From: <https://prezi.com/edknk_8ivzvj/the-bystander-effect-john-darley-and-bibb-latanes-experiments/>

Experiment by John Darley and Bibb Latane in 1968

* Inspired by the murder of Kitty Genovese in 1964 where 38 people has seen and heard the attack, which lasted an hour yet they did nothing
* Experiment:
  + Students were asked to have an anonymous discussion with other students about personal and academic issues
  + One would appear to have an epileptic seizure
  + A student is in a cubicle amongst many others, tapes of other student playing and the subject thought they were real people
  + Tested the *diffusion of responsibility* among the subjects
* Results:
  + 85% responded when they were one of two subjects
  + 31% responded when they were one of six subjects
* Two Findings and Principles:
  + Diffusion of responsibility:
    - They feel less responsible when they think that other people may intervene
  + Pluralistic Ignorance:
    - Since everyone else is not reacting, my personal help is not needed
    - The situation appears less of an emergency seeing the inaction of others
* Less people react, when there are more people

Other principles:

* Individuals think that other people are more inclined to help (e.g. doctors, nurses)
* Some individuals are too self-conscious about their own image
* Some fear to be rejected and or worsening the situation

Example:

<https://www.youtube.com/watch?v=OSsPfbup0ac>

Peter:

* 20 minutes on the ground and nobody helped him

2 conflicting rules:

1. I have to help
2. I ought to do what everybody else is doing

They form groups (Ruth is the actress)

* 4 mins on the ground without help (34 people have passed)
* Strangers formed a group unwittingly (afraid to stand out)
  + Rule: don’t get involved
* When someone else helps, another group forms:
  + Rule: help

Peter again, dressed better:

* Took only six seconds
* Sir and everyone helped him
* Part of the “right” group

Example 2:

<https://www.youtube.com/watch?v=2OdKow7IAuw>

(Baby in the Car)

Why did (girl 1) not stop? You don’t imagine it happening

Why did (girl 2) not stop? Not my car

Why did (girl 3) stop? I have a baby, I would never do that. How could I not get involved

Why did (man 1) stop? He was angry.

Man 2: Joined by woman. And another woman joined. They ganged up on the actress.