

Poverty and stress from the behavioral economics

LÓPEZ- Jaime* & GARCÍA- Antonio†

Departamento de Economía Aplicada -Política Económica y Economía Política, Universidad de Málaga, Campus de El Ejido, 29071, España.

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The situation of poverty in the world remains one of the main issues of concerning humanity. Traditional Economic Theory has addressed this issue, emphasizing economic development as an engine to solve this problem. However, the actions for poverty reduction are not proved as effective as desired; perhaps the mentioned theoretical perspective has been formulated upon the prototype of the rational man, typical of a conventional economics situation. In this paper we intend to review the importance of combining Psychology and Economics to provide a thorough explanation of economic phenomena in real scenarios. In order to find better tools for policy and international cooperation agents for development, employ Behavioral Economics to study how stress and coping strategies affect southern people in situations of exclusion.

Poverty, Behavioral Economics, Stress, International cooperation for development

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*Correspondence to Author (email: jaime.delatorre.lopez@gmail.com)

† Researcher contributing first author.

Introduction

The poverty situation in the world continues being one of the principal topics which worried to the humanity. The Traditional Economic Theory had addressed this issue, pointing the economic develop as motor to solvent this problem. However the persistency of the problem have carried to propose that a more consistent sequence could be the inverse: Let worried to reduce the poverty, that this would allow us to impulse the development.

Don't forget that reduce the poverty allows stimulate the consumption (see Perez Moreno, 2012), and improve the human capital (see, p. ex., Garcia Lizana and Perez Moreno, 2009), favoring in this way the economic growth, at the time is contributing to increase the welfare and improve the life conditions.

However, the actions for the reduce of poverty are not being as effective as is desirable; maintaining, or even increasing the corresponding indicators in the context of the big current economic contraction. Maybe, because the perspectives taken like referent for the intervention are biased by the concept of the rational selfish man, characteristic of the Conventional Economy.

Which obviously suppose a reductionist focus, because the spectrum of psychology possibilities with which the human beings could affront the problems that affect them is bigger.

During the last years, the use of psychological methods in the study of the economic process is taking big relevance to give answer to the approaches that are not solve for this conventional Economy.

Applied to the poverty study, implies understand it as a fact which is beyond of a simple situation of material resources privation, affecting to the motivations, attitudes and behaviors of people. If this is like that, is necessary to understand the limitations of a politic guided to simply compensate the lack of resources.

As the Nobel price of Economy, Amartya Sen, propose the poverty is raised as a state of privation added to the incapacity of the person to implement mechanisms which carry to enjoy of the personal welfare, which make us reflect about the homo economicus concept defined by the theory traditional approaches.

This are the reasons that make us search responses in alternative models, in this case those adopted by the economy of consumption, because is considered more useful in the study of the human process, because it feeds of the psychology, science that study the person's behavior and mental process.

The objective of this study is to achieve to the assumptions which are maintaining the poverty conditions, despite the economic efforts of the international community.

For that, we will analyze the theory framework proposed by the economy of behavior (Paragraph 2); we will focus, in the concept of stress and its connections with the poverty, checking some works that approach this line, as well the study of the coping strategies which could be adapt and its incidence in the problem persistence.

Taking in consideration the realized studies about other vulnerable aggregations, like handicapped people (paragraph 3).

To explain and apply the transactional model of stress of Richard Lazarus in people who live in exclusion situation in the impoverished countries, emerging some applications for the politics and performances of international cooperation which could be

extracted from previous study (paragraph 4); before to end the work with the presentation of the principal conclusions (paragraph 5).

Behavioral Economics

The problems over which the Behavioral Economics works are of different nature. Tries to answer to question about people's saving, how do they make the decision to save? What capacity do the people have to perceive the financial risks that they faced?

It also study the labor economy and the organizational economy, in which way the organization configure the motivations of their members? How much importance do the justice and equity in the work market?

Similarly we found research about poverty or the international cooperation, and their psychological effects.

Which characterize the Behavioral Economy in the introductions of elements taken from the psychology in the analysis of the economic behavior.

