

WARM UP MUSIC

Santana

CHANGE YOUR EVIL
WAYS

ON BECOMING A HERO

- THE MENLO SCHOOL
February 4, 2012
- PHILIP ZIMBARDO, Ph.D. Stanford
University,
President, Founder of The Heroic
Imagination Project

WHY SHOULD I WANT MY CHILD TO ACT HEROICALLY?

Heroes Take Risks to Help
Others in Need or to Defend a
Moral Cause

*I don't want my child to act
rashly, foolishly doing some
hero deed*

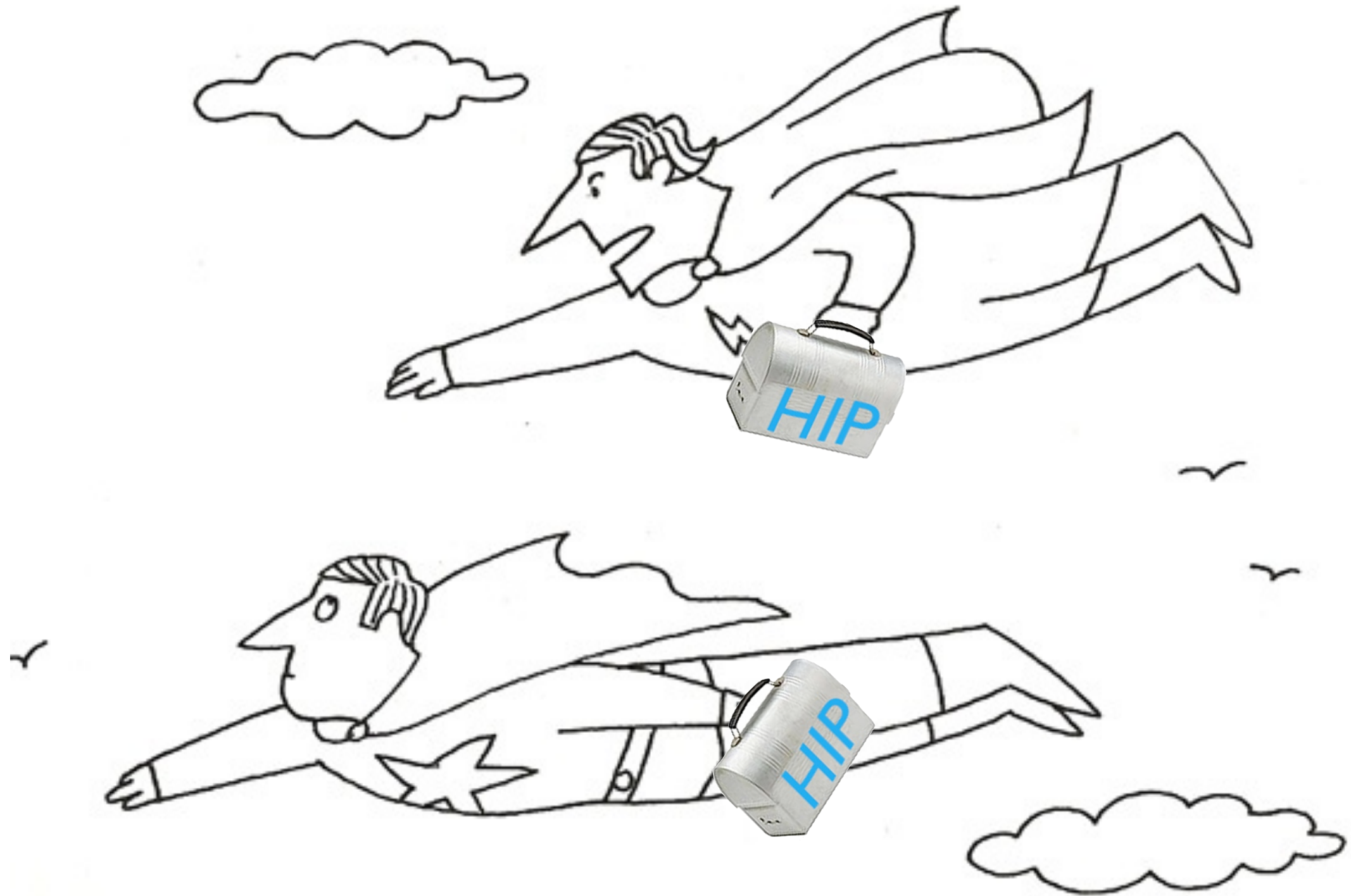
My Mother Told Me
“Don’t Get Involved in
Other People’s
Business!”

But My Child Tells Me,
“Humanity is MY Business.
Others Then Will Be There
For Me When I Need
Help”

HEROES

- PUT THEIR BEST SELF FORWARD IN SERVICE TO HUMANITY
- GIVE NEW DIGNITY TO HUMAN NATURE
- TRANSFORM THE PRIVATE VIRTUES OF CARING, COMPASSION AND EMPATHY INTO THE HIGHEST CIVIC VIRTUE OF SOCIAL ACTION
- ACT WISELY, EFFECTIVELY WITH A HEROIC MINDSET THAT IS LEARNABLE & COACHABLE

Heroes must act!



C. Brown

*"Flying around all day just won't cut it—sooner or later,
you're going to have to fight some evil."*

To be a hero, doesn't my child have to be special, unique and gifted?

- NO!
- HEROES ARE USUALLY ORDINARY PEOPLE WHOSE ACTIONS ARE EXTRA-ORDINARY
- THEY STAND UP, SPEAK OUT, TAKE A STAND AGAINST EVIL IN ITS MANY FORMS-- AS PRESIDENT OBAMA SAYS:

ROSA PARKS,
seamstress,
***First Lady of
Civil Rights in
the U.S.***

refused to give her
bus seat to a white
man, arrested,
protested, started
movement of
desegregation of
buses and trains.



Rosa Parks

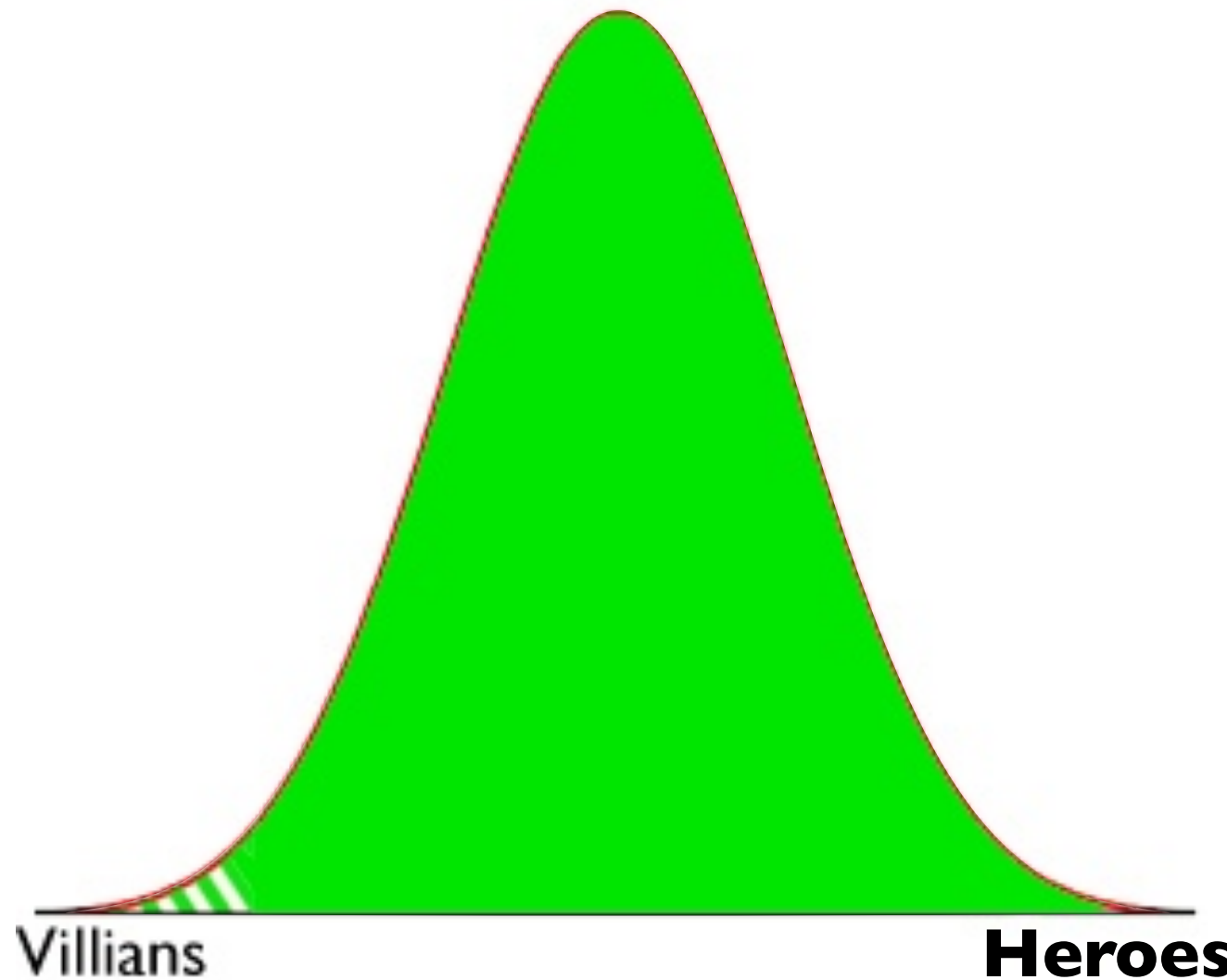
- REFUSED TO YIELD HER SEAT TO A WHITE MAN ON A BUS IN MONTGOMERY, ALABAMA, 12/1/1955
- SHE BECAME A PRISONER OF THE STATE #7053
- *“I was not tired. The only tired I was, was tired of giving in.”*

