CHAPTER 6

SUMMARY
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Daily report of violence, wars, and crime have for many years led social scientists to focus their investigations on aggressive behaviour. However, in the last decade, they have become more and more interested in behaviour that might be considered the opposite of aggression i.e. prosocial behaviour. Concepts such as altruism, charity, friendship, cooperation, helping, rescuing, sacrificing and sharing, all involve prosocial behaviour. Specifically, prosocial behaviour is defined as voluntary behaviour that is carried out to benefit another without anticipation of external rewards and is performed under two circumstances:

(a) The behaviour is done for its own end.

(b) The behaviour is done as an act of restitution.

The first behaviour is called altruism and the second behaviour is called restitution. The term 'altruism' comes from the Latin word 'alter', meaning 'other' and generally connotes orientation toward other rather than toward self. Altruism refers to acts that brings benefits to other people. These acts are aimed at producing, maintaining on improving the physical and psychological welfare and integrity of other (Staup & Wispe, 1978; Wispe et al., 1978) Leeds (1963) presented three conditions for altruistic behaviour.

(1) It must be treated as an end itself.

(2) It must be elicited voluntarily.

(3) It must be judged by others as "doing good".

Some personality traits might be related to altruistic behaviour. Achievement motive is defined as a disposition to strive for success and/or the capacity to experience pleasure contingent upon success (Atkinson, 1957). Crandall et al., (1960) suggest that achieving behaviour is directed toward gaining approval for competence in performance. On tasks for which standards of excellence are relevant. McClelland (1967) have shown
that people with high N Ach (need achievement) like to assume personal responsibility for solving problems. Muir & Weinstein (1962) and Berkowitz & Friedeman (1976) have observed that persons with low achievement motivation tended to help more than those who were with high achievement motivation.

Rotter (1954, 1966) has applied the dimension of internal or external control and refers to the degree to which the individual believes that what happens to him results from his own behaviour versus the degree to which he believes that what happens to him is the result of luck, chance, fate, or forces beyond his control. People who are relatively internal believe they are responsible for their destiny, whereas people who are relatively external believe the good and bad things that happen to them are determined by luck, chance or powerful others. Madsen & Shapira (1970); Madsen (1971) and Kagan & Madsen (1971, 1978) have demonstrated that cooperative people tended to score in the external direction while noncooperative people tended to score in the internal direction. However, Ubbink and Sadava (1974) found that locus of control dimension showed a tendency for helpers to be more and more internally controlled.

Krebs (1970) suggested that although specific rewards do not always follow altruistic responses, altruistic behaviour can still be function of reinforcement. Some psychologists believe that social reinforcers are conditioned reinforcers, other consider them primary reinforcers. They are frequently very influential in modifying human aperant behaviour. Durkheim (1951); Midlarsky and Bryan (1967); Doland and Adelberg (1967); Midlarsky et al. (1973), Preastridge et al. (1987) etc. Showed positive relationship between social reinforcement and altruism.

A final sample of 240 subjects was selected randomly. Out of these 240 subjects 120 each were of high and low achievement motivation and out of 120 high/low achievement motivation subjects, 60 each were with internal and external locus of control. These 60 subjects were further randomly assigned to either of three experimental conditions equally (i) social non-
reinforcement (control), (II) social hindrance (Exp. I), and (III) social reinforcement (Exp. II). In this way 20 subjects in each cell of 2 X 2 X 3 factorial design were studied for their altruistic behaviour. Achievement motive test constructed and standardized by Bhargav (1984) was used to ascertain the level of achievement motivation of the subjects. Locus of control scale constructed and standardized by Helode (1985) was used to measure internality externality aspects of control in the subjects.

Altruism was studied in testing and experimental situation both. The main response measure in experimental situation was the number of chocolates (rewarded) shared by the subject with his co-participant which he received after performing on a pearl-sorting-task jointly. An altruism Behaviour check list was prepared for the purpose.

The data were collected individually for altruistic behaviour. The subjects of control condition were tested and worked in the experiment without any precondition of social reinforcement. The subjects of Exp. I condition, firstly, were taught a story wherein the character was punished for his altruistic act (social hindrance) and then were tested and worked in the experiment for measuring altruism. The subjects of Exp. II condition were taught a story wherein the character was appreciated for his altruistic act (social reinforcement) before they were measured for altruism in testing and experimental situation.

Data were analyzed with the help of parametric statistics i.e., F-test and CR.

It is found that achievement motivation, Locus of control and social-reinforcement have significant say in altruism. Specifically, it is observed that subjects with low achievement motivation and external locus of control were more altruistic than those with high achievement motivation and internal locus of control respectively. It was also found that the subjects in 'social reinforcement condition' obtained highest scores in altruism while those in social hindrance condition were the poorest in this regard. The subjects of social no.-
reinforcement condition stood in between the two groups in respect of their altruistic behaviour.

Though all the three independent variables i.e. achievement motivation, locus of control and social reinforcement were found to play vital role in altruistic behaviour, all the three factors were found to exert their effects independently and not jointly. None of the interaction effect of two or three factors was found genuine.
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