Although the Behavioral Economy is a new economy's area, Economy and Psychology have being related since the XIX century.

We could go back to Adam Smith, author of the Wealth of Nations, which addressed this relation although in a rudimentary form.

Using in its economic model a simplify interpretation of what move the individual preferences. Below this model is elaborated the concept of homo economicus, which was useful for the principle of the posterior economy.

Also Keynes used psychology elements to develop his economy models. The "fundamental psychological law" explain the spending options of consumers; and, in general use psychological motivations of consumers, savers, owners and investors.

Other antecedent of the psychology factors use in the Theory of Economy it is found on Gunnar Myrdal; specifically on his book An American Dilemma, in which addresses the problems of ethnic segregation in EE.UU.

However, it is not until the half of XX century when we found the strongest ties between Economy and Psychology.

Different form the traditional economic analysis that Kahneman and Tversky will focus in the current scene. George Katona, American psychologist from Hungary, contributed in the Second World War with the with the U.S government using the psychology in order to fight the inflation caused by war.

Distinguish for apply the psychology principles in the Macroeconomics and be consider as one of the Behavioral Economics' fathers by the use of psychology principles applied to the Economic theory and its later empiric checks in different fields like the take of decision of consumers, businessmen and politicians or the labor economics.

His most important contributions to the Behavioral Economy are on his book Psychological Analysis of Economic Behavior.

In this book Katona details the importance of combine both disciplines; Economy and Psychology, because to understand the economic process is necessary study subjective variables of each person, like the motivations or attitudes. Or in other words, the economic process is the result of the person's behavior and is influence by the different rules of behavior.

The authors highlight that the Economy study the human behavior in the adjudication and distribution of the limited means, and the psychology is the behavior science. So why do separate them? Even more, the Economy is part of the psychology? Katona answer this question with a negative, pointing that the Economy, besides to analyze part of the human behavior, also study variables like the own economic process.

The author point some reason for which both sciences are separate. On one hand the Psychology is separate from the rest of the social sciences when start to investigate about physiological process (for example time of reaction to stimulus); also, it focus in the study of the "abnormal" behaviors and on the unconscious (psychoanalysis), quite irreconcilable with the economists' objective, *establish an exact sciences which produce laws of generic value.*

In the side of the economy we found in the same form reasons for the split, being the conception of men as ideal or rational being, that search the maximization of its benefit in any circumstance, the principal reason. This concept, the homo economicus, simplify all the psychology variables, such as attitudes, motivations or expectative.

In this way, the Economy without Psychology left on a side some of the most commune aspects of human behavior and the Psychology without Economy does not analyze the own economic process, outside the human behavior.

In front this situation, Katona saw necessary and Psychological Economy that analyze from a psychological point of view the economical behavior, trying to fill the emptiness of the economic theories, such as the theories of consumers or business behavior, supported in a simplified vision of the human motivations.

At the same time George Katona propose his Psychological Analysis of Economic Behavior. Hebert A. Simon, American economist and psychologist, focus his work in the psychological process of the decision-making; for his findings will be awarded in 1978 with the Nobel Prize of Economy.

This author focuses his study, in the fifties, in the process of decision-making.

Formulated his most relevant theory respect in 1951, called "of Bounded Rationality", which pretends replace the concept of the Economic Theory about the rational man for other closer to reality.

Simon shows the paradox between the theory of the perfect rationality (conventional economic theories) and the decision-making of people.

For the perfect rationality, in a decision-making situation: The medium, the information, the previous experience and the personal believes are optimal; the estimations of probabilities are easily approach.

The subject has a cognitive system which allows calculating all the possibilities of each alternative, selecting most suitable, assuming that is not place for errors.

But is this possible? Is it also in front of difficult decisions with high number of alternatives?

For Simon this hypothesis raises serious doubts; the author propose an approximation to the person closer and narrowed, developing his Theory of Bounded Rationality, which combine this three dimensions.

- The available information about each alternative: is not possible to know in front of difficult decisions the relevant facts of each one of the possible alternatives.
- The person's cognitive capacity: the calculation and computation possibilities of people are bounded, in this case, for the study of alternatives.

