

## **Part 3:**

### The Identifiable Victim Effect

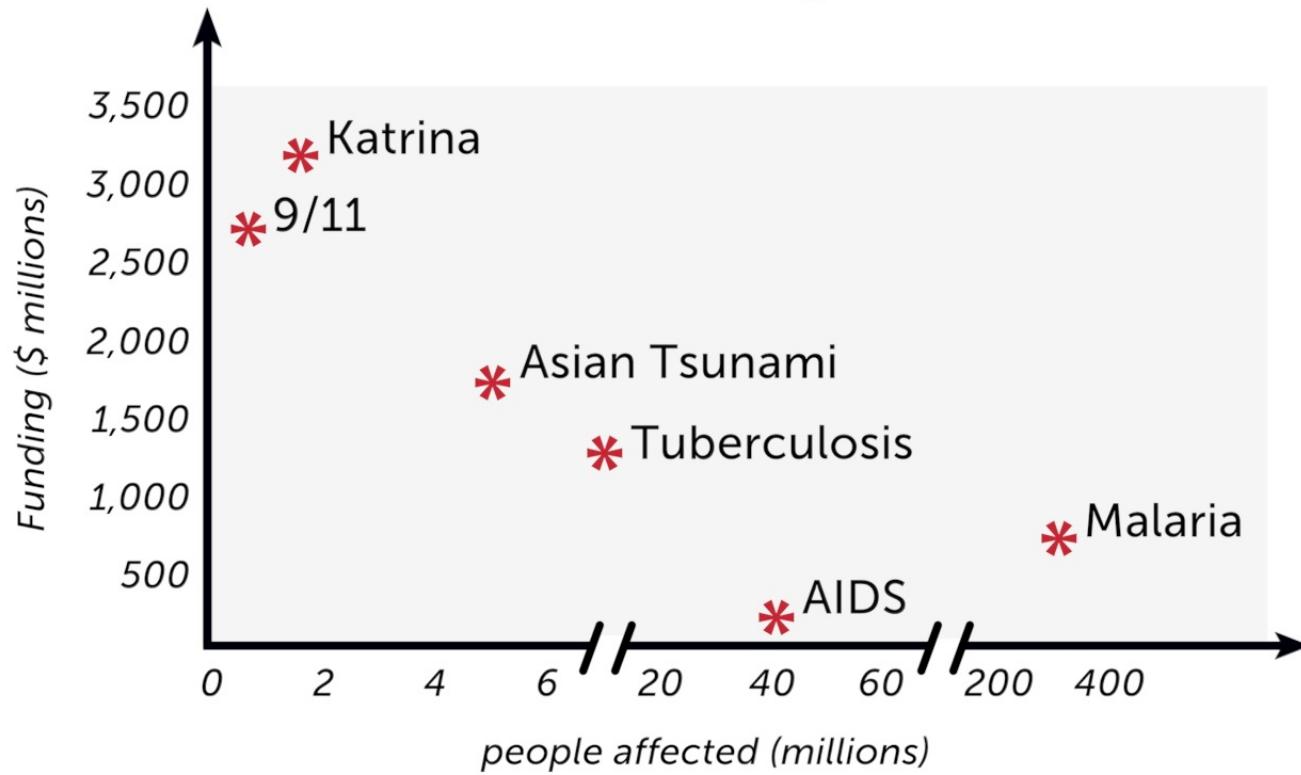
### **The Trolley Problem:**

underscores the discrepancy  
between cognitive and  
emotional thinking.

**Cognition:**  
4 people > 1 person

**Emotion:**  
1 person > 4 people

## Mismatched Money and Need



## The Identifiable Victim Effect

We care more about suffering when it is represented by one individual.





