

TOPIC: GROUP BEHAVIOR

The Bystander Effect

- ◆ In 1964 Kitty Genovese was murdered in Queens, NYC.
 - It was reported that 38 bystanders witnessed the attack and did nothing to prevent it.
- ◆ Despite the inaccurate reporting, psychologists were able to _____ this phenomenon experimentally:

The Bystander Effect

When more people are around, the _____ likely any individual is to help someone in need.



Diffusion of Responsibility

People feel less responsibility to take action because they assume others will.
The sense of responsibility becomes _____ among the group.

- ◆ This does _____ always happen! Less likely...
 - In _____, unambiguous emergencies.
 - If/when people have the expertise to help.



EXAMPLE

According to the bystander effect, the more people that are around and witness a person in distress...

- a) The more likely they are to organize efficiently to get help.
- b) The more likely they are to seek out someone with expertise.
- c) The less likely they are to walk away without assisting.
- d) The less likely they are to help.

PRACTICE

In which scenario would you expect the bystander effect to be the **MOST** likely to occur?

- a) Sandy, a registered nurse, walks past a man who appears to be having a heart attack.
- b) Jomar walks by a house in a quiet neighborhood. He sees black smoke billowing out the windows and hears a woman screaming "Someone help me please!"
- c) Gisele is driving down the highway during rush hour when she witnesses a car accident.

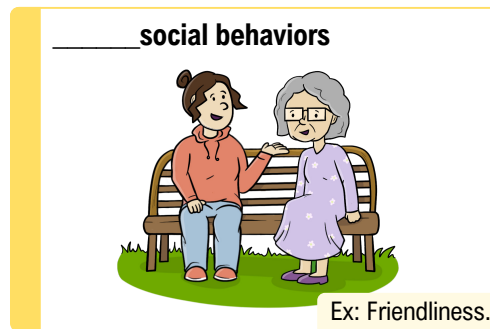
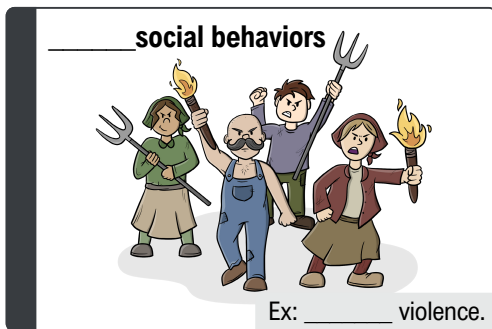
TOPIC: GROUP BEHAVIOR

Deindividuation

Deindividuation

- A _____ of self-awareness; often leads people to behave in ways they normally wouldn't.
- Occurs in large _____ or populated areas.

- Has been associated with:



EXAMPLE

Deindividuation is the loss of awareness of one's individuality that can happen in large crowds or populated areas.

Answer the following questions about the behaviors that can result from deindividuation.

a) What type of positive behaviors can be observed?

b) What type of negative behaviors can be observed?