Therefore, we will have to have on account this dimensions to establish the person's behavior. For Simon, is the decision-making the space where Economy and Psychology meet.

This author, on his book *Models of Man* (1951), points that the psychology theory establish that people choose alternatives which get to satisfy their necessities, and even though in occasions achieve to maximums their benefits, is not the general pattern in front any option.

Starting from this concept, Simon propose replace the optimization hypothesis, characteristic of the conventional economy, for the hypothesis of plenty satisfaction, which will be of big importance for the fundament of Behavioral Economy.

In this form suggest that economic agents use in the decision-making heuristic methods more those rigid rules of optimization, given the complexity of the situation and the impossibility to process all the information of the existent alternatives.

Even do Simon and Katona establish the bases of the Behavioral Economy and show the importance of combine both disciplines, Economy and Psychology, are Kahneman and Amos Tversky who place it in the present the relevance of this understanding form.

Studying the economic process in which people are the key factor.

Amos Tversky, Israeli psychologist, was pioneer if the Cognitive Psychology and an important figure in the discovering of the cognitive biases and the inclusion of the risk.

Daniel Kahneman, American psychologist and economist (with double nationality Israeli), get the Nobel Prize of Economy in 2002, for integrate aspects of the psychological investigation in the Economic Science, especially about the human judgment and the decision-making under uncertainty.

Both authors, under the cognitive current of the psychology science, started to compare their cognitive models of decision-making under uncertainty and the economic models based in the rational behavior.

Then, jointly, publish the Theory of the Perspective in 1979, in consonance with the proposed previously by Simon and Katona, critic the conception of the person as economically rational being.

The Theory of the Perspective allow describe how people make decisions in situations where they have to decide between different alternatives that include risks, for example the financial decisions and how they evaluate the possible lost and profits, taking on account the emotional value that the decision involucrate, and could be in conflict with the market worth, doing decisions that value the personal utility under this perspective, although from a perspective un rational utility an different alternative would be chosen.

In summary, what Simon and Katona, Kahneman y Tversky put in manifest is the influence of the analysis approximations of the economic process by the Traditional Economy, in which is suppose that the conditions to decide are optimal and the person have infinite capacity to process information and chose best option, situation that is far from reality.

From there that the Economic Science appealed to the Psychology in order to explain real situations, punctuating the real conditions of the people involved. According to H. Hosseini (2003), the Behavioral Economy is, precisely, for its defenders, a reaction to the deficiencies of the conventional Economy.

But it should not be interpret as a situation of confront or radical separation. Simon in the preface of B. Gilad and S. Kaish (1986), point that we need increase and correct the existent body of the Classic and Neoclassic Economic Theories to get a most r realistic image of the economic process.

Being the Behavioral Economy the investigative labor which cover these necessities.

Even when its application, as we saw, could be really significant, there are problematic fields in which the economic traditional visions have not being able to elaborate theories that give satisfactory answers; and, more than anything, that allow to appraach the reality in order that to get consistent results, like, as an example, the situation of poverty in the South countries.

The Behavioral economy: stress and poverty

After verify the contributions of the Behavioral Economy for the study of the economic process, from a perspective closer to the real situation of people, we are going to review the recent investigations about the poverty situation and the relevance to use psychological fundaments for its comprehension.

Like Paul Anand and Stephen Lee (2011 A) point, the study of poverty by the traditional economic theory have being slant by the same concept of rational men that we saw until the moment, without taking on account the heterogeneity of people.

Traditionally have being used monetary evaluations to obtain evaluations of welfare and identify people in situation of poverty, forgetting other criteria.

These authors point that if the rationality concept is useful for the economic study, looks impossible that the development could be guided exclusively by this concept, because not always its rigid conditions are given; and not for that it should consider irrational to the person.

Propose to use the Psychology to know how people make decisions and use the concept of “humanly rational”.

Also Anand and Lee (2011 B) suggest, like H. Simon did on it moment, that Psychology and Economy have a meeting point in the decision-making and it is precisely a big interest of the economy for the welfare of the poor an important opportunity of collaboration between them.

