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Reciprocity

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reciprocity This is the mutual exchange of similar-in-kind responses among interactants. Reciprocity of attraction occurs when liking is met with liking and disliking is met with disliking. Prosocial reciprocity occurs when people help in return for having been helped. It has been argued that reciprocity is a fundamental principle governing human behavior. Positive reciprocity encourages people to treat others positively when they themselves are treated fairly, but it can also lead to interpersonal conflict. Reciprocity calls for positive responses to favorable treatment but negative responses to unfavorable treatment.

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