GENDER DIFFERENCES IN ALTRUISTIC BEHAVIOR AMONG EMERGING ADULTS

BY

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UNITED STATES INTERNATIONAL UNIVERSITY, AFRICA

FALL 2017
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A Thesis Submitted to the School of Humanities and Social Sciences in Partial Fulfilment of the Requirement for the Degree of Masters of Arts in Counselling Psychology

UNITED STATES INTERNATIONAL UNIVERSITY, AFRICA

FALL 2017
DECLARATION

I, the undersigned, declare that this is my original work and that this work has not previously been submitted to any other college, institute or University for any academic credit other than the United States International University, Africa.

Signed: ___________________________       Date: ________________

Rose Nabi Deborah Karimi Muthuri (Student ID: 641187)

This research thesis has been submitted for examination with my approval as the University Supervisor

Signed: ___________________________       Date: ________________

Dr. Michael Kihara, Supervisor

Signed: ___________________________       Date: ________________

Prof. Angelina Kioko, Dean of Humanities and Social Sciences

Signed: ___________________________       Date: ________________

Prof (Amb) Ruthie Rono, Deputy Vice Chancellor, Student and Academic Affairs
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DEDICATION

I dedicate this thesis to my father Joses and my mother Lenity. They have motivated, loved, encouraged, cared and supported me throughout my life. To the Almighty God, I owe everything to him.
ACKNOWLEDGEMENT

I am extremely thankful to Dr. Michael Kihara, my supervisor, for his invaluable support and guidance throughout every stage in this research process. Through his guidance I was able to go through the entire research process successfully.

I am grateful to the senior management at the United States International University Africa, for providing an enabling academic environment. Thank you to the Institutional Review Board (IRB) for permitting me to carry out my research study. I would like to thank the respondents for accepting to participate in my research study. I am thankful to Professor Mwachofi, Mr. Nyaribo and Mr. Ndirangu who permitted me to collect data from the students in their classes.

I am immensely thankful to my parents; Professor Joses Muthuri Kirigia and Mrs. Lenity Nkanata Muthuri for tirelessly and persistently praying, inspiring, caring, encouraging, supporting and understanding me always.

My special gratitude goes to my grandmother Jesca for continuously encouraging me to aim higher and to never give up. The same applies to my aunt Beatrice, my friend Tracy, my cousins Bundi, Millicent, my nephew Collins and niece Michelle who constantly challenge me to aim higher. I am also thankful to the rest of my family and friends who encouraged me in one way or the other.

I owe my utmost gratitude to God, our heavenly Father for this far He has brought me.
Abstract

The current research study aims to examine the gender differences in altruistic behavior among emerging adults. In the area of altruism, various research has been done in various countries such as China, USA, Canada etc. However, due to differing population demographics, results differed from the current research. The participants (n=141) of the study were emerging adults (18 to 25 years). The present research study used a quantitative research design as the Self-Report Altruism Scale was used to collect data. A Chi-Square test of independence was carried out using SPSS® version 20 to examine if there are any gender differences in altruistic behavior and the factors influencing altruistic behavior.

Amongst the 141 respondents about 49% were males and 51% were females. This research study found no gender differences in altruistic behavior. In this study, five factors were examined to discover if they influenced altruistic behavior among emerging adults. Using the Chi-Square test of independence, three factors were found to influence altruistic behavior in emerging adults specifically age, presence of religious belief and lastly, the number of people present when the respondent last behaved altruistically; the null hypothesis for the three factors was rejected at 0.05 level of significance. The top three suggested ways of encouraging altruistic behavior among emerging adults according to the respondents were: creation of awareness (50%), socialization (23%) and the use of incentives (17.6%). Future studies could do a similar research with a wider scope of emerging adults from various universities in Kenya.

Keywords: Altruistic behavior, Emerging adults, Gender differences
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<tr>
<td>USIU-A</td>
<td>United States International University, Africa</td>
</tr>
<tr>
<td>SRA</td>
<td>Self-Report Altruism Scale</td>
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Chapter 1
Introduction and Background

1.0 Introduction

Chapter one covers the following: the background information on altruistic behavior, the purpose of the study, the problem statement, the research objectives, the research questions, justification of the study and finally the operational definitions of the study.

1.1 Background information

Altruistic behavior, also referred to as “helping behavior”, is characterised by acts that benefit other individuals other than oneself (Clement, Harris, Benard, Antoinietti & Kaufman, 2014). Altruistic behavior is among many things characterised by caring, helping and sharing. Altruism is also regarded a subgroup of prosocial behavior (Seefeldt, 2008). The nature versus nurture debate is present in the area of altruistic behavior. The nature versus nurture debate has introduced two perspectives of altruism namely: evolutionary and social psychology perspectives (McAndrew, 2002; Hoffman, Gonzalez-Mujica, Acosta-Orozco & Compton 2017).

The evolutionary perspective is based on the belief that altruism is as a result of inclusive fitness known as “kin selection” (McAndrew, 2002). The evolutionary theorists’ claim that individuals behave altruistically during situations that involve kin selection. This means that individuals cooperate and help people they are related to because of gene survival purposes (Hoffman et al., 2017).

The social psychology perspective of altruism on the other hand, defines altruism as the voluntary action to help another individual regardless the type of relationship (McAndrew, 2002). Researchers that support this perspective claim that individuals may help other individuals based on empathy and not because they are related (Hoffman et al., 2017). Social
psychologists believe that individuals such as Mahatma Gandhi are altruistic because they have a sense of empathy and responsibility towards others (Hoffman et al., 2017).

Freund and Blanchard-Fields (2014) stated, there are two types of altruists: pure altruists and warm-glow altruists. A pure altruist helps other individuals in order to feel good about themselves; a warm-glow altruist by contrast helps others in order to make the receiver feel better (Freund & Blanchard-Fields, 2014). This implies that pure altruists help others for selfish related reasons while warm-glow altruists help for selfless reasons. Hence, motivations to behave altruistically vary from one individual to the other.

Some researchers claim that emotional benefits should not be regarded as a “selfish reason” to behave altruistically (Barasch, Levine, Berman & Small, 2014). They agree that altruists perform prosocial acts to not only reap emotional benefits and satisfaction but also to receive a high moral character through helping (Barasch et al., 2014).

Individuals have been found to appreciate altruistic behavior that are experiential rather than materialistic (Walker, Kumar & Gilovich, 2016). A recent study on experiential consumption found 63.4% of people prefer experiential purchase involving holiday trips, meals and concerts result in longer satisfaction due to the social connection involved (Walker et al., 2016). The similar study found, material purchase such as cars, houses and jewellery have short term gratitude and less influence on altruistic behavior.

Hoffman (1981) believed that altruistic behavior is ingrained in human nature. He explains that individuals are predisposed to helping others in distress or misfortune as a result of empathy (Hoffman, 1981). Empathy enables an individual to view the world in another person’s perspective (Farsides, 2007). This suggests that individuals are altruistic because they are naturally empathetic. In addition, individuals are altruistic as they have a natural desire for
social cohesion (Clement et al., 2014). However, some individuals are not as altruistic as others. Raising the element of the environment’s (nurture) role in altruistic behavior.

Motivations of altruistic behavior can be explained by two notions namely: Hobbesian and Rousseau (Clement et al., 2014). The Hobbesian notion supports the ideology that altruistic behavior is as a result of selfish desires. For instance, we help people in need so as to gain recognition or status. The alternative notion is the Rousseau’s notion based on the belief that altruistic behavior is motivated by the innate selfless nature of human beings.

According to Toumbourou (2016), altruistic behavior develops throughout the human life span. From childhood through to adulthood individuals are socialised to perceive altruistic behavior in a gender stereotypical perspective (Clement et al., 2014; Heilman & Chen, 2005). Thus, nurture also has a significant role in the development of altruistic behavior.

Researchers found that gender stereotyping or “gender role prescription” is present in organization settings (Heilman & Chen, 2005). Women are expected to portray prosocial tendencies but they are seldom recognized even in the workplace. Conversely, when a male portrays altruistic citizenship behavior they appear to behave exceptionally thus, are rewarded for it (Heilman, & Chen, 2005). Socialization has had an influence, as females are brought up to be more nurturing which leads to emphasis on the development of altruism among females than males (Fechter, 2016).

Szuster (2016) stated in addition to gender there are other factors that have been found to lead development of altruistic behavior. Some of the factors include: type of relationship, the consequence of the altruistic acts, elevating media, moral judgement, age, religiosity, social distance and gender (Impett, Gable & Peplau, 2005; Zhao, 2012; Ellithorpe, Ewoldsen & Oliver, 2015).
1.2 Problem Statement

Altruistic behavior is valued in human society. Studies on altruism and gender have been carried out in the United States of America, South America, Europe, China and Canada. In numerous universities (such as UCLA (Impett et al., 2005), University of British Columbia (Zhao, 2012), the University of Sao Paulo (Zin, Escobar, Esteves & Goyos, 2015)) and in the workplace (Heilman & Chen, 2005) among others. However, there is a dearth of similar studies in Africa specifically among Kenyan universities. Thus, information on the relationship between gender and altruism, the factors influencing the relationship and how to encourage emerging adults to be altruistic is limited. Hence, the current study aims at contributing to bridging the knowledge gap in the area of gender and altruism.

