The Uninvolved Bystander As Conformist
- In 1964, Kitty Genovese was killed in New York City while at least 28 people watched without intervening or calling police.
- This led to many research studies on when and why people help others.
- Emily Bradley with broken leg on Fifth Avenue—lay there for 40 minutes with no one helping.
- Likelihood of receiving help is greater in non-urban than urban areas—with small requests for help.
- “Lady in distress” study:
  - People are more likely to help if waiting alone in the next room than if others are waiting with them.

Bystander Effect/Apathy
- Presence of another bystander diffuses responsibility and inhibits action.
  - People less likely to help if a large number of people are watching—nonintervention as an act of conformity.
  - Or, the more witnesses there are to an emergency situation, the less likely anyone is to help.
- People help less when the costs of helping are high.

Reasons/influences why help or not help
- Not help:
  - Physical risk/injury to self.
  - Unsure of what to do.
  - Could get sued/legal liability.
  - Others aren’t helping.
  - Too scared to think.
  - Lots of people around—someone else will help.
  - Too busy/no time.
  - Could worsen the situation.
  - Negative or indifferent response to reporting.
  - I.e. LA cell phone re. accident—can’t get through or negative reaction to report—many people have already reported.
- Help:
  - Know what to do in situation—Dr., EMT, etc.
  - I would want someone to help me.
  - Feeling a relationship to the victim.
  - It’s the right thing to do.
  - I’m the only one—I must help.
  - Social approval.
  - Feel good about self by helping.
  - Reward.

Increasing helping behavior
- Situation seems like an emergency.
- The cost of helping is perceived as low.
- Individual has face-to-face contact with victim.
- Individual believes he/she is the only one able or available to help.
- Individual perceives that he/she has the real ability to help.
- Clarify the ambiguity of the situation by pointing to a particular bystander and asking them to help in a particular way.