

# Upstander week

## 10 Reasons People Don't Help

What causes bystander apathy? Pay close attention to these barriers that can hold us back:

1. *Diffusion of Responsibility*: When others are present, we assume someone else will take responsibility help.
2. *Pluralistic Ignorance*: When others don't help, we assume it's because they don't perceive anything to be wrong.
3. *Ambiguity*: When we're unable to recognize or diagnose a situation as potentially harmful or worthy of intervention.
4. *Obedience to Authority*: When we comply with direction to not intervene and because someone in a position of power told us to.
5. *Position of Power*: When situational context and our social identities leave us powerless to intervene.
6. *Social Loss*: When the thought of embarrassment or losing friends and social status holds us back from stepping in.
7. *Physical Harm*: When intervening could result in physical injury or violence toward yourself or others.
8. *Legal Consequences*: When fear of legal liability or trouble with school, family, or friends takes precedent over helping.
9. *Personal Obstacles*: When we don't feel confident in our ability or knowledge to know what to do or say to intervene effectively.
10. *Willful Neglect*: When we ignore or avoid a problem situation because it's inconvenient or we don't deem the victim as worthy of help.