When the option of choosing was removed and people were forced to give a specific sum of cash away, the internal rewards of contributing were entirely lost. In an functional magnetic resonance imaging (fMRI) research involving 19 participants, individuals showed more activity in brain areas associated with processing rewards when it was optional to make a donation in comparison to when the donations were obligatory. This study's participants reported being 10% more fulfilled (Harbaugh et al., 2007). An FMRI studies the tiny variations in blood flow that happen with brain activity are measured.

Prosocial behaviour has been found to be an indicator of happiness in experimental and correlational studies (Helliwell et al., 2017). Prosocial behaviour has consistently been a major area of research in social psychology. The more studies that prove that assisting someone else might improve the well-being of the givers, the more individuals will engage in these types of behaviors, and those who need help or those in need of money will be more inclined to receive it. This is why it's so very important for studies on the effects of prosocial behaviour on life satisfaction to be carried out.

From researching this topic, we have gathered research to suggest that prosocial behaviour and life satisfaction could be linked. This is because it has been noted by theorists that if one has life satisfaction, they may be more inclined to participate in acts of prosocial behaviour (Brief & Motowidlo, 1986). This viewpoint may be supported by three factors. First, prosocial behavior improves relationships and social skills, especially in adolescent years (Caprara et al,2014). These of which are viewed as critical pillars for individuals to consider their lives as positive and satisfying. Second, prosocial behavior is viewed as a strategy for avoiding and reducing unpleasant emotions such as regret or shame (Kuswendi,

2019), which reflects overall life satisfaction. Third, prosocial behavior meets individuals basic psychological needs (Orkibi & Ronen, 2017) and provides them with a feeling of purpose, which is acknowledged as a fundamental source of satisfaction (Sonnentag & Grant, 2012).

Previous research has demonstrated that people who often engage in various types of prosocial conduct (e.g., helping) report higher levels of life satisfaction (Aknin et al., 2013). However, Aknin's study shows great evidence of the effects of prosocial behaviour on life satisfaction. In this study, Aknin and her colleagues (2012) asked participants to recall a recent purchase that was made, whether it was for oneself or for others. They then gave the participants the option of spending \$5 or \$20 on themselves or on others. For this study, the Subjective Happiness Scale (Lyubomirsky & Lepper, 1999), was used. Participants who remembered spending more money on others scored higher on the Subjective Happiness Scale, and those who scored higher were more inclined to choose to spend the money on others rather than on themselves.

Overall, there appears to be evidence that prosocial behavior has a beneficial influence on the giver, whether on mood, overall well-being and life satisfaction. Although, there has been little study on the impact of prosocial behavior on life-satisfaction levels alone, which this project intends to fill.

1.2 The Current Study:

This study uses quantitative research to collect the data regarding this study. We will also use the Prosocial Behavioural Intentions Scale (Baumsteiger et al, Siegal 2018). This will be used to measure prosocial behavioral intentions within the participants. The Prosocial Behavioural Intentions Scale was proven to be an accurate and reliable measure of prosocial behavior in this study.

We will then use the Marolgis et al. (2018) Riverside Life Satisfaction Scale (RLSS). This will be used to measure the participant's life satisfaction levels. While very few studies have used the Riverside Life Satisfaction Scale to gauge life satisfaction, Çekici (2018) conducted research on Turkish volunteers using a customized version of the Riverside Life Satisfaction Scale developed by Margolis, Schwitzgebal, Ozer, and Lyubomirsky (2019). In this study, one hundred undergraduate students participated in the Riverside Life Satisfaction Scale. Overall, it was shown to be a trustworthy measure of life satisfaction. The independent variable is prosocial behaviour. The dependent variable of the study is life satisfaction. This study will be cross-sectional.

The current study aims to enrol participants above the age of 18. There is no limit of age for the participants of this study. Earlier studies on prosocial behaviors had considerably narrower age ranges and our study intends to fill this research gap by making our findings more generalizable to a broader population. Nelson et al. (2015), for example, recruited those aged 17 to 27 in their study on prosocial behavior. As a result of this, a goal of the current study is to aid the broadening of the age range to ensure that the results are reflective of all ages while also staying ethical by having 18 years of age the youngest a participant can be.

This experiment seeks to determine if individuals that are more inclined to participate in prosocial behaviors have higher levels of life satisfaction compared to those that are less inclined to participate in these behaviors. We anticipate there could be a substantial difference in life satisfaction levels between individuals who engage in prosocial behaviors on a regularly compared to those who do not. More study on the influence of prosocial behaviors on individuals life satisfaction might potentially raise life satisfaction levels of individuals worldwide. In addition, this study may assist those who are on the receiving end of prosocial behavior.

Some research, such as Nelson et al. (2015), suggests that prosocial behaviors have a favourable influence on individuals; however, only a couple of studies have concentrated entirely on the impact of prosocial behavior on life satisfaction levels. Overall, there appears to be evidence that prosocial behavior has a beneficial influence on the helper/giver, whether on well-being or mood. Although, little research has been carried out on the impact of prosocial behavior on life-satisfaction levels alone. This is the gap which this project intends to fill. We are also going to investigate the effects of an individual participating in acts of prosocial behavior on one's overall life satisfaction.

The current study hopes to determine if participation in prosocial behaviors affects individuals levels of life satisfaction no matter what age they are. We hypothesize that there will be a substantial difference in life satisfaction levels among individuals who engage in prosocial behaviors on a regular basis compared to individuals who don't. The aim of this research is to investigate levels of life satisfaction among individuals that are more inclined to participate in prosocial behaviors and individuals that tend to be less inclined to engage in prosocial behaviors frequently. We are also going to investigate if there's a relationship between prosocial behavior intentions and life satisfaction.

Methodology

2.1 Participants

The sample size for the current study consisted of 200 adults (Males: $n = 78$; Females: $n = 120$; Prefer not to say: $n=2$). Since participants have been acquired online and their desire to participate in the survey was heavily weighted, the study utilized a nonprobability, convenience sampling approach to find them. Participants have to be at least 18 years old to partake due to ethical reasons. Before completing the questionnaire, they were also obligated to give informed consent.

2.2 Measures

The accompanying questionnaires were distributed to examine the effects of prosocial behavior on individuals life satisfaction. “I am happy and content with my life as a whole”, “Giving someone a compliment makes me feel good about myself”, “I participate in prosocial behaviours (good deeds)”etc. The items were assessed using a 5-point Likert scale ranging from 1 “strongly disagree” to 5 “strongly agree”. These specific questions were asked in order to capture peoples life satisfaction levels using the Marolgis, Schwitzgebal, Ozer, and Lyubomisky’s (2018) Riverside Life Satisfaction Scale (RLSS). This was utilized to measure the participant’s life satisfaction levels (Appendix II).