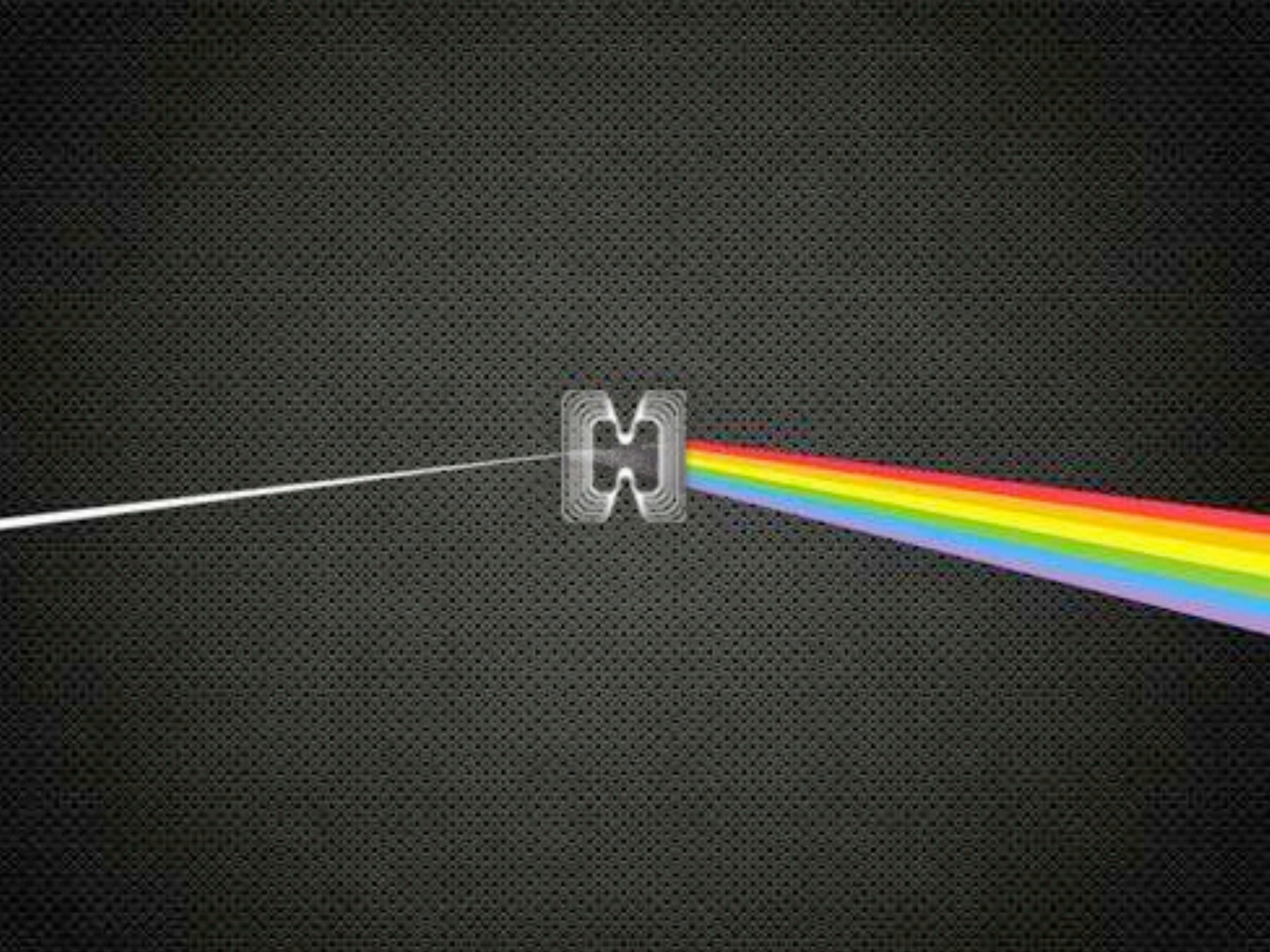


- The very same ***Situation*** that *inflames* the “**Hostile Imagination**” in those who become villains and perpetrators of evil *instills* the “**Heroic Imagination**” in others to become Heroes.
- Few people do evil, fewer act heroically.
- Between these extremes on the *bell curve of humanity* are the vast majority who, most of the time, DO NOTHING, with No Imagination--our **Reluctant Heroes**
- But doing nothing when something is needed, they implicitly support the perpetrators of evil.

Shifting social norms

Reluctant Heroes





Why Do Good People



Turn Evil ??



How? Why?
Can it be Prevented?





