

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter will be discussing the altruistic behavior theory, causes of altruistic behavior, and the effects of altruistic behavior. I am the first writer who is conducting this study with the topic of altruistic behavior in the University of 17 August 1945 Surabaya.

2.1 Altruistic Behavior Theory

A behavior is called altruistic if it benefits a recipient at a cost to the actor regardless of whether or not the actor intended to benefit the other. De Waal (2008: 280). Altruistic behavior tends to suffer from a lack of distinction between function and motivation. De Waal (2008: 280). This helping can be related to emotional support behaviors such as listening fully without trying to direct the other's actions. Reznikova (2012: 203). And then general helping behaviors, such as small kindnesses that make others feel more comfortable or assist others in tangible ways for examples carrying books for someone, holding a door open, and etc. Reznikova (2012: 203). Altruistic behavior is often associated with other concepts such as altruistic punishment, reward, reciprocity, and cooperation. Filkowski, Cochran, and Haas (2016: 65).

Having a helping orientation or worldview that values and prioritizes being helpful and kind to others and having a capacity to listen to or help others without feeling burdened by their needs or wishes. Reznikova (2012: 203). Altruistic behaviors typically improve the welfare of the recipient at the cost of the performer's resources and energy. Hu, Li, Jia, and Xie (2016: 1). Altruistic behavior is a behavior that reduces an individual's fitness cannot survive the selective forces of natural selection. Millet and Dewitte (2007: 316). Millet and Dewitte also propose that altruistic behavior might serve as a signal of general intelligence. (2007: 317).

Fehr and Fischbacher stated that altruistic behavior in real-life circumstances can almost always be attributed to different motives. (2003: 785). Sound knowledge about the specific motives behind altruistic acts mostly from laboratory experiments. Fehr and Fischbacher (2003: 785). Benenson, Pascoe, and Radmore examined the extent to which humans attain their own individual goals while simultaneously displaying altruistic behavior towards unrelated individuals constitutes a powerful lens with which to illuminate the knowledge of human social interactions (2007: 168).

Some researchers considered altruistic behavior as behavior that is intended to benefit others beyond simple sociability or duties associated with a role. All

altruistic behaviors, by definition, must be legal. Smith, Pieper, Yoo, Ferris, Downs, and Bowden (2006: 708). Altruistic behaviors are evident in many animals other than human beings. Mathew, Deepa, Karthick, and Sakshi (2016: 46). It varies from species to species and individual to individual, one can identify a hierarchy of altruism among all the species and also within each species. Mathew, Deepa, Karthick, and Sakshi (2016: 46).

Altruistic behavior is a prosocial norm. Ward and Durrant (2013: 66). Altruistic behavior involves acts that are not required by central authorities or formal sanctions but are done to increase other people's fitness or gain higher social status and personal benefit later. Griskevicius, Tybur, and Van (2010: 393). When we talk about altruistic behaviors, we often talk about sacrifice and the potential costs and risks associated with it. Hu, Li, Jia, and Xie (2016: 1). Altruistic behaviors could lead the altruistic performer to increase his/her warm perception of the ambient environment. Hu, Li, Jia, and Xie (2016: 1).

Altruistic behavior as a list of voluntary actions benefiting other people including self-sacrifice. Li, Kirkman, and Porter (2014: 66). Altruistic behavior is a type of prosocial behavior that could affect individuals' popularity. Egilmez and Naylor-Tincknell (2017: 65). People without altruistic behavior are acknowledged as dysfunctional and destructive in social groups. Ward and Durrant (2013: 66). A failure to exhibit altruistic behavior may lead to social isolation, confusion, and possibly the infliction of formal or informal sanctions by the community. Ward and Durrant (2013: 66). The negative feedback from society in the absence of altruism is considered negative reinforcement that aims to increase the number of altruistic actions. Ward and Durrant (2013: 66).