The Altruistic personality scale by Rushton et al. (1981) is a questionnaire to come to the conclusion of an individuals personality and individual differences. It’s a 20-item scale that was made to measure and record an individuals altruistic tendencies. Kindness and compassion for others describe altruism (Burnstein, 1994). People who have this trait usually prioritize others above themselves whether they know the other person or not. This particular scale measures the amount of times an individual partakes in prosocial behaviors. This is done on a 5-point scale ranging from “never” (0) to “very often” (4) (Appendix III).

The Prosocial Behavioural Intentions Scale (Baumsteiger et al, Siegal 2018) was also utilized. This measured prosocial behavioural intentions among the participants. The following questions were asked in order to measure the participants' likelihood of carrying out prosocial behaviours.. "Be there and comfort a friend or family in a time of need", "Help a stranger with something they're in need of (let them use your phone to make a call, show them directions they're unsure of, etc)", "Help care for a sick friend or relative and not get any financial reward for it" and "Protecting a stranger from potential harm (you see a loose wire they are about to trip on and tell them before they get hurt)". Items were scored upon a 7-point likert scale that goes from 1 to 7 "definitely would not do this" to "definetly would do this". In this study, the Prosocial Behavioural Intentions Scale was shown to be a trustworthy and accurate indicator of prosocial behavior (Appendix IV).

2.3 Design and analysis

The current study's research methodology was a cross-sectional research design. this is as all data was collected at a single time period. The current study used Quantitative research to collect the data regarding the study.

2.4 Procedure

A Google Forms survey was used to collect data online. The first page of the survey had a Participant Information Sheet that explained the concept and goal of the investigation aswell as the supervisor, organisation and author to whom they might ask questions before they started the survey, and the criteria for participation (Appendix V). Participants were advised that their involvement was entirely optional, and that if they decided to participate in this research, they may withdraw their agreement at any moment with no consequence. A restriction of the study was that once the findings were submitted, they must remain

unidentified, making withdrawal impossible after that stage. The Consent Form was on the following page of the survey, and it further described the research's purpose (Appendix VI).

Participants were requested to confirm their consent to freely participate in the study and confirm they are over the age of 18 in order to continue with the survey. The following page requested age and gender demographic information (Appendix I). The survey's concluding page included a Debriefing Form, which described the purpose of the study and commended respondents on their participation (Appendix VII). On this page, several helpline contacts were supplied in the case that certain survey items caused participants psychological discomfort. The National College of Ireland's Ethics Committee authorized this research project, which adheres to The Psychological Society of Ireland Code of Professional Ethics (2010) as well as the NCI Ethical Guidelines and also the Procedures for Research with Human Participants.

To gather the data for the study we utilized an online questionnaire. The questionnaire was anonymous and self-reported. It was posted via a link on my social media account (Facebook). Once participants opted to engage in the present study and clicked on the link published on Facebook, they were presented with a document with an information sheet outlining all of the steps required to participate in the research, as well as any risks or advantages of their involvement. Before proceeding with the questionnaire, participants were given a consent form and asked to grant their informed consent to participate in the research. Participants completed the questionnaire on their own time, which took around 5-10 minutes.

The survey consisted of three sections. The first section used the Prosocial Behavioural Intentions Scale (Baumsteiger et al., 2018). This was utilized to measure prosocial behavioral intentions among the participants. The Prosocial Behavioural Intentions Scale was proven to be a reliable and accurate measure of prosocial behavior in this study. The second section used was Rushton et al. (1981) Altruistic Personality Scale The altruistic

personality and the self-report altruism scale. This focuses on individuals personality and individual differences. This is a 20-item scale designed to measure altruistic tendency by gauging the frequency one engages in altruistic acts primarily toward strangers. Participants answer on a 5-point scale ranging from Never (0) to Very Often (4).

The third section consisted of the Marolgis, Schwitzgebal, Ozer, and Lyubomisky's (2018) Riverside Life Satisfaction Scale (RLSS). This was utilized to measure the participant's life satisfaction levels. Overall, the Riverside Life Satisfaction Scale was shown to be a valid and trustworthy measure of life satisfaction. The Riverside Life Satisfaction Scale can be used as a trustworthy measure of life satisfaction and hence was appropriate for measuring life satisfaction in individuals when participating in prosocial behaviours in the current study. The independent variable is prosocial behaviour. The dependent variable in this study is life satisfaction. This study followed a cross-sectional design. After completing the questionnaire, participants were given a debriefing sheet (Appendix VII).

2.5 Materials

The study's questionnaire was comprised of standard demographic questions and two distinct scales amalgamated using Google Forms, a survey builder. Questions regarding the participants age bracket and gender were included at the beginning of the questionnaire. These demographic questions were administered to gain a general profile of the participants in this study. Each score can be computed by adding up the answers to all of the items per scale used. Higher scores indicate a higher life satisfaction overall when an individual participates in prosocial behaviours.

Results

The study's results are presented below. Based on the information obtained as a result of the technique we utilized, the results of our research will be provided in the results section of this research article.

3.1 Descriptive statistics

All variables were subjected to descriptive statistics. Means (M), Standard Deviations (SD), Medians (MD), and Range were calculated, as well as normality tests. The data set was subjected to preliminary analysis. Table 1 displays the findings for all continuous variables. Histograms were also obtained, which revealed that the data was skewed negatively.

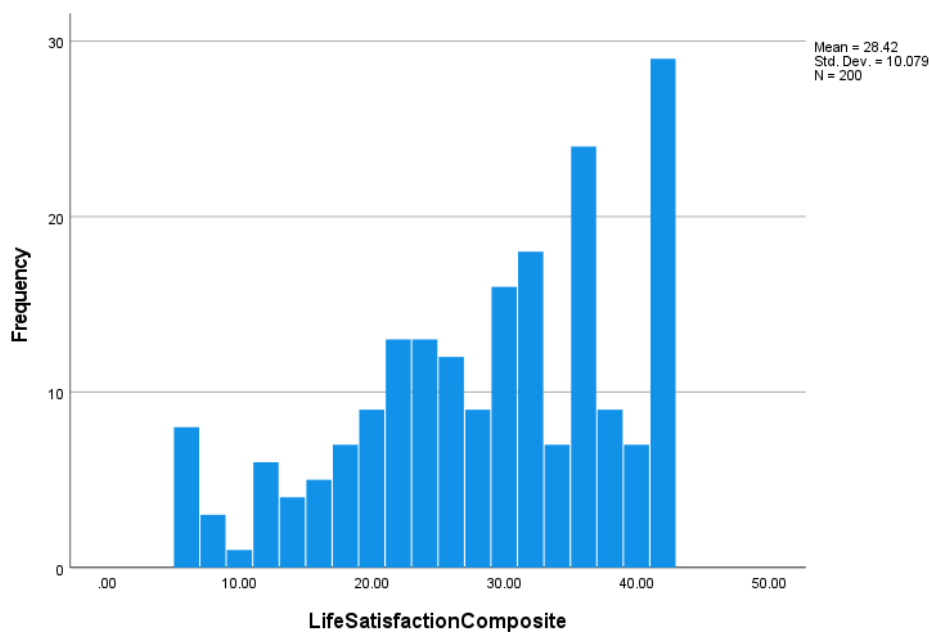


Figure 1: Histogram depicting the distribution associated with Life Satisfaction scale scores.