- I GREW UP IN POVERTY-- IN A NEW YORK GHETTO OF THE SOUTH BRONX,
- ASKING WHY MY GOOD FRIENDS WENT BAD



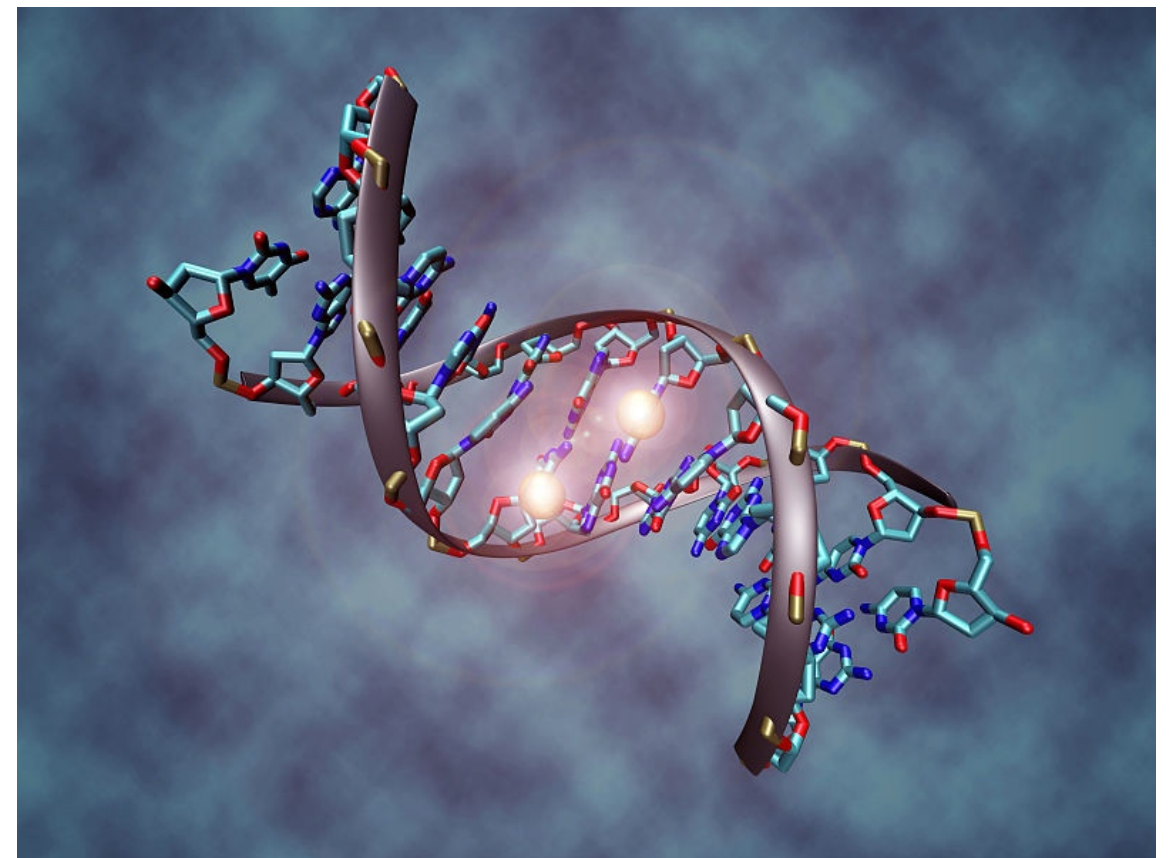
SOUTH BRONX KIDS' PLAYGROUNDS, AFTER THE BRONX WAS BURNED OUT

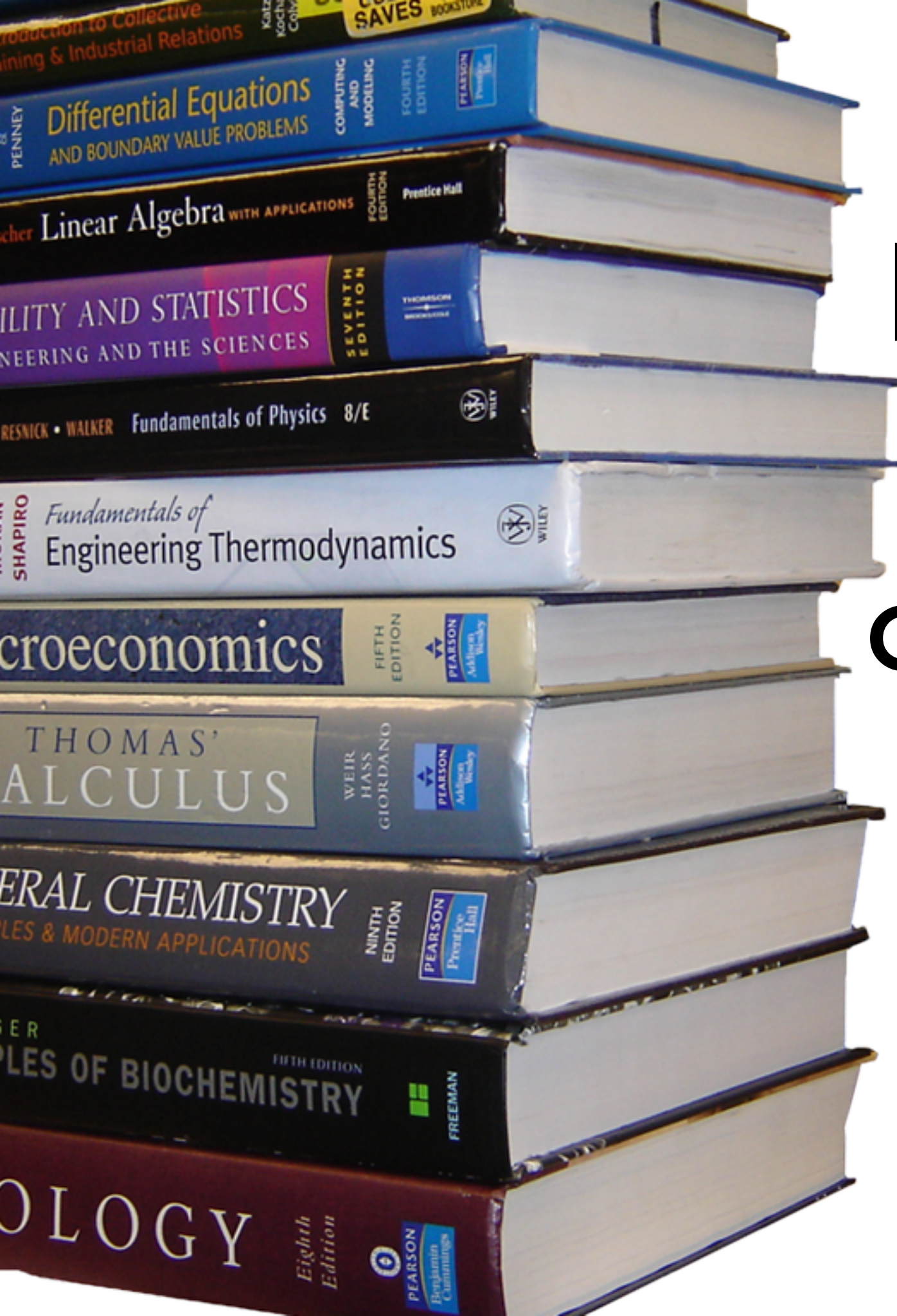
Poverty of Inner City Ghetto life breeds Evil, which becomes seductive for kids in their world filled with easy sex, drugs, gangs, violence, criminal activities, and hustlers...

POVERTY IS SYSTEMIC EVIL~~ it is growing in the US and everywhere in the world. 20% of UA children now live and die in Poverty~~ a national disgrace!

Nature over Nurture: The Fingerprint of Poverty

- Adults who grew up in **poverty** show changes in the "programming" of their DNA that may be linked to later health problems such as obesity, diabetes, and autoimmune diseases, researchers have found.
- There is a link between a person's early economic hardships and the biochemistry of their DNA. That turns genes up or down, meaning they become more or less activated, a phenomenon known as **epigenetics**.
- *In this sense, **Poverty Kills Life.***