These proposals are in consonance with the Unit Nations tendencies, and its program of Development (PNUD), to the focus of Human Develop, in which for the study and intervention about poverty are use financial criteria, but also not financial.

Mariano Rojas (2011), on his study about poverty and psychological stress in Latin America, shows the Stigma that means to be poor. Rojas, through the Gallup 2007 Survey, which contribute with facts about psychological stress that suffer people in condition of poverty in 16 Latin American Countries, determinate that the low profits are prejudicial for the psychological welfare.

The psychological anguish of people who live with less than 2.5\$ daily is higher than the people who are part of the middle class, and of course more than the group that get higher profits.

More interesting that these conclusions, easily predictable is that Rojas contribute with facts, which point that fast economical growing influence in the psychological anguish of the group of people with less resources.

For that surge the conveniences to incorporate the concept of emotional welfare in the develop study.

In the same line, Anand and Lee from the Behavioral Economy point of view, and the Welfare Economy, raised the importance to consider these impacts when we work in the development of the impoverish countries.

If we understand poverty also as a psychological syndrome, Is it enough with contribute with economic resources or should we know better the local contexts and the different dimensions in the experiences of privation?

Berry, Reichman, Klobas, McLahian, Hui y Carr (2011) claim the role of the Organizational Psychology in order to contribute with the decrease of poverty. The literature of develop is charge of examples of good proposals that are not moved adequately from a context (normally occidental), to a poorer one, socially and culturally different. The efforts in the reduction of poverty present, usually, psychological complications.

The interpretations that make the receptors of the aids could limit the efficacy of the same, cause frustration and stress.

The succeed of the Organizational Psychology in the private circles, working in the people motivation, the adaptation of the different social and cultural contexts, make of this discipline an interesting claim for the works in favor of the impoverish countries. However, none of these authors have on account the importance of the stress confronting strategies adopted, and which could explain with major precision the South situation.

In this sense, could take on account the work made about the importance of the psychological variables in the economic process, even if the field of the impoverish countries, which are approaching Cruz and Garcia Lizana in the labor and disability economy field.

After many works, in 2011 present conclusions about people with a disability (PCD) in the Spanish labor market.

The authors try to search satisfactory answers to the low participation of this group of individuals in the active employment rate. With an added paradox: according to EPA statistics (Survey of Active Population) showed.

The PCD group used in the unsubsidized market, enjoy of better work conditions that the average. After search answers in the traditional economic models, that study the disability and employ (neoclassic and institutional focus) without being satisfactory, use the Behavioral Economics frame.

After the application of psychological theories of stress in the economic phenomenon, and based in the findings about the decision-making of the Behavioral Economy, raised that the strategies of stress confrontation (caused by the stigmatization of their disable situation) control the PCD elections respect to the incorporation to the work market.

The importance of these conclusions is huge for the decision-making in economic politics, generally worried for the economic incentives and the manpower demand made by the employers. Cruz and Lizana propose that the social stigmatization of the PCD genre a situation of psychological stress which presses over the behavior guidelines of the manpower offers. The answers to this stress will be fundamental, and will condition the participation, or not, in the labor market of this collective.

Most of the time, is produced a negative answer of confrontation in the affected people, modifying, as consequence, its utility function, until the point to shun the incorporation of the labor market, displacing in this form the function of labor offers of PCD and making it more rigid.

Being able to break the relation between labor offer and salary retribution in limit situations; But in the case of some components of the group, will be the positive answer of confrontation which explain its better positioning that the average of the population group, including the people without disability.

After the verification of this research about the Behavioral Economy, poverty, stress and confronting strategies, we think that is pertinent study how these mechanisms could influence in the answer to this by people who live in situation of poverty in South countries.

For that we are going to check in the next paragraph the stress theories and its confronting, in a form that allow to us use it fundamentals in the economic study of poverty.

Stress, confronting and poverty

Transactional model of Lanzarus and Folkman

Stress is a terminus that raises much interest, as much in the public opinion as in different professional fields, like Medicine, Psychology, Biology or Economy. Before anything, is necessary to warned the constant evolution that the terminus had suffered since XIV, in which was define as tension and adversity.

