



The Influence of Social Connectedness on Prosocial Behavior Among Young Adults

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Abstract

Social connectedness is a person's characteristics about how well they interact with others in social contexts. In addition, social connectedness usually helps us in enhancing interpersonal relationships and thereby foster the growth of society. Prosocial behavior is a self-directed action of helping others without expecting any external rewards in return. Young adulthood is a period of developing social interactions therefore, prosocial behavior is an important aspect in this stage. In this modern era, technology has a great impact on social connectedness and prosocial behavior. The purpose of the study was to examine the influence of social connectedness on prosocial behavior among young adults. The data was collected among 100 young adults (18-21) in the Kerala region. The Social Connectedness Scale- Revised and Prosocialness Scale for Adults (PSA) were used for data collection. The collected data was analyzed based on the Spearman's correlational research design using SPSS. The relationship between social connectedness and prosocial behavior was significant.

Keywords: Social Connectedness, Prosocial Behavior, Young Adults

1. Introduction

Social connectedness plays a vital role in today's world, which impact the mental and physical health, well-being and overall quality of life. Research highlights that social connections can reduce symptoms of depression and anxiety (Holt-Lunstad et al., 2015). Social connectedness lower blood pressure and risk of cardiovascular disease (Cohen et al., 2015). Moreover, social connectedness fosters empathy, understanding and a sense of belonging (Putnam, 2002). In today's digital age, social media can both enhance and hinder social connections (Kaplan & Haenlein, 2010). However, face-to-face interactions remain crucial for maintaining meaningful relationships (Turkle, 2015). According to Daniel Siegel, "Social connection is fundamental aspect of human nature" (Siegel, 2010). Individuals and societies can promote resilience, happiness and overall well-being by prioritizing social connectedness. It is essential for building strong and supportive communities. Prosocial behavior is an important aspect in today's world. Prosocial behavior

or voluntary actions that benefit others, play a vital role in fostering a harmonious and supportive society (Putnam, 2002). Research has consistently shown that engaging in prosocial behaviors, such as volunteering (Wilson, 2012) and helping strangers (Lyubomirsky et al., 2005) can have numerous benefits for both individuals and communities. Prosocial behavior promotes social cohesion and inclusivity (Cohen et al., 2015) enhances emotional wellbeing and life satisfaction (Lyubomirsky et al., 2015), and even supports physical health (Musick & Wilson 2003). Furthermore, prosocial behavior can also have positive effects on mental health, reducing symptoms of depression and anxiety (Sullivan et al., 2001). Prosocial behavior is most relevant to create a culture of empathy and compassion [1-3]. Prosocial behavior and social connectedness are interrelated concepts that promotes social interactions and community well-being. Research shows that social connectedness fosters prosocial behavior (Cohen et al., 2015) and prosocial behavior increases the feeling



of social belonging (Lyubomirsky et al., 2005). Young adulthood offers opportunities for social learning, skill building and habit formation (Lyubomirsky et al., 2015), which increases the importance of this study among young adults. Prosocial values and social connectedness shapes career aspirations and satisfaction (Seligman et al., 2005). This study helps to evaluate the influence on modern technology on young adults [4-7].

1.1. Review of Literature

The aim of the research conducted by Charlotte Silke, Bernadine Brady, Ciara Boylan, & Pat Dolan (2018) was to conduct a systematic review of the published, empirical literature that has previously investigated the social and psychological correlates of empathy and prosocial responding among adolescents. These findings provide important learning opportunities for future research and intervention in the area of youth empathy and prosocial responding. Based on the study conducted by Mary B Eberly, Raymond Montemayor (1998) is an examination of adolescent prosocial Behaviour in the context of parent adolescent relationships. Gender, grade, attachment, and interdependency were examined as characteristics contributing to variation in adolescent prosocial behaviour. Correlational and regression analysis were employed to examine the nature of the relationships between adolescent's prosocial Behaviour toward parents and attachment quality and interdependency. The correlation and regression analysis results of the study provided more evidence in Favor of a multifaceted explanation of adolescents' prosocial Behaviour toward their parents. Overall, the study's conclusions validated this conceptual framework. The aim of this research conducted by Priya J Wickramaratne, Tenzin Yangchen, & Myrna M Weissman (2022) was to evaluate recent longitudinal research probing the effects of social connectedness on depression and anxiety symptoms and diagnoses in the common population. PubMed and Psych Info databases were performed to conduct this study. According to the study's findings, most of the latest longitudinal studies showed that social connectedness protects adults in the general population from depressive symptoms and disorders.