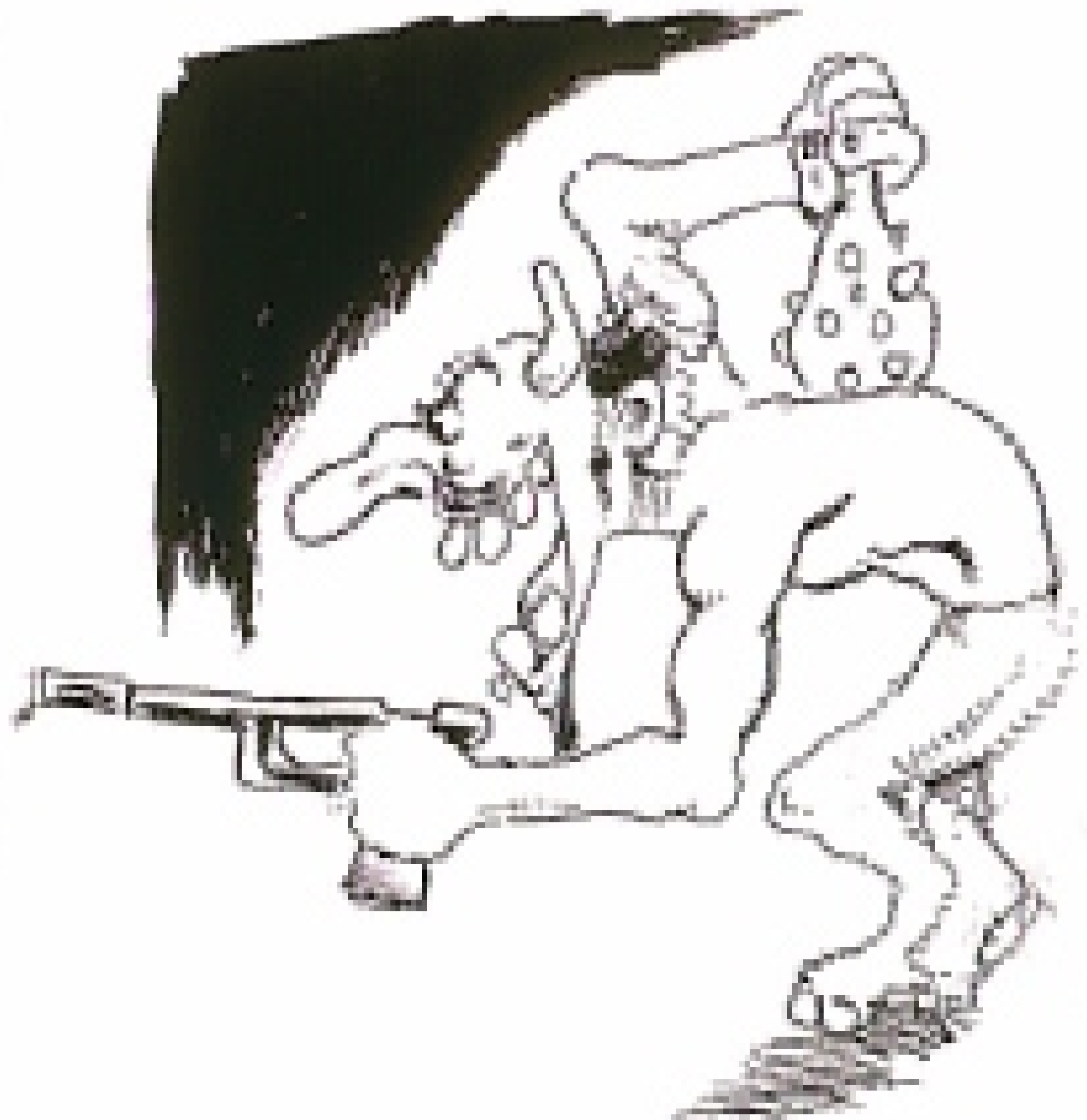




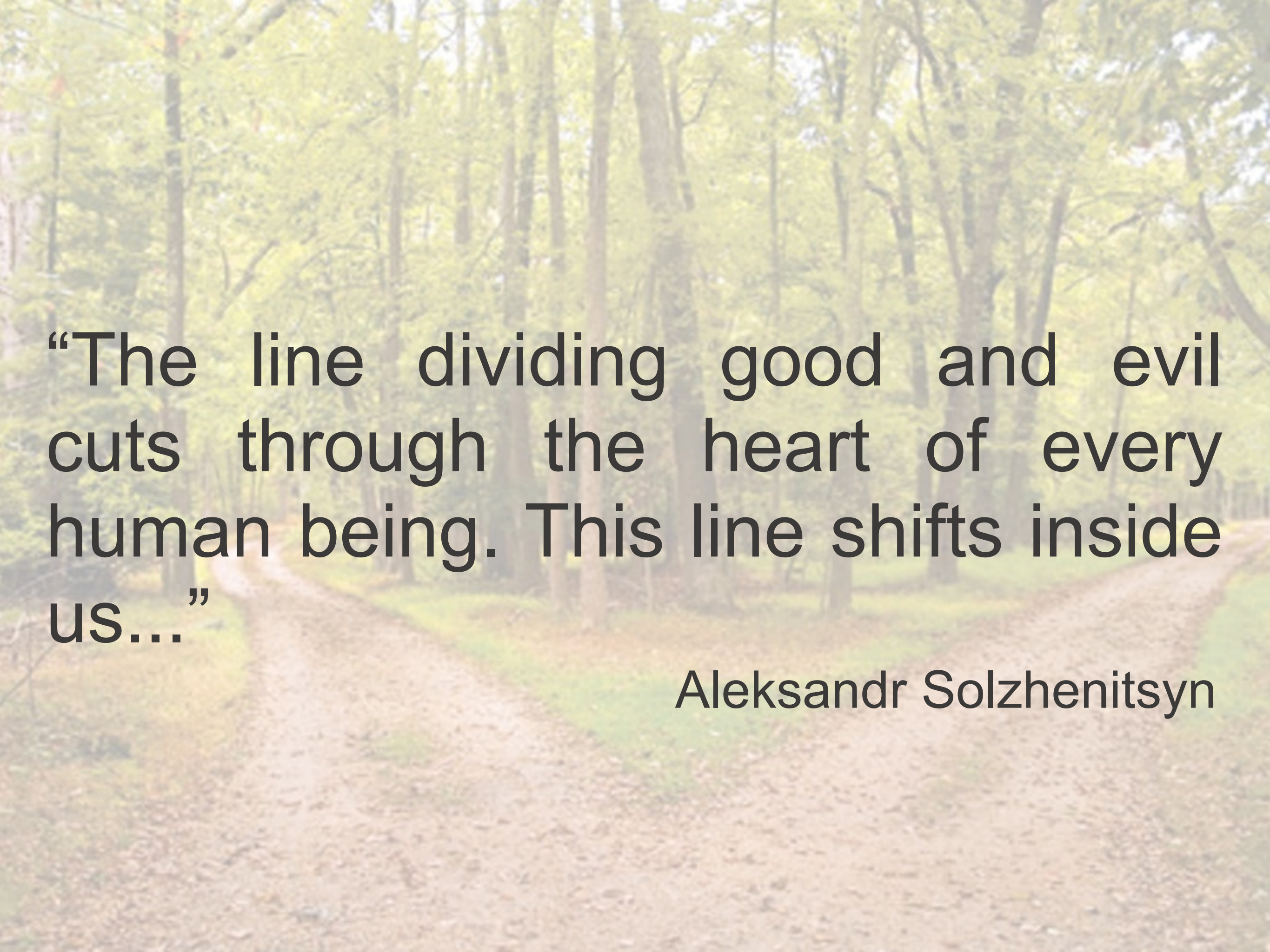
Education was
my key
out of the evils
of the ghetto
into a new life

Dr. Jekyll

Mr. Hyde



by Olivier Klein



“The line dividing good and evil
cuts through the heart of every
human being. This line shifts inside
us...”

Aleksandr Solzhenitsyn

Powers of Situations and Systems

- **Individual:** personal disposition
 - “Bad apples”
- **Situation:** social and physical environment
 - “Bad barrel”
- **System:** organizational influences: political, economic, cultural, and legal
 - “Bad barrel-makers”



MODERN EVIL
FOR
THE YOUNGER
GENERATION



I AM
TRYING
HARD
NOT TO
FALL
UNDER
THE SPELL
OF THE
DARK
FORCE
OF EVIL



Banality of Evil in Words and Deeds



Norwegian Anders Breivik: “I am a laid-back type and quite tolerant on most issues...
As all my friends can attest to, I wouldn’t be willing to *hurt a fly*, and I never used violence against others.”





July 22, 2011
Cold-Blooded
Murder
of 69 children
swimming at
summer camp, dozens
more wounded



Protesting
Immigration,
Integration,
Islamism



“I’m neither a good cop nor bad cop, Jerome. Like yourself, I’m a complex amalgam of positive and negative personality traits that emerge or not, depending on the ***circumstances***.”

Two Very Dangerous Questions:

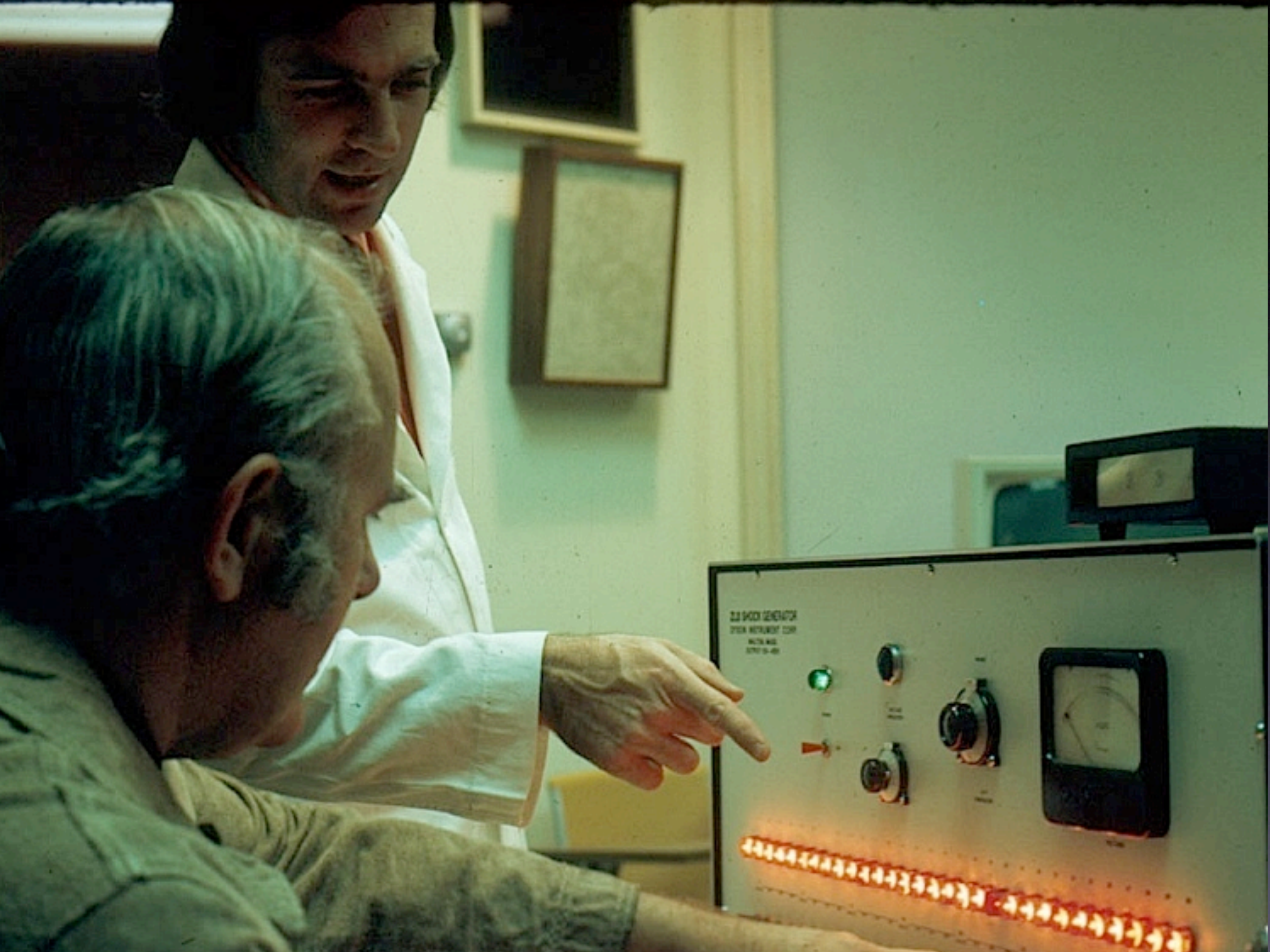
**WOULD *YOU* ELECTROCUTE A
STRANGER IF HITLER ASKED YOU TO?**



