



**ALTRUISTIC ATTITUDE AND PERSONALITY: AN EMPIRICAL STUDY
AMONG COLLEGE STUDENTS**

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ABSTRACT:

The study Altruistic Attitude and Personality: An Empirical study among College Students was conducted with a sample of 300 college students in the age range of 19 to 21 years. Altruistic personality Scale developed by Rushton, Chris John and Fekken, Big Five Personality Inventory by Costa and McCree were used to collect the data .The results indicate that there is no significant relationship between Altruistic Attitude and Big five Personality dimensions.

KEYWORDS: Altruistic Attitude, Personality.

INTRODUCTION :

Altruism is the principle or practices of concern for the welfare of others without any obvious benefit or motivation on the part of the individual expressing the concern. Personality variables that predict helping in some specific situations rather than across all situations; and the study have been more successful in identifying traits that predict such behaviour (Carlo et al., 1991; Penner et al., 1995)¹. People who are more helpful than others in one situation are likely to be more helpful in other situations as well (Hampson, 1984; Rushton, 1981)². Personality variables that have associated with greater helpfulness in some contexts include: empathy towards others; a tendency to attribute the causes of events to individual control rather than external circumstances; a collectivist rather than an individualist orientation; and extroversion, openness to experience, and agreeableness (Bierhoff et al., 1991; Kosek, 1995; Moorman & Blakely, 1995).³

Adolescence is a period of rapid cognitive growth, especially with regards to perspective taking, self-understanding and social problem solving. Researchers have shown how adolescents develop their emerging sense of self; their behaviour will likely vacillate between actions that serve their own interests and behaviour meant to provide benefits to other people. Through appropriate serving opportunities, adolescents learn about the intrinsic benefits of devoting more of their time and efforts to contributions that will serve other people and the larger community.



Personality is a dynamic organization within the individual of those psychophysical systems that determine the unique adjustment to his environment Allport (1948)⁴. The Personality traits of Altruistic people were investigated by Trait (2009). The study looks at helping in relation to affective empathy and Costa and McCrae's (1992) Big Five personality traits, using both males (n = 22) and females (n = 32) and also looks at helping in relation to people's dispositional levels of altruism, empathy and personal distress .people who were high on

Extraversion and Agreeableness were high on altruism. The results reveal that Agreeableness and Extraversion may be essential traits that make up the altruistic personality. People high on these traits are generally more empathic and more likely to help⁵.

Subhashini.T and HemalathaKalaimathi .D (2013)conducted a study to find out the relationship between altruism and personality type among higher secondary school students. The sample consists of 300 students. Eysenck Personality Inventory and Altruism Questionnaire were used. The results showed significantly positive relationship between altruism and personality type among the samples⁶.

OBJECTIVES:

To find out the existing relationship among the variables Altruistic Attitude, Big Five personality and its dimensions (OCEAN).

HYPOTHESIS:

There will be a significant relationship between Altruistic Attitude and the Big Five personality dimensions

METHODOLOGY:

The investigator personally met the respondents, apprised about the purpose of the study and gathered relevant information. The incomplete response was omitted. Due care was given for data entry.

SAMPLE:

The sample consists of 300 students (Male=150) and Female=150), randomly selected from two educational institutions from Tirupur district. The age range of sample is 19-21 (Mean age: 20.56).

TOOLS:

1. Altruistic Personality Scale - Rushton, J.P., Chris john, R.D., and Fekken (1981).
2. Big Five Personality Inventory – Costa, P.T., McCree,R.R (1992).

RESULTS AND DISCUSSION

Table-1 shows the product moment correlation coefficients for Altruistic Attitude and various dimensions of Big Five Personality Dimensions.

S.No	Variables	Correlation	Significance
1.	Altruistic attitude and Openness to Experience	0 .010	NS
2.	Altruistic Attitude and Conscientiousness	0.026	NS
3.	Altruistic Attitude and Extroversion	0.016	NS
4.	Altruistic Attitude and Agreeableness	-0.040	NS
5.	Altruistic Attitude and Neuroticism	-0.043	NS

NS: Not Significant

The table shows the product moment correlation coefficients of Altruistic Attitude and Big Five Personality dimensions (Openness to experience, Conscientiousness, Extroversion, Agreeableness and Neuroticism). The correlation score between Altruistic Attitude and openness to experience, conscientiousness and extroversion are .010, .02 and .016 respectively. The correlation score between

Altruistic Attitude and Agreeableness is $-.040$ and for Altruistic Attitude and Neuroticism the score is $-.043$. The dimension Agreeableness and Neuroticism is negatively correlated with Altruistic Attitude whereas Openness to experience, Conscientiousness and Extroversion are positively related to Altruistic Attitude but the correlation does not show any significant relationship.

The results indicate that the variable Altruistic Attitude is not significantly related to the Big Five Personality Dimensions (' r ' is less than 0.1) this indicates that the Big Five Personality Factors are independent and does not directly relate to the variable Altruistic Attitude.

CONCLUSION

The findings reveal that there is no significant relationship between Altruistic Attitude, Big Five Personality dimension (Openness to Experience, Conscientiousness, Extroversion, Agreeableness, Neuroticism)

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