**"One man's death is a tragedy,  
a million deaths is a statistic."**

— Joseph Stalin

**"If I look at the masses, I will never act.  
If I look at the individual, I will."**

— Mother Teresa



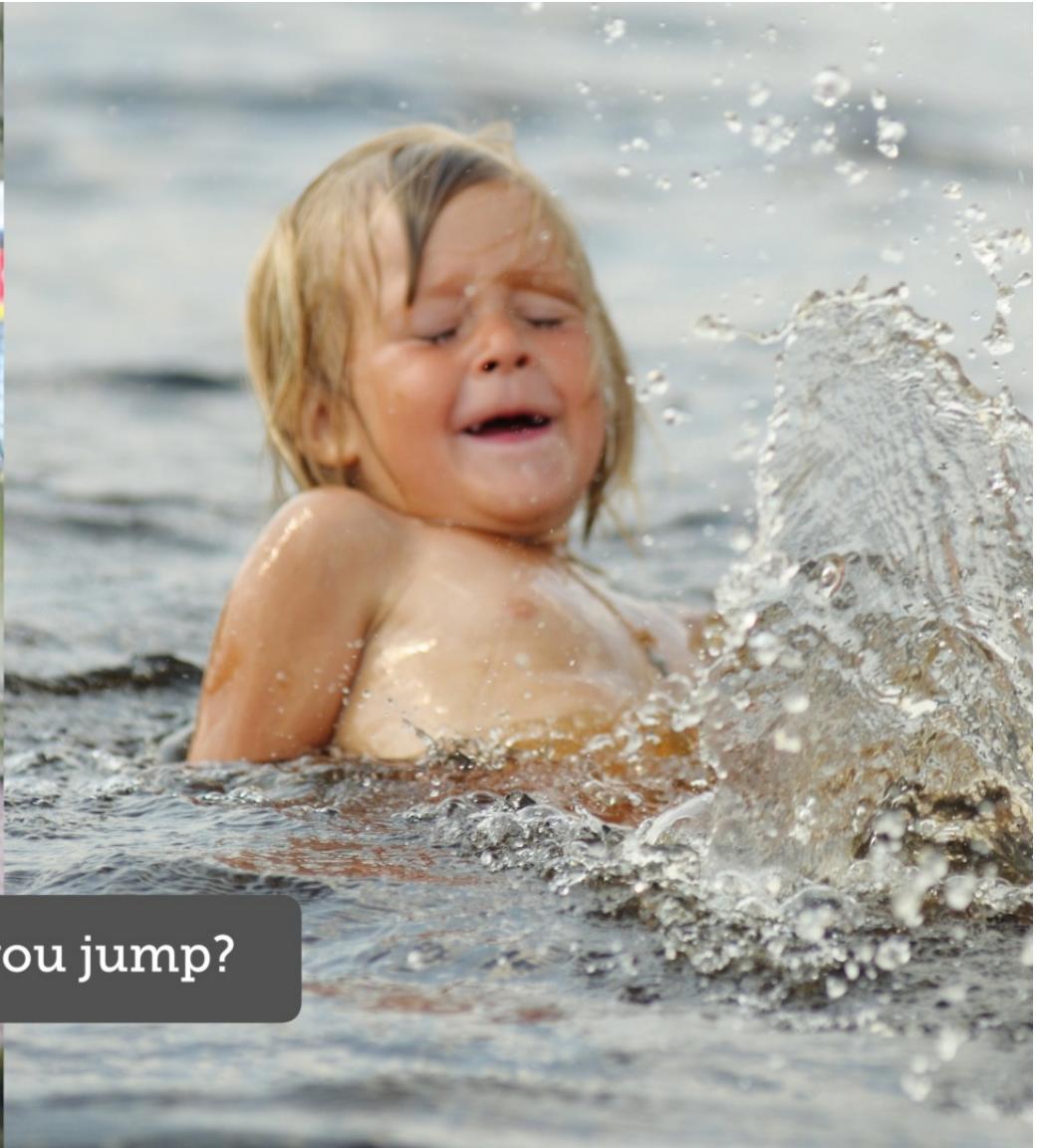
Would you like  
to help Rokia?





People are willing to  
donate twice as much  
money to Rokia  
than the masses.





Would you jump?