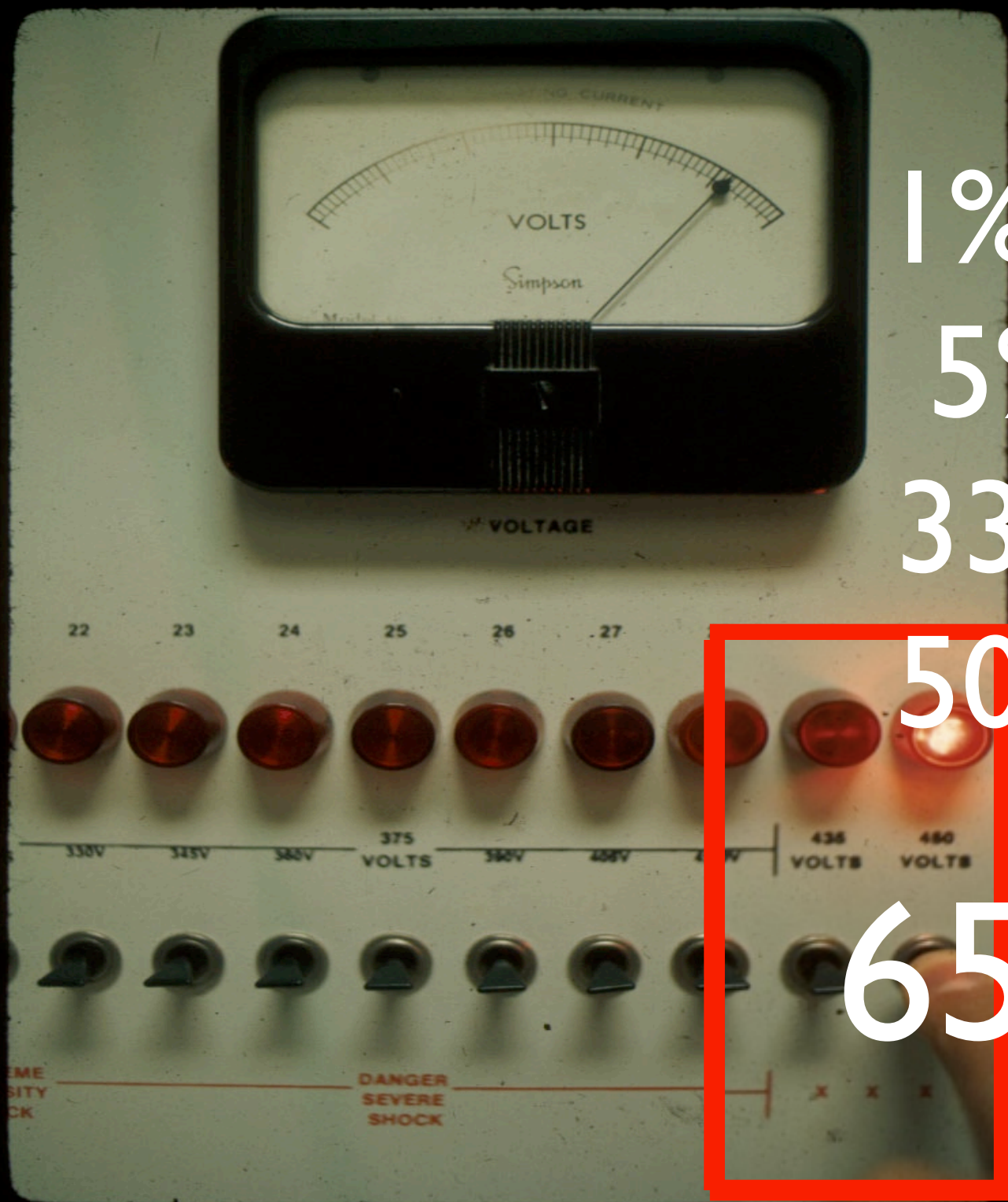
- COULD THE HOLOCAUST OCCUR AGAIN IN AMERICA?
- THE SHOCKING ANSWER BY: STANLEY MILGRAM (1963)
- *(We were classmates in James Monroe High School in the Bronx, 1949-50)*
- Listen to Why he did this research on blind obedience to authority...



The
“Learner”
gets attached
to shocking
system



Who would go up to 450 volts?



1% *

5%

33%

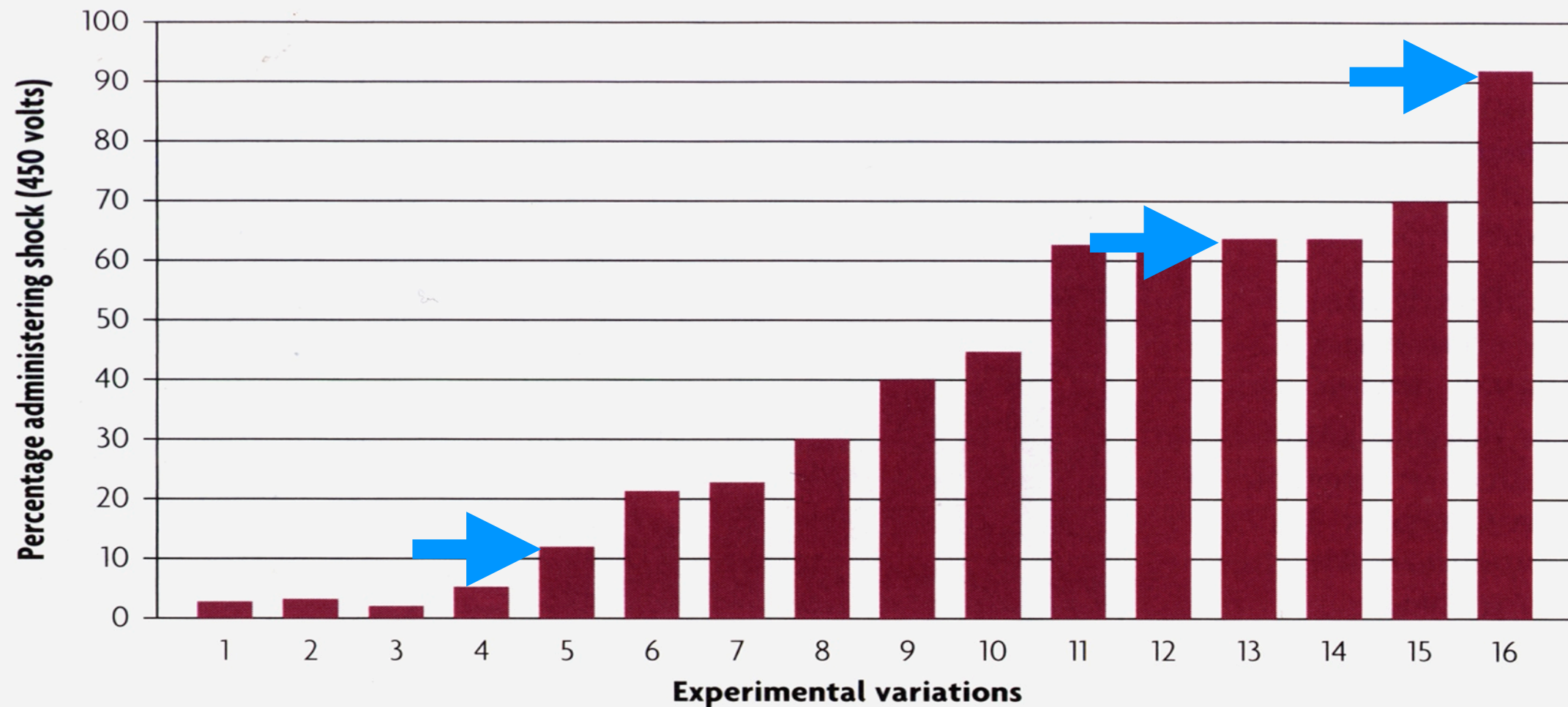
50%

65%



!!!!!!

Milgram Scenarios



- | | |
|---|-----------------------------------|
| 1. Learner demands to be shocked | 7. Remote authority |
| 2. Authority as victim—an ordinary man commanding | 8. Touch proximity |
| 3. Two authorities—contradictory commands | 9. Proximity |
| 4. Participants free to choose shock level | 10. Institutional context |
| 5. Two peers rebel | 11. Voice feedback |
| 6. An ordinary man gives orders | 12. Remote victim |
| | 13. Women as participants |
| | 14. Two authorities—one as victim |
| | 15. The participant as bystander |
| | 16. A peer administers shock |

- ALL EVIL
BEGINS WITH
ONLY

- 15 VOLTS !!

A black and white photograph of a prison cell. The cell has a barred window on the left and a small door or opening in the center. The walls are made of concrete or metal. The text "STANFORD PRISON EXPERIMENT" is overlaid on the image in a large, bold, sans-serif font.

