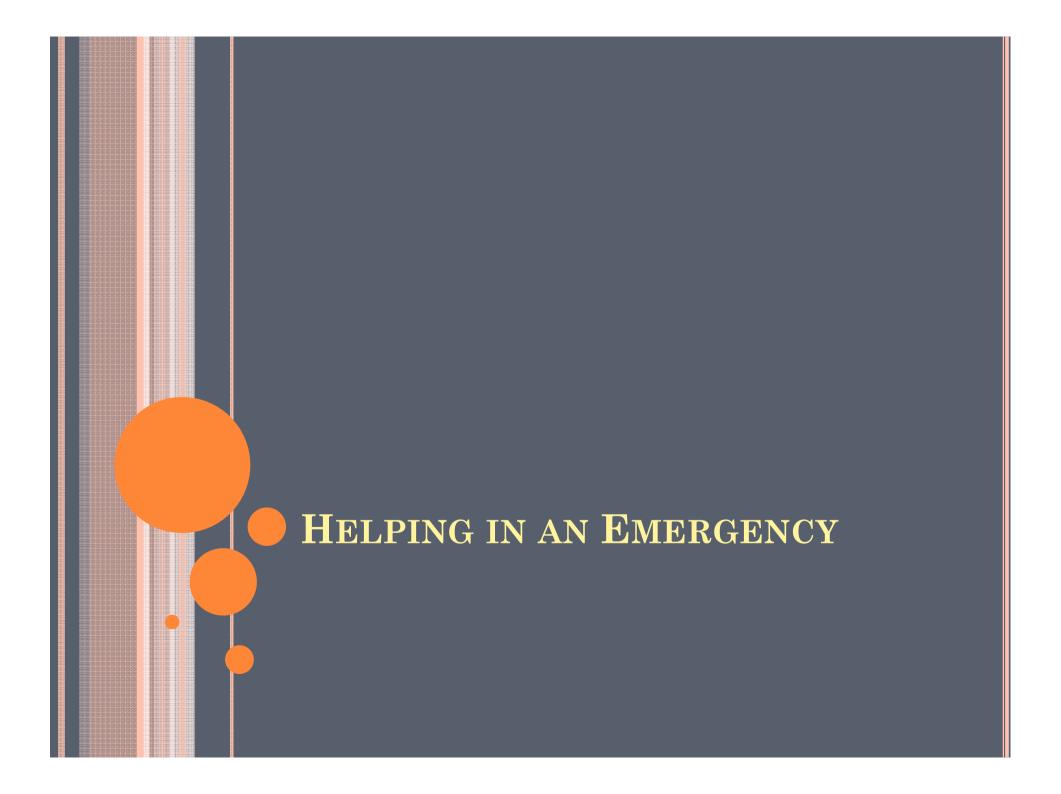
PROSOCIAL BEHAVIOR

Choo Chian Hou Ahmad Azuan B. Abd Aziz Hamidah bt. Hamdan Pegah Athari Atefeh Ahmadi

Lecturer: Assoc. Prof. Azizi Yahaya



HELPING IN AN EMERGENCY

- The bystander effect or Genovese syndrome is a phenomenon that refers to cases where individuals do not offer any means of help in an emergency situation to the victim when other people are present (Batson et al).
- John Darley using the term bystander effect to refer to the possibility that the presence of other people inhibits helping

Formal model have been built for mergency intervention that consist of:-

STAGE 1

Noticing an incident

STAGE 2

Interpreting incident as an emergency

STAGE 3

Accepting responsibility for helping

STAGE 4

Deciding how to help

SUMMARY OF HELPING IN EMERGENCIES

• Darley and Latane systematically showed that helping is influenced by subtle situational factors such as group size and the reactions of other people.