Lecture Outline: Helping Part 2

Bystander Effect

Five steps to helping

Factors that affect helping
- role models
- time pressure
- mood
- personality traits
- religiosity

Bystander Effect

The tendency to NOT help another in need when others are present.
Five Steps To Helping

1. Notice an emergency

*Crowd effect: Distraction*

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**Smoke Study**
Darley & Latane (1968)

<table>
<thead>
<tr>
<th>Alone</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 seconds</td>
<td>20 seconds</td>
</tr>
</tbody>
</table>
Five Steps To Helping

1. Notice an emergency
2. Interpret event as an emergency

Crowd effect: Social proof
Five Steps To Helping

1. Notice an emergency
2. Interpret event as an emergency
3. Take responsibility for providing help

Crowd effect:
Diffusion of responsibility

Five Steps To Helping

1. Notice an emergency
2. Interpret event as an emergency
3. Take responsibility for providing help
4. Decide how to help
Two Ways to Help

1. Direct help:

   e.g., CPR, pushing an attacker away

2. Indirect help:

   e.g., calling the police
Five Steps To Helping

1. Notice an emergency
2. Interpret event as an emergency
3. Take responsibility for providing help
4. Decide how to help

Crowd effect: Confidence

Results: Falling Ladder Study
**Five Steps To Helping**

1. Notice an emergency
2. Interpret event as an emergency
3. Take responsibility for providing help
4. Decide how to help
5. Providing help

**Crowd effect:** Embarrassment

Audience Inhibition

**Audience Inhibition Effect**

A crowd (or audience) inhibits people from helping because people don’t want to appear foolish in front of others.
Factors that Affect Helping

1. Role Models

Orphan Fund Study
Rosenhan & White (1967)

Role model  No role model
48%          0%
Factors that Affect Helping

1. Role Models
2. Time Pressure

Good Samaritan Study
Darley & Batson (1973)

Factor 1: Content of talk:

Job opportunities

vs.

Good Samaritan Bible Parable
Good Samaritan Study
Darley & Batson (1973)

Factor 2: Tardiness

Early vs. Late

![Bar chart showing percent helping between early and late tardiness.]
Factors that Affect Helping

1. Role Models
2. Time Pressure
3. Mood

Maintain positive mood

View others more positively

Think about rewards over costs
Feeling Guilty Study
McMillen & Austin (1971)

Not Guilty (didn’t lie)  Guilty (lied)

2 min.  63 min.

Factors that Affect Helping

1. Role Models
2. Time Pressure
3. Mood
4. Personality Traits

Empathic people
People who can take another's perspective
Factors that Affect Helping

1. Role Models
2. Time Pressure
3. Mood
4. Personality Traits
5. Religiosity

Long Term Nurturing Helping:

Religious > non-religious

Emergency Helping:

Religious = non-religious