## Identifiable and Statistical Life



identifiable  
life

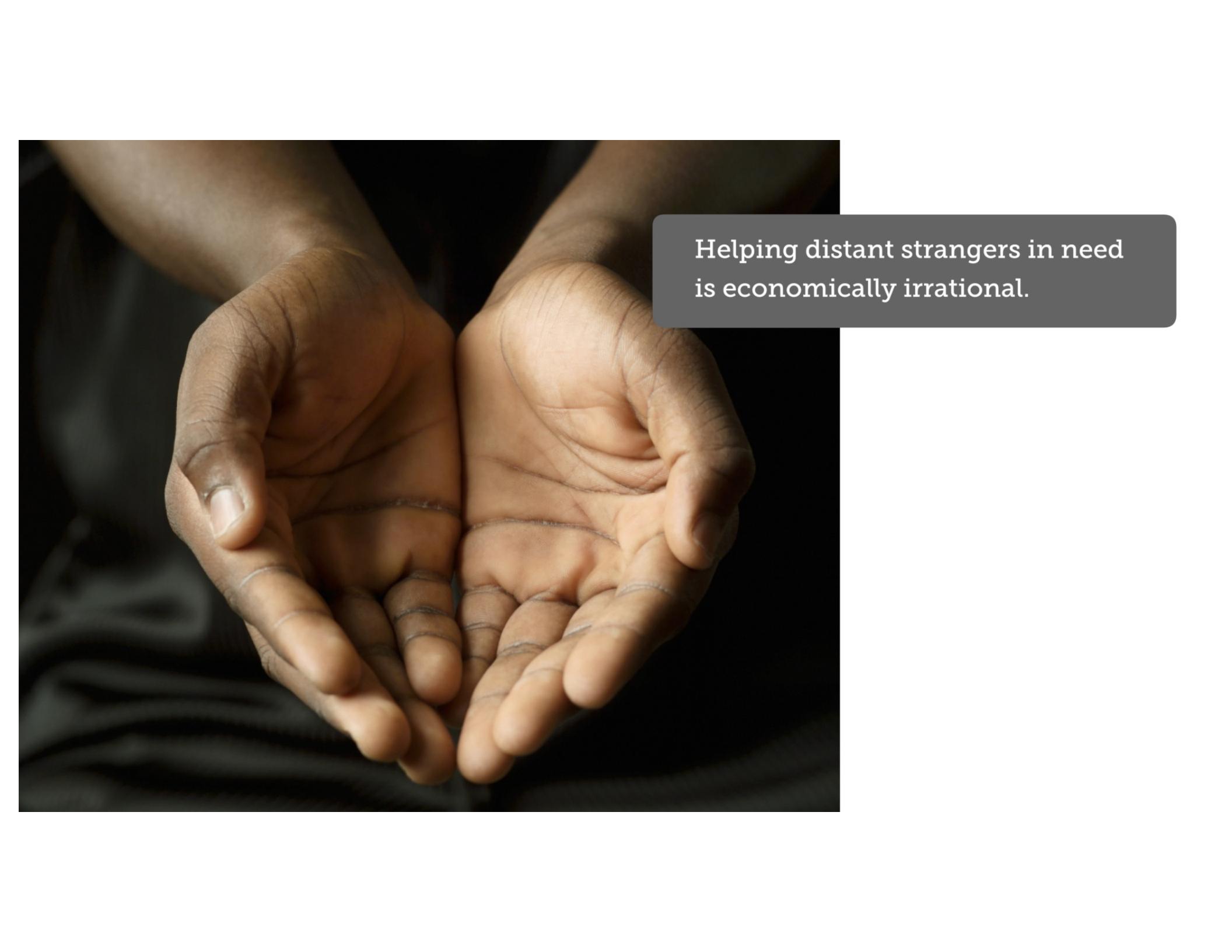
start

Adding statistics to the  
equation dampens our  
emotional response.



