

**ABSTRACT**

Name of Institution : De La Salle University – Dasmariñas
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Title : Sex and Physical Attractiveness of the
Helpee and their Role on Altruism
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Objectives of the Study**A. General**

The study aimed to determine whether biological sex and physical

attractiveness of an individual affects the amount of help they could receive.

B. Specific

1. To identify the frequency and percentage distribution of the pledges when grouped according to sex of the helpee.
2. To identify the frequency and percentage distribution of the pledges when grouped according to physical attractiveness of the helpee.
3. To identify the significant difference between male and female helpee on altruism.



3. To identify the significant difference between male and female helpee on altruism.
4. To identify the significant difference between attractive and unattractive helpee on altruism.
5. To identify the significant relationship between sex and altruism.
6. To identify the significant relationship between attractiveness and altruism.

Scope and limitation

This study is about sex and physical attractiveness of the helpee and its role on altruism among selected DLSU-D sophomore Marketing students of SY 2003-2004. The research materials used in the study were limited for it only consisted of two sets of pictures. The first set was for sex: one female and one male helpee and the other set was for physical attractiveness: one attractive and one unattractive helpee.

This study focused on the nature of the helpee rather than the helper. The attractiveness of the helpee was based solely on facial beauty while altruism was measured through the pledges that were given in the checklist. The scores yielded on altruism were derived from the participant's answer on the questions imposed. Results of the study were only applicable with the population used.



Methodology

The study made use of descriptive-correlational design which was designed to gather information about present existing conditions. A checklist was given to 140 randomly selected Marketing students who served as the participants of the study.

The researcher aimed to describe the relationship of sex and physical attractiveness of the helpee in altruism. The frequency and percentage distribution of pledges between biological sex and the physical attractiveness of the helpee were also identified.

Major Findings

1. The percentage distribution of the pledges received by the female helpee is 62.14%, higher than that of the male helpee which is 37.86%.
2. The percentage distribution of the pledges received by the attractive helpee is 78.57%, higher than that of the unattractive helpee which is 21.43%.
3. The results revealed that in terms of sex the computed value for Chi Square is 8.26, which is greater than the theoretical value of 3.84 at .05 significant levels. This only shows that there is a significant difference in the pledges in terms of sex.



4. The results revealed that in terms of physical attractiveness, the computed value for Chi Square is 45.72, which is greater than the theoretical value of 3.84 at .05 significant levels. This only shows that there is a significant difference in the pledges in terms of physical attractiveness.
5. Results revealed that at .05 level of significance the computed value for Cramer's V is 0.24. The strength of the relationship is weak and there is a weak significance between sex and altruism.
6. There are 140 students at .05 level of significance while the computed value for Cramer's V is 0.50. The strength of the relationship is moderate and there is a moderate significance between attractiveness and altruism.

Conclusions

In the light of the study, the following conclusions were drawn:

1. Majority of the respondents were more willing to help the female helpee rather than that of the male because when females were compared to males, they appear to be more helpless. And oftentimes, people would only base judgments with what they could see.



2. The attractive helpee received more pledges of help compared to the unattractive helpee probably because they are more likable and are perceived to have characteristics such as being good, obedient and well mannered. And oftentimes, people are more drawn into helping people that appears to be favorable to them.
3. A significant difference in the pledges received in terms of sex was noted because many of the respondents gave more pledges to the female helpee rather than the male helpee. The respondents are more likely drawn on helping those they perceive to be the one who deserves to be helped more.
4. Many of the respondents gave more pledges to the attractive helpee. Therefore, significant difference has been noted. Possibly because the respondents were more drawn in helping people who appears to have favorable characteristics.
5. Although a significant difference has been noted between the pledges in terms of sex, still the relationship between altruism and sex was weak. In rendering assistance, people may have taken into consideration the biological sex of a person but this is not always their sole basis in helping. Maybe there are still other factors that they consider.
6. The relationship between attractiveness and altruism was moderate possibly because attractiveness of the helpee could not



be easily ignored. First impressions may be a contributory factor on people's decisions in helping. And maybe because attractive people are easily perceived to have favorable traits than the unattractive ones and that people are more drawn to these kinds of people.

Recommendations

In view of the presented findings and conclusions yielded in this study, the researchers hereby give the following recommendations:

1. It would be useful for future researchers to replicate these procedures sampled from other populations by making new venues that elicit new instances of helping with variables such as age, economic status and race.
2. The researchers recommend other researchers to use more standardized and reliable instrument in measuring altruistic helping.
3. The researchers recommend other researchers to make this a field study not only limited inside school premises in order to test the consistency of results.