

# The Relationship between Empathy and Prosocial Behavior in Social Media User

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## **ABSTRACT**

Prosocial behavior is defined as voluntary conduct that benefits other people. Factors that can influence prosocial behavior are very diverse, namely parenting factors, environmental factors, mood factors, and especially empathy factors. This study aims to determine the relationship between empathy and prosocial behavior among social media users. This research is a correlational quantitative research. The premise of this research is that there will be a correlation between empathy and prosocial behavior in social media user. Participants in this study totaled 200 people with an age range of 20-40 years, 83 men and 117 women. The measuring instrument in this study uses three scales, namely the Prosocialness Scale for Adults (Caprara, 2005), Interpersonal Reactivity Index (Davis, 1983), and also Intensity Scale of Social Media Use (Andarwati, 2016). The data analysis technique uses the multiple linear regression technique. Based on the data, it was obtained a significance value of 0.000 and 0.039 ( $<0.05$ ) meaning that the hypothesis was accepted. This study shows that there is a relationship between empathy and prosocial behavior among social media users.

*Keywords:* prosocial behavior, empathy, social media