1.3 Purpose of the study

The purpose of this study is to examine the gender differences in altruistic behavior among emerging adults.

1.4 Research Objectives

1. To examine whether there is a statistically significant relationship between altruistic behavior and gender among emerging adults.

2. To identify the gender differences in factors that determine altruistic behavior among emerging adults.

3. To investigate ways of encouraging altruistic behavior among emerging adults.

1.5 Research Questions

1. Is there a statistically significant relationship between altruistic behavior and gender among emerging adults?

2. What are the gender differences in factors that determine altruistic behavior among emerging adults?
3. In what ways can emerging adults be encouraged to engage in altruistic behavior?

1.6 Justification of the study

Altruistic behavior is a prosocial behavior that influences the way people relate. When people are altruistic they have better relationships. Importantly, this study will show the factors affecting altruism and the ways altruism can be cultivated among emerging adults. The reason for studying emerging adults is because they are going through identity exploration (Arnett, 2000). Thus, it would be beneficial to know how to cultivate altruistic behavior to their ways of life. The current study will therefore, fill the knowledge gap that exists in Kenya in the area of altruistic behavior and gender among emerging adults.

1.7 Scope of the study

The scope of the current study will be among emerging adults from USIU Africa community. This means that the study will focus on individuals aged 18 to 25 years.

1.8 Operational Definitions

1. *Gender* is a psychological and social construct through which social roles are assigned according to what is perceived masculine or feminine.

2. *Altruistic behavior* is characterised by the act of doing something that benefits another individual (Clement et al., 2014).

3. *Emerging adults* are individuals who are between late teenage years and early twenties; that it between ages 18 to 25 years (Arnett, 2000).

1.9 Chapter Summary

Chapter one has shown the research background, the purpose of the study, the problem statement, the research objectives and questions, the justification of the study and the
operational definitions of the study. The following chapter 2 looks at the literature in the current topic of study.

Chapter 2

Literature review

2.0 Introduction

Chapter two explores some theories of altruistic behavior and outlines the conceptual framework of the current study. In addition, the current chapter reviews empirical studies in order of the objectives of the study.

2.1 Theoretical Framework

One of the first theories of altruistic behavior is the kin selection theory invented by Charles Darwin. This theory explains altruism through a biological perspective. Evolutionary theorists adopted the biological perspective that states that individuals tend to act altruistically to persons they are affiliated to or who are their kin (McAndrew, 2002 p.79). In 2005, researchers found that participants would rather help a relative or an intimate partner compared to a person they consider a stranger (Impett et al., 2005). Researcher explained that, participants felt an improvement in their well-being and in the quality of their relationships when helping their partner or relative (Impett et al., 2005).

Evolutionary psychology states that persons are altruistic in order to avoid extinction of one’s heritage (Simmons, Klein & Simmons, 1977). A study discovered for altruistic acts such as donating a kidney, individuals would rather donate it to a relative than a stranger because of promoting hereditary development (Simmons et al., 1977). However, some researchers have found that individuals do not only help as a result of kin selection but also as a result of empathy. This is explained by the empathy-altruism theory.

According to Batson, Duncan, Ackerman, Buckley and Birch (1981), altruism is not necessarily a result of egotism but empathy. The empathy-altruistic theory states that,
individuals are innately altruistic and desire to help others to improve another person’s wellbeing as a result of empathy (Batson et al., 1981). Empathy is an emotion that can be described as “picturing oneself in someone else’s shoes”; it is often elicited when seeing someone else is in a needy situation. The empathy approach to altruism is a possible explanation as to why sometimes individuals find themselves helping someone they have not met before. Both theories are used interchangeably throughout the human life span depending on the situation.

2.2 Development of altruistic behavior

Altruistic behavior and perceptions change throughout the humans’ life span from simple to more complex cognitive processes (Toumbourou, 2016). In 2014, an experiment was carried out to investigate helping behavior among toddlers. The researchers discovered, a toddler from the age of 1 year and 8 months has the general tendency to help (Warnken & Tomasello 2014). In addition, the researchers found that the toddlers are motivated to perform altruistically when verbal praise is given compared to extrinsic rewards (Warnken & Tomasello, 2014). Thus implying the reaction or response received from the behavior has a significant role.

According to Toumbourou (2016), children aged between 5 and 12 years are taught how to share and care. During the adolescent stage (aged 13-18 years), prosocial tendencies have been found to increase (Toumbourou, 2016). Altruistic behavior in school is nurtured through cooperative programs and games such as sports teams, group science fairs and achieving collective rewards (Toumbourou, 2016). However, it is through these games that some gender differences are recognized.

The motives of altruism have been studied among children and adults. Among children aged 3 years, performance of altruistic behavior is for selfish reasons such as external rewards like toys (Clement et al., 2014). The conclusion was based on the observation that 3-year-old children adopt prosocial behaviors towards a person and usually expect reciprocity even from
strangers (Clement et al., 2014). Children aged 4 to 6 years performed prosocial behaviors and did not expect reciprocity; thus altruism at this stage is viewed as performing altruistic acts for more selfless reasons (Clement et al., 2014).

Researchers claim perceptions of altruistic behavior among children are based on gender stereotypes taught to them rather than actual experiences (Zarbantany, Hartmann, Gelfand & Vinciguerra, 1985). A study done among 5th graders (aged 10-11 years), found that girls were judged to be more altruistic than boys (Zarbantany et al., 1985). However, boys endorsed boys for altruistic behaviors that they regarded masculine. Girls tended to endorse girls for both feminine altruistic behaviors and sex neutral helpful behaviors. Researchers found that, the girls were not willing to give the boys credit for altruistic acts (Zarbantany et al., 1985).

The preparedness to help in contexts that involve pain, injustice and loss are age-related (Sze, Gyurak, Goodkind & Levenson, 2012). Sze et al., (2012) observed, the older an individual is the more likely they are to behave in an emotionally empathetic manner. Younger adults have the lowest empathetic concern compared to middle adults and older adults who have the greatest empathetic concern (Sze et al., 2012). Freund and Blanchard-Fields (2014), had similar findings when they studied altruism using a cross-sectional design as opposed to an experimental design.

Young adults are less willing to spend their resources compared to middle aged adults (Freund & Blanchard-Fields, 2014). Researchers believed this was because younger adults have fewer accumulated resources and opportunities compared to middle and older adults (Freund & Blanchard-Fields, 2014). Research has found that older adults are more likely to be sympathetic and empathetic and willing to help than younger adults (Sze et al., 2012).

Similarly, Fetcher (2016) stated that older adults reported experiencing more emotional benefits than younger adults from volunteering. This implies that volunteering does benefit everyone through increased well-being. However, older adults gain a sense of purpose from
volunteering which results in improvement of their well-being (Fetcher, 2016). This is concurrent with Erik Erikson’s psychosocial theory, where generativity begins at middle adulthood (ages 40-65 years). Generativity is characterised by helping the next generation become better.

A study among adults found gender differences in the well-being of altruistic individuals. Both males and females who scored highly in self-reported altruism showed an improvement in mental health (Fetcher, 2016). Nevertheless, females reported experiencing improvement in physical health and positive affect; while males reported having received social benefits such as increased community connection (Fetcher, 2016).

As an individual develops social norms shape and guide their behavior. Due to sex role identification males and females behave differently. Thus, women are expected to be selfless, communal, caring, warm and this role identification makes females more prone to be altruistic (Rand et al., 2016). For instance, in majority of the cultures women are expected to behave altruistically and are nurtured to do so; as a result, internalization of altruism becomes part of their intuitive response system (Rand et al., 2016).

Males on the other hand, are expected to be independent, dominant thus leading to reduced expectations of being altruism. However, no gender differences have been in cooperation as it is intuitive regardless of ones’ gender (Rand et al., 2016). This shows that the realization that the success of ones’ behavior is determined by the societal norms of a given culture is brought about as an individual grows.

Therefore, altruistic behavior is influenced by development through the life span stages. However, age is not the only factor that influences altruism. To gain a complete understanding of altruistic behavior, the following section explains other factors influencing helping behavior.
2.3 Factors influencing altruistic behavior.

Altruistic behavior is influenced by various mediating factors in addition to development. In 2002, Seglow stated that freedom of choice is an essential factor of altruism. He explained that individuals need to be free to choose if and when to be altruistic. For instance, people should be able to volunteer to help an individual in need. However, we do have the legal systems of countries that compel the wealthy individuals to pay through high taxation for the welfare of the less able (Seglow, 2002). Due to the fact that an individual is forced to give, the element of freedom is sometimes vague. Yet research has found in order for an individual to feel satisfied after behaving altruistically they have to freely choose to do so (Seglow, 2002).

The reciprocal aspect of altruism may be a factor of altruistic behavior (McAndrew, 2002). Reciprocal altruism is a cooperative behavior among unrelated individuals that benefit each individual. Research has also found that individuals help based on identification of a good exchange partner (McAndrew, 2002). This implies that sometimes individuals help so as to be helped as they may believe ‘what goes around comes around’.

