

Abstract

The aim of the current study was to construct an indigenous measure to assess pro-social behavior in children with intellectual disability between the age ranges 5 to 15 years and to find out the effects of media in boosting pro-social behavior in children with Down syndrome. Initially 67 items were gathered and collated through semi structured interview and validated through experts for their significance and relevance to reflect pro-social behavior. Total 37 items with highest endorsement scores were retained for the scale which was administered on a sample of 148 intellectually disabled children from age range 5 to 17 years ($M = 11.56$, $SD = 3.04$). Factor analysis revealed four factors contributing to pro-social behavior, namely; Social Competence, Initiative Taking, Task Adherence and Selflessness. The psychometric properties of the scale are also computed. Later, a sample of 10 participants with Down syndrome with age ranges of 6 to 13 years of age ($M = 10.40$, $SD = 2.17$) divided into control and experimental groups. The aim was to explore the effects of media in boosting pro-social behavior in children with Down syndrome, using Pakistani version of Sesame Street videos. Pro-social Behavior Assessment Scale, Portage Guide to Early Education and Sesame Street Videos were used in the study. From the results of the study it was found out that media does boost pro-social behavior in children with Down syndrome in comparison to a control group receiving no treatment. It was also found out that high parental education was associated with higher levels of pro-social behavior and children with nuclear families had higher levels of pro-social behaviors. Results are discussed in the terms of pro-social behavior in the cultural context.