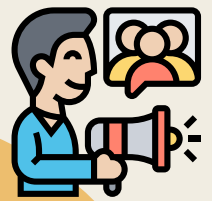
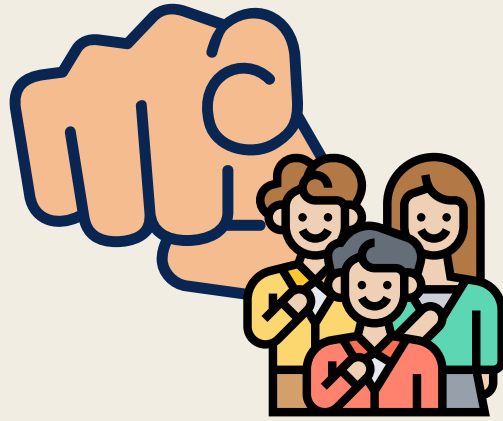


The Bystander Effect

Diffusion of responsibility

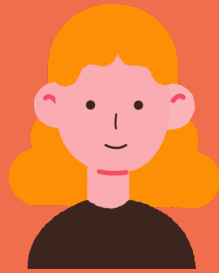
The diffusion of responsibility is, the assumption that someone else will take action over the situation.



Social Influence

Individuals who witness a victim who needs help are less likely to offer their aid if the surrounding individuals are not intervening either.

NEW YORK
City



Kitty Genovese

Genovese was murdered within a few blocks of her residence after a loud altercation with her killer. The fight was seen and heard by 38 witnesses, none of which chose to intervene and help, resulting in the subsequent murder

How to diminish vulnerability

To counteract this innate thought process, one can practice self-awareness in these situations, by practicing consideration of others without receiving a reward.

How does the effect work?

The severity of the bystander effect can be reversed by social awareness cues.

The cost-reward principle, which indicates that people are more likely to act on something when the reward is more significant.

Reputation is more important to individuals than the personal view of individuals' actions.

INFORMATION SOURCE

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