Altruism also involves an individual doing something for someone at ones’ cost (Zhao, 2012). Intimacy has been found to be a factor influencing altruism. A study found individuals who were attracted to each other expressed their selflessness through varied altruistic acts (Impett et al., 2005). The reason being, it makes the performer of the altruistic act feel better (Freund & Blanchard-Fields, 2014). Intimate relationships involve giving in and giving up (Impett et al., 2005). Altruistic behaviors like every behavior is influenced by the response or consequence.

The consequences from altruistic behavior influence the occurrence and frequency at which individuals express it (Impett et al., 2005). Altruistic behavior is a prosocial act thus benefits another individual(s) in the society. A longitudinal study done in the United States
found when the participants performed altruistic acts towards their partners they had a higher level of well-being and the quality of their relationships was better (Impett et al., 2005).

Physical appearance also played a role in judgment of altruism. Females judged physically attractive men shown to them on pictures as being altruistic (Farrelly et al., 2016). Altruistic behavior was also found to increase the physical attraction of men. A man who was only altruistic was rated as more desirable than the ones who were just physically attractive (Farrelly et al., 2016).

Media has been found to influence people’s behavior. Elevating media sometimes influences the frequency of altruistic behavior (Ellithorpe et al., 2015). Elevating media evokes positive emotions on the consumer of the media sometimes as there are other mediating factors (Ellithorpe et al., 2015). An experiment was carried out among 80 undergraduate students aged between 20 to 37 years, involved randomly assigning participants to either an elevating film or non-elevating but positive film (Ellithorpe et al., 2015). After the film, they were asked to give some tickets they had won. The individuals who watched the elevating film gave the tickets more than the individuals who watched the non-elevating film.

Researchers believe people are altruistic because of empathy. A significant element of emotional quotient (EQ) is empathy; which has been found to be an essential factor of for altruistic behavior (Bethlehem et al., 2016). The reason being, empathy is based on affective mechanisms in the human brain (Szuster, 2016).

Neurobiologists believe empathy is useful for survival and has been found to have evolved in primates (Bethlehem et al., 2016). There are individual differences in empathy, research has found that some individuals are more prone to help others. There are gender differences that have been found in altruistic behavior. In 2016, men were found to be more
generous than women in real life helping situations (Bethlehem et al., 2016); which is contrary with the belief that women are more altruistic than men.

In 2013 Weng et al., stated that compassion is a key motivating factor of altruism. Research has found that compassion and altruism are significant in successful societies. Researchers found that among healthy adults who go through compassion training experience emotional change in their response and are more caring (Weng et al., 2013). Neural changes after the compassion training were discovered as the brain regions associated with socialization and emotion were more activated compared to before the training (Weng et al., 2013). The training involved giving emotional regulatory challenges that the participants had to engage in prosocial behavior and not avoid the problem. The similar study found a positive relationship between compassion and altruistic behavior (Weng et al., 2013). Closely related to compassion is morality.

The researchers found that perception of what is moral, influenced altruistic behavior over a long period of time (Ellithorpe et al., 2015). Moral judgment is explicitly taught through religious texts such as the Qurans and Bibles (Zhao, 2012). Zhao (2012) found a high positive correlation between religiosity and altruism among undergraduate students. This implies that religiosity has an effect on helping behavior but it has not been found to be a predictor of altruism. However, based on experiments on altruism it was found that the actual influence of altruism during the study was moral judgement specifically taught through religion (Zhao, 2012). In addition, another contributor of altruistic behavior is proximity between the person performing the altruistic act and the receiver of the altruistic act.

The amount of social proximity is recognized as a factor that can influence on altruism which supports the kin selection theory (Zhao, 2012). Individuals are more likely to help a relative than a friend (Impett et al., 2005); similarly, people are more like to help a friend than a charity who may need more help (Zhao, 2012).
A recent study found development of interpersonal attachment has a positive effect on reciprocal altruism (Kim, Chung, Lee & Preis, 2016). Thus, implying the socialization is a way that altruism can be improved as interpersonal relationship build through socialization. A study done on Christmas gift giving found that males are more likely to invest altruistically in close proximity social relationships than females (Dyble, Leeuwen & Dunbar, 2015). The results imply there are gender differences in altruistic behavior.

Gender differences are a result of the perception and stereotype that women are expected to selflessly sacrifice themselves and be altruistic always (Rand et al., 2016). Thus implying, women are more likely to be altruistic in order to fit into societal norms. The norms include that women should be kind, caring, and helpful while men should be autonomous and dominant (Rand et al., 2016). As a result, intuition is seen as favouring women than men, due to socialization between the sexes (Rand et al., 2016).

Individuals are socialised to perceive altruistic behavior in a gender stereotypical perspective (Heilman & Chen, 2005). Heilman and Chen (2005) discovered when men were altruistic it was recognized and rewarded; but when women did the same it was not rewarded when present but punished when absent. In 2014 Clement et al., found that men are likely to portray altruistic behavior in collective settings and reciprocate when they are likely to gain status. While adult women reciprocate altruistic behavior in relation contexts.

In 2015, an experiment using sharing games was done among 240 students aged 18 to 25 years in the University of Sao Paulo, Brazil (Zin et al., 2015). Participants could either agree to be given a smaller reward than the other participant (receiver) or agree to get a greater monetary reward than the receiver. The study found gender differences, males were more likely to pick the optimal condition where they get more money even if the receiver needed it more in comparison to women (Zin et al., 2015).
Research has shown that there are multiple factors that influence altruism. Gender differences are recognizable in the various factors influencing altruism. Altruistic behavior is present across the human life span. The factors can be classified into individual and situational determinants that are illustrated in the conceptual framework (see figure 1).

2.4 Conceptual Framework

![Conceptual Framework Diagram](http://etheses.dur.ac.uk/8107)

**Figure 1:** An illustration of the individual and situational determinants of altruistic behavior (source: http://etheses.dur.ac.uk/8107)

Figure 1 illustrates the individual and situational determinants among males and females. According to Wolfson (1978), both individual and situational determinants influence an individual’s tendency to engage in altruistic acts. Thus, the determinants of altruism can be divided into individual and situational determinants between the sexes (See figure 1). The individual determinants are specific to the individual (Wolfson, 1978) which include, personality, family structure, and age.

The situational determinants refer to the external characteristics when performing the altruistic act (Batson et al., 1981). Situational factors include: the number of people (group size)
around an individual at the time they are asked to help and also the task involved when another individual asks for help (illustrated in figure 1) (Wolfson, 1978).

### 2.5 Ways of encouraging altruistic behavior.

A study on beneficial action within altruism found awareness of societal human rights resulted to individuals empathising with others more (Toumbourou, 2016). In 2016, Toumbourou stated, failed states get into wars sometimes due to failure of implementing human rights. Thus, showing the more knowledge individuals have of societal human rights, the more they are encouraged to behave in a prosocial manner (Toumbourou, 2016). As they are also aimed at eliminating antisocial behavioral tendencies. Through human right, a moral judgement on how to treat people is elicited.

A combined exposure to religious and moral based texts (Zhao, 2012) and elevating media (Ellithorpe et al., 2015) positively influence altruistic behavior can be used to cultivate altruism among individuals. Religiosity in relation to altruism, has been fostered and has been found to encourage humane approach of treating people (Zhao, 2012). While elevating media has been found to heighten emotions such as tenderness, compassion and caring; however, this was for a short period (Ellithorpe et al., 2015). Thus, a hybrid of both could lead to the development of altruistic personality among individuals.

Emphasis on the similarities as compared to differences among humans’ altruism can be cultivated (Farsides, 2007). The tendency to identify with each other increases and so does the compassion and urge to act in a prosocial way. Differences on the other hand creates distance thus, fostering of altruism is more challenging when viewing how different humans are. Thus, socialization is an essential element of cultivating altruism.

Socialization is a reinforcing factor that can be used to foster altruism among emerging adults (Szuster, 2016). It is through social development that humans learn compliance of
behavior. Social norms instilled through education from multiple social actors such as parents, peers, teachers and groups (Szuster, 2016).

According to Szuster (2016), social actors create a foundation for the internalization of socially acceptable behaviors like altruism. The social actors include: parents, teachers, role models religious groups and culture in general (Farsides, 2007). Thus, through passing knowledge of social norms, morals and values individuals discover the difference between right and wrong behavior (Szuster 2016). Individuals who have the ability to empathize have a greater potential to be altruistic (Farsides, 2007). Altruism has been found to amplify ones’ social ability as empathy is increased through social interaction.

Altruism in the moral perspective is seen as part of the welfare system (Farside, 2007). Fostering altruism can be achieved by promoting depicting altruism as an attractive trait that brings about life satisfaction and bliss. Ways of achieving this include: using common role models such as famous people, the media, emanating it in public and by modelling altruistic behavior in our personal lives (Farside, 2007). This will result in modelling of the altruistic behavior as it will seem acceptable.

