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

Five Steps To Helping

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

Crowd effect: Social proof

Smoke Study
Darley & Latane (1968)

Alone Group
5 seconds 20 seconds
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

- Confederates
- Students
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 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)

<table>
<thead>
<tr>
<th>Role model</th>
<th>No role model</th>
</tr>
</thead>
<tbody>
<tr>
<td>48%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

---

**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