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
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>
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</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

Two Ways to Help

1. Direct help:

  e.g., CPR, pushing an attacker away
Two Ways to Help

1. Direct help:
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

![Bar chart showing the effect of crowd presence on helping behavior.]
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

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) 2 min.

Guilty (lied) 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