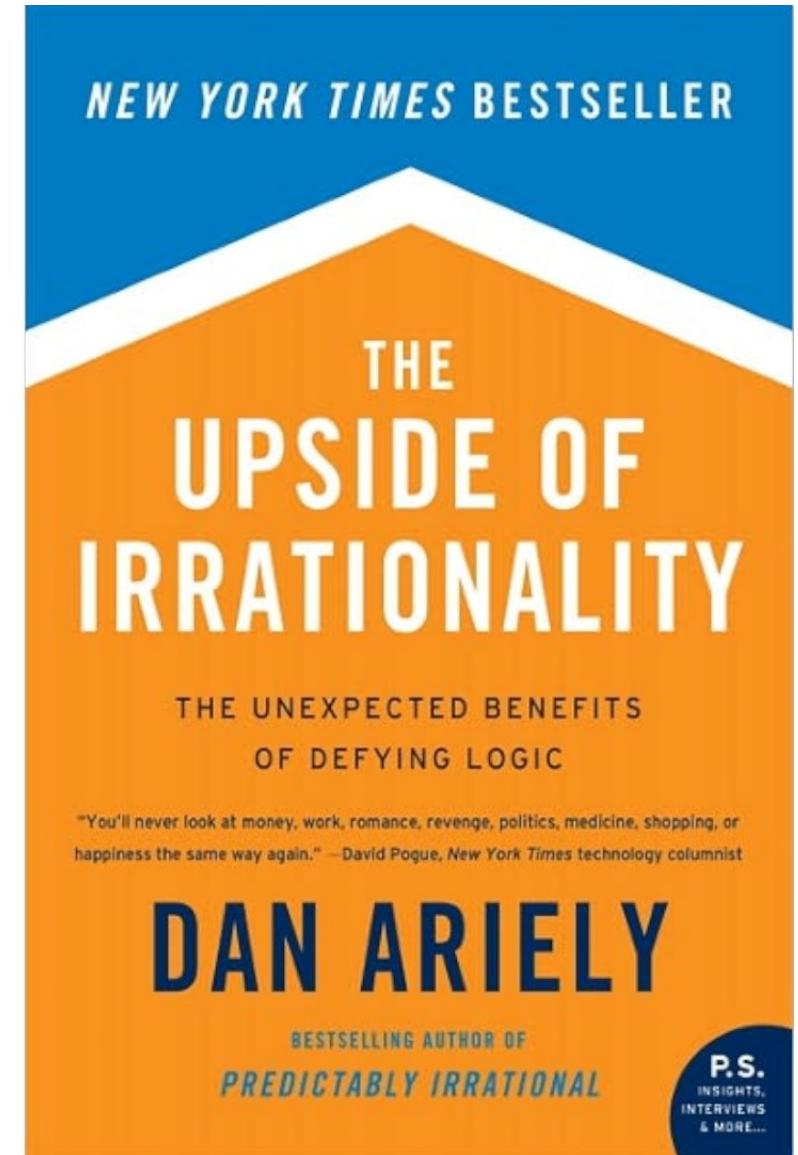
Merely thinking in  
computational terms  
causes empathy  
to decrease.



A close-up photograph of two hands reaching out towards each other from opposite sides. Both hands are palm-up, suggesting a gesture of offering or seeking help. The hands appear to belong to people of different skin tones. The background is dark and out of focus.

Helping distant strangers in need  
is economically irrational.

Call it an “upside” of irrationality...