The result of the study provided support efforts to progress the clinical detection of high-risk patients. Based on the study conducted by Tran Le Nghi Tan, Shuang Liu, Cindy Gallois, Catherine Haslam, Jolanda Jetten, & Sharon Dane (2022) examined on the diversity of social connectedness experiences among older migrants in Australia. The data were collected through semi-structured interviews and analysed by thematic and cluster analysis. The population were 40 migrants aged between 66 to 91 years. The result of the study provided that a range of factors does affect social connectedness experiences such as personal preferences, driving ability, English language proficiency, and length of residence. The data which analyzed also reported four groupings of experience. The findings of the study proposed the benefits of providing cultural specific opportunities to aid adults to stay socially connected [8-10].

2. Method

2.1. Objective

The aim of the study is to examine the relationship between social connectedness and prosocial behavior among young adults.

2.2. Hypothesis

There will be no significant relationship between social connectedness and prosocial behavior in young adults.

2.3. Sample

Sample of the study consisted of 100 young adults within the age range of 18 – 21 years in various parts of Kerala. It was conducted using Google Forms through various social media platforms and consent from participating individuals was taken before they begin, then they were directed to fill the socio-demographic details. The participants were selected using a convenience sampling method and were allocated 5 to 10 minutes during their leisure time to complete the questionnaire. Data analysis was done using SPSS-25 for determining the relationship of Social Connectedness and Prosocial Behavior. Spearman correlation was used to find the relationship between the variables [11-13].

2.4. Research Instruments

2.4.1. The Social Connectedness Scale-Revised (SCS-R)

The SCS-R is a 20 item self-report questionnaire



designed by R. M. Lee & S. B. Robbins (1995) was used to assess the degree to which youth feel connected to others in their social environment. Participants responded on a 6-point Likert scale. The reliability of the tool is high (internal consistency $\alpha > .92$), and this scale's validity was verified [14-17].

2.4.2. Prosocialness Scale for Adults (PSA)

Caprara G. V, Steca P, Zelli A and Capanna C (2005) developed the PSA which is 16 items that reflect behaviors and feelings related to helping, sharing, and feeling empathy with others. The scale measures an individual's prosocial behavior. The responses of participants were recorded on a five-point Likert scale ranging from "never true" to "always true". The internal consistency coefficient of the total scale was 0.890. After four weeks, the test-retest reliability of the total scale was 0.801, and the cross-time stability was high, showing good reliability and validity.

3. Result and Discussion

Based on the developed objective and hypothesis, the data that had been obtained was examined. From the Table 1 analysis, the following results were observed.

Table 1 Spearman Rank Correlation Between Social Connectedness and Prosocial Behavior

	Social Connectedness	Prosocial Behaviour
Social Connectedness	1.000	0.423**
Prosocial Behaviour	0.432**	1.000

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

Social connectedness and prosocial behavior had a positive and significant correlation (0.423**). Therefore, the null hypothesis, which states that "There will be no significant correlation between social connectedness and prosocial behavior" was rejected. This study aimed to find out the relationship between social connectedness and prosocial behavior among young adults. Social connectedness is a person's characteristics about how well they interact with others in social contexts. Prosocial behavior is a self-directed action of helping others without expecting any external rewards in return. The Spearman Correlation presented in table 3.1 which

indicates the scores of social connectedness and prosocial behavior among the age group 18-21. The correlation coefficient is 0.423. Analysis of the table indicates that there is a significant positive correlation between social connectedness and prosocial behavior among young adults. The findings of this study suggest that social connectedness plays a significant role in shaping prosocial behavior among young adults. The positive correlation between social connectedness and prosocial behavior indicates that individuals who feel more connected to others are more likely to engage in behaviors that benefit others. This finding is consistent with previous research that has shown that social connections and relationships are a key predictor of prosocial behavior (Bekkers & Wiepking, 2011; Lyubomirsky et al., 2005). The results of this study suggest that social connectedness may be an important factor in promoting prosocial behavior among young adults. The implications of this study are that interventions aimed at promoting prosocial behavior among young adults may be more effective if they focus on building and strengthening social connections. This could involve programs that promote social skills, community engagement, and volunteerism. Individuals with high social connectedness may exhibit greater self-esteem and reduced levels of anxiety and depression. They have a greater capacity for empathy, are more cooperative and trustworthy, and others are more inclined to trust and work with them. Engage in more physical exercise and a healthier diet. Their sleep is of higher quality. Individuals with high prosocial behavior are concerned about other people's wellbeing, rights, and feelings. They have compassion for other people, are helpful, understanding, giving, and forgiving. Good role models can motivate others & are pleasant to be around. They abide by norms that promote harmony. They take care of the environment and animals while also making contributions to their communities.

Conclusion

The current study measures the relationship between social connectedness and prosocial behavior. From the result, there is a relationship between social connectedness and prosocial behavior among young adults.



Acknowledgement

The authors appreciate all those who participated in the study and helped to facilitate the research process. Their contributions are acknowledged, although their name cannot be disclosed.

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