

**UTANG NA LOOB: THE ILONGGO EXPERIENCE**

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**A Research Project**

**Presented to**

**The Faculty of the Division of Social Sciences**

**College of Arts and Sciences**

**University of the Philippines Visayas**

**Miag-ao, Iloilo**

**In Partial Fulfillment of the Requirement for the  
Degree Program Bachelor of Arts (Psychology)**

**March 2011**

## ABSTRACT

This study aimed to investigate the construct of *utang na loob* from the Ilonggo perspective and to distinguish the Filipino concept of *utang na loob* from Trivers' model of reciprocal altruism. This research is an exploratory study which made use of focus group discussion for data collection. The data was analyzed using category pattern analysis. Based on the results, *utang na loob* in the Ilonggo perspective is *utang na kabalaslan*. Its process is parallel but not equivalent to *utang na loob* in the Kapwa perspective and partly in reciprocal altruism. However, differences lie in the concept, construct, dimensions and repayment. Also, *utang na loob* in Kapwa differs with reciprocal altruism in terms of reason for helping, repayment and extent of the process.