However, it is not until the half of XX century is conceived the stress as proper of the human and inevitable in life; market the difference between people for the form to confront it. From there that is displaced the interest of the investigators, precisely, to the confrontation, as Lazarus proposed it (1966).

To explain and understand the psychological stress we will use the theory model of Lazarus and Folkman, which join the major consensus inside the Cognitive Psychology, as well the two critical processes that have place in the relation between the person and the environment: The cognitive evaluation and the confrontation.

Stress and cognitive evaluation

The definition of stress has been changing above the time, and has different focus in function of the science that studied it.

While for the classic psychologists, inside the traditional paradigm stimulus-answer, the eye is on the stressors (stimulations that provoke stress), for the Psychology and Biology the determination if a phenomenon as stressful is in the answer, characterized by a high physiological activation of the people in front determinate events. Lazarus and Folkman point the importance to study as much the stressors, its classification and origin, as the answer that provoke.

For these authors, the concept of psychological stress should approach both questions like and interaction.

When the attention about stress highlight the stimulus role, the interest focus in the environment events, such as natural disasters, diseases, labor problems or poverty conditions.

This consideration accept that some situations are, universally, stressful, but do not have on account the individual differences in the evaluation and confrontation if the same. The definitions that make an emphasis in the answer are limited on its utility, because a stimulus is consider stressful in terms of the answer in front of the stress that generate.

But is necessary to establish adequate norms that allow to determinate in a specific form the conditions under which some stimulations result stressful.

The proposed definition by Lazarus and Folkman make emphasis in the complete process, the psychological stress is a particular relation between the person and the environment which is evaluated by this like threatening or overflows its resources and put in danger its welfare.

It is parallel to the concept to the current medical concept of disease, according to which, the disease is no longer saw as only a consequence of the action of an external agent, but also exist the participation of the organism, adding relevance to the characteristics of the person. The consideration that a determinate relation between a person and the environment is stressful or not, would be estimates according to the cognitive evaluation that the person makes. Even though some pressures and environmental demands produce stress in a considerable number of people, as could be do not have resources to enjoy a dingy life, the individual and group differences, according to the level of answer, are always manifest.

For example, while some people have, in front the named situation, answers of depression which carry them to the inaction or begging, some others could feel provoked and emigrate to a place consider prosper where find a job or fount a business. Another reason to understand the cognitive evaluation process is that, to survive, the men needs distinguish between favorable situations and dangerous situations.

This necessary distinction for the adaptation process of a person to the environment requires and efficient cognitive system, capable to achieve symbolic process to distinguish from experiences that damage, threat, challenge or feed it.

The cognitive evaluation reflect the particular and changeable relation that is establish between a person with market characteristics (values, compromises, thoughts and perception) and the environment which characteristics should predict or interpret,

Therefore, the cognitive evaluation support the idea that the emotional and behavior response developed by a person in front an event depends in the form in which is analyze.

It put in March mechanisms to confront the stress, is the re-evaluation- Primary evaluation: which could consider the situation as:

- Irrelevant: do not have implications for the person.
- Positive: the consequences preserve or improve the welfare.
- Stressful: generate a situation of stress, which could mean:
- Damage/lost: produced by a past event.
- Threat: when the event of prejudicial character has not happened yes, but prevents the realization of it in a future.

Challenge: is different from the threat that the person considers that has resources for the confrontation and generate pleasant emotions.

Secondary evaluation; guided to determinate what is going to do in front of a situation previously detected (in other words, the strategy of confrontation), as well the consequences of each option. This type of evaluation interacts with the above, determining the level of stress and the intensity and quality of the emotional response.

Re-evaluation: do again any of the two evaluations over the base of the new information precedent of the environment.

The confrontation and its characteristics

From the Psychology perspective, the person could suffer stress (consequence in our case of the poverty situations, as we point paraphrasing Rojas, 2011); but depending on how want (or can) confront it, will opt for some decisions or others (conscious or unconsciously).

