Teacher Answer Key

Case Study

1. When several people witness an emergency, each one assumes somebody else will step in, so responsibility is spread thin and no one acts.

2. Teaching people to recognize the effect is the strategy the case points to, since naming a single specific person to help removes the assumption that someone else will.

Multiple Choice

1. D

2. B

3. A

Matching

1-E, 2-C, 3-D, 4-B, 5-A

Fill-in-the-Blank

1) bystander, 2) Conformity, 3) Cognitive dissonance

Short Answer (Sample Responses)

Q1: By highlighting inconsistencies between values and actions, campaigns can motivate behavior change, such as quitting smoking.

Q2: Encouraging diverse opinions and critical evaluation reduces groupthink.

Q3: Understanding norms helps design strategies that align with societal expectations, making them more effective.