Altruistic behavior has been studied in different disciplines with the general definition of cooperative behavior that has a cost to the actor with a benefit to the receiver. Egilmez, E., & Naylor-Tincknell, J. (2017: 65). Researchers have tried to recognize the functional adaptabilities of altruistic behaviors despite the self-sacrificing nature of such behaviors. Hu, Li, Jia, and Xie (2016: 1). The kin selection theory suggest that altruistic behaviors toward those with shared genes could maximize genetic frequencies at the group level. Hu, Li, Jia, and Xie (2016: 2). The reciprocal motivation and social exchange theory suggests that altruistic performer could expect future returns either directly from the recipient. Hu, Li, Jia, and Xie (2016: 2).

Some studies argue for sexual selection as the cause for the origin of altruistic behaviors in many species including human beings. Mathew, Deepa, Karthick, and Sakshi (2016: 46). It will be interesting to evaluate the evolution of various altruistic behaviors in human beings. Mathew, Deepa, Karthick, and Sakshi (2016: 46). Many

of the altruistic behaviors other than related to survival were not present or very minimal during the barbarian age. Mathew, Deepa, Karthick, and Sakshi (2016: 46). But along with civilization the level of altruistic behavior also increased. In the later stages of civilization, the scarcity of resources might bring the humans in a face to face situation where they have to fight or share. Mathew, Deepa, Karthick, and Sakshi (2016: 46).

2.2 Causes of Altruistic Behavior

There are some causes of altruistic behavior to emerge :

2.2.A Biological Cause

Kin selection is an evolutionary theory that proposes if people are more likely to help those who are blood relatives because it will increase the odds of gene transmission to future generations. Cherry (2018: 2). Altruistic behavior towards close relatives occurs in order to ensure the continuation of shared genes. Cherry (2018: 2). The more closely the individuals are related, the more likely people are to help. Cherry (2018: 2).

2.2.B Neurological Cause

Altruistic behavior activates reward centers in the brain when engaged in an altruistic act, the pleasure centers of the brain become active. Cherry (2018: 2). Positive feelings created by compassionate actions then reinforce altruistic behaviors. Klimecki, Leiberg, Ricard, and Singer (2013: 873).

2.2.C Environmental Cause

Interactions and relationships with others have a major influence on altruistic behavior. Cherry (2018: 2). Psychologists have long debated whether some people are just born with a natural tendency to help others while others are not, a theory that suggests that altruism may be largely controlled by genetics. Klimecki, Leiberg, Ricard, and Singer (2013: 874).

2.2.D Social Norms

Society's rules, norms, and expectations can also influence whether or not people engage in altruistic behavior. Cherry (2018: 2). The norm of reciprocity, for example, is a social expectation in which we feel pressured to help others if they have already done something for us. They did something for you, now you feel obligated to do something in return. Sisco and Weber (2019: 2).

2.2.E Cognitive Cause

While the definition of altruism involves doing for others without reward, there may still be cognitive incentives that aren't obvious. Cherry (2018: 2). For example, we might help others to relieve our own distress or because being kind to others upholds our view of ourselves as kind, empathetic people. Cherry (2018: 2).

2.3 Effects of Altruistic Behavior

Some researchers have found positive psychological consequences of altruistic behavior. Hu, Li, Jia, and Xie (2016: 2). For example like giving charity donations and gift-giving to evoke happiness. Dunn, Aknin, and Norton (2008: 1687). Altruistic behaviors promote physical warmth, warmth is a fundamental need of humans and other primates. Hu, Li, Jia, and Xie (2016: 2). This has been supported by earlier studies on development and attachment as well as by a recent model of thermoregulation, feeling of warmth could be a source of security and individuals could use a feeling of warmth as an indicator of social resources. IJzerman, Coan, Wagemans, Missler, Beest, Lindenberg, and Top (2015: 2).

Researchers have linked feelings of warmth to social behaviors and social cognitions recently proposed a social thermoregulation model. IJzerman, Coan, Wagemans, Missler, Beest, Lindenberg, and Tops (2015: 2). According to this model, thermoregulation is costly for a single individual; therefore, social interactions are vital and economic for animals to maintain proper body temperatures, the model argues that the process of social thermoregulation has shaped high order social cognition. IJzerman, Coan, Wagemans, Missler, Beest, Lindenberg, and Tops (2015: 2).