

## **Social Formation of Pro-Social Preferences**

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### **Abstract**

Research spanning psychology and economics has convincingly demonstrated that individuals' preferences deviate substantially from the traditional economic assumption of self-interest, and have pro-social components. The evolution and persistence of pro-social preferences can be justified by theories of group selection in evolutionary biology. I argue that a fuller analysis requires spanning sociology and economics. Human societies make deliberate social effort to instill pro-social preferences in children. I suggest a model for this process, by analogy with the Benabou-Tirole model of "belief in a just world".