STANFORD PRISON EXPERIMENT

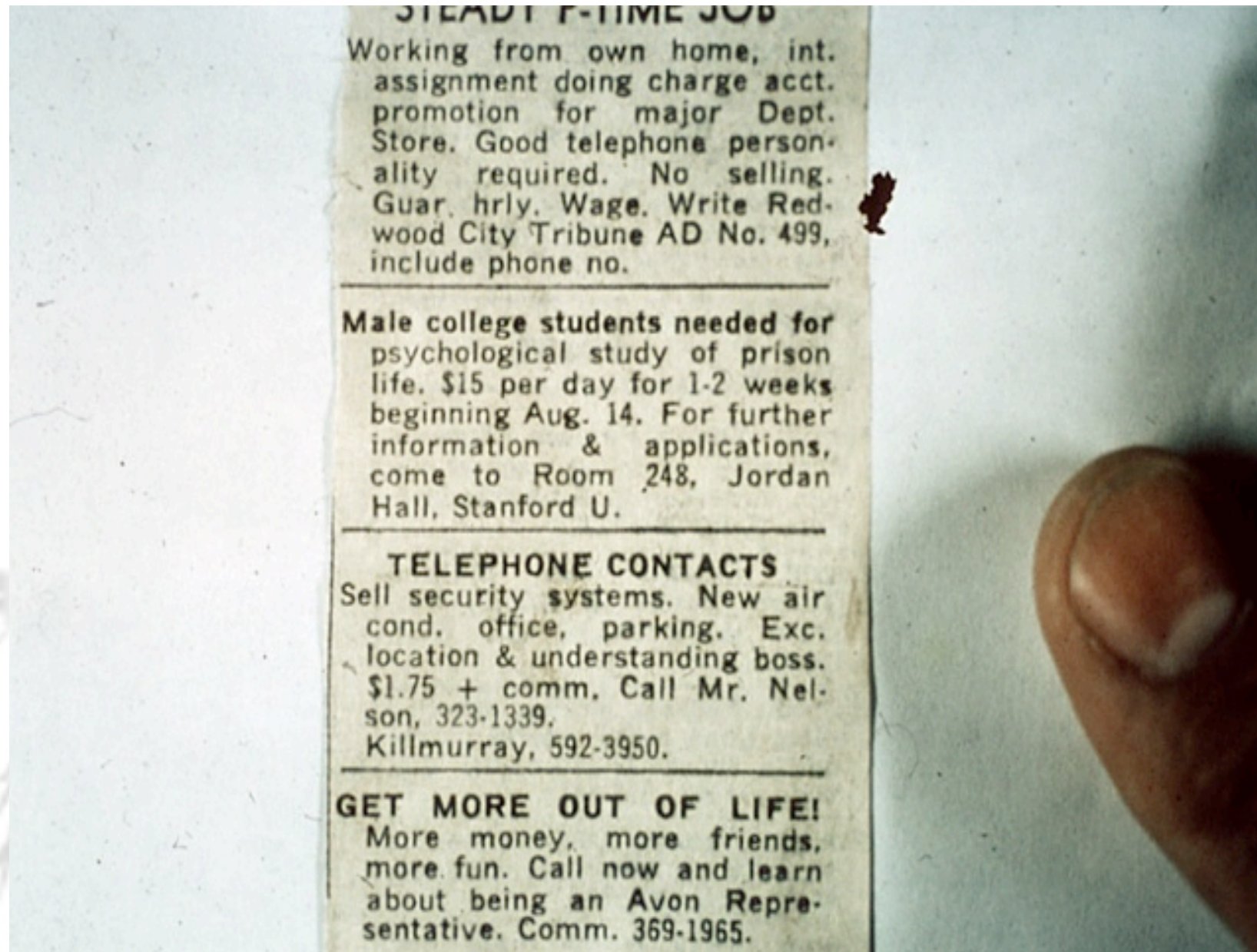
PHILIP G ZIMBARDO

CRAIG W HANEY

WILLIAM C BANKS

DAVID M JAFFE

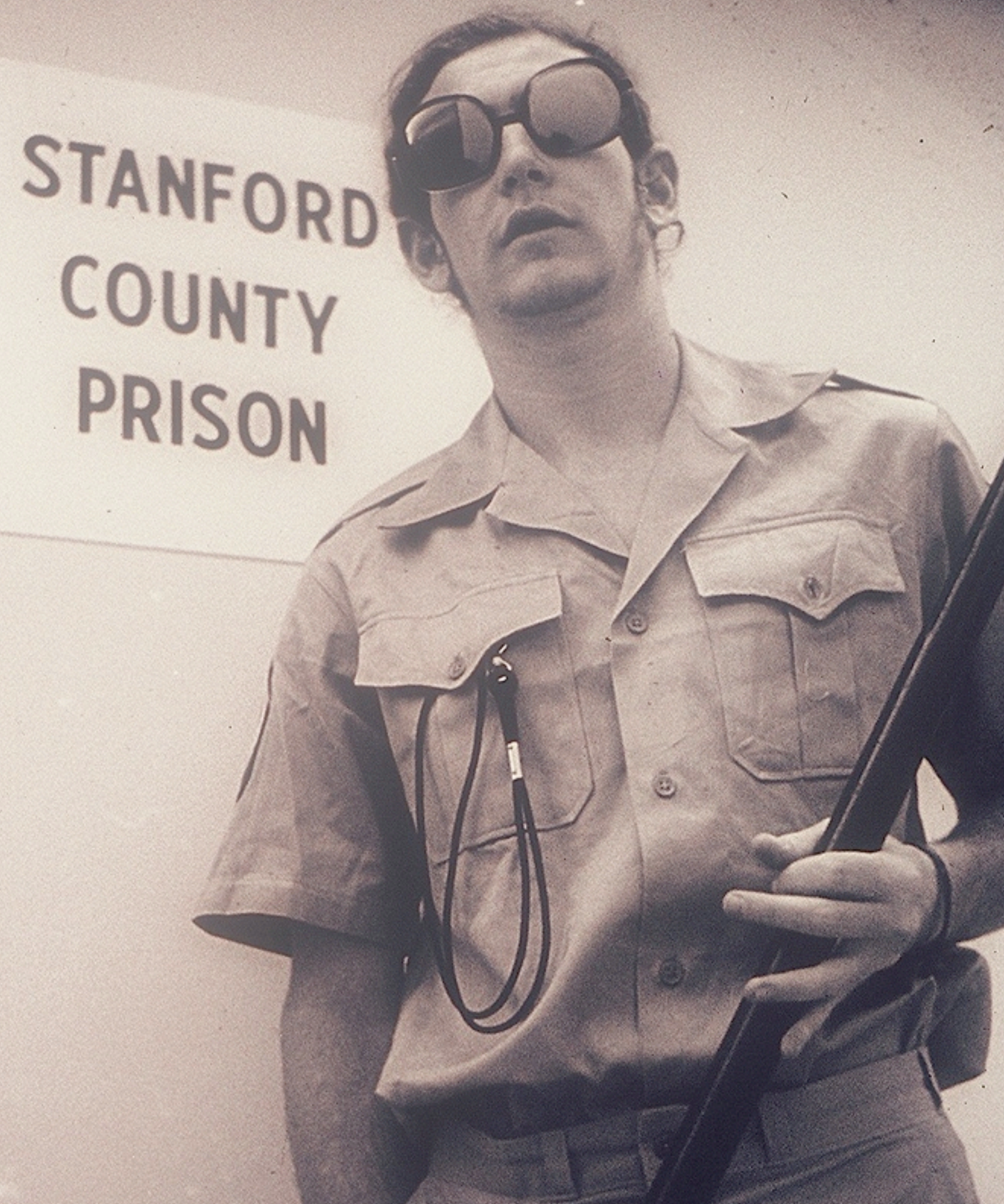
Stanford Prison Experiment



Volunteers answered this ad

75 volunteers take
personality tests,
and interviews
24 selected; most
normal, healthy;
randomly assigned





A guard in military
uniform,
with symbols of
power,
and anonymity-
inducing sunglasses

PRISONERS IN SMOCKS w. ID NUMBERS



Initial menial
tasks--
push ups,
endlessly
long counts
of prisoner
numbers--
escalate
daily to
more
humiliating
and
degrading...



Prisoners often
stripped naked,
sexually taunted,
and sexually
degraded





First prisoner 8612
broke down from
extreme stress reactions
in 36 hours, and was
released-- and then
abuse by guards
worsened daily --
until five prisoners had
to be released--

I ended the projected
2- week study after only
6 days!

It had spun out of
control



MY MORAL HEROINE -- WHO STOPPED THE SPE

- Christina Maslach, August 18, 1971
After seeing guards abuse prisoners
- Told me: "It's terrible what YOU are doing to those Boys."
- We had just started dating, she added: "YOU have changed; I don't want to continue our relationship if this is the real you."
- She forced me to acknowledge the the Cruelty and Inhumanity I that I allowed in my role as the SPE Prison Superintendent.
I ended the SPE the next day.



- What did I do with this Heroine who challenged
What did I do to this woman who challenged MY
authority?
- I Married her the next year, August 10, 1972, in the
Stanford Church,
- and we made two lovely daughters, and lived
happily ever after...



SLOGANS ON MANY SCHOOLS IN CHINA

- “ON THE GATES OF THESE SCHOOLS, YOU’LL SEE SLOGANS THAT SAY,”
- GENIUS COMES FROM HARD WORK.”
- **TOBACCO HELPS YOU BECOME TALENTED !”**
- ?????????????????????????????????



- **SYSTEMIC EVIL~~~~~ KILLS ONE MILLION CHINESE MEN EVERY YEAR**

- IN CHINA, BY STATE- CONTROLLED MONOPOLY ON TOBACCO
- 53% MEN SMOKERS = 320 MILLION REGULAR SMOKERS
- WHY? EARNINGS = 605 BILLION YUAN,
- GOV'T PREVENTS ANTI-SMOKING CAMPAIGNS

Why do some ordinary people turn **Evil**?

We know the recipe and the basic ingredients:

Dehumanization

Diffusion of
Responsibility

Obedience to
Authority

Unjust Systems

Group Pressure

Power & Control

Moral
Disengagement

Anonymity /
De-Individuation



Becoming Heroic...

Leadership?
Sacrifice?
Courage?
Awareness of future?
Mindfulness?
Compassion?
Empathy?



WE DO NOT KNOW- THERE IS LITTLE
RESEARCH ON HEROISM



Dalai Lama believes Compassion will save the world.
I ask if Compassion alone is sufficient in a world with Evil?
Compassion as a Private Virtue must be transformed into
Heroic Action. It must be **Socially Engaged.**

IT IS TIME TO PROMOTE
MORAL COURAGE,
CIVIC VIRTUE & HEROISM





Heroic
Imagination
project

Empowering Everyday People to
Take Heroic Action in Challenging
Moments in Their Lives

Visit Us @

www.HeroicImagination.org



HIP in action

- Conducting and supporting new **Research** on all aspects of heroism-- {there is virtually none}--
- **Corporate Initiatives.** Creating Cultures of Integrity and heroic leadership programs in business and institutions.
- **Public Engagement** to create HIP communities throughout the world, with interactive exercises.
- Creating new Hero **Educational** curricula at all school grades, in-class courses, on-line web based, also for summer camps.