In figure 1, we present a histogram representation of the Life Satisfaction distribution. The distribution is relative to all pooled observations. The horizontal axis represents magnitudes on the Life Satisfaction scale and the vertical axis represents the number of respondents falling into Life Satisfaction bins. The distribution is negatively skewed.

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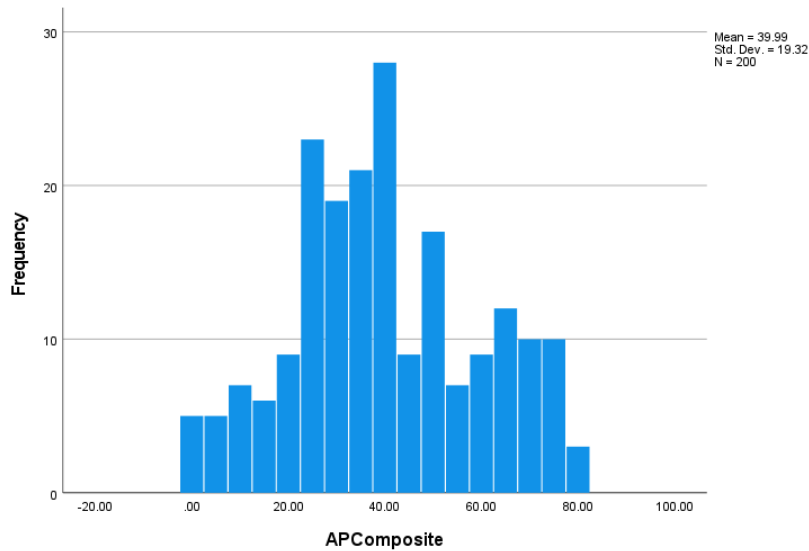


Figure 2: Histogram depicting the distribution associated with Altruistic Personality scale scores.

In figure 2, we present a histogram representation of the Altruistic Personality distribution. This distribution is also relative to all pooled observations. The distribution is normally skewed.

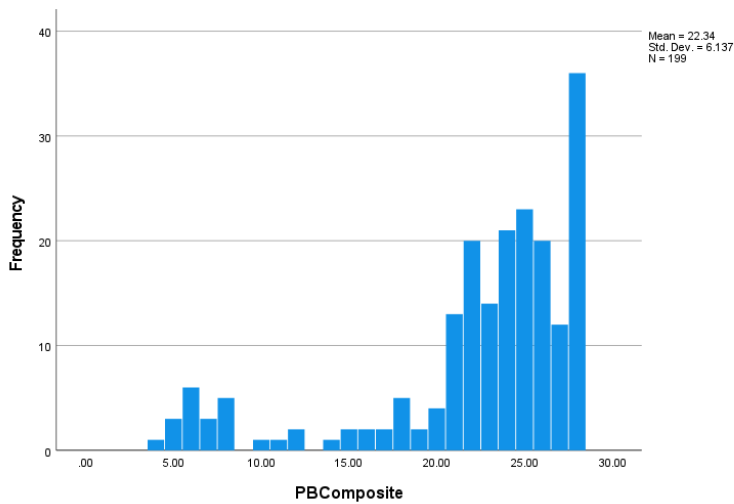


Figure 3: Histogram depicting the distribution associated with Prosocial Behaviour scale scores.

In figure 3, we present a histogram representation of the Prosocial Behaviour distribution. This distribution is also relative to all pooled observations. The distribution is negatively skewed.

Table 1: Descriptive measure for all three scales.

Variable	N	M	Md	SD	Sk	Min	Max
Life Satisfaction	200	28.42	29.50	10.08	-.50	6.00	42.00
Altruistic Personality	200	39.99	38.50	19.32	-.14	.00	78.00
Prosocial Behaviour	199	22.34	24.00	6.14	-1.60	4.00	28.00

In table 1 we present An analysis of the numerical descriptive statistics associated with the three scales, the Life Satisfaction, Altruistic Personality and Prosocial Behaviour are presented in Table 1. The first column lists the scale name, the second column lists the associated sample size. For example, Life Satisfaction had an average score of 28.42 with associated standard deviation of 10.08.

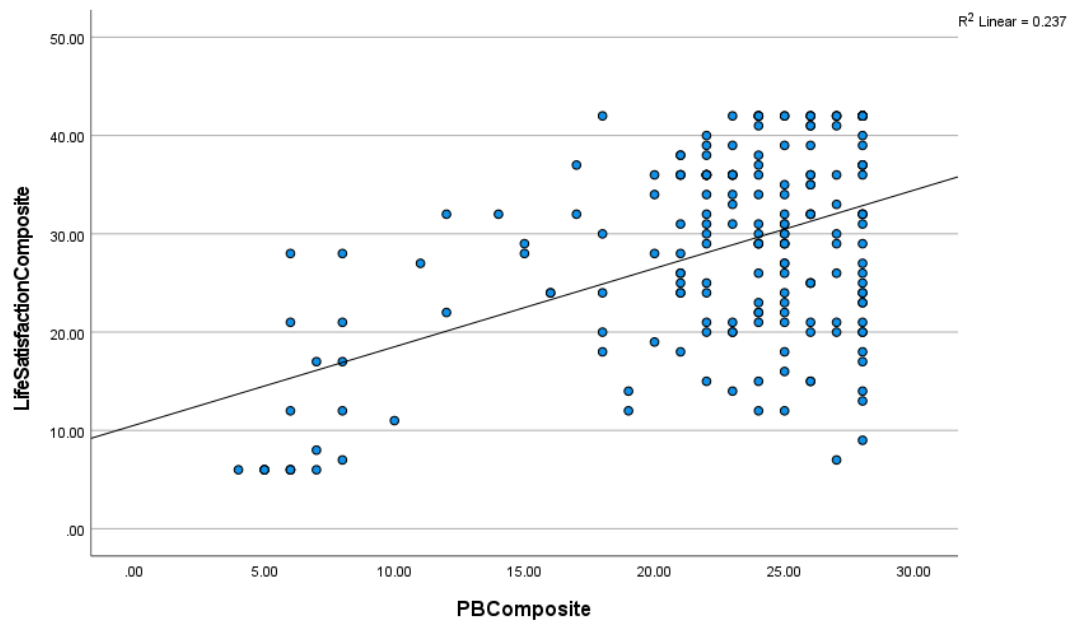
Table 2: An analysis of the normality for all three scales

	Kolmogorov- Smirnov ^a		Shapiro- Wilk			
	Statistic	Df	Sig	Statistic	Df	Sig
Life Satisfaction	.10	199	<.00	.95	199	<.00
Altruistic Personality	.07	199	0.1	.98	199	.00
Prosocial Behaviour	.21	199	<.00	.79	199	<.00

In table 2 we present An analysis of the normality associated with Life Satisfaction, Altruistic Personality and Prosocial Behaviour are presented. In relation to the life satisfaction scale, we assessed the overall normality associated with the scale. In particular, we ran a Shapiro-Wilks test on normality. The results of The Shapiro-Wilks test indicated deviations from normality, $W=.946$, $DF=199$, $P<.00$.

