

SOCIAL PSYCHOLOGY OF ALTRUISM AND ALTRUISTIC BEHAVIOR

Alijanov Nurbek
Teacher of Fergana State University

Abstract:

The article talks about the concept of altruism, characteristics, characters and social psychological research of altruistic behavior, research of altruistic behavior in a broad sense, and practical application of the obtained results.

Keywords: altrism, altruistic behavior, empiric, prosocial behavior, character, criterion.

Introduction

The concept of altruism was introduced to the science for the first time by the French philosopher and founder of sociology O. Comte. He explains this concept as the actions of humanity associated with the awakening of altruism. According to O. Comte, the principle of altruism is as follows: "Live for others." According to him, altruism is the opposite of selfishness, and the owner of this attitude is active in benefiting others.

Altruism can be considered as consciously and willingly serving people, helping them to be happy based on the motives of love, loyalty, mutual understanding, grief, and sorrow. In some cases, the altruist is ready to sacrifice himself, he is ready to give up his happiness, interests and goals.

In empirical studies, altruistic abilities of human behavior are studied, they consist of the following form.

1. Criteria for ethical behavior (Dr. Wright)
2. High standard of personality development (L. Kolberg, T. Laitkona)
3. As a personality trait (I.A. Velichko).

An altruist does not need anything in his personal life. He can easily get into the state of "nothing is needed in life". He can easily move into other people's lives, other people's problems come into his personal life.

Russian philosopher V.S. Solov'ev in his book "Advocacy of Mercy" based altruism on compassion and considered it as a natural manifestation of human nature, and described its opposite (egoism, loneliness) as a disease.

B. F. Skinner analyzed the phenomenon of altruism and came to the following conclusion: "We begin to respect people only when we cannot explain their heroic actions. Only when we cannot explain the behavior of such people from an external point of view, we assume that these actions depend on their internal state...".

With the development of empirical psychological research, the vague concepts of altruism and beneficence were gradually replaced by the widely used term "prosocial behavior".

There are also sex differences in altruistic behavior, which can be seen in the following: women tend to display prosocial behavior for a long time. For example, caring for loved ones. And men tend to show irrevocable "heroism". For example, heroism when a fire broke out. In this type of heroism, we can observe actions that are outside of social norms.

According to Herbert Simon, prosocial behavior is privileged in the case of natural selection, and in a sense, he emphasizes that altruism can be considered as a program genetically instilled in a person. Of course, it is appropriate to mention the character typology of the person here.

In our everyday life, the word "character" is one of the most frequently used words in our language. We always use it when we want to evaluate others. Scientists interpret the meaning of this word as "printed stamp". What are the symptoms of the brand itself?

Character is a set of such psychological, subjective relationships in a person that they express his attitude to existence, people, objective activity and himself. Therefore, the category "attitude" is the main one in character explanation. According to B. F. Lomov, character is the basis of the inner world of a person, and its study is of great importance.

According to social psychological studies of altruistic behavior, an important role is played by the individual's personal responsibility. If the decision is made by the group, the responsibility is divided among the group members, in this process the personal responsibility of the group member is reduced. According to D.A. Leontev, based on the definition of Lee Ross and Richard Nisbatt, he gives the following information: "if something has happened to you, if you feel bad and you need help, it is useless to ask for help without referring to a specific person when people are passing by without stopping. Choose a person and ask for help according to him, and the chances of getting help will increase several times. Based on the above, the study of altruistic behavior in a broad sense and the practical application of the obtained results are important scientific innovations for society.

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