

# Barriers To The Development Of Altruism And Scientific Research Methods Used In Forming Altruism In Youth

**Egamberdiyeva Aziza Mustafayevna**

Associate Professor, Navoi State Pedagogical Institute

**Abstract.** Altruism, that is, setting aside one's own interests for the benefit of others, is a social virtue that is of great importance in society. The formation of altruism among young people plays an important role in their personal development and increasing their social responsibility. However, there are a number of obstacles to the development of altruism. This article analyzes the obstacles to the development of altruism and the research methods used to form altruism in young people.

**Key words.** altruism, formation of altruism, social virtue, scientific research methods.

Altruism is defined as positive actions of people aimed at benefiting others. However, there are various psychological barriers to the development of altruism. The main ones are: egoism, social influence, lack of experience and cultural stereotypes. For example, egoism leads people to prioritize their own interests over those of others, which leads to a decrease in altruistic actions (Batson, 1991). Social influences also play an important role; even individuals who are naturally altruistic may withdraw from altruistic actions due to indifference or opposition from those around them.

Also, young people may not have enough opportunities for altruistic actions in their life experiences. This hinders the development of altruism. Cultural stereotypes, in turn, shape perceptions of whether certain groups should or should not be altruistic, which also affects social behavior (Krebs, 1970).

Barriers to the development of altruism can be attributed to the following aspects:

**Social environment:** Young people are often influenced by the social environment around them. If the social environment emphasizes selfishness and personal interests, the development of altruism becomes difficult.

**Educational system:** If insufficient attention is paid to altruism in the educational process, young people may focus more on competition instead of mutual assistance and cooperation.

**Low self-confidence:** Young people may avoid showing altruistic behavior if they do not feel capable of helping others.

**Media and information sources:** Modern media often pay a lot of attention to negative news, which can increase young people's feelings of hopelessness and reduce confidence in altruistic behavior.

Several research methods are used to form altruism in young people. Among these methods, experimental research, observational methods, and educational programs have a special place. Experimental research helps to identify factors that encourage and hinder altruistic actions of young people. For example, in experiments, children are created opportunities to help others and their actions are observed (Eisenberg & Fabes, 1998).

Observational methods, on the other hand, allow us to analyze altruistic actions of young people in their daily lives. Through this method, scientists record the altruistic actions of young people and observe how they change under different conditions (Hoffman, 2000). Educational programs, on the other hand, aim to develop altruistic abilities of young people through special curricula. Within the framework of these programs, young people receive information about the importance, benefits, and content of helping others, as well as learn to perform altruistic actions through practical exercises (Staub, 2003).

Research methods used to develop altruism in young people.

1. **Experimental method:** Various experiments can be conducted to develop altruism among young people. For example, altruistic behavior can be encouraged by organizing cooperative games between groups.

2. **Questionnaires and questionnaires:** Data can be collected using questionnaires and questionnaires to study the altruistic behavior of young people. This method can be used to determine the attitude of young people towards altruism and how they are influenced by the social environment.

3. Experiential learning: Altruistic values can be formed in young people by involving them in social services and community projects. This method increases the experience of young people in helping others in real life.

4. Psychological counseling and training: Psychological training can be conducted to improve the psychological state of young people and increase self-confidence. These trainings can encourage altruistic behavior.

5. Social research: Conducting social research on the development of altruism among young people helps to identify their needs and interests. Based on the results of the research, new programs and projects can be developed.

In conclusion, there are various psychological barriers to the development of altruism, among which egoism, social influence, lack of experience and cultural stereotypes play an important role. Experimental research, observational methods and educational programs are used to form altruism in young people. Through these methods, young people have the opportunity to learn altruistic actions and apply them in their lives. In this way, the development of altruism and its formation among young people is of great importance for society.

Despite the existence of barriers to the development of altruism, there are effective scientific and research methods for the formation of altruistic values among young people. Altruism can be developed by improving the social environment, improving the education system and involving young people in social activities. This process serves to increase the personal development of young people and their social responsibility in society.

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