Two New York social psychologists, John Darley and Bibb Latané, wondered whether certain social psychological processes might also have played a role. They reasoned that so many people may have failed to help precisely because so many people witnessed the attack. They used the term **bystander effect** to refer to the possibility that the presence of other people inhibits helping.

### A. Decision-Making Model of Emergency Intervention

Building on the idea of the bystander effect, Darley and Latané went on to propose a formal model of emergency intervention (Darley & Latané, 1968; Latané & Darley, 1970; see also Dovidio, Piliavin, Gaertner, Schroeder, & Clark, 1991). Figure 12.7

![Decision-Making Model of Emergency Intervention](image)

**FIGURE 12.7**

Decision-Making Model of Emergency Intervention

The model shows that bystanders must make several decisions before they will provide aid to a victim. At each stage, the presence of others makes it less likely that people will decide to help.