In 2017, a research study found that there are psychological benefits of receiving real life altruism (Hoffman et al., 2017). Approximately 75% of individuals that experience unexpected acts of altruism also experience a positive change in their view of life (Hoffman et al., 2017). Women compared to men who receive unexpected altruistic acts become more grateful for others. Both men and women experience getting closer to religion after going through an unexpected altruistic experience (Hoffman et al., 2017). Research has shown that receivers of unexpected altruistic acts gain psychological benefits such as; being more open minded, helpful, grateful and increased motivation to help others (Hoffman et al., 2017).
Research has shown, there are interpersonal and intrapersonal benefits of altruistic behavior (Seglow, 2002; Fechter, 2016). A benefit of altruism is the increased social opportunity in which people can freely engage with other people (Seglow, 2002). This implies that being altruistic contributes to an individuals’ well-being positively. Fechter (2016) also found that individuals who engage in altruistic behavior often receive benefits such as improved mental health, physical health, emotional stability and life satisfaction. All the benefits were found to contribute to improved well-being of the altruistic individuals, which was universal across the genders (Fechter, 2016).

Another study found consistent results in the relationship between altruism and attraction and the gender differences. Altruism is a predictor of mating success in the human species (Arnocky, Piché, Albert, Ouellette & Barclay, 2016). Researchers discovered that individuals who scored higher in a Self-Report Altruism measure were desirable to the opposite sex (Arnocky et al., 2016). The similar study also found that altruism was a highly appreciated valuable to potential mating partners or mates. Altruists also reported more lifetime sex partners. For the male participants’ altruism was a predictor of the number of sexual partners but this was not true for females (Arnocky et al., 2016). In addition, research has shown females preferred altruistic males especially for long term relationships (Farrelly, Clemson & Guthrie, 2016).

Elimination of the ideology of gender based altruism through increased awareness can result in an increased occurrence of altruistic behavior in our society. In 2008, study done in the United State of America used a questionnaire to examine gender stereotypes in altruistic behavior. Seefeldt (2008) found that extravagant and large altruistic acts were perceived to be performed by males; while minute altruistic acts were perceived to be done by female. In addition, the 78 undergraduate participants perceived a female to be the receiver of the altruistic act made by either a female or male (Seefeldt, 2008). This may be in relation to the stereotypical belief that females are dependent beings and males are independent beings with heroic
tendencies and capabilities. Thus when males perform an altruistic act it is extreme (Seefeldt, 2008).

A study done in the work place found that stereotypes still prevail. The prevalence of gender role prescriptions (Heilman & Chen, 2005) proceeds through to adulthood. Women are perceived and expected to behave more altruistically than men. The social reputation of a female is highly determined (Heilman & Chen, 2005) by their altruistic behavior and are obligated to be more altruistic than males (Zarbantany et al., 1985). Thus in order to eliminate the gender stereotypes, the relationship between gender and altruism needs to be studied.

Various reinforcement techniques such as verbal appraisal and other reward methods have been found to effectively encourage altruism in society (Hoffman et al., 2017). Through inspiring people to be helpful, a successful society can be achieved when people are altruistic. However, it is essential to recognize that universal altruism in an unrealistic goal but if the altruistic nature is present there are reduced conflicts and fewer reports of physical and mental illnesses as well-being is promoted by altruism.

2.6 Chapter Summary

The second chapter has looked at the theoretical framework on altruism. A diagrammatical illustration of the relationship between gender and altruism has been done in this chapter. Finally, chapter two has shown the method variations and research findings of various studies. The next chapter 3 looks at the methodology of the study.
Chapter 3

Methodology

3.0 Introduction

Chapter 3 shows the methodology of the current study. In this chapter a research design, the sampling design, data collection methods, data analysis and ethical consideration of the current study are shown and explained.

3.1 Research Design

The current study utilized a quantitative research design. This research design was used to examine the relationship between gender and altruistic behavior among emerging adults. The research instrument is the Self-Report Altruism Scale (SRA). The SRA was used to collect the data on how gender influences the odds altruistic behavior. The data from the survey was analysed using SPSS® version 20.

3.2 Population and Sample

USIU-A is a private university located in Nairobi, Kenya. It is a higher institution of learning with an undergraduate student population of approximately 5,000 (Fall Fact Sheet, 2016). USIU-A is an accredited university by the Commission for University Education in Kenya and by WASC Senior College and University Commission in the USA (United States International University, Africa website, 2017).

The sample size of the current study is n=141. It has been calculated using the following parameters:

- Confidence interval: 5
- Confidence level 95% (1.645)

For the current study, the sampling method used was the multistage cluster sampling.
Stage one involved selecting all the four schools in USIU-A. They include: The Chandaria School of Business, the School of Humanities and Social Sciences, the School of Science & Technology and the School of Pharmacy & Health Sciences.

Stage two involved selection of one department from all the four schools mentioned. Specifically, numbers were randomly assigned to each department within the four schools. Followed by the selection of a specific department within the school using the random number tables.

Stage three of the sampling procedure involved identifying courses under the randomly selected departments under the schools. The courses that were randomly selected were in session during the summer semester 2017. The selection of the courses was done using random number tables. Finally, the participants of the study were the students registered in the undergraduate program courses aged between 18-25 years.

3.3 Data Collection

The data collection instrument for this study was done through a survey known as the SelfReport Altruism Scale (SRA) (see Appendix B). The SRA was administered through face-to-face administration. The SRA required participants to state the frequency of performing 20 altruistic behaviors through the Likert scale that comprises of five categories “Never”, “Once”, “More than once”, “Often”, or “Very often” (Rushton, Chrisjohn & Fekken, 1981). For the present study there are some modifications made to the SRA that include demographic characteristics and also an open ended question on how altruism can be encouraged among emerging adults.

In 1981, Rushton et al., found the internal consistency of the 20-item of the Self-Report Altruism Scale is (α = 0.89, N = 416). The predictive validity of the SRA was found to be r = +0.40; which is an average positive correlation coefficient (Rushton et al., 1981).
3.4 Data Analysis

Data analysis objective one

The first objective aims at investigating the correlation between gender and altruism scores. Thus, frequencies, percentages and a Chi-Square test for the relationship between gender and altruistic behavior were performed using SPSS® version 20.

A Chi-Square Test of Independence was used to establish the relationship between 20 forms of altruism and gender. Table 6 presents the Chi-Square Test results of the relationship between various forms of altruism and gender; and Altruism Total Score and Gender. The p-value (probability value) in the fifth column is the probability that the null hypothesis of independence is correct and should not be rejected.

A p-value of 0.05 means that there is only a 5% chance that a specific form of altruistic behavior and gender are independent of each other, i.e. are not statistically related. According to Saunders, Lewis and Thornhill (1997), a probability of 0.05 or smaller means one can be at least 95% certain that a specific form of altruism and gender are significantly associated. Therefore, whenever computed p-value is smaller than 0.05, then we have a statistically significant relationship. Like wisely, if the Computed Chi-Square value (from SPSS® output) is greater than Critical Chi-Square value at 0.05% significance level, the null hypothesis should be rejected (Mugenda & Mugenda, 1999). In such a case, the specific form of altruistic behaviour and gender are related, i.e. not independent.

Data analysis objective two

Using SPSS® version 20, the second objective which aims at identifying the gender differences in factors that determine altruistic behavior among emerging adults will be analysed. Chi-Square tests of independence were also run for each of the factors to check if there was a statistically significant relationship between then and altruistic behavior.
Data analysis objective three

For the third objective which was to investigate ways of encouraging altruistic behavior among emerging adults. The analysis was done using SPSS® version 20. The responses were coded and frequencies and percentages presented in a tabular form.

3.5 Ethical Issues

Confidentiality and anonymity was ensured in the present study. The current study did not require any identifiers from the participants. Thus, participants were informed not to provide their names or any identification numbers. The raw data from the surveys from this study was handled by the principle investigator. Thus, coding and data analysis was done by the researcher involved.

Consent is an ethical aspect that was addressed, as an informed consent form was provided (see Appendix A). The form presented details of the study and the ethical issues addressed in the study. This was followed by a box that required the participants to accept or reject participation in the study.

Voluntary participation was explained in the informed consent form. During the administration of the survey voluntary participation was reiterated verbally to the participants. The present research study did not use any form of coercion or force to get people to participate. The participants were informed that they could withdraw from the study at any given time without a penalty.

The current study also ensured that participants were not harmed either physically, psychologically or emotionally. The survey would on the contrary provide the psychological benefit; because it involved the self-reflection of one’s own altruistic behavior. However, participants were debriefed after the competing the SRA.
Dissemination of information for the current study has be done through a writing a report and publishing. This is to fulfil the degree requirements for Masters in Counselling Psychology.

The current research study will be reviewed by the Institutional Review Board (IRB) in the United States International University Africa (USIU-A). This will ensure that the ethical issues concerning and the participants’ welfare is addressed.

3.6 Chapter Summary

The third chapter explains and shows the correlational research design, explains the target population and sample, illustrates how the data collection will be done using the modified SRA, data analysis, and ethical consideration. The subsequent chapter 4 will show the results of the study.

Chapter 4

Research Findings

4.0 Introduction

Chapter 4 presents descriptive analysis results of the current study. In addition, the results are presented according to the three research objectives.