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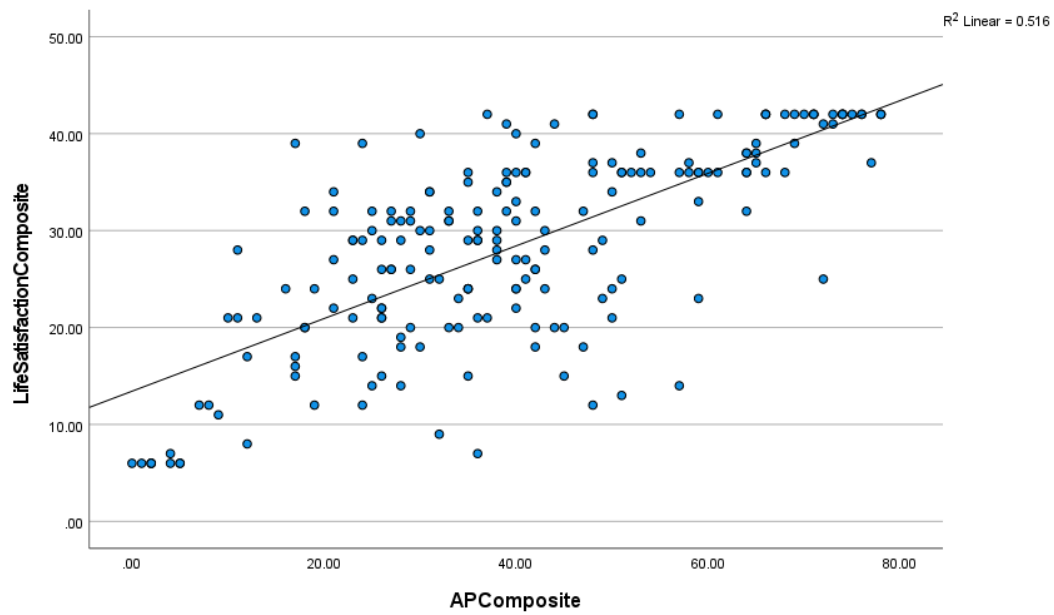
Graph 1:



Above we have a scatter plot graph including Life Satisfaction scale scores and Prosocial Behaviour scale scores. This graph displayed a weak positive relationship between life satisfaction and prosocial behaviours.

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Graph 2:



Above we have a scatter plot graph including Life Satisfaction scale scores and Altruistic Personality scale scores. This graph displayed a moderate positive relationship between life satisfaction and altruistic personalities.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Df1	Df2	Sig. F Change
1	.003 ^a	.00	-.005	10.084	.000	.002	1	197	.962
2	.356 ^b	.127	.118	9.447	.127	28.442	1	196	<.001
3	.731 ^c	.534	.525	6.935	.408	84.877	1	194	<.001

a. Predictors: (Constant), gender

b. Predictors: (Constant), gender, age

c. Predictors: (Constant), gender, age, PBCComposite, APCComposite

In table 3 we present the model summary from the studys survey.

Table 4: ANOVA^a

Model		Sum of squares	df	Mean square	f	Sig.
1	Regression	.234	1	.234	.002	.962b
	Residual	20031.142	197	101.681		
	Total	20031.377	198			
2	Regression	2538.649	2	1269.324	14.222	<.001 ^c
	Residual	17492.728	196	89.249		
	Total	20031.377	198			
3	Regression	10702.041	4	2675.510	55.636	<.001 ^d
	Residual	9329.336	194	48.089		
	Total	20031.377	198			

a. Dependent Variable: LifeSatisfactionComposite

b. Predictors: (Constant), gender

c. Predictors: (Constant), gender, age

d. Predictors: (Constant), gender, age, PBCComposite, APCComposite

In table 4 we present the Anova from the studys survey.

Table 5: Coefficients^a

Model		Unstandardized	Coefficients	Standardized	t	Sig.
		B		Coefficients		
1	(Constant)	28.379	-	.914	31.062	<.001
	gender	.067	1.398	-.003	.048	.962
2	(Constant)	21.738		1.511	14.385	<.001
	gender	-2.773	1.405	-.141	1.975	.050
	age	.232	0.43	-.382	5.333	<.001
3	(Constant)	7.500		2.623	2.860	.005
	gender	-1.095	1.052	-.056	1.041	.299
	age	.079	.042	.129	1.862	.064
	APComposite	.290	.042	.555	6.941	<.001
	PBComposite	.318	.120	.194	2.660	.008

A. Dependent Variable: LifeSatisfactionComposite

In table 5 we present the Coefficients from the studys survey.

Table 6: Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Age	.382 ^b	5.333	<.001	.356	.869
	APComposite	.722 ^b	14.471	<.001	.719	.991
	PBComposite	.515 ^b	8.089	<.001	.500	.943
2	APComposite	.708 ^c	12.560	<.001	.669	.780
	PBComposite	.559 ^c	9.894	<.001	.578	.933

a. Dependent Variable: LifeSatisfactionComposite

b. Predictors in the Model: (Constant), gender

c. Predictors in the Model: (Constant), gender, age

In table 6 we present the excluded variables from the studys survey.

Table 7: Correlations

	LifeSatisfactionCo mposite	CorrelationCoef ficient Sig. (2- tailed) N	LifeSatisfactionCo mposite	APComp osite	PBComp osite
Spearmans rho	LifeSatisfactionCo mposite	CorrelationCoef ficient Sig. (2- tailed) N	200		
	APComposite	CorrelationCoef ficient Sig. (2- tailed) N	.691** <.001 200	200	
	PBComposite	CorrelationCoef ficient Sig. (2- tailed) N	.303** <.001 199	.400** <.001 199	199

** . Correlation is significant at the 0.01 level (2-tailed).

In table 7 we present the correlations from the studys survey.

3.2 Results Summary

To summarise, there is a significant correlation between Life Satisfaction levels and Prosocial Behaviour. This was highlighted in undertaking of the Baumsteiger and Siegels's (2019) Prosocial Behavioural Intentions Scale, Lyubomirsky & Lepper's (1999) Subjective Happiness Scale and Altruistic Personality scale (1981).

