

Helping part 2

Situational Influences

- I. # of bystanders
 - A. Fallen experimenter example (Latane & Rodin, 1969)
 - B. 3 factors affecting by # of bystanders
 - 1. Notice the emergency
 - a. Smoke through the vent (Latane & Darley, 1968)
 - 2. Interpret it as an emergency
 - a. Informational social influence
 - (1) Pluralistic ignorance
 - 3. Assuming responsibility
 - a. Diffusion of responsibility
- II. Increasing helping
 - A. Decrease ambiguity
 - B. Personalize request for help
 - C. Model prosocial behavior