



Within the field of Social Psychology, there is decades of research documenting basic principles of bystander behavior that have a broad impact on individual and group choices. This body of research seeks to understand why individuals choose to intervene or remain passive when they are in the role of a bystander in a potentially risky, dangerous or emergency situation. The current body of knowledge demonstrates bystander influences such as: (1) diffusion of responsibility – when faced with a crisis situation, individuals are less likely to respond when more people are present because each assumes that someone else will handle it (Darley & Latane, 1968; Chekroun & Brauer, 2002); (2) evaluation apprehension - when faced with a high risk situation, individuals are reluctant to respond because they are afraid they will look foolish (Latane & Darley, 1970); (3) pluralistic ignorance – when faced with an ambiguous, but potentially high-risk situation, individuals will defer to the cues of those around them when deciding whether to respond (Clark & Word, 1974; Latane & Darley, 1970); (4) confidence in skills – individuals are more likely to intervene in a high-risk situations when they feel confident in their ability to do so effectively; (5) modeling – individuals are more likely to intervene in a high risk situation when they have seen someone else model it first (Bryan & Test, 1967; Rushton & Campbell, 1977). These well documented principles not only suggest what inhibits bystanders from intervening, but also, strategies for effectively overcoming these inhibitions and increasing the pro-active response of bystanders.

### **Application to Violence Prevention:**

As the Social Diffusion Theory demonstrates the power of identifying socially influential individuals to endorse and exhibit targeted behaviors, the Bystander research provides the targeted behavior we want endorsed. The behaviors include actively intervening in situations that are imminently or potentially high-risk for violence, as well as effective means to elicit that targeted behavior. Further, this body of research provides specific strategies to increase the likelihood that the trained participants will actually intervene when they are in the role of a bystander.

**The research listed below was utilized to develop the Green Dot strategy. Links are provided (when available), just click and you will be redirected to the document!**

### **Sources with Links to Full Documents**

Kathleen J. Sikkema, PhD, Jeffrey A. Kelly, PhD, Richard A. Winett, PhD, et.al. "Outcomes of a Randomized Community-Level HIV Prevention Intervention for Women Living in 18 Low-Income Housing Developments." *American Journal of Public Health* 90.1 (2000): 57-60.

**PDF Link to research article:** [Outcomes of a Randomized Community...](#)

Marsha E. Wolf, Uyen Ly, Margaret A. Hobart, and Mary A. Kernic. "Barriers to Seeking Police Help for Intimate Partner Violence." *Journal of Family Violence* 18.2 (2003): 121-129.

**PDF Link to research article:** [Barriers to Seeking Police Help for...](#)

Patricia M. Fabiano, PhD, et al. "Engaging Men as Social Justice Allies in Ending Violence Against Women: Evidence for a Social Norms Approach." *Journal of American College Health* 52.3 (2003): 105-112.

**PDF Link to research article:** [Engaging Men as Social Justice Allies...](#)

### **Other Sources for Social Norms Research**

Alan Berkowitz, Peter Jaffe, Dean Peacock, Barri Rosenbluth, and Carole Sousa. "Young Men as Allies in Preventing Violence and Abuse: Building Effective Partnership with Schools." 2002.

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Alan David Berkowitz, Ph.D. "Applications of Social Norms Theory to Other Health and Social Justice Issues." *The Social Norms Approach to Preventing School and College Age Substance Abuse*. Ed. H. Wesley Perkins. San Francisco: Jossey-Bass, 2003. 259-279.

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Berkowitz, Alan D. "Sexual Assault Prevention." Aronson, Editors: Michael Kimmel and Amy. Men and Masculinities: A Social, Cultural and Historical Encyclopedia. Denver: ABC-CLIO Press, 2003. 719-720.

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Micahel A. Anderson, Paulette Marie Gillig, Marilyn Sitaker, Kathy McCloskey, Kathleen Malloy, and Nancy Grigsby. ""Why Doesn't She Just Leave?": A Descriptive Study of Victim Reported Impediments to Her Safety." Journal of Family Violence 18.3 (2003): 151-155.

Murphy, Jeffrey A. Kelly and Debra A. "Randomised, controlled, community-level HIV-prevention intervention for sexual-risk behaviour among homosexual men in US cities." The Lancet 22 November 1997: 1500.

Nancy J. Shook, Deborah A. Gerrity, Joan Jurich, and Allen E. Segrist. "Courtship Violence Among College Students: A Comparison of Verbally and Physically Abusive Couples." Journal of Family Violence 15.1 (2000): 1-22.

Petretic, Jennifer L. Broach and Patricia A. "Beyond Traditional Definitions of Assault: Expanding Our Focus to Include Sexually Coercive Experiences." Journal of Family Violence (2006): 477-486.

Ryan, Kathryn M. "The Relationship Between Courtship Violence and Sexual Aggression in College Students." Journal of Family Violence 13.4 (1998): 377-394.

*For more information about WOU Green Dot, the research used to develop the Green Dot Strategy, or how you can make a difference in our campus community, please contact:*

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