4.1 Relationship between altruistic behavior and Gender

4.1.1 Frequencies and Percentages

The number of participants of the current study was 141 students (n=141). From these, 48.9% were males and 51.1% females (as shown in Table 1). The current study focused on
emerging adults aged between 18 to 25 years. The participants were from USIU-A and were all pursuing varied undergraduate programs.

Table 1: Frequency and Percentage of the gender representation of the participants

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency (n)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>69</td>
<td>48.9%</td>
</tr>
<tr>
<td>Females</td>
<td>72</td>
<td>51.1%</td>
</tr>
<tr>
<td>Total</td>
<td>141</td>
<td>=100%</td>
</tr>
</tbody>
</table>

Table 2: Frequency and percentage scores for questions 1 to 5 of the Self-Report Altruism Scale

<table>
<thead>
<tr>
<th>Variables</th>
<th>Never</th>
<th>Once</th>
<th>More than Once</th>
<th>Often</th>
<th>Very often</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I have helped push a stranger’s car that was broken down or out of gas.</td>
<td>74(52.5%)</td>
<td>24(17%)</td>
<td>31(22%)</td>
<td>6(4.3%)</td>
<td>4(2.8%)</td>
</tr>
<tr>
<td>2. I have given directions to a stranger.</td>
<td>0(0%)</td>
<td>14(9.9%)</td>
<td>59(41.8%)</td>
<td>35(24.8%)</td>
<td>33(23.4%)</td>
</tr>
<tr>
<td>3. I have made change for a stranger.</td>
<td>37(26.2%)</td>
<td>21(14.9%)</td>
<td>49(34.8%)</td>
<td>20(14.2%)</td>
<td>7(5.0%)</td>
</tr>
<tr>
<td>4. I have given money to a charity.</td>
<td>9(6.4%)</td>
<td>15(10.6%)</td>
<td>63(44.7%)</td>
<td>28(19.9%)</td>
<td>26(18.4%)</td>
</tr>
<tr>
<td>5. I have given to a stranger who needed it (or asked me for it).</td>
<td>25(17.7%)</td>
<td>25(17.7%)</td>
<td>61(43.3%)</td>
<td>13(9.2%)</td>
<td>15(10.6%)</td>
</tr>
</tbody>
</table>
For the first item “I have helped push a stranger’s car that was broken down or out of gas.” The response rate was 98.6% with 139 participants out of 141 responding to this item. Seventy-four (52.5%) of the participants responded that they had never done so. However, 47.5% of the participants who responded to this item stated they had performed this altruistic act once or more.

In the second item “I have given directions to a stranger.” The response rate was 100%. About 9.9% of the participants stated they gave directions to a stranger once. While the remaining 90.1% stated that the either did the altruistic act ‘more than one’ or ‘often’ or ‘very often’.

Ninety-five percent was the response rate to the item that state, “I have made change for a stranger.” For this item, 26.2% of the respondents said they had ‘never’ performed this altruistic act. About 14.9% said they had done it ‘once’, while 34.8% reported having done it ‘more than once’ and 14.2% did it ‘often’ and 5% made change for a stranger ‘very often’.

Out of the 141 respondents all of them responded to the item, “I have given money to a charity.” Among them 6.4% reported they had ‘never’ given money to a charity, 10.6% reported they had done so ‘once’, 44.7% reported having performed this altruistic act ‘more than once’, 19.9% stated they had done it ‘often’ and 18.4% gave money to a charity ‘very often’.

Out of 141, 139 respondents (98.6%) responded to the item, “I have given money to a stranger who needed it (or asked me for it).” Among the respondents, 17.7% stated they had never done so, 17.7% reported having done it ‘once’, while 43.3% stated they had given money to a stranger ‘more than once. About 19.8% of the respondents reported having given a stranger money either ‘often’ or ‘very often’.

Table 3: Frequency and percentage scores for questions 6 to 10 of the Self-Report Altruism Scale
<table>
<thead>
<tr>
<th>Variables</th>
<th>Never</th>
<th>Once</th>
<th>More than Once</th>
<th>Often</th>
<th>Very often</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. I have donated goods or clothes to a charity.</td>
<td>8 (5.7%)</td>
<td>11 (7.8%)</td>
<td>56 (39.7%)</td>
<td>42 (29.8%)</td>
<td>23 (16.3%)</td>
</tr>
<tr>
<td>7. I have done volunteer work for a charity.</td>
<td>41 (29.1%)</td>
<td>18 (12.8%)</td>
<td>44 (31.2%)</td>
<td>18 (12.8%)</td>
<td>17 (12.1%)</td>
</tr>
<tr>
<td>8. I have donated blood.</td>
<td>96 (68.1%)</td>
<td>20 (14.2%)</td>
<td>17 (12.1%)</td>
<td>4 (2.8%)</td>
<td>3 (2.1%)</td>
</tr>
<tr>
<td>9. I have helped carry a stranger’s belongings (books, parcels, etc.).</td>
<td>35 (24.8%)</td>
<td>20 (14.2%)</td>
<td>56 (39.7%)</td>
<td>23 (16.3%)</td>
<td>6 (4.3%)</td>
</tr>
<tr>
<td>10. I have delayed an elevator and held the door open for a stranger.</td>
<td>37 (26.2%)</td>
<td>10 (7.1%)</td>
<td>58 (41.1%)</td>
<td>16 (11.3%)</td>
<td>19 (13%)</td>
</tr>
</tbody>
</table>

The response rate for the item “I have donated goods or clothes to a charity.” was 99.3% as 140 participants out of 141 responded to this particular item. Among the respondents, 5.7% stated they had never donated goods or clothes to a charity, while 7.8% indicated that they had performed this specific altruistic act ‘once’ and 39.7% indicated they had done it ‘more than once’. In addition, 46.1% indicated that they either ‘often’ or ‘very often’ have donate goods or clothes to a charity.

The response rate was 97.9% (138 out 141) for the item, “I have done volunteer work for a charity.” Approximately, 29.1% of the respondents stated they had ‘never’ performed this particular altruistic act. In addition, 12.8% indicated they had done the act ‘once’, 31.2% performed it ‘more than once’, 12.8% performed it ‘often’ and 12.1% had performed it ‘very often’.

The response rate was 99.3% (140 out of 141) for the item that stated, “I have donated blood.” About 68.1% of the emerging adults stated they had ‘never’ donated blood. 14.2% stated they had donated blood ‘once’, while 12.1% had done the same ‘more than once’ and
4.9% indicated they either donated blood ‘often’ or ‘very often’.

The item that stated, “I have helped carry a stranger’s belongings (books, parcels etc.).” had a response rate of 99.3% (140 out 141). About 24.8% of the respondents indicated that they had ‘never’, 14.2% indicated they had helped carry a stranger’s belongings ‘once’ and majority 39.7% of the respondents stated they had done the same ‘more than once’. Approximately, 16.3% stated they had done this specific altruistic act ‘often’ and 4.3% stated they had done it ‘very often’.

The item that states, “I have delayed an elevator and held the door open for a stranger.” has a response rate of 99.3% (140 out 141). From the respondents, 12.8% indicated ‘never’, 8.5% indicated ‘once’, 43.3% indicated ‘more than once’, 19.9% indicated ‘often’ and 15.6% indicated ‘very often’.

Table 4: Frequency and percentage scores for questions 11 to 15 of the Self-Report Altruism Scale

<table>
<thead>
<tr>
<th>Variables</th>
<th>Never</th>
<th>Once</th>
<th>More than Once</th>
<th>Often</th>
<th>Very often</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. I have allowed someone to go ahead of me in a line-up (at fast food restaurant, at a copy machine, in the supermarket).</td>
<td>38 (27%)</td>
<td>22 (15.8%)</td>
<td>50 (35.5%)</td>
<td>18 (12.8%)</td>
<td>11 (7.8%)</td>
</tr>
<tr>
<td>12. I have given a stranger a lift in my car.</td>
<td>105 (74.5%)</td>
<td>9 (6.4%)</td>
<td>13 (9.2%)</td>
<td>6 (4.3%)</td>
<td>6 (4.3%)</td>
</tr>
<tr>
<td>13. I have pointed out a clerk’s error (in a bank, at the supermarket) in undercharging me for an item.</td>
<td>38 (27%)</td>
<td>22 (15.6%)</td>
<td>50 (35.5%)</td>
<td>18 (12.8%)</td>
<td>11 (7.8%)</td>
</tr>
</tbody>
</table>
14. I have let a neighbour whom I did not know too well borrow an item of some value to me (e.g. a dish, tools, etc.).

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Once</th>
<th>More than once</th>
<th>Often</th>
<th>Very often</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td>25</td>
<td>45</td>
<td>28</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>(24.8%)</td>
<td>(17.7%)</td>
<td>(31.9%)</td>
<td>(19.9%)</td>
<td>(3.5%)</td>
<td></td>
</tr>
</tbody>
</table>

The response rate for the item, “I have allowed someone to go ahead of me in a line-up (at fast food restaurant, at a copy machine, in the supermarket).” was 100%. For this specific altruistic act, 12.8% of the participants stated ‘never’, 8.5% indicated they had done it ‘once’, 43.3% said they had done it ‘more than once’, 19.9% had done it ‘often’ and 15.6% had done it ‘very often’.