Discussion

4.1 Overview

The current study aimed to investigate the relationship between Life Satisfaction levels and Prosocial behaviours. It also aimed to look at the gender differences within each variable. Prior findings have shown that there is a correlation between life satisfaction and prosocial behaviours when those behaviours are completed. An example of this result is Nelson et al. (2015), which discovered that pupils who engage in prosocial behaviours are happier and more satisfied with their life. The current study was predicted to provide similar results. The academic literature in previous studies shows that acts of prosocial behaviour are related to satisfaction with life (Miles et al., 2021), happiness (Sinyavskaya et al., 2019) and wellbeing (Drury, 2018),

According to new studies, participating in prosocial behavior benefits those who partake in it by enhancing pleasure and minimizing their stress and loneliness (Zaki, 2020). Furthermore, there is evidence that prosocial behavior improves beneficial collective outcomes such as solidarity, shared resilience and social connectedness (Zaki, 2020). Lastly, an increasing amount of research indicates that prosocial behavior, such as volunteering, benefits both the individual and the larger society (Hansen et al., 2018). According to the academic research, prosocial behavior is associated with happiness (Sinyavskaya et al., 2019), wellness (Drury, 2018), psychological flourishing, and Satisfaction With Life (Miles et al., 2021).

These findings replicate and extend previous research (Aknin et al., 2013), with a larger sample from the Gallup World Poll across a greater period of time. These findings are also consistent with emerging evidence in samples from the United States showing that

positive affect, rather than negative affect, is associated with being more socially, politically, and environmentally active (Kushlev et al. 2019).

Our result is consistent with previous findings that demonstrated the positive link between prosocial behavior and happiness (Martela & Ryan, 2016; Dunn, Alkin & Norton, 2008; Nelson et al., 2016). Sacrificing one's own resources to help others, even strangers, is a rare human capacity that has baffled scholars for decades. While large-scale social cooperation was essential in early human groups (e.g., Darwin, 1871; Wilson, 1975; Ebstein et al., 2010) and huge companies in the world today (Wilson, 1975; Fehr & Fischbacher, 2003), the question is what advantages are there, if any, for the person that is sacrificing? While theories such as kin selection (Hamilton, 1964) and mutual support (Trivers, 1971) focus on the possible long-term rewards that sharing or cooperation could also bring (Aknin et al., 2015), an increasing number of studies indicate that prosocial behavior itself may be emotionally beneficial for an individual, implying additional short-term rewards (e.g., Dunn et al., 2008; Aknin et al., 2018).

This study builds on prior research that shows the impact of prosocial behavior on life satisfaction (e.g., Klein, 2017; Van Tongeren et al., 2016), by hypothetically repeating similar findings in lifelike contexts with big samples. It also adds to earlier experience sampling or daily diary research that reveal that compassion (Martela et al., 2018) and volunteering (Choi et al., 2017) are linked to life satisfaction and meaning on a daily basis. The current study expands on earlier research by demonstrating that prosocial behaviors generally are connected with having increased life satisfaction.

It was hypothesized, judging on previous studies, that there could be a relationship between individuals participating in prosocial behaviours and high levels of life satisfaction. It was investigated by employing a correlation analysis, and it was shown that there is a

positive association between the prosocial behaviours and life satisfaction. Such is comparable with several studies that have discovered a link between participating in prosocial behaviours and high levels of life satisfaction.

4.2 Strengths & Weaknesses

The current study includes various strengths and weaknesses, a number of which are supportive, while others show holes in the whole investigation's validity. To begin, the study used a reputable sample size of 200 participants, this contributed in offering precise and rigorous statistical analyses used throughout our examination. There were 120 females compared to 78 men among the 200 participants, plus two participants who decided not to declare their gender, indicating a noticeable gender imbalance which could have effected the reliability of the study's findings in regards of potential generalisations for a sample of the general population. Numerous studies found that females seem to have stronger emotions than males, so this could have resulted in a skewed overrepresentation of some responses in the study (Lithari, 2010). Questions about assisting friends in need or the extent that someone is content with their lives might elicit emotional reactions that affect the way answers are selected across genders.

As previously stated, one fundamental flaw of the research is the manner in which the data was gathered. Self-reported surveys tend to be prone to cognitive bias, as participants tend to portray their preferred selves rather than their authentic self (Shephard, 2003). One key advantage of doing an online survey is the fact that the whole study can be performed automatically by utilizing data-gathering methods that are both cost and time effective. Another limitation of the study is the huge age difference among total participants, since the significant proportion ($n = 196$) were in the range of ages of 18 and 69, as opposed to the 70+ group ($n = 4$). The large age disparity amongst participants calls into

doubt the reliability of a few of the findings. Some demographic information was collected for this study such as age and gender although exploration of the demographic variable e.g ethnicity might be beneficial in future study. It would be interesting to see how it effects the association between prosocial behaviours and life satisfaction.

4.3 Future Research

Further study into these factors is undoubtedly required in the future, including a few modest tweaks and additions. A somewhat more equally representative sample is essential for greater reliability of results, especially in terms of gender ratio. A longitudinal study done over several years may also help future research to properly analyze any association the respondents have with their own life satisfaction and prosocial behavior at numerous times throughout their lives. Qualitative study incorporating interviews could offer a better understanding of the cognitive components influencing prosocial behavior.

The current study considered all instances of prosocial behaviour to be equivalent. although, on the other hand, it is a wide ranging category (Penner et al., 2005), and many variables have been shown to moderate the influence of prosociality on ones well-being (Hui et al., 2020), such as if these actions are carried out voluntarily (Weinstein & Ryan, 2010), how detrimental the actions are (Olivola & Shafir, 2013), the persons morals/values (Hill & Howell, 2014), and the degree that the act meets basic emotional needs (Hui & Kogan, 2018). It is possible that specific sorts of conditions for prosocial behavior contribute the most to experiencing one type of well-being than the other, which may be examined in future research.

Lastly, future research may go farther in determining which aspects of the overall meaning of life are most impacted by prosocial behaviors. Meaning of life is comprised of numerous aspects (Baumeister & Vohs, 2005; Martela & Steger, 2016).

Multidimensional scales that assess individual dimensions of life satisfaction/meaning, such as logic, purpose, and value, have now been established (Costin & Vignoles, 2020; George & Park, 2017). Investigating if prosociality is especially significant to certain aspects of life satisfaction might aid understanding of the processes that allow prosocial behaviors to impact one's sense of purpose.

4.4 Implications

The study adds to the literature surrounding life satisfaction effects of prosocial behavior by investigating the influence of trying to do the right thing aka eudaimonic orientation. It's been hypothesized that there's a potential way to long-term pleasure via a beneficial feedback cycle between prosocial activity and satisfaction, wherein participating in prosocial behavior leads to enhanced satisfaction, which motivates individuals to participate in even more prosocial behavior (Sheldon & Houser-marco, 2001) (Layous et al., 2016) (Atkin et al., 2011).

