

Title: Investigating the Causes and Solutions of the Bystander Effect
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In this research presentation, the causes and potential solutions to combat the phenomenon known as the bystander effect will be identified. As this effect can be seen in all people, it is important to identify personal tendencies within each individual to step towards those in need and offer help that would otherwise be nonexistent. In 1968, John Darley and Bibb Latané researched this effect after the infamous murder of Kitty Genovese in 1964, where dozens of bystanders failed to intervene during the attack ultimately leading to her death. This presentation will examine the psychology behind this reaction, and will present other concepts by Darley and Latané, which include the diffusion of responsibility, and the 5-step cognitive and behavioral process in emergency situations. By looking into these concepts, it will become clear to the audience how to identify the mechanisms in our mind which block us from intervening and assisting a victim. This includes: overcoming the fear that one will be viewed and judged by helping, persisting in viewing a situation as an emergency, assuming that others will not take action themselves, personally taking responsibility, and putting yourself in the position of the victim to ensure your own sacrifice of time and ability to reschedule in order to help. By providing insights and background on the bystander effect, and by recommending techniques to employ when in these situations, this presentation will allow the audience to take action and recognize the positive effects of intervention when it becomes the most necessary.

References

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