For the item, “I have given a stranger a lift in my car.” The response rate was 98.6% with 139 respondents out of 141. From this, 74.5% indicated they had ‘never’ given a stranger a lift, 6.4% said they did so ‘once’, 9.2% had done it ‘more than once’ and 8.6% had done it either ‘often’ or ‘very often’.

Ninety-eight point six percent of the participants responded to the item that states, “I have pointed out a clerk’s error (in a bank, at the supermarket) in undercharging me for an item.” Twenty-seven percent of the respondents indicated ‘never’, 15.6% indicated ‘once’, 35.5% stated they had done this specific altruistic act ‘more than once’, 12.8% stated they had performed the act ‘often and 7.8% stated ‘very often’.

For the item that states, “I have let a neighbour whom I did not know too well borrow an item of some value to me (e.g. a dish, tools, etc.).” the response rate was 97.9% (as 138 of the 141 participants’ responded to this item). For the 138 respondents, 24.8% stated ‘never’, 17.7% stated ‘once’, 31.9% stated they did so ‘more than once’, 19.9% stated ‘often’ and 3.5 indicated ‘very often’.

15. I have bought food for a needy person.

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Once</th>
<th>More than once</th>
<th>Often</th>
<th>Very often</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td>16</td>
<td>57</td>
<td>17</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>(24.8%)</td>
<td>(11.3%)</td>
<td>(40.4%)</td>
<td>(12.1%)</td>
<td>(9.2%)</td>
<td></td>
</tr>
</tbody>
</table>

For the item, “I have bought food for a needy person.” 24.8% said ‘never’, 17.7% said ‘once’, 31.9% stated they did so ‘more than once’, 19.9% stated ‘often’ and 3.5 indicated ‘very often’.
The response rate was 97.9% for the item “I have bought food for a needy person.” For this, 24.8% of the respondents stated they have ‘never’ bought food for a needy person, 11.3% had done so ‘once’, 40.4% had done so ‘more than once’, 12.1% had perform this specific act ‘often’ and 9.2% ‘very often’.

Table 5: Frequency and percentage scores for questions 16 to 20 of the Self-Report Altruism Scale

<table>
<thead>
<tr>
<th>Variables</th>
<th>Never</th>
<th>Once</th>
<th>More than Once</th>
<th>Often</th>
<th>Very often</th>
</tr>
</thead>
<tbody>
<tr>
<td>16. I have helped a classmate who I did not know that well, with a homework assignment when my knowledge was greater than his or hers.</td>
<td>9</td>
<td>9</td>
<td>49</td>
<td>41</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>(6.4%)</td>
<td>(6.4%)</td>
<td>(34.8%)</td>
<td>(29.1%)</td>
<td>(22.7%)</td>
</tr>
<tr>
<td>17. I have voluntarily looked after or played with a neighbour’s pets or children without being paid for it.</td>
<td>42</td>
<td>15</td>
<td>37</td>
<td>20</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>(29.8%)</td>
<td>(10.6%)</td>
<td>(26.2%)</td>
<td>(14.2%)</td>
<td>(18.4%)</td>
</tr>
<tr>
<td>18. I have offered to help a handicapped or elderly stranger.</td>
<td>18</td>
<td>22</td>
<td>59</td>
<td>22</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>(12.8%)</td>
<td>(15.6%)</td>
<td>(41.8%)</td>
<td>(15.6%)</td>
<td>(13.5%)</td>
</tr>
<tr>
<td>19. I have offered my seat on bus or matatu or train to a stranger.</td>
<td>44</td>
<td>22</td>
<td>42</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>(31.2%)</td>
<td>(15.6%)</td>
<td>(29.8%)</td>
<td>(12.1%)</td>
<td>(8.5%)</td>
</tr>
<tr>
<td>20. I have helped an acquaintance carry their things.</td>
<td>16</td>
<td>13</td>
<td>54</td>
<td>35</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>(11.3%)</td>
<td>(9.2%)</td>
<td>(38.3%)</td>
<td>(24.8%)</td>
<td>(15.6%)</td>
</tr>
</tbody>
</table>

With 140 out of 141 participants’ responding to the item “I have helped a classmate who I did not know that well, with a homework assignment when my knowledge was greater than his or hers.” the response rate was 99.3%. Among the respondents, 6.4% stated they had
‘never’ helped a classmate with an assignment when his or her knowledge was greater. Similarly, 6.4% stated they did this altruistic act ‘once’, 34.8% stated they had done it ‘more than once’, 29.1% indicated having done it ‘often’ and ‘22.7%’ had done it ‘very often’.

The response rate was 99.3% for the item that read, “I have voluntarily looked after or played with a neighbour’s pets or children without being paid for it.” Among the 140 respondents, 29.8% indicated ‘never’, 10.6% indicated they performed this specific altruistic act ‘once’, 26.2% indicated having done it ‘more than once’, 14.2% indicated they performed it ‘often’ and 18.4% had performed it ‘very often’.

Out of 141, 140 participants responded to the item that read, “I have offered to help a handicapped or elderly stranger.” Thus the response rate was 99.3%. Amongst the 140 respondents, 31.2% had ‘never’ offered to help a handicapped or elderly stranger, while 15.6% indicated having done so ‘once’ and 29.8% had done it ‘more than once’. In addition, 20.6% had either helped a handicapped or elderly stranger ‘often’ or ‘very often’.

The response rate was 97.2% for the item that read, “I have offered my seat on bus or matatu or train to a stranger.” Among the 137 respondents, 31.2% stated ‘never’, 15.6% stated ‘once’, 29.8% stated ‘more than once’, 12.4% indicated ‘often’ and 8.8% indicated ‘very often’; to the altruistic act of offering their seat to a stranger on a bus, matatu or train.

Out of 141 participants 140 responded to the item that stated, “I have helped an acquaintance carry their things.” Thus, making the response rate 99.3%. Among the 140 respondents, 11.3% said they had never helped an acquaintance carry their things. However, 9.2% had done so ‘once’, 38.3% had done so ‘more than once’, 24.8% has performed the act ‘often’ and 15.6% ‘very often’ had offered to help an acquaintance carry their belongings.
4.1.2 Chi-Square test results

The gender of the participants showed is $x^2(45) = 32.875$, $p = 0.910$, meaning there was no significant difference in their altruistic behavior at 0.05 level of significance. Therefore, the null hypothesis was rejected. This means that both male and female participants were no different in their altruistic behavior in the current study. The Phi & Cramer’s V was 0.483, implying that the strength of the relationship between gender and altruistic behavior was moderate.

4.2 Factors influencing altruistic behavior among emerging adults

The research findings of the current study present both factors that are statistically significant and others that were not statistically significant. There are various factors that were found to influence altruistic behavior. The Chi-Square test results are presented for six factors in tabular form with descriptions.

<table>
<thead>
<tr>
<th>Factor influencing altruistic behavior</th>
<th>Person Chi-Square Value</th>
<th>Degree of Freedom (DF)</th>
<th>Asym. Sig (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>119.990</td>
<td>90</td>
<td>0.019</td>
</tr>
<tr>
<td>Religious Belief</td>
<td>126.951</td>
<td>90</td>
<td>0.006</td>
</tr>
<tr>
<td>Number of Siblings</td>
<td>40.235</td>
<td>45</td>
<td>0.674</td>
</tr>
<tr>
<td>Number of people present in the last altruistic act performed</td>
<td>33.872</td>
<td>45</td>
<td>0.888</td>
</tr>
<tr>
<td>Year of study</td>
<td>35.389</td>
<td>45</td>
<td>0.847</td>
</tr>
</tbody>
</table>

The age of the participants showed $\chi^2(90) = 119.990$, $p=0.019$ (as shown in Table 6). At 0.05 level of significance the null hypothesis was rejected. This indicates that there is a statistically significant relationship between age and altruistic behavior. Therefore, between age 18 to 25 years altruistic behavior does have a difference. The Phi and Cramer’s V varied for the
relationship between age and altruistic behavior; with the Phi value being 0.922 which indicates a very strong positive relationship and Cramer’s V value is 0.652 which indicates a moderate positive relationship. This implies that as age increases from 18 to 25 years altruistic behavior self-rating also increases.

The presence of religious belief of the participants showed \( \chi^2(90) = 126.951, p=0.006 \) (as shown in Table 6). Hence, rejecting the null hypothesis at 0.05 level of significance. This means that presence of religious belief has a statistical significant relationship with altruistic behavior. This implies that if an individual has a religious belief system they are more likely to behave altruistically compared to an individual without religious belief. The Phi and Cramer’s V varied for the relationship between religious belief and altruistic behavior. The Phi value was 0.952 which indicates a very strong positive relationship and Cramer’s V value is 0.673 which indicates a moderate positive relationship. This indicates that the association between the presence of religious belief and altruistic behavior is strong.