The evolution of the events and, therefore, the economic process that define the persistence of the own poverty; even though the external interventions. At least, such is the initial formulation that we could use as hypothesis of work. From there the importance of the type of behavior adopted.

The content of the terminus confrontation also has evolution since its use in the 50th by the Psychology.

Nowadays, the most accepted conception understand it as a process, overcoming its old definition as feature. Following to Lazarus and Folkman (1986), are consider as those cognitive and behavioral efforts constantly changeable that develop to manage the internal or/and external specific demands, which are evaluate as excess or surplus of the person's resources. These grouped the confrontation modes around two functions: guided to the emotions and guided to the problem.

The firsts will try to decrease or increase the rate of the emotional disorder caused by the stressful stimulus.

While the seconds will try to define the situation, search alternatives to weigh up the relation between the necessary effort and the benefits that could be obtained, and put them implement to its application.

In this point, given the study objective of this communication (the influence of the stress and the adopted confrontation strategies for the people who live in conditions of poverty), following to Cruz and Garcia (2011); We will use, also, in a complementary form, the classification of the strategies of confronting which grouped them in positives and negatives (or functional and dysfunctional), because consider it very pertinent for our study.

In this sense, we consider negative all those which carry to maintain or make worse the current situation of poverty, when the person fold over its own situation, conditioned as much as its cognitive limitations as by the pressure of the context, accumulated experience, etc. And positive, those which are guided to overcome the situation of poverty, controlling the emotional disorder produced and/or raising alternative that allow modifying the situation.

Obviously, the options for some strategies and others will be influenced by the concrete conditions that characterize the situation of people, in this case those who are living in situation of poverty. Lazarus and Folkman (1986) show, precisely, a group of factors that will influence, in general form, in the confrontation of the situations of stress, grouped in six categories, which are of especial interest to evaluate the answer capacity of the people who we are considering.

- Positive believes (psychological resources):
- High self-esteem and self-confident give to the person perception of control of the situation, which produce more activity and perseverance in the confrontation.

- Efficacy expectative (Bandura 197): the positive evaluation of the control capacity of the specific situation determinate also the effort in the confronting process and its persistence.
- Technics for the problems resolution: Janis and Mann (1977) define them as abilities to analyze the situation, examine possibilities, predict useful options to obtain result and choose a suitable action plan.
- Social abilities: is a relevant resource because the important role of the social activity in the human adaptation. It refers to the form of communication and behavior with everyone else in a socially adequate and effective form.
- Social support: the social system contributes with resources for the confrontation. The people get best results if they receive or believe that are going to get social support when they need it.
- Material resources: do reference to the money and wells or services that are acquired with it. People with high resources, know how to use them, are more efficient confronting the stress, because they can get easily to healthiness or security.

Practical application: the transactional model of stress in people in conditions of poverty

Traditionally, the poverty, in the economy area, was considered in one-dimensional form, as material privation, measured by the incomings of a person or family. However A. Sen (2001) critique this conception because he consider that there is not a “tight” correspondence between the poverty view as lack of resources, and the poverty view as the incapacity to solve elemental and essential necessities.

Sen propose that besides to have the access to material and social wells, the people also had the capacity to use them with efficacy, in such way that allows them to be free to yield their own welfare.

After this conception of poverty that we assume as own, and undeniable which is constitute as a real source of stress over the people who suffered it.

In this way result of major importance try to study the strategies of confrontation that use the people who live in situation of poverty in the South countries, to know if these could be influencing in the process that maintain its exclusion; And pouring, therefore, to the failure of the activities and politics of cooperation in the measure in that they do not have them on account.

If this like that, its adequate study will allow suggest performances of international cooperation to the development equipped of more efficacy.

We should point, that this approximation has a strong limitation. The model which we are using for the study of the stress and confrontation of Richard Lazarus and Dusan Folkman, is design for the study of clinic cases, and nor from a perspective of social research.

Therefore from the Social Psychology we found models that study specifically this relation. In consequence, we try to apply the principle that George Katana postulate of micro analysis of individual behavior which allow us to know a specific situation, to next obtain conclusions relative to the collective behavior, in a similar way that how they act, as kept said, Smith or Keynes, in function of the tendencies detected by them.

