



## Promoting Pro-Sociality in the Real World: Theory and Experiments

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### Message from the Guest Editor

Our time is unique, as we are arguably richer, safer, and healthier than ever before, but we are simultaneously facing some of the most dangerous challenges of our evolution, such as the depletion of natural resources, climate change, and the spread of misinformation. Although different in many details, these issues share one common property: they require people to come together and deviate from their individual interest for the greater good. Understanding when, why, and how people renounce part of their self-interest to act pro-socially—helping other people or society as a whole—is therefore amongst the most important aims of contemporary scientific research. In this Special Issue, we aim to gather together experts on pro-sociality from all over the world, with the goal of sharing ideas on how to promote the greater good. We will consider every kind of paper for publication, be they experimental, theoretical, or a combination of these, as long as they contribute to our understanding of human pro-sociality and explore ways to make the world a better place.





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