

# Headlines

**New York passers-by leave good Samaritan to die**



# Bystander Apathy

The reluctance of people to "get involved" in an apparent emergency affecting a stranger in public.

- Central Factors

- Many emergencies appear ambiguous and the fear exists that a true emergency may not be occurring.
- The size of the group present

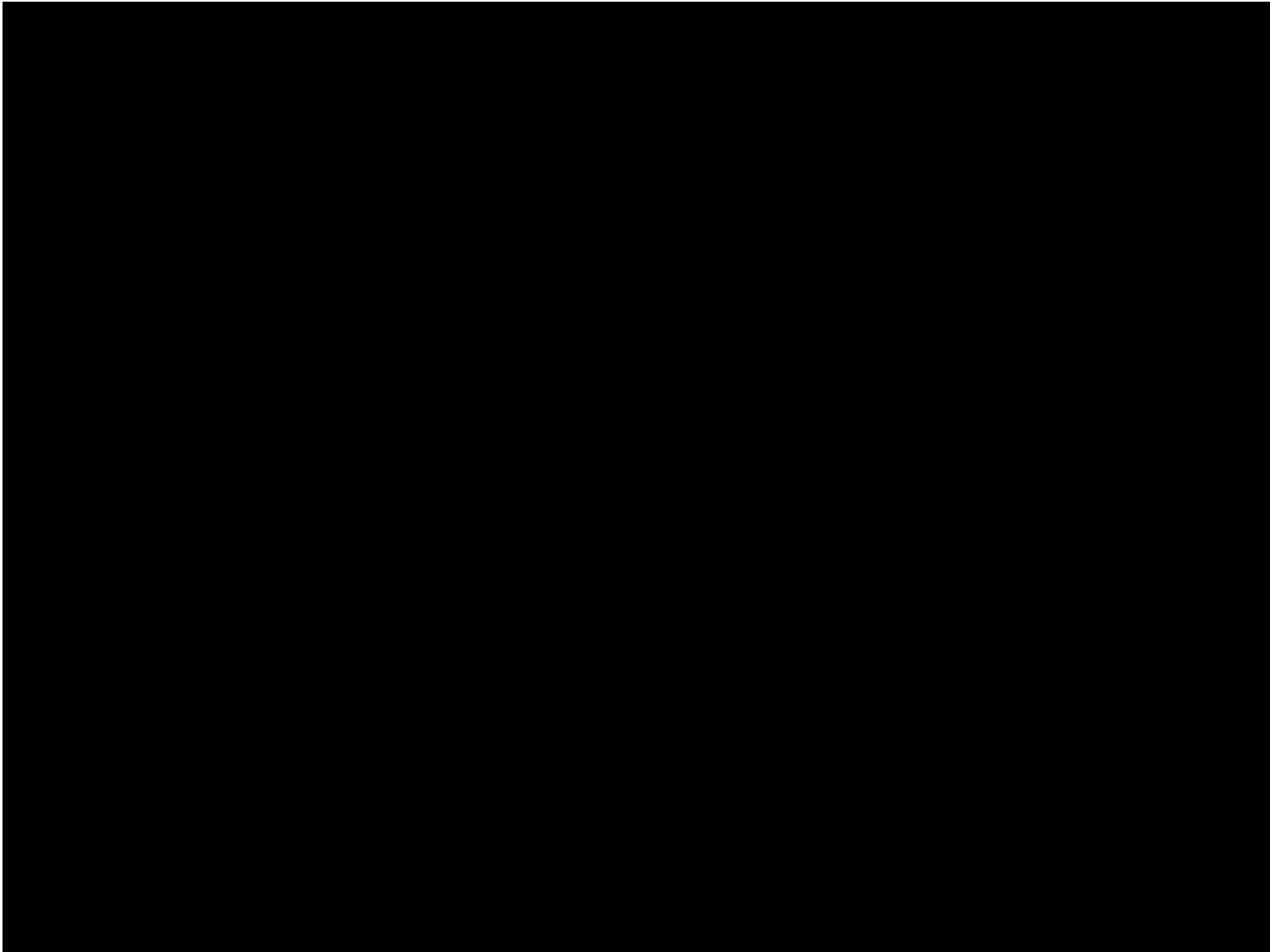
# Our Actions Toward Others

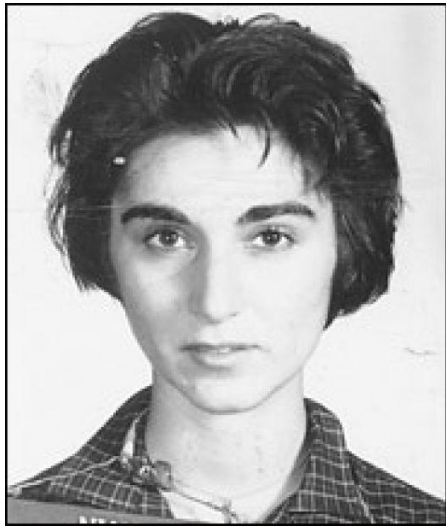
## Why Don't We Help?

- Diffusion of Responsibility  
(bystander believes *someone else* will take responsibility.)
- Kitty Genovese  
Murdered in NYC -  
bystanders did nothing



Kitty Genovese





# Kitty Genovese



Key Gardens, NY



## Pluralistic Ignorance

- When individuals in a group don't know that there are others in the group who share their perception or confusion and interpret the inaction of others' as reflecting knowledge that in truth is not there.
- Kitty Genovese's case - "If my neighbors don't react, then apparently they've decided that there's no emergency, and if there is no emergency, there is no reason for me to react."



# Darley and Latane - bystander intervention decision scheme



**Bystander Effect** - The tendency for bystanders to fail to act to help a person in need.

# Norms of Helping

- Social Exchange Theory
- focus on what people put into relationships and what they get out of it
- everything we do has costs (to be minimized) and rewards (to be maximized) associated
- Reciprocity Norm
- We should help, not harm those who help us.
- Social-responsibility norm
- We should help those who cannot help themselves

# Helping Behavior

How is conformity involved with the situation?