Kids Face Challenges Every Day...

Gossip....

facebook 



 Info

 **Friend Activity**

 Related Posts

 Wikipedia

3,316
like this

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Philip Zimbardo ▸ Friend Activity

Author · Did you mean The Lucifer Effect?

Friend Activity



Erik Stangvik
...this from my colleague Phil giving a recent Ted Talk...would love your feedback...especially my friends with teenage sons...



Philip Zimbardo: The demise of guys? | Video on TED.com
www.ted.com
TED Talks Psychologist Philip Zimbardo asks, "Why are boys struggling?" He shares some stats (lower graduation rates, greater worries about intimacy and relationships) and suggests a few reasons -- and he asks for your help! Watch his talk, then take his short 10-question survey: <http://on.ted.com/P...>

 Like ·  Comment ·  Share · August 10 at 11:01am · 

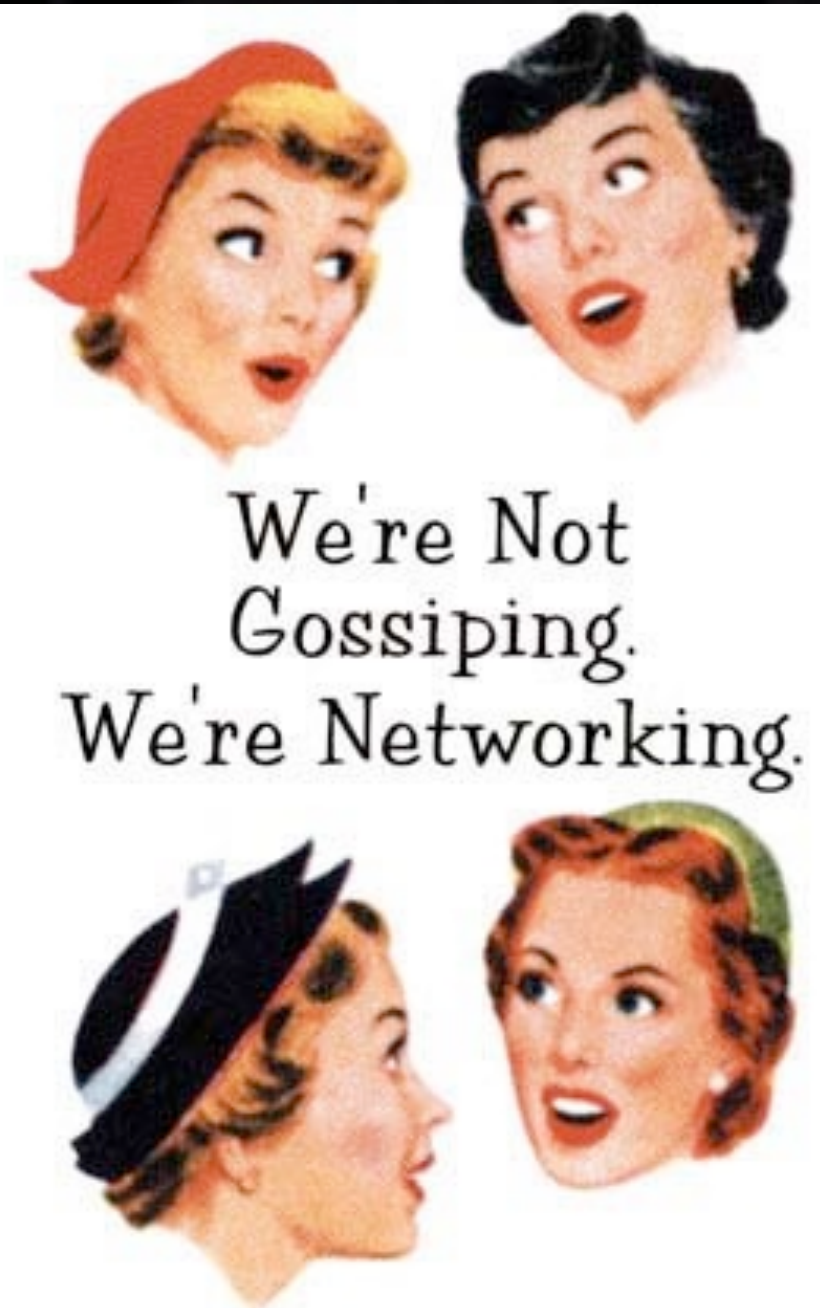


Cindy Gallop
Phil Zimbardo on The Death of Guys, with a shoutout to me and MakeLoveNotPorn:



Philip Zimbardo: The demise of guys? | Video on TED.com
www.ted.com
TED Talks Psychologist Philip Zimbardo asks, "Why are boys struggling?" He shares some stats (lower graduation rates, greater worries about intimacy and relationships) and suggests a few reasons -- and he asks for your help! Watch his talk, then take his short 10-question survey: <http://on.ted.com/P...>

 Like ·  Comment ·  Share · August 5 at 5:42pm · 



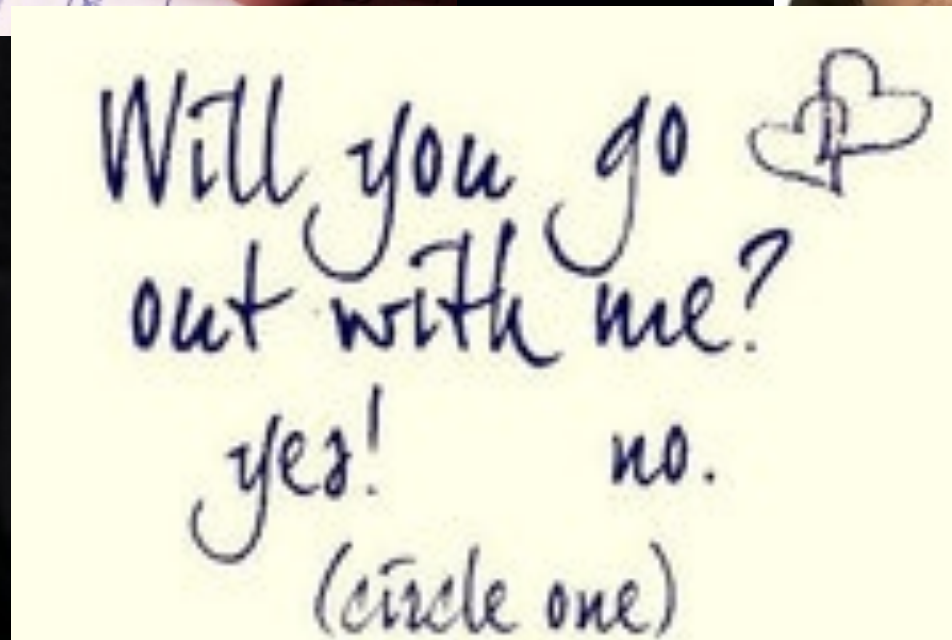
Peer Pressure....



Bullying....



Decisions....



Whether to Get Involved?



Take your friend's keys
before they drive drunk?

Ruin someone's reputation
or stand up for them?

Your Life as an Experiment: Try Changing Some Features

- Who am I?
- Who do I want to be, to become?
- What will help that goal?
- What can block that goal?
- Which of your Selves will show up tomorrow?

Your Life Decisions

Easy vs. Hard

- Littering vs. cleaning up
- Being a bully vs. challenging bullies
 - I hate u! vs. I forgive you or I love you
- Party down vs. studying up
 - Reacting vs. reflecting
- Living for the moment vs. planning your future
- Accepting life's shit vs. changing your world

You Want to do
the Right Thing
...but How?



You Begin
With Small
Steps.....

Everyday Heroism

- The power of one → be there first; if you don't act, who will?
- The power of two → B N Ally
- Be a positive deviant → dare 2B different for one day
- Make someone feel special → a compliment a day for one week

The background of the image is a dark, textured pattern composed of numerous stylized, overlapping faces of various superheroes. These faces are rendered in a light gray or white tone against the dark background, creating a subtle, repeating motif. The faces are depicted in various poses and expressions, contributing to a sense of dynamic energy and heroism.