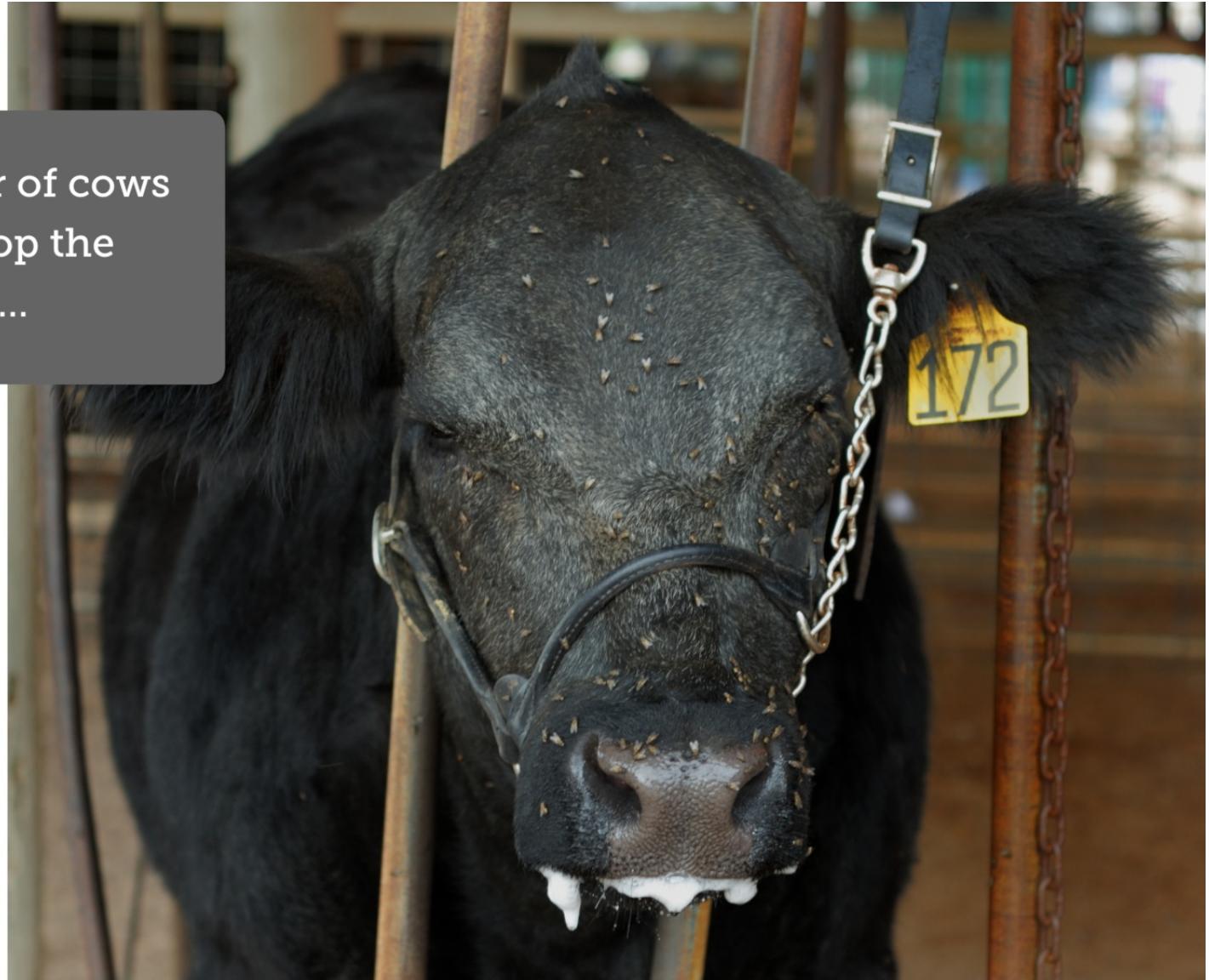
When a particular child is pre-identified, people are more likely to help.

**Condition 1:**  
child is selected randomly, after donation is secured

**Condition 2:**  
child is selected randomly, but before donation



A staggering number of cows  
were butchered to stop the  
spread of the disease...



A photograph of a young, reddish-brown calf standing in a field of tall, green grass. The calf is facing towards the left of the frame, looking slightly forward. The background shows a bright blue sky with scattered white clouds. In the far distance, there are low hills or mountains. The lighting suggests it's a sunny day.

...but when one cute calf won  
the hearts of the British,  
action was taken to revise  
the intervention policy.

### **The Identifiable Victim Effect:**

A single, specific victim  
inspires action, whereas  
general information about  
masses of victims does not.