

Power point Example

NEUROHEADWAY

Neuroscience Into Education

Some of the phenomena social psychologists study

- How do social relationships start off, how do they develop, how do they end?
- Who do we like, who do we dislike, who do we love?
- Who becomes the leader of a group and why?

Stanley Milgram's obedience experiment (published 1962)

The research question: how obedient are people to an authority figure.

1. Volunteers participated as 'teachers' in what they thought was a learning task.
2. The experimenter instructed the volunteer to give the 'learner' electric shocks of increasing voltage for every mistake he made in the learning task.
3. If the 'teacher' hesitated, the experimenter gave him measured verbal prods (*"Please continue"* or *"The experiment requires that you continue"*).
4. The 'learner' was actually Prof. Milgram's assistant who intentionally simulated repeated errors in the learning task.
5. And the intimidating machine did not deliver any electric shocks (though the 'teachers' thought so).

The highest voltage knob on the 'shock generator' was 450-volt – a massive, life-threatening shock. It also said so on a tag on the knob of the shock generator that was clearly visible to the 'teacher'.

This laboratory situation was repeated many times, with different volunteers of all adult ages, both genders, and varying ethnic backgrounds and walks of life.

Imaginary Scenario 2

You are on your way to school and in a hurry. You notice an elderly woman who has dropped her shopping bag full of groceries.

Embed videoclip 1

Will you help her to pick them up?

As you come closer you realize that it's your grandma.

Embed videoclip 2

Will you help her to pick up her groceries?

Or: As you come closer you see that the woman drools and appears to have an epileptic seizure.

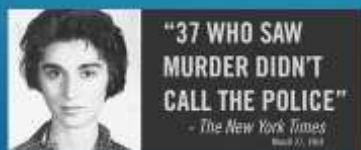
Embed videoclip 3

Will you help her?

On March 13, 1964 Kitty Genovese, a 28-year old bartender, was on her way from work back to her apartment in Queens, New York. At 3am she was stabbed, sexually assaulted, and murdered in front of her apartment building. The attack lasted some 40 minutes; the murderer fled after attracting attention and then returned ten minutes later and finished the assault. All this time Genovese screamed and pleaded for help.

The police investigation revealed that at least 37 people had witnessed the murder; some switched on their lights or even opened their windows to hear better what the fuss was all about. Not one intervened in any way, not even by calling 911.

The media had a heyday. It accused New Yorkers of being insensitive to their neighbors' needs and hardships, and much worse.



Darley & Latané's bystander experiment (1968)

https://www.youtube.com/watch?v=Q9Qf_omTFJE

Darley, J. M., & Latané, B. (1968). Bystander intervention in emergencies: Diffusion of responsibility. *Journal of Personality and Social Psychology*, 8(4, Pt. 1), 377-383.

	% responding	average time to respond
Lone witness	85%	52 sec
Two other witnesses	62%	93 sec
Five other witnesses	31%	166 sec

Darley & Latané call this '*diffusion of responsibility*'. Like a cake, the more people share it, the smaller the slice each one gets.

Ironically and from the victim's perspective, if this were a real epileptic seizure, his chance to receive help from one of six bystanders would be lower than if only one person witnessed it.