**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></th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>5 seconds</td>
</tr>
<tr>
<td>Group</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
4. Decide how to 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

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

Orphan Fund Study
Rosenhan & White (1967)
Role model  No role model
48%  0%

Factors that Affect Helping
1. Role Models
2. Time Pressure

Factors that Affect Helping
1. Role Models

Good Samaritan Study
Darley & Batson (1973)

Study

Factors that Affect Helping
1. Role Models

Audience Inhibition Effect
A crowd (or audience) inhibits people from helping because people don’t want to appear foolish in front of others.

Results: Falling Ladder Study

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

### 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
5. Religiosity

### Long Term Nurturing Helping:

Religious > non-religious

### Emergency Helping:

Religious = non-religious