With the difference that they postulated, finally, uniform economic behaviors, with a pretended universal worth; while in our case, we try to trail differenced behavioral rules and in consequence, function in preference blended, which identification should oriented us in the process of assignation of resources¹.

Although such procedure supposes a difficulty added to the practice: determinate the level of generalization inside the analyzed social nucleus of the functions preferences, understanding with Katona: that the economic process it is the result of the individual process influencing different behavior rules.

An adequate knowledge of such situation will help to design models of collective intervention.

Knowing the indicated limitations, we will try to analyze the role that plays the stress and the strategies of confrontation in the people who live in condition of poverty, having on account that could help us to explain alternative patrons of behavior that condition the collective develop and which should guide, therefore, the design, first, and the evaluation then, of the correspondent politics. Defined the stress as a process between the person and the environment, the people who do not have conditions to satisfy their basic necessities (access to education, housing, health, work) and that is a medium that do not offer opportunities to get them.

To achieve the two proposed evaluations by the transactional model of the stress. The primary evaluation will have as answer in the majority of people considered the context of problematic form, conditioning perniciously its welfare (in the line with the pointed by Rojas).

This point is crucial to activate the mechanisms of confrontation, because its considerate as lost, threat or challenge, consider the secondary evaluation to select the strategies of confrontation.

Understand this aspect of the evaluation is the of important relevance for the performances of the agents of international cooperation for the development, because those communities formed by members with personality stiles more defeatist, conditioned by the deficient dotation of the factor proposed by Lazarus and Folkman, could be evaluating the situation as past events in front of which they can do nothing (damage/lost).

Or like inevitable threats of which just kept protecting; which could explain the adoption of strategies of dysfunctional confrontations.

More worried to relax the emotional tension than to remove the existent obstacles; or, in any case, to adequate the possibilities that are presented to maintain more or less deadening the situation.

Some good performances in formation, sensitization and empowerment of these members, that make possible the re-evaluation of the situation will be indispensable in order that the individuals classify the context as a threat which could be avoid or deflect, or a challenge which could be overcome, trusting that they can achieve actions which change the environment yet.

In this form, we will pass to do a new secondary evaluation that allows assume and implement strategies of positive confronting, to overcome the existent limitations.

The participant evaluation that we implement in the bateyes (rural settlement dedicated to the sugar cane cultivation) of the Dominican Republic, in which the majority of the population are Haitian undocumented migrants, allow in this study make and approximation of the strategies of confrontation approach for these people in situation of social exclusion.

The strategies of negative confronting like the avoiding, the negation or the conformism are usual in the people who live in the bateyes. These people use to lack of the necessary resources to confront the strong pressure which means the poverty situation; here get in the game the factors pointed by Lazarus and Folkman who will support the confrontation process.

The low self-esteem and weak or zero expectative of improvement of the situation (psychological resources), the lack of education and technic formation (technics for the problems resolution and the social abilities), the deficient conditions of health (physic resources), the bad relations between the people who populate the batey, result of the survival situation in which they live (social support), the lack of economic resources (material resources), of which they arrange carry to these people to not implement strategies of positive confrontation in front poverty.

The international cooperation performances that are catalogued as assistance, in other words, they limit to provide material resources to the people, without meaning an increase of their capacities to solve by themselves their necessities (strategies of positive confrontation), will be reinforcing the strategies of negative confrontation and the maintenance of the situation of exclusion, which lessen considerably the efficacy of the help.

These politics or actions characterize for not mean an effort for the receptors of the help to cover their own necessities, which do not involucre on their develop process. This situation is related with the definition of Sen about poverty, because this would not only be the privation of basic necessities, but the incapacity to solve and procure in a free form the own welfare.

But even the most dynamic actions of cooperation could equally fail if they do not have on account the concrete conditions of the population in terminus of stress caused by the poverty and confrontations stiles adopted, which obviously condition the interpretation of the help initiatives by the people and in consequence, their answer of the same and the final succeed or failure. As was said, the viability of the displayed depends of how they adapts to the motivations and conditions of the population, according with its strategies of confrontation.

