

論文内容の要旨

Individuals' behaviors are driven not only by economic decisions, but also by social preferences (i.e. human tendency to care not only about his/her own payoff, but also care about others pay off). However, in the current world of uncertainty, people try to maximize their own benefits without considering how such behavior can affect other people and society as a whole. Thus, in such context it is necessary to understand the human prosociality that might enhance the sustainable development of the society. To this purpose, this thesis aims to understand the mechanism of prosocial attitude and behavior in two contextually different situations and how such mechanism can motivate people for the betterment of the society. For this, we apply a questionnaire survey and an experimental methods and collects primary data to understand peoples' prosocial attitude and behavior at individual level.

Study 1 in this thesis scrutinized the mutual helping behavior of the people which is one of the essence of prosocial behavior. In this study we examine the impact of the accumulative effects (over the few years since the occurrence of the earthquake 2015) of the reciprocal exchange of social support on depression among the survivors in an earthquake-damaged community in a rural village in Nepal. A questionnaire survey was conducted among the 295 survivors, collecting the information related to socio-demographic variables, mutual helping behavior among the survivors and a depression measuring scale using Patient Health Questionnaire (PHQ-9). The statistical analysis show that relationship between reciprocal exchange of support and depression varied depending upon the types of support. The results show that helping others emotionally is possible in disaster situations whereas helping others instrumentally can be difficult to implement and is problematic. Thus, mutual assistance could be one of the possible mechanism that can predispose people to help others.

In the second study we examine the individual's waste related attitude (preferences are considered as attitudes) that might influence people to help others. For this we design and develop the new strategy in reference to future design and test its efficacy through the deliberative field experiment. For this we developed the case method materials and prepared three treatment groups. A total of 290 participants took part in the experiment. The statistical analysis show that the adopted strategy can influence people attitudes for sustainable policy option for the solid waste management problems. The findings indicate that helping others instrumentally is possible if people can internalize the social norms for outcomes that benefit others.

In the third study we investigate how visioning can motivate young people to donate for solid waste

management issues. We implemented a dictator game (donation for the management of the solid waste), social value orientation (SVO) game and socio-demographic questionnaire in each treatment group to collect the necessary information about donations, prosociality and socio-demographic variables and test whether vision influences young people's donation preferences for solid waste management problems. A total of 253 subjects took part in an experiment. A statistical analysis show that vision motivate the young people to donate for sustainable waste management problems. Overall the results show that vision motivate young people to change their attitudes (preferences) for solid waste management problems that benefit others.

Keywords: Prosociality; natural disasters; solid waste management; preferences; Vision; Nepal