The outcomes of this research suggest that eudaimonic orientation or striving to do what is meaningful may work as a catalyst in link. People who have a strong eudaimonic orientation gain more from prosocial behavior, accelerating the upward snowball effect between these prosocial acts and life satisfaction. Those with a poor eudaimonic orientation, on the other hand, do not feel satisfaction meaning they also feel no life satisfaction after taking part in prosocial behaviours, and hence would not reach the link between prosocial behaviour and life satisfaction. This is the same as the data that individuals with a high eudaimonic orientation are happier and have more overall life satisfaction (Huta & Ryan, 2009) and participate in prosocial behavior (Pearse, 2017).

The current study emphasizes the need of investigating various types of prosocial behavior and its consequences on an individual's life satisfaction levels. Further study is

needed to investigate the relationship between prosocial behaviors and behavioral, social, and psychological effects.

4.5 Conclusion

Based on our findings, we may conclude that assisting others by participating in prosocial behaviours helps people raise their own life satisfaction levels. While life satisfaction is negatively connected to the existence of unpleasant emotions, we discover that participating in prosocial behaviors reduces the influence of these adverse emotions. This conclusion is noteworthy since it shows that acts targeted at increasing the well-being of others have a direct personal advantage (in terms of own life satisfaction).

Furthermore, among people who stated that they had high levels of life satisfaction, it has been concluded that they are also less prone to experiencing negative emotions and are also more inclined to partake in prosocial behaviours. Participating in prosocial behavior has a stimulatory impact, raising one's degree of life satisfaction.

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Appendices

Appendix I

Demographics

Below are the demographic questions needed for the data collection. Please state your age on the line below and choose which gender you identify with from the boxes provided below.

Age

Gender

- Male
- Female
- Non binary
- Prefer not to say

Appendix II

Marolgis, Schwitzgebal, Ozer, and Lyubomisky’s (2018) Riverside Life Satisfaction Scale (RLSS).

Below is a series of statements concerning life satisfaction. This will be used to measure the participant’s life satisfaction levels. Please rate your agreement with each of the statements below. Use the 7-point scale provided. Please indicate the degree to which you agree or disagree with each statement using the following scale:

Strongly disagree	Moderately disagree	Disagree	Neither agree nor disagree	Agree	Moderately agree	Strongly agree
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1. I like how my life is going
2. if I could live my life over, I would change many things
3. I am content with my life
4. Those around me seem to be living better lives than me
5. I am satisfied with where i am in life right now
6. I want to change the path my life is on

Appendix III

Altruistic Behaviour Scale

Scale: Using the following scale, please select the category that conforms to the frequency with which you have carried out the following acts.

1	2	3	4	5
Never	Once	More than once	Often	Very often

1. I have helped push a stranger's car that was broken down or out of gas.
2. I have given directions to a stranger.
3. I have made change for a stranger.
4. I have given money to a charity.
5. I have given money to a stranger who needed it (or asked me for it).
6. I have donated goods or clothes to a charity.
7. I have done volunteer work for a charity.
8. I have donated blood.
9. I have helped carry a stranger's belongings (books, parcels, etc).
10. I have delayed an elevator and held the door open for a stranger.
11. I have allowed someone to go ahead of me in a lineup (in the supermarket, at a copy machine, at a fast-food restaurant).
12. I have given a stranger a lift in my car.

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13. I have pointed out a clerk's error (in a bank, at the supermarket) in undercharging me for an item.

14. I have let a neighbor whom I didn't know too well borrow an item of some value to me (eg, a dish, tools, etc).

15. I have bought 'charity' holiday cards deliberately because I knew it was a good cause.

16. I have helped a classmate who I did not know that well with an assignment when my knowledge was greater than his or hers.

17. I have, before being asked, voluntarily looked after a neighbor's pets or children without being paid for it.

18. I have offered to help a handicapped or elderly stranger across a street.

19. I have offered my seat on a bus or train to a stranger who was standing.

20. I have helped an acquaintance to move households.

Scoring: Score scale as a continuous measure.

Appendix IV

Baumsteiger and Siegels's (2019) Prosocial Behavioural Intentions Scale.

Imagine that you encounter the following opportunities to help others. Please indicate how willing you would be to perform each behaviour from 1 (Definitely would not do this) to 7 (Definitely would do this). If you are more likely to complete one task (e.g., comfort a friend or family in a crisis) than another. For example, if you were to show a stranger some directions to somewhere they're unsure of.

Please respond to the task that you would be more likely to perform.

1	2	3	4	5	6	7
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1. Be there and comfort a friend or family in a time of need
2. Help a stranger with something they're in need of (let them use your phone to make a call, show them directions they're unsure of, etc)
3. Help care for a sick friend or relative and not get any financial reward for it
4. Protecting a stranger from potential harm (you see a loose wire they are about to trip on and tell them before they get hurt)

Appendix V

Information Sheet

Study Title: The Effects Of Prosocial Behaviour On Life Satisfaction

I would like to invite you to take part in a research study. Before you decide to take part in this study, please take a moment to read this document carefully. This is as you need to understand why the research is being done and what it would involve for you. Feel free to Ask questions if you have any or if you would like more information. Take your time to decide whether or not you would like to take part.

What is this study about?

I am a final year student in the BA in the Psychology programme at The National College of Ireland. As part of our degree, we must carry out an independent research project. For this project research study, I am going to be investigating if taking part in prosocial behaviours has an effect on life satisfaction. The project is going to be supervised by Ger Loughnane.

What will taking part in the study involve?

If you decide to take part in this research, you will be asked to... complete an online questionnaire on google forms about the topics of life satisfaction and prosocial behaviour. The questionnaire will roughly take five minutes to complete and will be 100% confidential. You can take a break as often as you need and can opt-out of the study at any given time.

Who can take part?

You can take part in this study if you are aged over the age of eighteen. Age, race, ethnicity or gender does not play a part in the selection of who can take part in this study or not.

Do I have to take part?

Participation is completely voluntary, and you can refuse to answer any questions in the questionnaire if you so wish. You can stop the questionnaire at any given time and not

continue with the survey with no consequences given to you as that is your right. Whether it's exiting the browser on your computer or just turning the computer off altogether. This may be because you feel uncomfortable with a question asked. that the person has the right to refuse to participate, refuse any question and withdraw without consequence whatsoever. You can withdraw your data from the study after the interview has been completed, up to the point that the results have been written up for submission. Although once you have submitted your questionnaire, it will not be possible to withdraw your data from the study, because the questionnaire is anonymous and individual responses cannot be identified. This questionnaire includes items asking about your mood, feelings of anxiety, stress levels etc. There is a small risk that these questions may cause some individuals upset or distress. If you feel that these questions may cause you to experience an undue level of distress, you should not take part in the study. This is unlikely to happen.

What are the possible risks and benefits of taking part?