Kids can
be Heroes too!

www.HeroicImagination.org

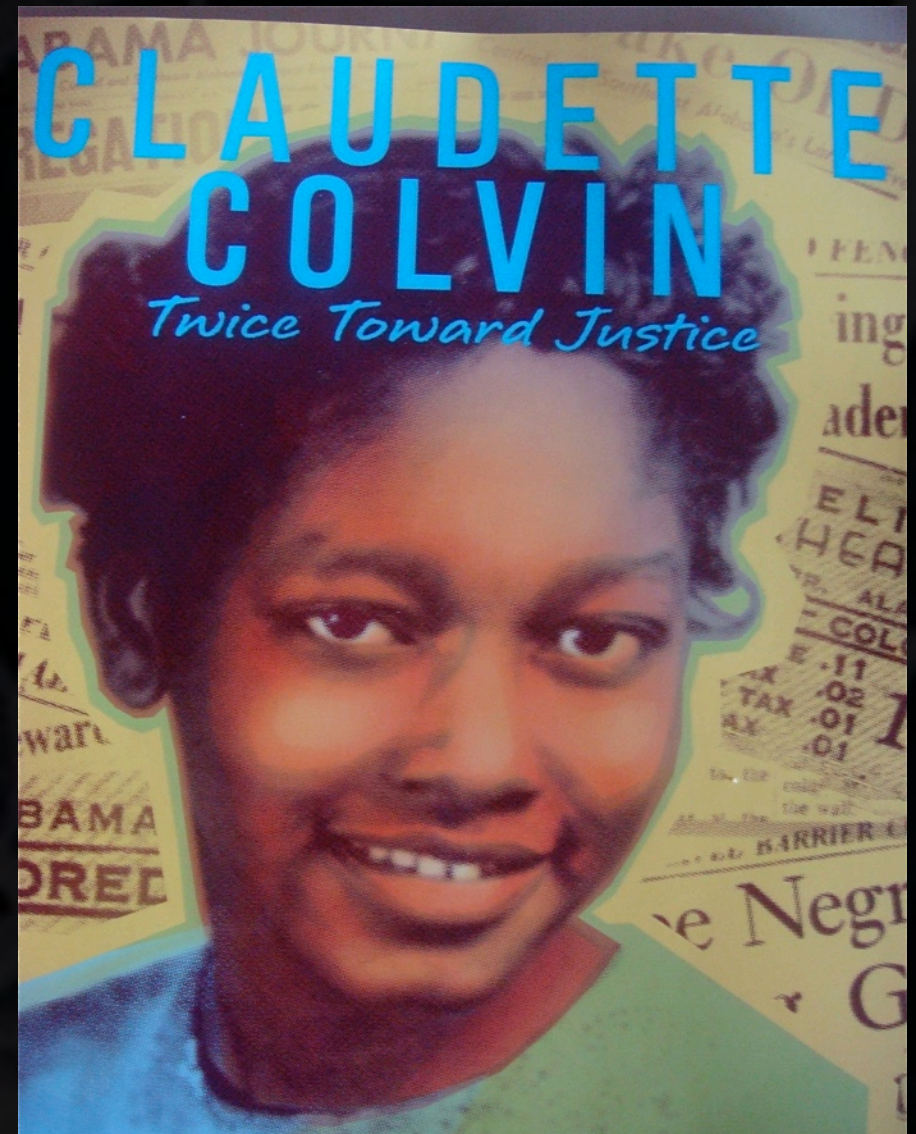
Lin Hao

- In 2008, a massive earthquake destroyed the classroom of Lin and 30 students. After escaping, he returned to save two surviving classmates.
- **Why?** “I was the hall monitor, it was MY JOB to look after my classmates.”
- Heroic Imagination->Action.org



Claudette Colvin

- 9 months before Rosa Parks became a Civil Rights hero, this 15- year old student challenged bus segregation by refusing to yield her bus seat to a white woman.
- She was jailed - pleading it was “my constitutional right”



Dan Hernandez: Saved life of Gabby Giffords



SF Heroine: Keenia Williams 10/20/11

Saved life of a truck driver whose van turned over
and was blazing, dragged him 65 feet to safety!
(HIP will honor her next week in our Presidio office and hire her
for our HS /Middle School programs)





 **Heroic Imagination project**

Keenia Williams
Heroic Imagination Project
Extraordinary Civic Hero





HEROINE

The Evil of Inaction: the Bystander Effect

- Individuals do not offer help to a person in need when other people are present.
- The greater the number of bystanders, the less likely people will offer help.
- ***Diffusion of responsibility***
 - ➡ Examples: Gang Rape of teenager, Richmond. California. HS dance, dozens witnessed, no one called Police at 911
 - ➡ China. Toddler run over, dozens passed by..

RECENTLY IN CHINA

Toddler, Yue-Yue, run over, 18 pass her by



EXAMPLE OF OUR VIDEO TEACHING RESOURCES

- **THE BYSTANDER EFFECT -- IN ACTION AND ITS INACTION- IN LONDON. ENGLAND**

- STORY OF PHILIP JOHNSON
- DOING THE RIGHT HEROIC THING
- HELPING SOMEONE WITH ASTHMA ON A CITY BUS
- BYSTANDER EFFECT KNOWLEDGE TRANSFORMED INTO PERSONAL ACTION
- LOUISIANA FOLKS, AS WE HEARD THIS MORNING, CHALLENGING BP, THE GOVT, CDC, AND BUILDING PEOPLE POWER MUSCLE AGAINST SYSTEMIC CORRUPTING POWER
- CNN heroes: Kenya and Malawi; VISONARIES

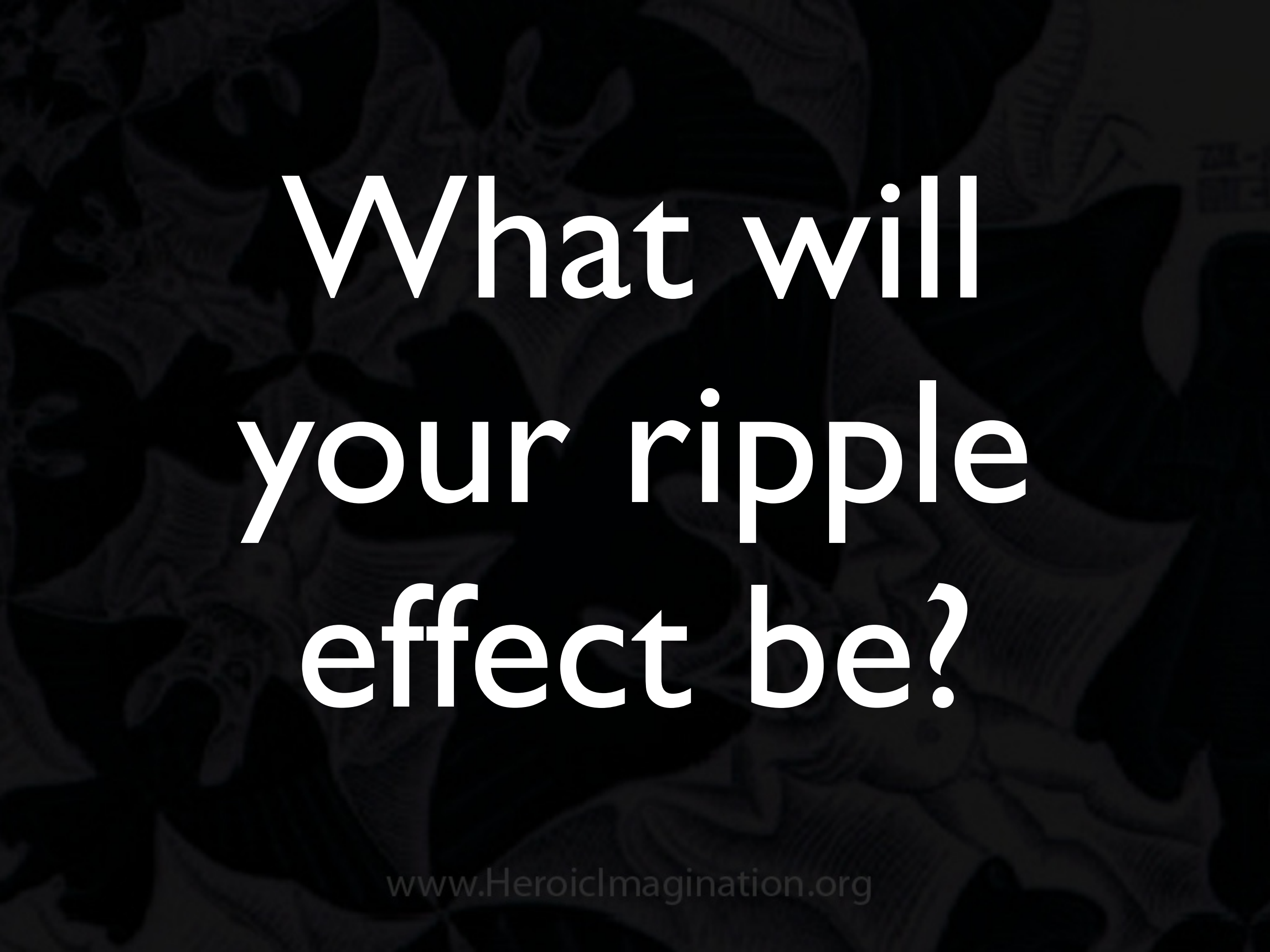


HIP

The Heroic Imagination Project

Changing the World One Heroic Action at a Time

- Using research, education and networks to promote the “**Heroic Imagination**” and empower ordinary people of all ages and all nations to engage in extraordinary acts of heroism
- **Heroism** is the antidote to **Public Indifference** and **Systemic Evil**
- Transforming the personal virtue of **Compassion** into the Civic Virtue of **Heroic Action**

The background of the image is a dark, textured pattern of interlocking gears. The gears are of various sizes and are arranged in a way that creates a sense of depth and complexity. The overall color scheme is dark, with the text providing a strong contrast.

What will
your ripple
effect be?



The World Needs More Heroes



“Do or do not...
There is no try”

YOU!



WE HOPE TO BUILD HEROIC IMAGINATION
CENTERS IN EVERY SCHOOL IN AMERICA AND
ABROAD-- WITH A LITTLE HELP FROM OUR FRIENDS