**Video Title:** The Bystander Effect: The Death of Kitty Genovese

**Video URL:** <http://www.youtube.com/watch?v=z4S1LLrSzVE>

**Run Time/Source:** 7:05

**Source:** Heroic Imagination Project/YouTube

**Close Caption Available:** Yes

One of the most powerful effects found in social psychology is the bystander effect. The bystander effect occurs when a person who needs help is less likely to receive that help when many bystanders are present as opposed to one bystander. This video shows a number of situations in which the bystander effect occurs. For example, people on a busy London street walk right by a person lying on some stairs in plain view. We see this happen repeatedly almost every day. As you watch the video, answer the following questions:

1. How does Philip Zimbardo define the “bystander effect”?

2. How does the apathy of bystanders affect whether one helps or not?

3. Why do you think that the well-dressed victim was helped and the not-so-well-dressed victim not?

4. How can you explain the effect where once one person helps, others also help?

5. What social psychological principles can you think of to explain why when one bystander stops to help others follow suit?

6. Given the circumstances shown in the video, do you think you would overcome the bystander effect and offer help (why or why not)?