There are no direct benefits to you for taking part in this research. However, the information gathered will contribute to research that helps us to understand. There is a small risk that some of the questions contained within this survey may cause minor distress for some participants. If you experience this, you are free to discontinue participation and exit the questionnaire. Contact information for relevant support services will also be provided at the end of the questionnaire.

Will taking part be confidential and what will happen to my data?

This study involves quantitative data. The questionnaire is anonymous, it is not possible to identify a participant based on their responses to the questionnaire. All data collected for the study will be treated in the strictest confidence. Each participant will be assigned a unique ID code, and their data will be stored under this ID code, separate from their name or other identifying information. Only the researcher and academic supervisor will have access to the

data collected. Since this study involves quantitative research, Responses to the questionnaire will be fully anonymized and stored securely in a password protected/encrypted file on the researcher's computer. Data will be retained and managed in accordance with the NCI data retention policy. Note that anonymized data may be archived on an online data repository, and may be used for secondary data analysis. The signed consent forms will be stored securely in a locked filing cabinet for protection purposes.

What will happen to the results of the study?

The results of this study will be presented in my final dissertation, which will be submitted to my college, The National College of Ireland. The results of the project may also be presented at conferences and/or submitted to an academic journal for publication.

Who should you contact for further information?

Ger Loughnane. Email: gerloughnane@ncirl.ie

Sophie Smyth. Email: x20391996@student.ncirl.ie

Appendix VI

Consent form

In agreeing to participate in this research I understand the following:

- The method proposed for this research project has been approved in principle by the Departmental Ethics Committee, which means that the Committee does not have concerns about the procedure itself as detailed by the student. It is, however, the above-named student's responsibility to adhere to ethical guidelines in their dealings with participants and the collection and handling of data.
- If I have any concerns about participation, I understand that I may refuse to participate or withdraw at any stage by exiting my browser.
- I understand that once my participation has ended, that I cannot withdraw my data as it will be fully anonymised.
- I have been informed as to the general nature of the study and agree voluntarily to participate.
- All data from the study will be treated confidentially. The data from all participants will be compiled, analysed, and submitted in a report to the Psychology Department in the School of Business.
- I understand that my data will be retained and managed in accordance with the NCI data retention policy, and that my anonymised data may be archived on an online data repository and may be used for secondary data analysis. No participants data will be identifiable at any point.
- At the conclusion of my participation, any questions or concerns I have will be fully addressed.

Appendix VII

Debriefing Form

This experiment aimed to understand the impact of life satisfaction in people when participating in prosocial behaviours. According to research conducted, we hypothesized that participants will have higher life satisfaction levels when participating in prosocial behaviours. Our second hypothesis is that participating in prosocial behaviours will have a greater impact on those on a college demographic scale. If you are interested in knowing the results of the study (once it is complete), Or if you have any follow-up questions to do with the studies please do not hesitate to contact x20391996@student.ncirl.ie so that we can pass on the information to you.

As data collection is still ongoing for this research topic, please do not share much about this project with anyone, please use nondescriptive phrases if asked about your thoughts on taking part in the study such as “it was a good experience”. This is to protect the validity of the data being collected.

I would like to thank you again for your involvement in this study. I sincerely appreciate your input. If you have any friends, relatives, or acquaintances who fulfill the requirements and are qualified to participate in this study, please provide the link to them. Please contact the researcher at x20391996@student.ncirl.ie if you have any queries about this study.

We advise you to phone any of the following lines if your involvement in this study has caused you psychological discomfort or if the sensitive issues mentioned in the survey questions have triggered you:

THE EFFECTS OF PROSOCIAL BEHAVIOUR ON LIFE SATISFACTION LEVELS OVERALL

Peita House: 1800 247 247

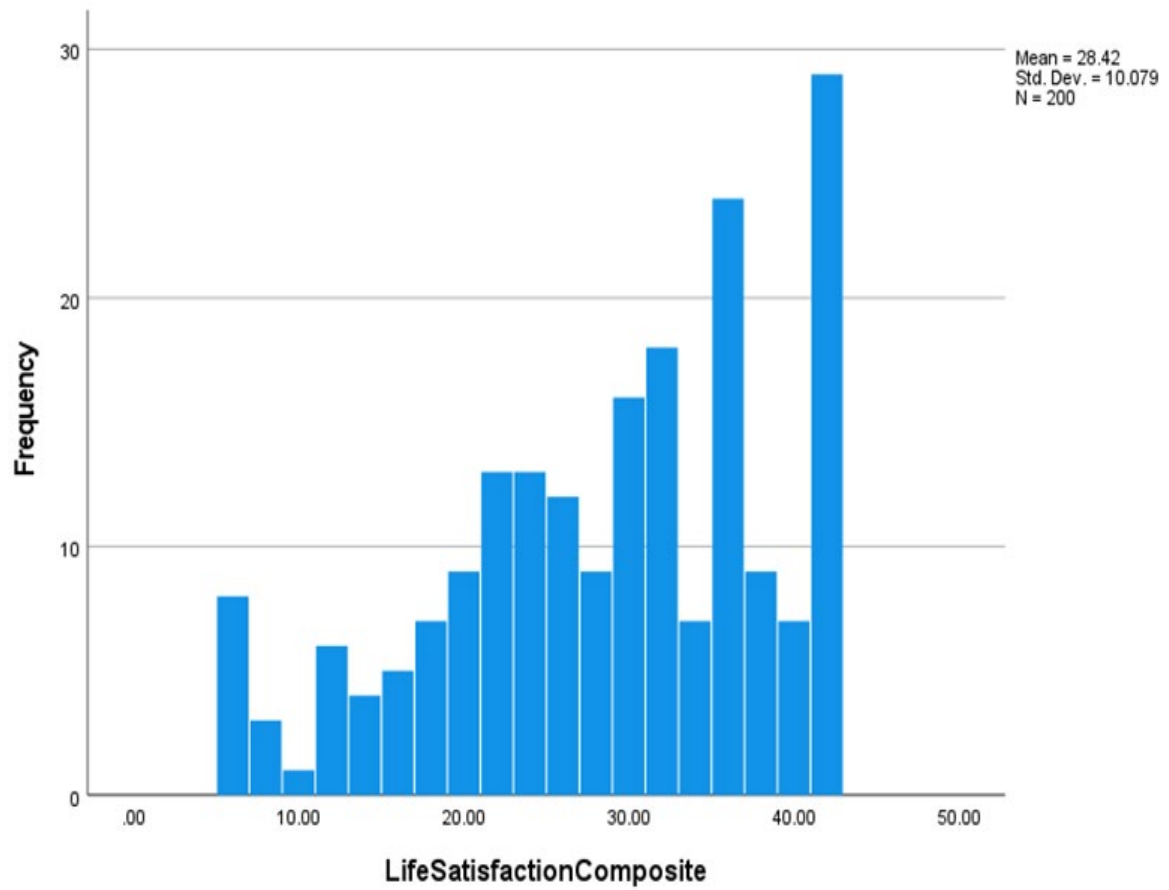
Samaritans: 116 123

Aware: 1800 804 848

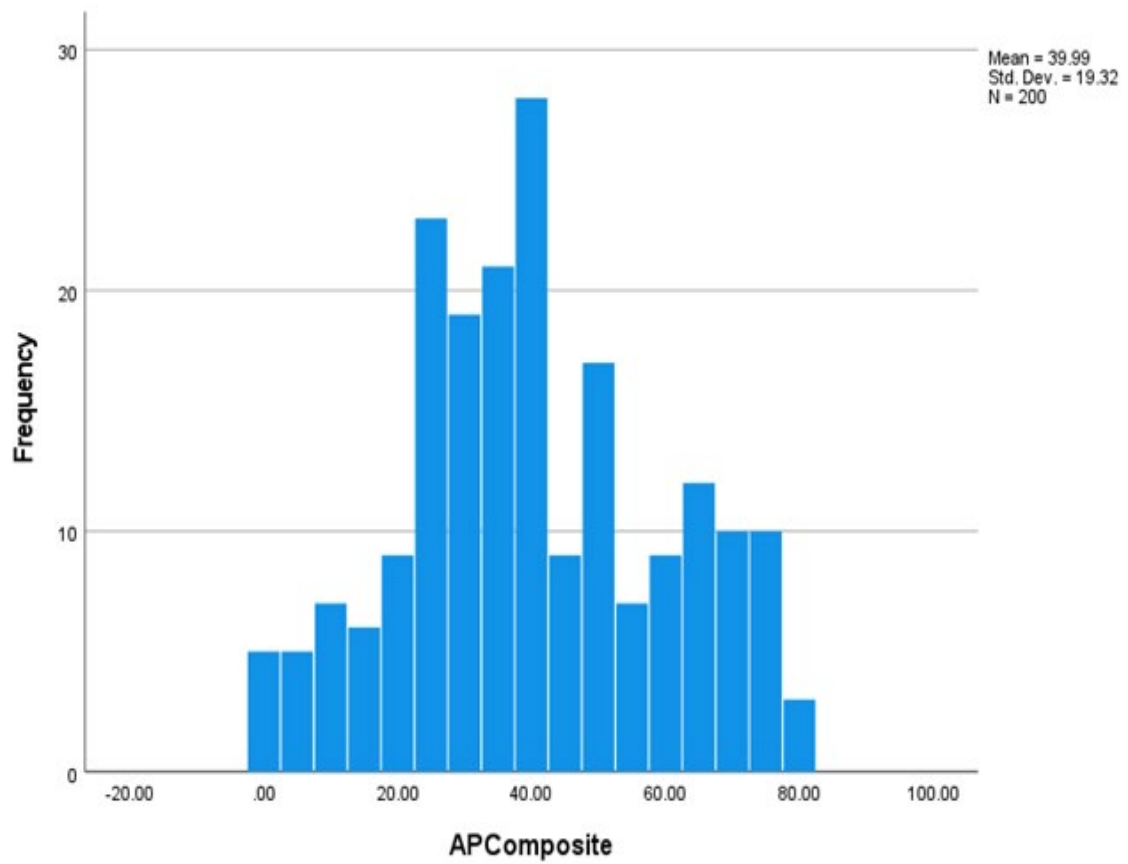
HSE National Counselling Service (Clerical Abuse): 180 742 800

Appendix VIII

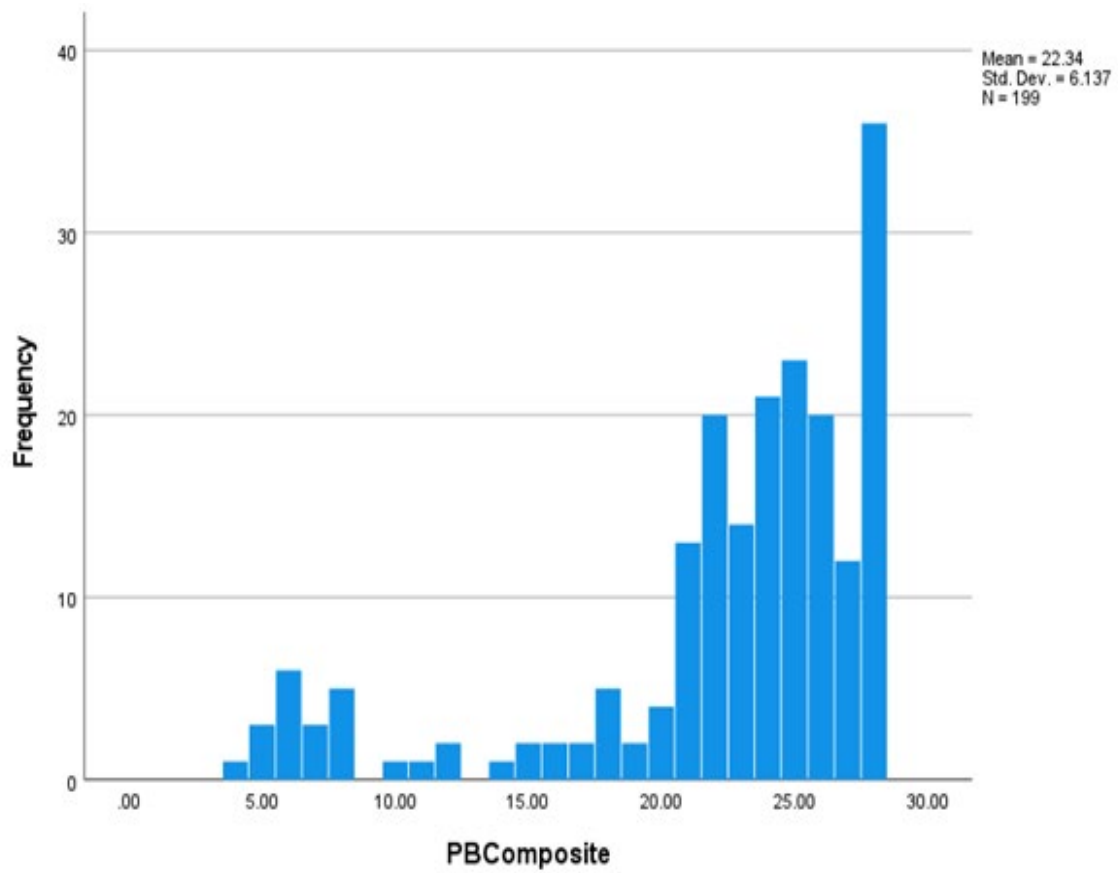
Histogram for Life Satisfaction



Histogram for APComposite



Histogram for PBComposite



THE EFFECTS OF PROSOCIAL BEHAVIOUR ON LIFE SATISFACTION LEVELS OVERALL

Appendix IX

SPSS Output and Analysis