In the same form, we could observe people who implement strategies of positive confrontation; is the case, for example, of those people who continued associations of neighborhood type, in which are detected the problems and search resources to overcome them.

As the contact with international ONGD that work in the zone. The role of the international cooperation agents is the key in many occasions for succeed of these strategies.

Facilitate the problem identification, accompanied and counseling these people, promote the design of an action plan, involved the communities in this decision-making and the research of economic, technic and social resources which help to the overcoming of the necessities.

Are performances that promote the use of strategies of positive confrontation of the most unfavorable people, and guide then to satisfy their own welfare.

The performances of the international cooperation and the develop agents in the South play and important role in the factors that influence the confrontation of stress.

We could considerate that the approach projects in the bayetes about health, housing, sanitation or alimentary security increase the physic resources of the impoverish people.

In the same form that the performances in education and technic formation to achieve some little business based in models of social enterprises will be affecting over the psychological and material resources.

In the other hand, are unsettle signatures until now those actions focus to consolidate technics of problem resolution, improve the social support and the social abilities of the habitants of the communities, as value resources in the moment of confront the stress.

We highlight that in some occasions the habitants of a community do not talk the same language, in this case Spanish in front to creole (Haitian language similar to France), having the same problem the agents of develop in the zone.

Conclusions

There is an international consensus in the preoccupation about the efficacy of the support. Result of it is the declarations and summits of Rome (2003), Monterrey (2005), Paris (2005) or Accra (2008). The big economic, technic and human investment which is make in the impoverish countries does not have the expected results; increasing the international inequalities, and also between rich and poor of the same villages.

The explanations of such failures do not result obvious from an economic point of view; from there the interest to apply models from the Psychology to the Economy.

To search explanations closer to the reality which give more precise answers to no solved problems by the theory of Conventional Economy.

Pretend to increase the efficacy and support to the development should pass for the evaluation of the politics, performances and projects that approach the different actors of the international cooperation.

But in the same form is necessary to investigate alternatives to the conventional models to diagnostic the mechanisms which are performing in the development process in the South and which are not being consider by the traditional perspectives.

The objective of this work is to open new lines of investigation and propose new tools that improve the efficacy of the support from the perspective that relate the stress management and the strategies of confrontation of the people affected with the maintenance of the poverty conditions.

According with the studied in the present document, and warning that it's about an open investigation program over which its necessary to advance, complete and deepen, we could anticipate some of the line that we consider relevant for the politics and performances of the international cooperation for the development:

- a) Investigate, analyze and systematize the cognitive evaluation of the situation and the strategies of confrontation implemented by the habitant of the South, in such way that allow identify the capacity and conditions to control the own situation and response to the develop initiatives:
- b) Evaluate the efficacy of the adopted politics, having on account the diagnostic of the situation in the pointed terms;
- c) Design the performances of intervention having on account the diagnostic.

Related to the last point and, in concrete, could be pointed, in a no exhaustive form, the followed performances:

- It is possible that in many occasions the South people consider (primary evaluation) in the environment generated of stress as an event about which is not possible to performs, adopting, as consequence, dysfunctional strategies of confrontation.
- The use of tools that provoke or stimulate the cognitive re-evaluation of the situation, in a way that perceive that is possible to modify the environment, will make approach the secondary evaluation, searching the strategies of positive confrontation, which allow the resolution of the `problem, implying actively top the population in the overcoming of the situation.
- The action of welfare character could be reinforcing the negative strategies of confrontation, and to the poverty maintenance, contributing with the inefficacy of the support.
- IT is the more interest design and applies politics and actions of international cooperation destined to favor the factor that influence about the confrontation of stress.

- As well politics and actions guided to increase the self-esteem and perception of control of the situation of the South people (psychological resources); politics and actions guided to improve the communicative resources between the people (social abilities).
- Politics and actions focus to proportionate technics of problems resolution and that promote the analysis capacity, planning and execution of alternative which improve autonomously the situation of poverty; politics and actions to foment the associations between the habitants of the communities.

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