The number of siblings that a participant has showed \( \chi^2(45) = 40.235, p=0.674 \), meaning there was no statically significant relationship between number of siblings and altruistic behavior among emerging adults, at 0.05 level of confidence (see Table 7). Therefore, the null hypothesis was accepted. This indicates that among emerging adults the number of siblings one has does not influence their frequency of altruistic behavior, in the present study.

The Phi and Cramer’s V value is 0.538 for the relationship between number of siblings and altruistic behavior. Thus, implying that the strength of relationship between the number of siblings and altruistic behavior is moderate.

The number of people present in the last altruistic act performed for the participants showed \( \chi^2(45) = 33.872, p=0.888 \), meaning that there is statically significant relationship between number of people present in the last altruistic act performed and altruistic behavior among emerging adults; at 0.05 level of significance. The null hypothesis was accepted. The
Phi and Cramer’s V value is 0.497 for the relationship between number of people present in the last altruistic act performed and altruistic behavior. Thus, implying that the strength of relationship between the number of people present in the last altruistic act performed and altruistic behavior, is moderate.

The participants’ year of study showed $\chi^2(45) = 35.389, \ p=0.847$, meaning no statically significant relationship between year of study and altruistic behavior among emerging adults. At 0.05 level of significance the null hypothesis was accepted. The Phi and Cramer’s V value is 0.503 for the relationship between year of study and altruistic behavior. This implies that the strength of relationship between the year of study and altruistic behavior, is moderate.

### 4.3 The ways of encouraging altruistic behavior

Table 7: Suggested/ recommended ways of encouraging altruistic behavior among emerging adults

<table>
<thead>
<tr>
<th>Suggestions/recommendation</th>
<th>Frequency (n)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation of awareness</td>
<td>57</td>
<td>50%</td>
</tr>
<tr>
<td>Socialization</td>
<td>26</td>
<td>23%</td>
</tr>
<tr>
<td>Incentives</td>
<td>20</td>
<td>17.6%</td>
</tr>
<tr>
<td>Empathy</td>
<td>7</td>
<td>6%</td>
</tr>
<tr>
<td>Increase security and safety in country</td>
<td>2</td>
<td>1.7%</td>
</tr>
<tr>
<td>Self-initiative</td>
<td>2</td>
<td>1.7%</td>
</tr>
<tr>
<td>Total</td>
<td>113</td>
<td>100%</td>
</tr>
</tbody>
</table>

The respondents gave various suggestions of ways of encouraging altruistic behavior among emerging adults. The response rate to this question was 80.1% as 113 respondents out of 141 of the total participants.
Table 7 shows, approximately 50% (n=57) of the 113 respondents suggested that creating awareness was a way altruism among emerging adults like themselves could be increased. Through socialization was another suggestion made by 23% (n=26) of the respondents on how altruism can be cultivated among emerging adults. Approximately, 17.6% (n=20) stated that the use of incentives was essential as a way of fostering altruistic behavior. Empathy or encouragement of being empathetic was also suggested in the current study by approximately 6% of the respondents as a way of encouraging altruism. Increasing the security and safety in the country was another way that would encourage emerging adults to behave altruistically which was suggested by approximately 1.7% of the respondents. The final recommendation was that altruistic behavior is based on self-initiative as people help when they want to not when told to do so, this was expressed by about 1.7% of the respondents.

4.4 Chapter summary

Chapter four shows the research findings in order of objectives. The descriptive results are illustrated in tabular form in the current chapter. The following chapter 5 will discuss the results and conclude the current research study.

Chapter 5

Discussion, Conclusion and Recommendations

5.0 Introduction

This chapter will give the summary of the key findings and discuss the results in relation to prior similar research studies. The current chapter also includes the conclusions and recommendations of the present research study.
5.1 Summary of Key Findings

This research study aimed at examining if there are gender differences in altruistic behavior among emerging adults. The chi-square test of independence showed, there was not statistically significant difference in the gender of the participants in relation to frequency of altruistic behavior.

The current study also aimed at identifying factors that influence altruistic behavior among emerging adults. Age was found to be an important factor influencing altruistic behavior. The age of the participants was between 18 and 25 years of and age was found to significantly influence in altruistic behavior. The positive sign of the Phi and Cramer’s V implied that the older the participant the higher the self-report altruism score.

The number of people present when the respondent last behaved altruistically was also a factor. The present study found that there is a significant difference between the number of people and altruistic behavior. This study found that the more the people, the more likely participants are to behave altruistically.

The chi-square test of independence found that the presence of religious belief was a significant factor for altruistic behavior. The present study found that individuals that stated they had a religious belief they had a higher self-report altruistic score compared to respondents who stated they do not have a religious belief.

Statistical analysis found no relationship between the participants’ year of study an altruistic behavior or between the number of siblings and altruistic behavior.

This research study also aimed at discovering the various ways of encouraging altruistic behavior among emerging adults. In order of most suggested ways of encouraging altruistic
behavior included: creation of awareness, socialization, use of incentives, empathy, improving the security in the country and self-initiative by the emerging adults.

### 5.2 Discussion

Altruistic behavior is characterised by prosocial acts that benefit other persons in the society (Clement et al., 2014). Being altruistic has been found to have positive effects on the performer and receiver of the altruistic action (Impett et al., 2005; Hoffman et al., 2017). The current study done among emerging adults found that both individual and situational determinants collectively influenced altruistic behavior similar to other research studies (Wolfson 1978; Batson, 1981).

#### 5.2.1 Gender and altruistic behavior among emerging adults

The first research question was whether there is a statistically significant differences in gender in relation to altruistic behavior. The current study found no statistically significant differences in the altruistic behavior in the gender of the participants. Therefore, the participants’ showed that for emerging adults gender did not influence the frequency of behaving altruistically. The findings of the current study on gendered altruistic behavior differ with other studies that have found gender differences (Rand et al., 2016; Bethlehem et al., 2016).

The findings of the current study are seen to differ with the stereotypical view that women are more altruistic than males due to socialization (Rand et al., 2016). However prior research such as Bethlehem et al., (2016), found gender differences in altruistic behavior; men were more generous than women in helping situations. In addition, a recent study found that women were more generous compared to males (Zin et al., 2015). Both studies, found results that are contrary to the ones in the current study (Zin et al., 2015; Bethlehem et al., 2016).
5.2.2 Factors influencing altruistic behavior among emerging adults

As an individual develops, prosocial tendencies have been found to increase (Toumbourou, 2016). In the current study, an influential factor of altruistic behavior between the sexes was age. Thus implying that even among emerging adults aged between 18 and 25 years there was an increase in altruistic behavior as the participants age increased. According to Sze et al., (2012), the reason for this is that preparedness to help in various contexts such as loss, pain and injustice have been found to be age-related. Researchers have found that emotional empathy increases as age increases for both males and females (Sze et al., 2012).

The group size is a situational determinant of altruistic behavior (Wolfson, 1978). The number of people present when performing the last altruistic act were found to be significantly different in altruistic behavior. Thus, implying for both the male and female emerging adult participants altruistic behavior is influenced by the group size. Therefore, suggesting that the larger the group size present the more likely an individual is to behave altruistically. Fetcher (2016) stated that larger group sizes offer social and emotional benefits presented in being altruistic.

Religiosity has been found to encourage a humane approach of treating others (Zhao, 2012). Religious belief, in the current study was found to be a significant factor of altruistic behavior. The presences of religious belief increase the odds of altruistic behavior tendencies, regardless of the gender of participants’ in the current study. This was concurrent with a study that found religiosity and altruism had a high positive correlation among undergraduate students (Zhao, 2012). Zhao (2012) found, religion provided a basis for moral judgement for individuals who had a religious belief; due to the values taught through religion.

The year of study for the participant was found not to be an influential factor for altruistic behavior. The freshmen, sophomore, junior and senior participants showed no significant
difference in their altruistic behavior. Thus implying that the student status in university for the current study was not a factor that brought about differences in altruistic behavior. The number of siblings was found not to be significantly different in the altruistic behavior of the participants.

5.2.3 Ways of encouraging altruistic behavior among emerging adults

There are various ways of encouraging altruistic behavior. The current study found that creation and spreading of awareness of what an altruistic act is essential. Awareness was the most suggested way of increasing the frequency of altruistic behavior among emerging adults as approximately 50% of the respondents stated it would be effective. The respondents also suggested methods of creating awareness such as teaching, training, workshops, use of media platforms, and counselling. Through these methods the benefits of altruistic behavior can be recognized by emerging adults.

According to Zhao (2012), elevating media was found to heighten emotions such as compassion and generosity which made people behave more altruistically. This was consistent with the suggestions made by the participants of this study. An example of a response by a respondent (083) was “Promoting ‘helping acts’ through social media e.g. suggesting a ‘help a stranger’ challenge”. The use of media especially social media is essential in our society today as it is part of socialization among emerging adults in university.

Socialization was the second highly suggestion way of encouraging altruistic behavior. About 23% of the respondents stated that through socialization awareness is also created. Socialization is a reinforcing factor of altruism (Szuster, 2016). Through socialization individuals are more likely to empathise with other individuals, especially when they are aware of societal human rights (Toumbourou, 2016). It is through the society or cultural norms that individuals are socialized to behave and think in a particular way. The experiences individuals go through contribute to the personality one develops. This is concurrent with a study that found, people who unexpectedly received altruistic acts are more likely to receive positive change in
their perspective of life (Hoffman et al., 2017). Therefore, social actors like parents, teachers, religious groups and culture provides a chance for modelling of altruistic behavior.

