



The Effect of Cultural Values on the Tendency to Altruistic Behaviors of High School Students of Juybar City¹

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Received: 2024/01/18

Accepted: 2024/07/14

ABSTRACT

Altruism is a social action whose current and sari is a sign of social connection and it provides vital help to the durability of social order, prevention, control, and treatment of social issues as well as the development and excellence of moral virtues. Therefore, the spread of such an important value among social strata, especially students, is fundamental and fruitful. How prevalent is altruism among students? And what kind of cultural values is this important? The present study was conducted to investigate the impact of individualistic and collectivist cultural values on the altruistic behavior of 1736 high school male students of Juybar City. Using the Cochran formula and cluster random sampling method, 320 students were selected and using the standard questionnaires of Carlo and Randall (2003) to measure the altruism tendency of these students and Sivadas et al. (2008) to measure individualistic and collective cultural values. According to them, the desired data were collected. The findings showed that cultural values are not opposite poles and we are witnessing the mixing of individualistic and collectivist cultural values with a relative increase in individualism. The results of the regression analysis also indicate that among the variables of cultural values, the variable of individualistic cultural values has no effect on the tendency towards altruistic behaviors of these students, but collectivist cultural values have an

1. doi: 10.22051/IJOSED.2024.46227.1034

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effect on the tendency towards altruistic behaviors and the dimensions of altruistic behaviors (submissiveness, critical situation, emotional and anonymous) have had a positive impact on these students.

INTRODUCTION

One of the strategic goals of education systems is to raise successful people in life and society. In different conditions and situations, individual and collective interests of people come into conflict with each other. In such a situation, people should consider the interests and values of others in addition to their identity and independent personality. Altruistic people are those who put the interests of others before their interests and have the characteristics of a sense of duty towards others. Altruism is motivated by concern for others. The desirable social behaviors of adolescents do not develop without environmental influences, because they are part of a large system that includes family, school, peer group, social values, and historical context. Because teenagers have high cultural acceptance and are more familiar with new technologies and new ideas and identities, as well as high population density and high travel acceptability and being in contact with diverse cultures and changing lifestyles from agriculture and tradition to industry and lack of investigation of cultural values and its role in the tendency towards altruistic behavior of Mazandaran students, the purpose of this research is to describe the degree of a tendency towards altruistic behavior and the individualistic and collectivist cultural values of students and then to investigate the influence of the tendency towards altruistic behavior from students' cultural values.

MATERIALS AND METHODS

The current research was conducted using a survey method and a standard altruism questionnaire tool (Carlo and Randall, 2003) and cultural values of individualism and collectivism (Sivadas et al., 2008). Revised Desirable Social Tendencies Scale (PTM-R) from 5 subscales of anonymous desirable social behaviors (7 questions), desirable altruistic and collective social behaviors (8 questions), desirable emotional social behaviors (3 questions), desirable social behaviors It is formed in critical and emergencies (4 questions) and desirable social behaviors of obedience (3 questions). Carlo and Rundle reported the reliability of the questionnaire as 0.65, and Bardestani (2013) reported the questionnaire as 0.67 and its validity as favorable. The individualism and collectivism scale of Sivadas et al. (2008) has 16 items that measure 7 components of individualism and 9 components of collectivism. Sivadas et al. (2008) have reported a reliability of 0.8. The statistical population of the study was 1736 male students of the first secondary school of Juibar city and random sampling was a cluster that was selected from the city and the village according to the Cochran formula, 320 people (160 from the village and 160 from the city) were selected from three schools.

RESULTS AND DISCUSSION

The purpose of this research was to investigate the impact of individualistic and collectivist cultural values on students' altruistic behaviors. The results of the research show that the average tendency towards altruistic behavior of students is 3.7, the average of individualistic cultural values is 4.1 and the average of collectivist cultural



values is 3.9. There is no significant relationship between individualistic cultural values and students' altruistic behaviors. There is a positive and significant relationship between collectivist cultural values and students' altruistic behavior, which is in line with the research results (Moorman and Blakely, 1995), (Golchin et al., 2015), Lampridis and Papastiliano (2017) and (Mohammadi and Sheikh al-Islami, 1392). The difference is that in the article about the role of cultural values in predicting altruism through the mediation of responsibility in students of Shiraz University, there is a significant positive relationship between individualism and altruism, and individualism through the mediation of responsibility affects students' altruism. Tendency to altruistic behaviors in anonymous, emotional, critical, and submissive situations has had a positive and meaningful relationship with collectivist values. To explain the results, considering that each theory highlights one of the dimensions of the subject and helps to explain a multifaceted phenomenon. To reach a comprehensive explanation, it is necessary to consider the complex issue of individualistic and collectivist cultural values and their relationship with the tendency to altruistic behaviors in a systematic way and different dimensions. The future world will face vast and deep social changes. Each of the micro and macro level variables needs sociological analysis and research so that detailed planning can be done based on this research. Every society has its own time and place conditions, and it needs precise specialized planning to prevent crises and grow and prosper. Planning should take into account the determining factors such as demographic, economic, political, cultural, and social factors.

CONCLUSION

The results of this research show that the ratio of tendency to altruistic behavior of students is 3.7. Behaviors based on spontaneity are increasing, which can reduce the vulnerability of societies with diagnostic knowledge on altruism and sociological planning. Two institutions, family and education, play a role in the socialization of students and influence cultural values and altruistic behaviors. According to situational theories, when people see the law by others, they are less likely to perform altruistic behaviors. Desirable social behaviors of students do not develop without community influences because they are part of a larger system that includes family, school, peer group, social values, and historical context. In pre-modern societies, the bond between members was the collective conscience. In this type of solidarity, the link between the individual and the society is based on the moral opinion of the collective conscience, and the moral dependence on coercion is the negation of individuality and identity. But in modern society, it is solidarity over difference and differentiation that causes division of labor. Here, solidarity is possible when each person has his field of action and his personality. (Durkheim, 1384: 144). Students imitate what they see more than what they hear; Therefore, to solve the problem, the words should be based on action, reality, and operational results, and collectivism and altruism should be operationally observed in everyday experiences in society. The groups to which a person belongs affect his tendencies. Therefore, it is necessary to examine the motivation of group subcultures and obstacles to collectivism and provide appropriate solutions based on each. In addition to encouraging individualistic behaviors in the family and school, the impossibility of people obtaining the tools needed to achieve the desired goals of society affects individualism and altruistic behaviors. According to the results of this

research, the average of individualistic and collectivist cultural values in the city and the countryside are close and have no significant difference. In many ways, virtual space exposes people's minds to different cultures and inconsistent cognitions, increases diversity in behaviors, and collectivist and altruistic behaviors influence traditional cultural values. Society, like the human body, is made up of various parts and elements, and the unfavorable function of each element, due to neglect or lack of attention, disrupts the entire system. Therefore, it is necessary to comprehensively examine the dimensions and consequences of past, present, and future behaviors based on scientific methods with a sociological perspective, and by solving the problems operationally, these behaviors should conclude that all people can be based on merit and a corresponding reward to step in the path of their growth and prosperity, which is for the benefit of the whole society.

Keywords: Altruistic Behaviors, Cultural Values, Students.

JEL Classification: D64, Z13, O18, I21.

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