The use of incentives to encourage altruism among emerging adults, was suggested by 17.6% of the respondents in the current study. Reinforcing altruistic behavior can be done through the use incentives such as verbal appraisal, rewards and enlightening people on the wellness benefits. Verbal appraisal, increased interpersonal and intrapersonal benefits, a more secure and free society, psychological benefits, activation of brain regions associated with socialization and emotion, increased physical well-being are some benefits that have been found to be effective in encouraging altruistic behavior (Hoffman et al., 2017; Seglow, 2002; Fechter, 2016; Weng et al., 2013).

Being empathetic was suggested by 6% of the respondents as a method of increasing altruistic behavior. Empathy is often brought about by awareness, thus enabling an individual to “put themselves in the other persons’ shoes”. This is concurrent with the empathy-altruistic theory that explains that humans have the innate desire to help others (Batson et al., 1981).

Therefore, when an individual is aware they are likely to empathise with others more (Toumbourou, 2016). However, even after emphasising individuals do have a choice to help or not.

The freedom of choice is essential for altruistic behavior (Seglow, 2002). About 1.7% of the participants suggested that altruism is based on self-initiative. A respondent (105) stated “It cannot. You help when you want to help”. This implies that an individual has freewill to choose whether to help or not to help and should not be forced; that way an individual can be satisfied (Seglow, 2002). Therefore, if we let it be a self-initiative emerging adults may be encouraged to behave altruistically as suggested by respondents in the current study.

Improving security in the country will help emerging adults to be more altruistic as suggested by 1.7% of the respondents. A respondent (054) stated, “I think people are concerned
about their safely before helping others because they are a lot of people who look like thus need help but have bad intentions e.g. fraud”. This implies that insecurity and lack of safety can discourage people from behaving altruistically. Hence, the increase of security and sensitization of societal human rights will encourage individuals to behave in a prosocial manner (Toumbourou, 2016).

5.3 Conclusion

5.3.1 Gender and altruistic behavior among emerging adults

The first research question was to discover if there is a statistically significant difference in gender in relation to altruistic behavior. The current study found gender differences in altruistic behavior were not present among emerging adults. As gender was found not to influence the frequency of altruistic behavior among emerging adults, this means that gender stereotypes associated to altruistic behavior should not be present in our society.

5.3.2 Factors influencing altruistic behavior among emerging adults

The second research question was to identify the factors influencing altruistic behavior of emerging adults. The present study found three important factors which include age, presence of religious belief and the number of people present in the last altruistic act performed. However, factors such as the number of siblings and the participants’ year of study of emerging adults were found to have no differences in altruistic behavior in the current study.

5.3.3 Ways of encouraging altruistic behavior among emerging adults

The third research question was to investigate the ways of encouraging altruistic behavior among emerging adults. The most suggested way was through the creation of awareness. The other recommended ways included: socialization, use of incentives, being empathetic, self-initiative and improving security in the country altruistic behavior can become more prevalent among emerging adults.
5.4 Recommendations

Gender should not be used for stereotyping altruistic behavior. The reason being, the current has shown gender did not influence the self-reported altruism by emerging adults.

Workshops and trainings on altruistic behavior should be adopted by universities and organizations. Through the trainings individuals can learn what altruism entails and importance in our society. Through sensitization individuals will become altruistic and the bystander effect will reduce in our society.

Future studies should consider carrying out a more comprehensive research study on a representative sample size for generalization of results. Also similar studies should be done across emerging adults from various universities in Kenya to discover any patterns in altruistic behavior across gender. In addition, a cross-sectional study from emerging adults to adults in the old age stage can be done; to examine the influence of age on altruistic behavior across gender

5.5 Chapter Summary

In this chapter, the key findings have been reported and discussed in relation to similar studies. Lastly, the conclusions and recommendations have been presented in order of the three objectives of this study.
References


doi:10.1080/17470919.2016.1249944


DOI: http://dx.doi.org/10.1037/ebs0000022


doi:10.3389/fpsyg.2016.00519


doi:10.1177/0956797612469537


Appendix A: Informed Consent form

The title of the study “Gender Differences in Altruistic Behavior among Emerging Adults.” The purpose of this study is to find the relationship between gender and altruistic behavior among emerging adults. You are being asked to participate in the study by filling in a survey called the Self-Report Altruism Scale. Participation in the study is voluntary thus you are not being forced to participate. The choice to withdrawal or not participate in the current study will not result in any penalty.

For the current study, there will be no physical or no psychological harm when participating in this study. There is no form of deception that is being used in the current study either passive or active. There are also no charges for participating either in the completion of the survey.

Both confidentiality and anonymity of the participants will be kept private and safe. As names or any identification number related to the participant shall not be required for the participation of this study. The information from the current study will be written in a report and published with no identifiers of participants, as an academic requirement for Masters in Counselling Psychology.

For more information or if any queries arise regarding the current study at any given time from the participants can be addressed to Rose Nabi Muthuri on the number +254791489924 or email: rmuthuri@usiu.ac.ke

As the participant I agree to participate in the following study

Participant signature Date signed

__________________________

__________________________

Researchers signature Date signed

__________________________

__________________________

Supervisor signature Date signed

__________________________

Appendix B: The Self-Report Altruism Scale

The current questionnaire is on a study on altruistic (helping) behavior among emerging adults. Participation in this study is voluntary. Honesty in answer the following questions will be appreciated.
**Instructions:** PleaseTick (√) the category on the right that conforms to the frequency with which you have carried out the following acts.

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Once</th>
<th>More than once</th>
<th>Often</th>
<th>Very Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I have helped push a stranger's car that was broken down or out of gas.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. I have given directions to a stranger.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. I have made change for a stranger.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. I have given money to a charity.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. I have given money to a stranger who needed it (or asked me for it).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. I have donated goods or clothes to a charity.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. I have done volunteer work for a charity.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. I have donated blood.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. I have helped carry a stranger's belongings (books, parcels, etc.).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. I have delayed an elevator and held the door open for a stranger.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. I have allowed someone to go ahead of me in a lineup (at fast food restaurant, at a copy machine, in the supermarket).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. I have given a stranger a lift in my car.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. I have pointed out a clerk's error (in a bank, at the supermarket) in undercharging me for an item.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. I have let a neighbour whom I didn't know too well borrow an item of some value to me (e.g., a dish, tools, etc.).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. I have bought food for a needy person.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16. I have helped a classmate who I did not know that well with a homework assignment when my knowledge was greater than his or hers.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. I have before being asked, voluntarily looked after a neighbour's pets or children without being paid for it.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18. I have offered to help a handicapped or elderly stranger</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19. I have offered my seat on a bus or matatu to a stranger.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20. I have helped an acquaintance to move households</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

21. In the last altruistic (helpful) act that you performed approximately how many people were around?...........................................
22. How can altruism (helping behavior) be encouraged among emerging adults?

Demographic Characteristics

a. What is your gender? Male ☐ Female ☐
b. Do you have any religious beliefs? Yes ☐ No ☐
c. Which year were you born?.............................
d. How many siblings do you have?........................
e. What is your major?........................................
f. What is your year of Study?...............................

Thank you for your participation!!!

Appendix C: Debriefing form for a study on Gender differences in Altruistic Behavior Among Emerging Adults.

The current study was examined the gender differences in altruistic behavior among emerging adults. Altruistic behavior has been found to be an essential trait in successful societies. Gender differences in altruism have been found majorly among middle age to older adults. We want to understand if altruistic behavior is influenced by gender or not among emerging adults.

Therefore, this study measured altruistic behavior which was the dependent variable against gender. This was achieved through a self-report measure on altruism. The participants were required to complete 20 questions on altruistic behavior. In addition, was the demographic
information also collected. Finally, participants were also required to rate their overall altruistic behavior.

Please contact the Principle investigator Rose Nabi Muthuri at the following email address rmuthuri@usiu.ac.ke if one has any queries regarding the study.

Thank you very much for your participation

**Appendix D:** Letter of Approval from the Institutional Review Board
17th May 2017,

Rose Nabi Muthuri,
A Graduate Student at USIU-Africa

Dear Rose,

IRB-RESEARCH APPROVAL.

The USIU-Africa IRB has reviewed and granted ethical approval for the research proposal titled “Gender Differences in Altruistic Behavior among Emerging Adults”. The approval is for six months from the date of IRB. Please submit a completed copy of the study to the IRB office, soft copy is acceptable.

You are advised to follow the approved methodology and report to the IRB any serious, unexpected and related adverse events and potential unanticipated problems involving risks to subjects or others.

Should you or study participants have any queries regarding IRB’s consideration of this project, please contact irb@usiu.ac.ke.

Sincerely,

[Signature]

Prof. Damary Sikalieh,
Chair | IRB | USIU-Africa,
disikalieh@usiu.ac.ke
Office 0730116112.

CC: Research Office